

Don Jalapeño Returns in Grand Fashion - No Label Brewing and Blood Bros BBQ Celebrate 10-Year Anniversary Bash

Iconic Don Jalapeño Beer Reemerges as Blood Bros BBQ Marks 10-Year Milestone - A Flavorful Celebration Awaits!

HOUSTON, TX, UNITED STATES, February 1, 2024 /EINPresswire.com/ -- Don Jalapeño is back, and it's better than ever! No Label Brewing, in collaboration with Blood Bros BBQ, is excited to announce the triumphant return of the crowd-favorite, "Don Jalapeño" beer. This spicy and smoky delight is making its way to HEB stores across the region, is currently available at the No Label taproom, and is set to make its grand comeback at Blood Bros BBQ for their 10-year anniversary bash.



"I really loved the Don Jalapeño beer way back when, and they had done away with it," recalls Quy Hoang, pitmaster and co-founder of Blood Bros BBQ. When the time came for a collaboration between Blood Bros and No Label, it was a no-brainer for Hoang. "It was Quy himself who was like, 'That's the beer I want. Let's do that.'"

The new iteration of Don Jalapeño features jalapeños smoked by Hoang himself, infusing the beer with a unique, smoky flavor that pairs perfectly with BBQ. The can's logos represent the strong partnership between these two Texas favorites.

"The dynamic between Blood Bros. and No Label is we both understand lifelong friendships and that the thing that matters most in this life are relationships," says Tom Paynter, co-owner, and marketing director of No Label Brewing Co.

No Label Brewing Co. is no stranger to accolades either, having previously won at the World Beer Cup, highlighting their commitment to crafting exceptional brews.

Thanks to the deep friendship they've built over the years, working together on this beer was just "a natural thing," according to Hoang. "To see it all come together in one product that's going out all over Houston, it's a cool feeling," he adds.

Notably, Quy Hoang was recently named a James Beard Award finalist, solidifying Blood Bros BBQ's reputation as a culinary hotspot. Publications like the New York Times, Food & Wine, Bon Appetit, and Texas Monthly have showered accolades upon Blood Bros for their exceptional BBQ.

Adding a golden feather to their cap, No Label Brewing Co. and Blood Bros BBQ proudly announce their GOLD MEDAL win at the 2023 US Open Beer Championship for their collaborative beer, Don Jalapeño. This prestigious recognition from the world's second-largest international beer competition highlights their shared passion for flavor, craftsmanship, and innovation.

But the celebration doesn't stop there! To commemorate a decade of mouthwatering BBQ and the triumphant return of Don Jalapeño, Blood Bros BBQ is hosting an unforgettable event.

****The 10-Year Anniversary Bash:****

- **Date: Sunday, February 18 · 12 - 4pm CST**



SUNDAY FEBRUARY 18, 2024
JOIN US TO CELEBRATE
Beats BBQ BREWS **10 YEARS OF BBQ**
BLOOD+BROS WITH SOME OF OUR **BEST FRIENDS**
TEXAS BARBECUE

BLOOD BROS. BBQ | JAIME VALENCIA • SOY PINOY | TOM CUNANAN
44 FARMS | JASON SCHIMMELS & JOSH BROUSSARD
ROSSLER'S BLUE CORD BBQ | STEVEN & KRISTEN ROSSLER
M&M BBQ COMPANY | MIKE & BETINA MILLER • RIEL | RYAN LACHAINE
PHAT EATERY | ALEX AU-YEUNG • GOLD TOOTH TONY'S | ANTHONY CALLEO

MERCHANDISE: GRIZZLY BLOCKS • HEAVY METAL RACKET • BOERNE BRAND
LIQUOR SPONSORS: JINRO • THREE RANGERS • DOBEL • PATRON • DIRTY MONKEY
ANGEL'S ENVY **BEER SPONSORS: NO LABEL • SIERRA NEVADA**

12PM - 4PM: TICKETS AVAILABLE ON EVENTBRITE
\$85 TICKET: EACH TICKET WILL GET YOU [1] PARTY PLATTER AND [2] DRINK TICKETS

5425 BELLAIRE BLVD **NO ADMISSION WITHOUT TICKET**
BELLAIRE, TEXAS 77401 **WWW.EVENTBRITE.COM**

- ****Location:**** Blood Bros BBQ, Bellaire, Texas
- ****The Food Lineup:****
 - Ryan Lachaine: Riel Restaurant
 - Jason Schimmels & Joshua Broussard: 44 Farms
 - Steven & Kristen Rossler: Rossler's Blue Cord BBQ
 - Mike & Betina Miller: M&M BBQ Co.
 - Tom Cunanan: Soy Pinoy
 - Alex Au-Yeung: Phat Eatery
 - Jaime Valencia: Blood Bros. BBQ
 - Anthony Calleo: Gold Tooth Tony's
- ****The Swag:****
 - Grizzly Blocks
 - Heavy Metal Racket
 - Boerne Brand
- ****The Juice:****
 - Dobel Diamonte Tequila
 - Patron Blanco Tequila
 - Angel's Envy
 - Three Rangers Whiskey
 - Jinro Flavored Soju
 - Dirty Monkey Banana Peanut Butter Whiskey
- ****The Booze:****
 - No Label Brewing Co.
 - Sierra Nevada Brewing Co.
- ****The Tunes:****
 - DJ Seek
- ****Ticket Price:**** Includes all dishes and 2 Complimentary Drink Tickets
- ****Children:**** Welcome, but will require a ticket
- ****Giveaways and Raffle Prizes:**** All day long

Don't miss this incredible event where good friends, good food, and the iconic Don Jalapeño come together to celebrate a decade of Blood Bros BBQ excellence. Join us in raising a glass to great times and even better BBQ.

For more information, contact:

Tom Paynter
No Label Brewing Co.
Email: tom@nolabelbrew.com

Robin Wong
Blood Bros. BBQ
Email: robin@bloodbrosbbq.com

Website: www.nolabelbrew.com

Website: www.bloodbrosbbq.com

About No Label Brewing Co.

No Label Brewing Co., established in 2010, is a Katy, Texas-based craft brewery dedicated to producing exceptional, handcrafted beers that push the boundaries of flavor. Their commitment to quality, innovation, and community has made them a cherished part of the Texas craft beer scene.

About Blood Bros. BBQ

Blood Bros. BBQ, founded in 2018 by pitmaster Quy Hoang and lifelong friends Robin and Terry Wong, is a beloved BBQ joint located in Bellaire, Texas. They are renowned for their commitment to creating delicious BBQ dishes using flavors they love and sharing their passion for smoked meats with the community.

Tom Paynter

No Label Brewing

+1 2817482498

[email us here](#)

Visit us on social media:

[Facebook](#)

[Twitter](#)

[Instagram](#)

This press release can be viewed online at: <https://www.einpresswire.com/article/685311962>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2024 Newsmatics Inc. All Right Reserved.