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Fieldwork Named the Official Non-Alcoholic Craft Beer of the San Jose Sharks; Partnership Features NHL Star Tyler Toffoli



Berkeley, CA — Fieldwork today announced a multi-year partnership with the **San Jose Sharks** making Fieldwork the **Official Non-Alcoholic Craft Beer of the San Jose Sharks**. The collaboration will bring Fieldwork's award-winning approach to non-alcoholic craft beer to San Jose's **SAP Center** and **Tech CU Arena**. The partnership also features a collaboration with Sharks' Right Wing **Tyler Toffoli**, who will support community initiatives, fan experiences, and exclusive content celebrating Sharks hockey and responsible enjoyment.

Beginning with the Sharks' home opener, fans can enjoy **Fieldwork's non-alcoholic portfolio**—including **Headliner NA IPA**, **Day Money NA Grapefruit Blonde**, **Fieldwork Light NA American Pils**, and **Supertonic mocktails**—alongside a rotating selection of **Fieldwork's traditional beers** at select concession stands and premium spaces across SAP Center and Tech CU Arena. This lineup delivers the flavor, aroma, and balance craft drinkers expect, offering options that fit seamlessly into game nights, celebrations, and the everyday moments in between.

"We're thrilled to welcome Fieldwork as a beverage partner and as our Official Non-Alcoholic Craft Beer," said **Mike McCarroll**, Vice President, Guest Experience San Jose Sharks. "Our fans asked for more inclusive beverage choices without compromising taste. Fieldwork's quality and Bay Area footprint make them the perfect partner to elevate the in-arena experience."

Founded in Berkeley, Fieldwork has grown to 10 Northern California locations, each one a community hub where craft beer & beverages are enjoyed among friends and neighbors. This partnership expands Fieldwork's presence to the South Bay while underscoring the brewery's commitment to innovation and hospitality.

"Hockey nights are about community," said **Barry Braden**, **CEO**, Fieldwork Brewing. "We built our non-alcoholic program so everyone from die-hard supporters to designated drivers can raise a can together. Teaming up with the Sharks, and working with Tyler Toffoli, lets us share great beer, with and without alcohol, with more people in more moments."

As part of the agreement, Toffoli will appear in co-branded campaigns and limited-edition activations during the season.

"I'm excited to team up with Fieldwork," said **Tyler Toffoli**. "Their non-alcoholic beers taste amazing and give fans a true craft option whether they're at the game or celebrating after."

Partnership Highlights

- **In-Arena Availability:** Fieldwork non-alcoholic beers at SAP Center concessions, clubs, and select premium suites starting **October 9, 2025**.
- **Limited-Edition Can Drops:** Sharks-themed packaging at Fieldwork locations and participating retailers across the Bay Area.
- **Content & Fan Experiences:** Watch parties, meet-and-greets, and fan giveaways throughout the season.
- **Responsible Enjoyment:** Educational touchpoints created jointly by Fieldwork and the Sharks.

For more information on the Sharks partnership and all things Fieldwork, visit drinkfieldwork.com, and follow Fieldwork on Instagram @drinkfieldwork.

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About Fieldwork

Founded in Berkeley, California in 2014, Fieldwork is known for crafting innovative beverages with a focus on quality and community. With eight taprooms and two more coming across Northern California, Fieldwork has become a go-to for drinkers seeking something fresh, bold, and unapologetically local.

About Sharks Sports & Entertainment

Sharks Sports & Entertainment (SSE) is the parent company of the San Jose Sharks of the NHL and San Jose Barracuda of the AHL. It oversees management of the city-owned SAP Center at San Jose, the premier sports and entertainment venue in Santa Clara County. SSE also manages three Ice facilities throughout the Bay Area: Sharks Ice at San Jose, which includes Tech CU Arena, Sharks Ice at Fremont, and the Oakland Ice Center operated by Sharks Ice. Headquartered in San Jose, California, the Sharks employ 300+ full-time employees and 1,250+ during events. Collectively, this group is known as Team Teal.