

Brooklyn Brewery Unifies Non-Alcoholic Portfolio Under Core Brand

15 April 2026 | News

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Craft brewing pioneer and global innovator Brooklyn Brewery is launching Brooklyn Brewery Non-Alcoholic, a rebrand of its award-winning NA portfolio formerly known as Brooklyn Special Effects. The new name and packaging unify the beers under the core Brooklyn Brewery family while keeping the brews themselves exactly the same. Retail rollout began in April, with updated packaging appearing on shelves nationwide throughout the month.

First introduced in 2019, Brooklyn Special Effects quickly became one of the most recognised non-alcoholic beer lines in the United States. Developed under the direction of James Beard Award-winning Brewmaster Garrett Oliver, the brews set out to prove that non-alcoholic beer could deliver the same flavour, balance, and brewing integrity as traditional beer.

Now, as the non-alcoholic category continues to grow, Brooklyn Brewery is simplifying how its NA line-up appears on shelf by aligning each one directly with the core beer style it reflects — making it easier for drinkers to recognise the Brooklyn Brewery beers they already know and love, just without the alcohol.