



NUDE BEACH SUMMER WHEAT READY FOR SUMMER'S HEAT

Brewery again increases production of popular wheat ale as summer approaches

FOR IMMEDIATE RELEASE

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STEVENS POINT, Wis. (April 17, 2012) – Point Nude Beach™ Summer Wheat Ale has become so popular the Stevens Point Brewery has boosted production – again.

The unfiltered ale is the Stevens Point Brewery's largest selling seasonal beer and is expected to pour on the sales again this summer, according to Stevens Point Brewery Operating Partner Joe Martino. "To get ready for summer, we are taking advantage of our brewery's increased production capacity to brew 50 percent more Nude Beach Summer Wheat than we did last year," he said. "This is not the first time we've increased production to keep up with demand. We are as excited as our customers are for the arrival of summer and the return of Nude Beach Summer Wheat Ale."

Since 2009 the Stevens Point Brewery has invested approximately \$3 million in new equipment and additional warehouse space to increase capacity and improve brewing efficiency. The latest expansion now being completed adds nine new fermentation/aging tanks, two bright beer tanks

and other equipment, increasing brewing capacity to more than 120,000 barrels per year. “Our increased capacity gives us the flexibility to increase production of a particular brand, when necessary, and it is again necessary for Nude Beach Summer Wheat,” Martino said.

Award-winning ale brewed with two varieties of wheat

Point Nude Beach Summer Wheat Ale quickly became the brewery’s most successful new-product introduction ever when it was rolled out in 2008. In addition to winning favor among beer drinkers, the wheat ale has won accolades from beer competition judges, most recently silver medals in the Wheat Ale category of the 2011 and 2010 World Beer Championships, sponsored by the Chicago-based Beverage Testing Institute.

Point Nude Beach Summer Wheat is a golden-colored, unfiltered wheat ale, which means the yeast is not filtered out of the beer after fermentation is complete. It’s brewed with two varieties of wheat – 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 ale yeast.

According to Stevens Point Brewery Brewmaster John Zappa, the unmalted wheat gives body and a distinctive wheat flavor to the beer while the red wheat imparts a slight sweetness, and the ale yeast adds a subtle citrus character. “Point Nude Beach Summer Wheat is the perfect beer for toasting the arrival of summer – crisp yet smooth, full of flavor yet very drinkable. If you’re looking for a refreshing brew on a sunny summer day, Point Nude Beach Summer Ale is the one,” Zappa said.

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, 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 Point Nude Beach Summer Wheat, seasonal specialty brands include Point Three Kings Ale, a Kölsch-style ale for the spring; Point Oktoberfest, a Bavarian-style Märzen beer for the fall; and Point St. Benedict’s Winter Ale, a dark, abbey-style ale for the winter months.

Point's year-round specialty beers include Point 2012 Black Ale, a robust dark ale; Point Belgian White, a Belgian-style wheat ale; Point Burly Brown American Brown Ale; Point Cascade Pale Ale, a hoppy American-style pale ale; Point Amber Classic, an American-style amber lager, and Point Drop Dead Blonde, a 110 calorie ale. The brewery's craft beers also include the Whole Hog Limited Edition Brewmaster's Series of "big beers," including year-round Whole Hog Six-Hop India Pale Ale and seasonal offerings, Whole Hog Raspberry Saison, Whole Hog Russian Imperial Stout, Whole Hog Barley Wine Ale and Whole Hog Pumpkin 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 www.pointbeer.com or call 1-800-369-4911. Tours of the brewery are available, with schedules listed on the web site.

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