

Creature Comforts Brings Flash Cat to Sanford Stadium, Expands Game Day Experience for Bulldog Fans

'Official Taproom' and 'Official Craft Beer' of Georgia Athletics unveil activations for the 2026 season

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[Creature Comforts Beverage Company](#)

is kicking off another football season as the Official Craft Beer and Official Taproom of Georgia Athletics. The award-winning, purpose-driven craft brewery will debut Flash Cat, an 8% Imperial IPA, at Sanford Stadium, expand game day experiences at its downtown Athens taproom, and launch fan promotions throughout the season. Located at 271 W. Hancock Avenue in downtown Athens, the taproom is home to "The Best Watch Party in Athens."



Creature Comforts Logo

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Whether you're inside the stadium or watching from our downtown taproom or Cura cocktail bar, we're committed to creating memorable game day experiences through great beverages enjoyed responsibly.”

Adam Beauchamp, co-founder and CEO of Creature Comforts

As in-stadium alcohol sales enter their third season, fans can now enjoy Flash Cat Imperial IPA alongside Creature Comforts' award-winning Classic City Lager, Classic City Light, and flagship Tropicália IPA while cheering on the Dawgs.

"We're excited to continue our partnership with Georgia Athletics," said Adam Beauchamp, co-founder and CEO of Creature Comforts. "Seeing our beers enjoyed in Sanford Stadium is a point of pride for our team and our fans. Whether you're inside the stadium or watching from our downtown taproom or Cura cocktail bar, we're committed to helping create memorable game day experiences through great beverages enjoyed responsibly."

Taproom activations this season include:

- Hairy Dawg photo opportunities at the taproom on select Friday nights
- WANF-TV hosting pre- and post-home game live broadcasts
- Punt & Pass Podcast with Drew Butler and Jake Fromm, along with other podcasters, hosting live events at the taproom
- Glassware giveaways at select games throughout the season
- UGA Alumni Red Coat Band to perform at the taproom on Sept. 25
- Former UGA player appearances and autograph signings throughout the season
- Consumer promotions statewide featuring game tickets, autographed memorabilia, apparel & more
- UGA-branded “Dawg Pack” variety packs available throughout the state, featuring Classic City Lager, Tropicália, Automatic & Bibo
- Dates and details will be announced throughout the season via Creature’s social media channels.



Creature Comforts Core Pours

Since its inception, Creature Comforts has grown into one of the country’s leading craft breweries, becoming the 29th-largest in America. In 2023, Creature was named the Official Taproom and Craft Beer of UGA Athletics.

Creature Comforts recently expanded into spirits-based beverages, part of a years-long strategic decision by the company to broaden its mission and portfolio of beverage offerings. Sun Glow is a ready-to-drink vodka seltzer, available in four flavors. Winning Colors Bourbon recently earned Gold at the 2026 San Francisco World Spirits Competition, as well as Sapelo Aperitivo, the purpose-driven brand that took home silver-medal honors at the same competition. Additional bottled house spirits include London Dry Gin, Kentucky Straight Bourbon, and Coffee Liqueur, among others in development.

For more information about Creature Comforts, please visit CreatureComforts.co

Rob Kremer
Kremer Communications
+1 404-218-3077

[email us here](#)

Visit us on social media:

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