



## **WholeHog Carves a Spicy Pumpkin Ale for Fall** *Limited Release Brewmaster's Series gets its first seasonal*

### **FOR IMMEDIATE RELEASE**

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STEVENS POINT, Wis. (September 1, 2009) – Whole Hog Pumpkin Ale, a bold, spicy beer for autumn, is the first seasonal specialty beer in the Stevens Point Brewery's Whole Hog Limited Release Brewmaster's Series.

Full-bodied and spicy, Whole Hog Pumpkin Ale is brewed with real pumpkin and pumpkin-pie spices for a big, bold flavor perfect for Halloween parties, Thanksgiving celebrations or football tailgates. Sold in four-packs of 12-ounce bottles starting September 1 in Point's core Midwest markets, Whole Hog Pumpkin Ale will be available only while supplies last.

A pumpkin ale was selected as the first Whole Hog seasonal brew because pumpkin beer is one of the fastest-growing subcategories in the thriving craft-beer segment, according to Joe Martino, Stevens Point Brewery Operating Partner.

"Pumpkin beers have been growing rapidly in popularity over the last two or three years. When it comes to fall seasonal specialty beers, pumpkin beers are now a close second behind Oktoberfest beers," Martino said. "There are more than 200 different pumpkin beers brewed by American breweries large and small. We would be out of our gourd not to go whole hog with the beer styles craft-beer drinkers are demanding."

Dark amber in color with an alcohol content of 7.5% by volume, Whole Hog Pumpkin Ale stands out in the pumpkin-beer patch because, like its Whole Hog siblings Whole Hog Six-Hop India Pale Ale and Whole Hog Imperial Pilsner, it is a “big beer” brewed in small batches to appeal to the most discerning craft-beer aficionados.

“Whole Hog Pumpkin Ale is very full-bodied and very spicy, so it fits right in with the Whole Hog Limited Release value proposition,” Martino said.

### **Brewing Whole Hog Pumpkin Ale**

The flavor profile of many pumpkin beers emphasizes the pumpkin, but Whole Hog Pumpkin Ale is all about the spices. Whole Hog Pumpkin Ale is brewed using real pumpkin along with Munich, caramel and roasted malts, but it is the spices – cloves, nutmeg, cinnamon and a pinch of ginger – that define its unique, robust character, according to Ken Carlson, Stevens Point Brewery Director of Brewing.

“Whole Hog Pumpkin Ale is a very bold beer,” Carlson explained. “The spices and malts complement each other, and the roasted malt adds a hint of roasted character to the flavor. We add just enough Perle hops to balance the sweetness of the malt and pumpkin.”

“All of these ingredients must blend together just right,” he continued. “I think pumpkin-beer fans will agree that we did just that.”

### **Point’s handcrafted specialty beers**

The Whole Hog Limited Release Brewmaster’s Series brews represent the epitome of the brewmaster’s art and round out the Stevens Point Brewery’s specialty portfolio. In addition to Whole Hog Pumpkin Ale, the Whole Hog beers includes Whole Hog Six-Hop India Pale Ale, an India Pale Ale brewed with six varieties of hops from the Pacific Northwest, and Whole Hog Imperial Pilsner, a hoppy, traditional German-style pilsner.

Point’s portfolio of handcrafted specialty beers also features four seasonal brands and six year-round brands. The seasonal specialty lineup includes Point Oktoberfest, a Bavarian-style Märzen beer for the fall; St. Benedict’s Winter Ale, a rich, dark Belgian abbey-style ale for winter; Point Einbock, a Bavarian-style bock beer for spring; and Point Nude Beach Summer Wheat, a crisp, refreshing wheat ale for the summer.

Point Special Lager, an American-style pilsner that won the gold medal in the American Premium Lager category at the 2003 Great American Beer Festival, leads the year-round beers, which also 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; Point Cascade Pale Ale, a hoppy American-style pale ale brewed with Cascade hops from the Yakima Valley; and Point Burly Brown, an American-style brown ale introduced earlier this year.

### **The Stevens Point Brewery**

Stevens Point Brewery, founded in 1857, 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.

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.

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