



## **POINT NUDE BEACH SUMMER WHEAT UNVEILED AGAIN**

*'Clothing Optional' seasonal wheat ale returns for a second summer -  
Beer Label banned in State of Michigan*

### **FOR IMMEDIATE RELEASE**

Contact: Julie Birrenkott (715) 344-9310 ext. 114

Email: [julie@pointbeer.com](mailto:julie@pointbeer.com)

STEVENS POINT, Wis. (May 5, 2009) – Point Nude Beach™ Summer Wheat is back for a second summer with new markets and new packaging.

Stevens Point Brewery has expanded the popular unfiltered wheat ale into new markets in Massachusetts, Rhode Island, Virginia, Kentucky and Missouri and added a new 12-pack long-neck bottle package to meet consumer demand, according to Joe Martino, Stevens Point Brewery Managing Partner.

“We also doubled production for this summer,” Martino said. “After we rolled out Point Nude Beach Summer Wheat last year, it quickly became the Stevens Point Brewery’s most successful new-product introduction ever,” Martino added. “With the addition of the new 12-pack and selling to new markets this year, we expect to Point Nude Beach Summer Wheat to become our biggest volume seasonal beer by far.”

Last May Point Nude Beach Summer Wheat was introduced in 6-packs and kegs in the Stevens Point Brewery's core Midwest markets – except in Michigan where the beer is available only on draft. Michigan's Liquor Control Commission deemed the beer's colorful label discreetly depicting a nude-beach scene to be “detrimental to the health, safety, or welfare of the general public.” The beer also generated publicity due to inquiries from organizations like the American Association for Nude Recreation, whose members were intrigued by the name and label. Beer experts applauded it, too: Point Nude Beach Summer Wheat earned a silver medal in the Beverage Testing Institute's 2008 World Beer Championships.

“Point Nude Beach Summer Wheat is a refreshing, thirst-quenching ale perfect for the beach or any other summer activity that calls for a cold beer. What you wear – or don't wear – when you enjoy Point Nude Beach Summer Wheat is up to you,” Martino said.

### **Wheat ale brewed “*au naturel*”**

Point Nude Beach Summer Wheat's unique recipe calls for two varieties of wheat – ‘*au naturel*’ unmalted white wheat and malted red wheat – along with specialty barley malts, fresh hops from Washington State's Yakima Valley and the Stevens Point Brewery's own special ale yeast.

“The unmalted raw wheat gives the beer body and a distinctive wheat flavor while the red wheat adds a subtle sweetness,” said Stevens Point Brewery Brewmaster John Zappa.

Like Horizon Wheat and Point Belgian White, the Stevens Point Brewery's other wheat ales, Point Nude Beach Summer Wheat is unfiltered. “Unfiltered wheat beers, which are very popular among craft-beer drinkers, have yeast present in the final product. Combined with the wheat, the yeast adds a slight citrus character to Point Beach Summer Wheat,” Zappa said. “The result is an ale with a lighter, refreshingly crisp flavor that's just right for warm summer weather.”

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

### **The Stevens Point Brewery**

Stevens Point Brewery, founded in 1857, is one of the oldest breweries in the United States. The Stevens Point Brewery uses only the highest-grade barley malts, specialty malts, grains and the choicest hops to brew their hand-crafted beers, including flagship Point Special Lager, which won the gold medal in the American Premium Lager category at the 2003 Great American Beer Festival.

In addition to its hand-crafted seasonal specialty beers, the Stevens Point Brewery brews six year-round specialty brands: Point Belgian White, a Belgian-style wheat ale flavored with orange peel and coriander; Point Horizon Wheat, an unfiltered wheat ale; 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; Point Special Lager, an American-style pilsner, and Point Burly Brown American Brown Ale, an American-style brown ale introduced in February.

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 [www.pointbeer.com](http://www.pointbeer.com) or call (715) 344-9310. Tours of the brewery are available, with schedules listed on the web site.

###

This document was created with Win2PDF available at <http://www.win2pdf.com>.  
The unregistered version of Win2PDF is for evaluation or non-commercial use only.  
This page will not be added after purchasing Win2PDF.