

For National IPA Day, Tavour Offers the Full Spectrum of Hopbombs

- National IPA Day is August 5 this year. Thanks to America's ongoing obsession with the IPA and emerging new sub-styles, it's never been worth celebrating more.
- Craft beer fans looking for a wide selection of IPAs can find them on [Tavour](#), a craft beer app that offers everything from West Coast IPAs to NEIPAs and more!
- IPA brewers on Tavour are constantly innovating, including experimenting with new ingredients meant to enhance hop flavors and even using IPAs as platforms for social causes.

June 30, 2021 - From clean, West Coast IPAs with pronounced bitterness to entirely new renditions like the tart and juicy Sour IPA, today's hopbombs are far from "one size fits all."

And, what better time than National IPA Day to explore what's next for the style? Many hop-focused brewers are constantly seeking ways to innovate, breathing new life into a style once known solely for high levels of hop bitterness.

Finding a wide variety can still be challenging though, thanks to small batch sizes and hyper-local distribution from microbreweries. Fortunately, craft beer fans looking to stock up on an assortment for National IPA Day can do so with [Tavour](#). The app-based retailer works with over 600 independent breweries across the nation to bring hard-to-find styles and limited release beers to those who wouldn't otherwise have access to them.

"There has been some amazing research lately around survivable hop compounds," says Molly Reynolds, co-founder of [Celestial Beerworks](#), a brewery known across the Dallas, Texas area (and Tavour) for its marriage of science and art. "These oils are considered to be the most punchy and helpful in hoppy beers, and help accentuate the wonderful tropical flavors that we love in IPA."

The Celestial team has also been exploring new flavor-enhancing "hop aids" from New Zealand, including a powder made from Sauvignon Blanc grape skins.

"It's really cool being able to play with flavors and accentuate certain aromas without heavily dry-hopping every beer," Reynolds says. "It's clear that the haze is here to stay, but so many new worlds are opening up within the style. The eternal beer-nerd in us is loving every second."

That "haze" Reynolds refers to is the New England-style IPA or Hazy IPA. Regarded for its fruit flavors, it's also the IPA style that most benefits from the flavor-enhancing hop oils the Celestial team is researching.

Introduced in the early 2000s in the Northeastern United States, the Hazy IPA has really shot up in popularity over the past several years. The style is known for being smooth, juicy in flavor, and hazy in appearance. As beers like the 10% ABV Technical Skillset from Celestial Beerworks showcase, the low-bitterness and lush fruit flavors of the style often conceal large amounts of booze.

In 2018, the Brewers Association added a "Juicy or Hazy" IPA category, finally recognizing the style's exploding popularity. But as seen on Tavour, there are a host of other emerging IPA sub-types worth exploring today that have yet to find their way into the mainstream.

One of the most prominent new forms is the Milkshake IPA. Emerging around 2015, the Milkshake IPA swiftly picked up speed thanks to succulently smooth additions of lactose (and often fruit).

Breweries like Montana's [Imagine Nation](#) are now taking the Milkshake IPA even further by using copious amounts of oats to create a full-bodied base beer before adding the lactose. Their 4th Anniversary Imperial "Oat Cream IPA" sips down tropically fruity and ultra smooth!

"We constantly challenge ourselves to experiment and hone the tiniest of details of the brewing process with the goal of producing more refined IPAs," Head brewer and Co-founder Robert Rivers says. "We hope that as our beers evolve, so does the public's appreciation for the different forms IPAs can take."

In addition to the Milkshake IPA, there's also the Sour IPA. Among the newest IPA styles on the modern craft scene, the Sour IPA is most commonly defined as a New England-style IPA with added pucker. A recent beer on the Tavour app was Strawberry Colada Tart Deco from New York's [TALEA Beer Co.](#), a Sour IPA that utilizes additions of coconut, pineapple, and strawberries to create a full, smooth body with strong fruity tartness.

For those wishing to taste traditionally clean and bitter IPAs, however, Tavour also offers a host of West Coast styles — the IPA that launched the current craze! Known for its high levels of hop bitterness, the West Coast Style started in California and remains popular across the country.

A recent example on the app is Collaberal Damage, a 7.5% ABV West Coast IPA with a lineup of Cascade, Amarillo, Talus, and Simcoe Hops that create flavors of pine and pithy grapefruit. The beer is a limited collaboration from Wisconsin's [Oliphant Brewing](#) and [The Brewing Projekt](#).

"As to the future of IPAs, my own hopes would be that the industry places less emphasis on the next great thing and more weight on the great things that can be accomplished when IPAs are used to enhance connection within communities," Rivers says.

In addition to being forerunners of the IPA style in Montana, Imagine Nation is known for using their brews as vehicles for social change. One example is Prisoner of Hope Imperial Milkshake IPA, brewed in honor of American philosopher and activist Dr. Cornel West, who visited their brewery last year.

What better time to connect with the ever-evolving IPA community than National IPA Day? The rotating selection on Tavour allows curious beer drinkers to explore all of the IPA's time-tested favorite forms, as well as new flavor frontiers! To stock up, check out the [app](#).