

BREWED WITH PURPOSE

CELEBRATING
GREEN WEEK 2025



Siren Craft Brew is based just 7 miles from campus.
Fewer beer miles, lower carbon footprint.



Served across campus bars alongside our commitment to utilising local breweries.
Supporting responsible sourcing and local businesses.



A true product of the Show Your Stripes campaign
this lager embodies the University's commitment to sustainability, climate awareness, and meaningful change

Raise a Glass to Sustainability

Brewed with locally sourced ingredients and packaged with eco-conscious materials, it reflects the University of Reading's commitment to climate awareness and responsible consumption. Every sip supports greener choices and celebrates the university's pioneering climate research.

Find It, Sip It, Support It

You can grab a pint of Show Your Stripes at campus bars including **Park House** and **The Dairy**.

Look out for Green Week specials and discounts! By choosing this lager, you're not just enjoying a great drink, you're backing a product that mirrors the university's values of sustainability, community, and innovation.

