

FOR IMMEDIATE RELEASE

Pour Farm Brewery Puts New Skin in the Game

UNION, Maine, April 1, 2022 – The Pour Farm brewery (Union, Maine) today announced a new business venture to produce skin care products under the brand name “The Pore Pharm.” The newly formed business will manufacture and distribute creams, lotions, ointments, and industrial lubricants for the emerging unguent market.

Brewery owner Bill Stinson said “Consumers are getting sick of craft beer. Most of them would rather soak in a hot tub of bath salts than pretend they like drinking dank IPAs and barnyard sours.”

Starting in April 2022, the Pour Farm’s beer production and taproom operations will be suspended for two months while the Union facility is retooled. Stinson foresees a speed-to-market edge for the new Pore Pharm, as the brewery’s existing fermentation tanks can be retrofitted to manufacture scented, oleaginous goos.

When the business reopens, the new Pore Pharm will offer a variety of body care products, including: **Skin and Bone**, an erectile dysfunction cream; **Pore It On**, a drenching acne treatment; **Thick Skin**, a transdermal treatment to reduce irritability and harden resolve; **Savior Hide**, a lubricating lotion for slipping out of tight spots; **Skinny Dip**, a full-body appliqué and clothing substitute; and **Flesh Crawler**, a microbial rub engineered to digest the residue of other skin products.

In addition to developing products, the Pore Pharm will also offer a range of spa experiences. Bartender Anna White is currently learning how to hose down patrons with the high-pressure moisturizer cannon. Bartender Jerin Brooks is practicing emergency extractions from the medicinal jelly immersion tank. And brewery dog Barley has been retrained to stimulate customer scalps using his big wet tongue.

“Our new mission at The Pore Pharm is simple: help customers feel comfortable in their own skin,” said Stinson.