



Innovation > Food & Drink > QR codes on open source beer label link to its recipe

QR CODES ON OPEN SOURCE BEER LABEL LINK TO ITS RECIPE



FOOD & DRINK

New Zealand-based brewer Yeastie Boys is offering its Digital IPA with a QR code on its label directing drinkers to instructions on how they can make their own version.

UNLOCK THIS INNOVATION AND MUCH MORE... //

Become a member today and get early access to the ideas transforming our world from just **£39 per month***

Exclusive member benefits:

- Access to over 13,000 innovations
- Monthly horizon scanning reports
 - Exclusive feature articles

BECOME A MEMBER

Already a member? [Sign in here](#)