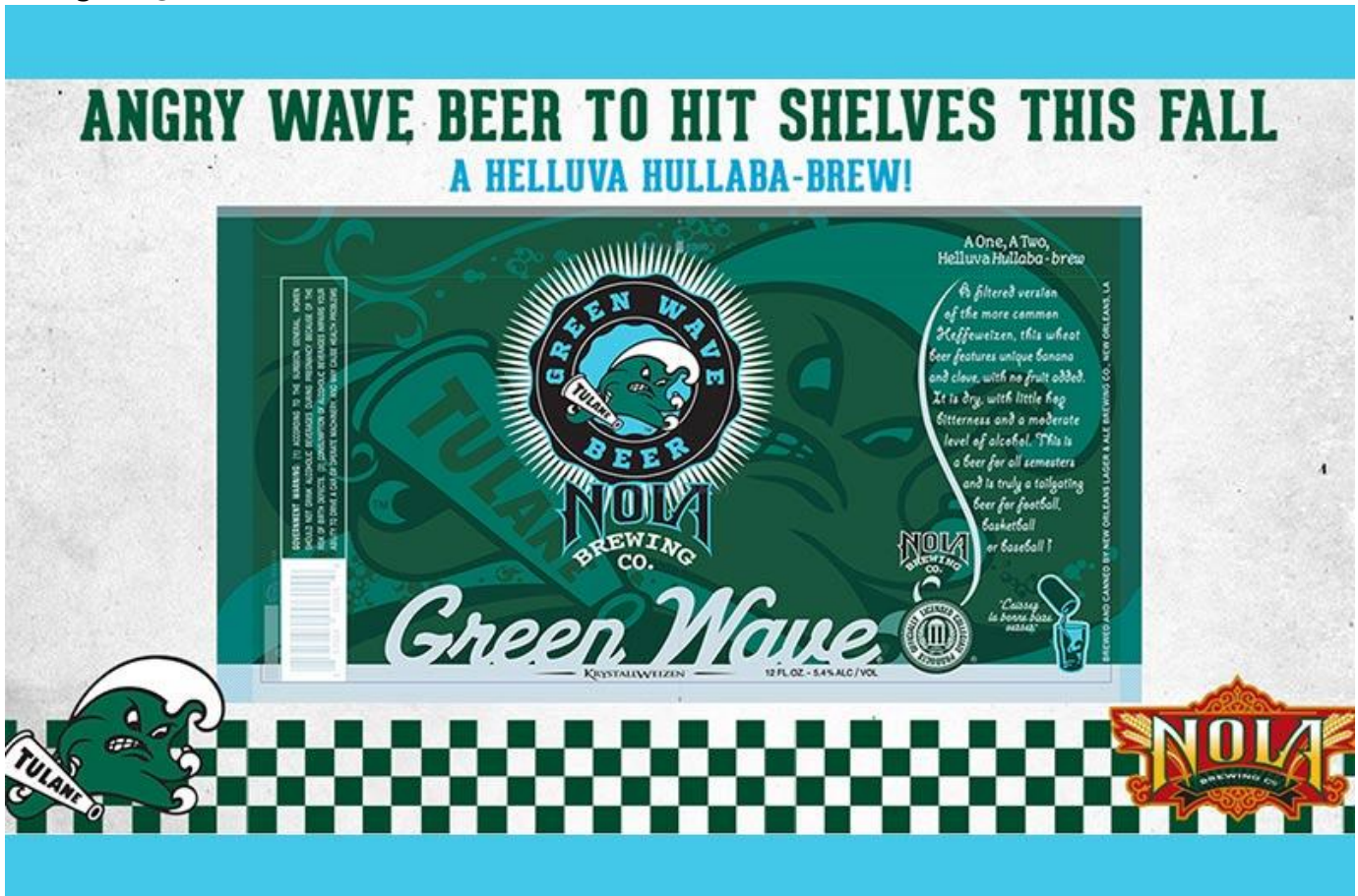


New brew will debut at Yulman Stadium on Sept.

2

July 07, 2017 11:00 AM Scottie Rodgers
srodger1@tulane.edu



Green Wave Beer from NOLA Brewing Co. will be sold at Yulman Stadium starting Sept. 2 and in local restaurants and grocery stores this fall.

[Tulane Athletics](#) recently announced a partnership with NOLA Brewing Co. to launch a new helluva hullaba-brew, Green Wave Beer.

Emblazoned with the [angry wave](#) and Green Wave marks on the 12-ounce can, the beer is currently in production and will be available at Yulman Stadium for Tulane's football home opener on Saturday, Sept. 2, against Grambling State University. Green Wave Beer will also be available in local restaurants and grocery stores in the fall.

“Tulane Athletics is excited to extend the Green Wave brand with our very own beverage,” said Jana Woodson, Tulane’s associate athletics director for external relations. “We are excited for our alumni and fans to enjoy this new beverage and support our new partnership with NOLA Brewing.”

Green Wave Beer is a filtered version of the more common hefeweizen, a dry, wheat beer with a little hop bitterness that features unique banana and clove notes with no fruit added.

“Green Wave Beer was designed with Tulane fans in mind,” said Kirk Coco, chief executive officer at NOLA Brewing. “Our goal is for alumni to be able to have a go-to beer to enjoy while tailgating and cheering on their favorite Tulane teams.”

NOLA Brewing Co. is an official sponsor through IMG, the exclusive multimedia rights holder for Tulane Athletics.

Like this story? Keep reading: [Yulman Stadium ranks among top 25](#)