



NEW BURLY BROWN ALE MAKES THE POINT

Point Burly Brown American Brown Ale expands Point's craft beer roster

FOR IMMEDIATE RELEASE

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STEVENS POINT, Wis. (March 2, 2009) – Beer lovers should make it a point to try Point Burly Brown American Brown Ale, the new specialty craft beer the Stevens Point Brewery introduces this week.

They will be glad if they do, according to Joe Martino, Stevens Point Brewery Managing Partner. “Point Burly Brown is a deliciously smooth and drinkable beer, delivering a bold nutty, malty flavor that Point fans will enjoy,” he said.

“An American-style brown ale is a natural fit with our Point craft beer portfolio and gives us yet another opportunity to satisfy our loyal consumers’ desire for quality, handcrafted specialty beers,” Martino continued. Craft beers continue to sell well despite the current economy – sales were up 5 percent in 2008 after a 12 percent rise in 2007, he reported.

Point Burly Brown American Brown Ale is available in kegs and six-packs of 12-ounce non-returnable bottles wherever Point brands are sold.

Brewing Point Burly Brown American Brown Ale

True to the American style of brown ales that have evolved in recent decades on this side of the Atlantic, Point Burly Brown is hoppier, maltier and more robust than the typical English brown ale, a centuries-old style often referred to as mild ale, according to John Zappa, Stevens Point Brewery's brewmaster.

As its name implies, Point Burly Brown delivers a bold, fresh malty flavor and bouquet with nut and caramel notes that lead into a long, smooth finish. "We use a variety of specialty malts to brew Point Burly Brown, including Vienna, crystal and chocolate malt. It's the chocolate malt that contributes the nutty character to the brew and is primarily responsible for its rich brown color," Zappa said.

"Our final touch is adding Willamette and Northern Brewer hops from America's hops heartland: Washington's Yakima and Willamette Valleys," he said. "The hops provide a spicy background to this beer's flavor, balancing the maltiness nicely. This is a great brown ale."

Point's specialty craft beers

Point Burly Brown is the latest year-round, handcrafted specialty craft beer from the Point Brewery. Its other year-round craft brands include Point Amber Classic, an American-style amber lager; Point Belgian White, a Belgian-style wheat ale flavored with orange peel and coriander; Point Horizon Wheat, an unfiltered wheat ale; and Point Cascade Pale Ale, a hoppy American-style pale ale brewed with Cascade hops from the Yakima Valley. All won honors at the 2008 World Beer Championships: Point Horizon Wheat won the Gold Medal in the Wheat Ale category, Point Cascade Pale Ale was awarded a Silver Medal in the American-style Pale Ale category, Point Belgian White received a Silver Medal in the White Beer judging and Point Amber Classic earned a Bronze. The Stevens Point Brewery's flagship brand, Point Special Lager, was first brewed in 1857. Point Special Lager, an American pilsner, won the gold medal in the American Premium Lager category at the 2003 Great American Beer Festival.

Stevens Point Brewery's seasonal craft beers are St. Benedict's Winter Ale, a rich, dark Belgian abbey-style ale for winter; Point Einbock, a Bavarian-style bock beer for spring; Point Nude Beach Summer Wheat, a crisp, refreshing wheat ale for the summer; and Point Oktoberfest, a Bavarian-style Märzen beer for the fall.

The Stevens Point Brewery

Stevens Point Brewery, which celebrated its 150th anniversary in 2007, is one of the oldest breweries in the United States. Stevens Point Brewery uses only the highest-grade barley malts, specialty malts, grains and the choicest hops to brew its handcrafted beers.

In addition to award-winning beers, Stevens Point Brewery produces gourmet sodas, including 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 Chicago's Beverage Testing Institute.

For more information about the Stevens Point Brewery, visit www.pointbeer.com or call (715) 344-9310. Tours of the brewery are available, with schedules listed on the Web site.

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