

This Beer Will Replace Your Favorite Tree If a Hurricane Knocks It Down

Cerveza Patagonia already plants a tree for each case of beer it sells, and now the beer brand is broadening its environmentally conscious credentials with a new Tree Protection Program, through which it will send off saplings to replace any trees blown down by bad weather this hurricane season.

Until Oct. 30, Cerveza Patagonia is offering to “protect” its customers’ favorite trees—whether they be in backyards or neighborhood giants that bring back childhood memories of tree climbing and adventure—by offering to replace each with a sapling if it gets damaged.

The program is explained in a brand film and shorter 15-second ad, which you can watch below.

To access the program, customers need to register online [here](#).

The campaign was created in partnership with Miami-based creative agency Gut to raise awareness of Cerveza Patagonia’s sustainability efforts.

The aim, the brand said, is to “restore and revive Mother Nature’s green giants,” to give customers a tree to cherish in the future if their favorite one is removed.

“Being from Florida, I understand the pain of hurricane season all too well,” said Alexander Monroy, senior brand director at Cerveza Patagonia. “As a brand that already plants a tree for

every case of beer we sell, we saw a unique opportunity to help people in a meaningful way this hurricane season.”

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