



FOR IMMEDIATE RELEASE

CAPITAL BREWERY CELEBRATES THE 16TH ANNUAL BOCKFEST
TICKETS GO ON SALE SUNDAY JANUARY 27TH

What do you get when you mix three thousand people with cabin fever, a giant green dinosaur, a mug of Capital Brewery Blonde Doppelbock and 'throw in' a few smoked chubs for extra flavor? You get Bockfest 2013- a one of a kind not to be missed winter mardi gras held at the Capital Brewery Bier Garden in Middleton, Wisconsin.

Blonde Doppelbock has achieved PLATINUM status an unprecedented 5 times at the Beverage Testing Institute's (BTI) World Beer Championships, receiving a score of 98 (Superlative!) in 2010. More recently it won a Bronze medal in 2012 at the World Beer Cup (WBC), considered to be 'the Olympics of Beer'. Those lucky revelers at Bockfest will be the first to drink Blonde prior to its official release to the general public on March 1. Some describe it as 'pure liquid heaven'.

Bockfest 2013 will feature beer, food, fun, costumes, live music, and, if you can't make it to the Running of the Bulls in Pamplona you should not miss the annual *Running of the Blondes* 1K Race. Food vendors include Roman Candle Pizzeria, Quaker Steak & Lube and Blowin' Smoke BBQ. Music will be provided by the band Sixteen Candles. Visit www.capitalbrewery.com for details.

Tickets for this legendary event will be available for purchase on Sunday, January 27, 2013, at Noon, and they go quick! Ticket outlets include the Capital Brewery Gift Haus, all Steve's Liquor locations (McKee Rd, Junction Rd. & University Ave), and Star Liquor on Willy Street. Tickets are \$15 each with a limit of 2 tickets per person (cash only). Bockfest tickets are good for early entrance (11am-Noon) and ticket holders will receive a 32oz commemorative Bockfest 2013 beer drinking mug. After 12 noon Capital Brewery will allow the general public in with paid admission at the gate (cash only), subject to crowd limitations.

For our out of town guests we have partnered with local hotels including Country Inn & Suites, Staybridge Suites, Courtyard, Fairfield Inn, Residence Inn, and Hilton Garden Inn. These hotels will offer two tickets to Bockfest 2013 with a room rental for the weekend of February 22-24.

A portion of the proceeds from Bockfest 2013 will be donated to the Middleton Community Endowment. Tom Stitgen, Capital Brewery General Manager, states: "This is an opportunity for Capital to give back to our local community and thank them for supporting us for over 26 years."

Capital Brewery was founded on March 14, 1984 and brewed its first batch in the spring of 1986. The company has received hundreds of awards in both domestic and international competitions.

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