



A NEW WAY TO ENJOY POINT DROP DEAD BLONDE ALE

Popular hand-crafted brew now available in 12-ounce bottles and cans.

FOR IMMEDIATE RELEASE

Contact: Julie Birrenkott 715-254-0520

Email: julie@pointbeer.com

STEVENS POINT, Wis. March 19, 2012 – An alluring 110-calorie ale flaunting a gorgeous golden hue, Point Drop Dead Blonde Ale will be easier to enjoy, thanks to the Stevens Point Brewery.

Point Drop Dead Blonde Ale has been available on tap since the summer '11, and will now be available 12-ounce long-neck bottles in six-packs and 12-ounce aluminum cans in 12-packs.

“It has been widely popular on tap, and we are pleased to be able to offer it to our fans who have been asking for Drop Dead Blonde in bottles and cans,” Operating Partner Joe Martino said.

Brewing a blonde ale enhances the appeal of the Stevens Point Brewery’s entire portfolio within the craft beer market, which grew by 11% in 2010 even while the overall beer market continues to decline, Martino added.

Drop Dead Blonde Ale, which expands Stevens Point Brewery’s portfolio of ales, is brewed with Sterling hops from the Pacific Northwest and a blend of two-row barley malts that impart a smoothness that embraces a lively, refreshing body.

“This is no ordinary beer,” said Stevens Point Brewmaster John Zappa. “The two-row malts provide Drop Dead Blonde Ale with its bright golden color and smooth, slightly sweet malty taste. The

Sterling hops, which have grown in popularity in recent years, deliver a pleasant, soft hop character. The result is a truly intriguing beer: charming, refreshing, fun and memorable.”

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 Drop Dead Blonde Ale, 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; and Point Amber Classic, an American-style amber lager.

Point’ seasonal specialty brands include Point Three King’s Ale, a Kölsch-style ale, available from February through April, Point Nude Beach Summer Wheat, an award-winning unfiltered wheat ale, available from April through August, Point Oktoberfest, a Bavarian-style M ärzen beer for the fall, available from September through October, and Point St. Benedict’s Winter Ale, a dark, abbey-style ale available from November through February.

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.

###

