



2012 BLACK ALE: A MYSTERIOUS NEW BREW

Stevens Point Brewery introduces dark ale inspired by saga of the ancient Mayan calendar

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STEVENS POINT, Wis. February 24, 2010 – Inspired by the mystery of the ancient Mayan “Long Count” round calendar, Stevens Point Brewery’s brewmasters have created 2012 Black Ale, a dark, robust brew to satisfy beer lovers’ tastes any day of the year.

2012 Black Ale will be introduced at retail on March 1, 2010 – or 12.19.17.2.14, according to the Long Count calendar method. It will be available year-round in 6-packs of 12-ounce longneck bottles and kegs wherever Point beers are sold.

Inspiration comes in many forms, according to Joe Martino, Stevens Point Brewery Managing Partner, in this case from the public fascination – and apprehension – associated with the Mayan calendar, which ends abruptly in 2012 after more than 5,000 years.

“Some doomsayers think it will bring the end of time; others say the world will experience a new beginning,” Martino said. “One thing we do know is 2012 Black Ale will intrigue ale lovers as much as the Mayan calendar intrigues archaeologists, astronomers and doomsday prophets. It’s the right beer to enjoy as we contemplate what may happen after December 21, 2012.”

Brewing 2012 Black Ale

2012 Black Ale's ingredients include pale, Munich and roasted malts, Cluster and Cascade hops from the Pacific Northwest and Saaz hops from the Czech Republic, said Ken Carlson, Steven's Point Brewery's Director of Brewing.

In addition to the Mayan calendar mystery, 2012 Black Ale is inspired by traditional German "schwarzbier," or black beer, according to Carlson. "German-style schwarzbiers typically are lagers, but we saw this beer is an opportunity to be more creative," he said. "We brewed our interpretation of black beer as an ale, which means more hops as well as fruity notes that come from using an ale yeast. The use of roasted malts adds a slightly burnt character to the beer."

The Mayan "Long Count" Calendar

The ancient Mayans, whose civilization reached its height between A.D. 250 and 900, were early scholars of mathematics and astronomy who studied the movements of the moon, stars and planets in the black tropical night skies. They devised several complex and accurate calendars, including the so-called "Long Count" circular calendar.

The Long Count calendar spans 5,125 years, beginning on what the Maya saw as the dawn of a period of creation: August 11, 3114 B.C., long before their civilization established itself in the jungles and mountains of Mexico and Central America. The Maya designated that date as Day Zero, or 13.0.0.0.0.

The calendar ends inexplicably on A.D. December 21, 2012, the Winter Solstice, prompting various doomsday predictions. Maya experts, however, say it simply means the start of another long Mayan calendar cycle and period of creation, starting with the day 13.0.0.0.0 once again for the first time in more than 5,000 years.

Regardless of what happens following the Winter Solstice in 2012, one thing is certain: 2012 Black Ale is available year round now so you can enjoy it any time.

The Stevens Point Brewery

Stevens Point Brewery, founded in 1857, uses only the highest-grade barley malts, specialty malts, grains and the choicest hops to brew their handcrafted beers.

In addition to new Point 2012 Black Ale, [Point's year-round specialty beers](#) include Point Horizon Wheat, an unfiltered wheat ale; Point Belgian White, a Belgian-style wheat ale flavored

with orange peel and coriander; Point Burly Brown American Brown Ale, an American-style brown ale introduced in February; Point Cascade Pale Ale, a hoppy American-style pale ale brewed with Cascade hops from the Yakima Valley; Point Amber Classic, an American-style amber lager; and Point Special Lager, which won the gold medal in the American Premium Lager category at the 2003 Great American Beer Festival.

[Seasonal specialty brands](#) include Point St. Benedict's Winter Ale, a dark, abbey-style ale available from November through February; Point Einbock, a German Maibock-style lager for the spring; Point Nude Beach Summer Wheat, an award-winning unfiltered wheat ale; and Point Oktoberfest, a Bavarian-style Märzen beer for the fall.

[Point's year-round specialty beers](#) also include the Whole Hog Limited Edition Brewmaster's Series. These "big beers," which represent the epitome of the brewmaster's art and round out Point's specialty portfolio, include Whole Hog Six-Hop India Pale Ale, an India Pale Ale brewed with six varieties of hops from the Pacific Northwest; Whole Hog Imperial Pilsner, a hoppy, traditional German-style pilsner; and the recently introduced Whole Hog Russian Imperial Stout, a strong English stout.

Stevens Point Brewery also brews the James Page specialty beers, including Iron Range Amber Lager, Burly Brown Ale, Voyageur Extra Pale Ale and White Ox Wheat Ale.

[Gourmet soft drinks from the Stevens Point Brewery](#) include Point Premium Root Beer, Point Premium Diet Root Beer, Point Premium Orange Cream, Point Premium Vanilla Cream and Point Premium Black Cherry Cream Soda. Point Premium Root Beer, made with pure cane sugar, natural vanilla and Wisconsin honey, was awarded a gold medal by the Beverage Testing Institute.

For more information about the Stevens Point Brewery, visit pointbeer.com or call 1-800-369-4911. Tours of the brewery are available, can be viewed [here](#).

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