

FOR IMMEDIATE RELEASE

## **Beer Laboratory to be Established in Maine**

UNION, Maine, April 1, 2021 – The Pour Farm brewery (Union, ME) today announced a partnership with the Max Blanck Institute for Advanced Studies (Princeton, NJ) to conduct fundamental research in beer science and technology.

The research consortium will be housed in a new, state of the art laboratory complex at The Pour Farm brewery in South Union, Maine. Construction will begin in August, 2021, and the group is now accepting applications from qualified research fellows.

The collaboration, made possible by a \$450 million grant from the Papazian Foundation, will seek to expand human knowledge in four beer-related fields: fermentation biology, subatomic beer physics, beer-based robotics, and the phenomenological foundations of beer.

First, the **Fermentation Lab** will develop techniques for the creation of novel beer products. Initial projects will include: *Freeze-dried beer*, consisting of zymological powders that can be transformed to high potency beer with the addition of DHMO (Dihydrogen Monoxide); *Zero-gravity beer*, a nonalcoholic, gluten-free, zero-calorie beverage made without barley, hops, or yeast; and *Animal beer*, which has the potential to reshape the global beer market by converting the world's estimated 120 billion non-human mammals into beer drinkers.

The **Subatomic Beer Lab** will construct and operate the world's largest beer supercollider, capable of accelerating IPAs and sours to the speed of light, and smashing them into each other. The goals are to discover exotic subatomic particles, construct new beers using nuclear processes, and smash the hell out of things at the speed of light.

The goal of the **Beer Robotics Lab** is to leapfrog current technology, not by building robots that make beer, but rather by building robots that drink beer. Beer drinking robots have many applications including: increasing global beer consumption, potentially improving human companionship in bars and tap rooms, and creating a new common enemy for humanity to rally against so we don't destroy ourselves (i.e., "the scourge of drunk robots").

Finally, the **Center for the Study of the Phenomenology of Beer** will explore both the cognitive experience of drinking beer, and a range of extensions for beer-based altered consciousness. Researchers will investigate pharmacological beer additions, such as ayahuasca, peyote, and psilocybin. They will test beer-based psychedelics as a means of communicating with extraterrestrials from nearby exoplanets. And back on Earth, they will launch a worldwide effort to eradicate mean drunks from the planet.