



# CAPITAL BREWERY®

FOR IMMEDIATE RELEASE

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## **Bockfest 2012 Recap – Capital Brewery Gives Back**

Capital Brewery is happy to announce that Bockfest was a tremendous success this year. For the first time, an admission fee was charged for attendees with the understanding that 5% of all proceeds from ticket, beer and merchandise sales would be donated to the Middleton Community Endowment. As a result, Capital Brewery has donated \$3,599 to MCE.

Capital Brewery is delighted to give back to the community that has supported us for over twenty-five years and looks forward to this partnership for years to come.

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Twenty five years ago craft brewers were virtually unheard of and when Capital produced its original brews; Pilsner and Dark, we were viewed with skepticism as being some type of temporary fad. Along with Sprecher's, Capital Brewery was one of only two craft breweries in the area (today Wisconsin boasts almost 70 breweries). Over time the craft breweries have grown in legitimacy and popularity.

During this time Capital strengthened and grew and is now recognized as one of the premier lager producers in the United States. Our portfolio has grown from our 2 original brews (Pilsner and Dark) to 18-20 brews produced in a single year. We have become famous for our ability to produce outstanding bock beers as well as a pioneer in utilizing locally grown ingredients for our beers.

Refusing to lose sight of our mission, Capital Brewery appreciates the importance of brewing beer that reflects the great Wisconsin brewing heritage and continues to produce imminently drinkable brews and a true Capital experience to all who enjoy our products.

Capital Brewery provides a quality experience, proudly representing Wisconsin's brewing heritage.