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DSSOLVR Launches Collaborative Hazy IPA, “Higher Calling,” to Support Asheville’s Rebuilding Efforts After Hurricane Helene

Asheville, NC – DSSOLVR, an Asheville-based craft brewery, has announced the release of *Higher Calling*, a nationwide collaborative project based on a Hazy IPA recipe brewed to support the rebuilding efforts of the Western North Carolina beer community in the wake of the devastation caused by Hurricane Helene. This powerful Category 4 storm has left the area grappling with widespread destruction, including severe damage to local infrastructure, homes, and businesses—many of which are integral to Asheville’s famed beer scene.

Proceeds from *Higher Calling* will be donated directly to the NC Craft Brewers Fund, a 501(c)(3) non-profit organization. The NC Brewers Guild will manage the funds, ensuring that they are allocated effectively to those most in need, with the first grants being designated specifically for WNC Helene relief.

DSSOLVR co-founder, Vince Tursi, described the release of *Higher Calling* as part of a larger community response: “We’re looking for immediate and direct assistance to keep our community alive long enough for us to rebuild. *Higher Calling* is about uplifting our community, and we hope it brings people together for a common cause.”

Higher Calling will be brewed in collaboration with breweries from across the region and beyond, with each partner contributing to the fundraising efforts by brewing and selling their own version of the base recipe. Breweries interested in joining the collaboration will receive a label, a recipe base (a hazy IPA), and a list of suppliers offering discounted rates on ingredients and packaging materials.

In addition to raising funds, DSSOLVR has transformed its facility into a hub for distributing clean water and essential supplies to those affected by the storm. Tursi emphasized the importance of the brewery’s role in the community: “We’ve been distributing water, food, and donated goods to our neighbors and plan to continue doing so as long as it’s needed.”

Breweries or businesses interested in joining the *Higher Calling* initiative or making donations can visit the Asheville Brewers Alliance website at www.avlbrewers.com or contact the Community Foundation of Western North Carolina at www.cfwnc.org.

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