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*La Crosse, WI* - Only a couple years after its initial pour from a few taps around town, coffee-lovers statewide can rejoice! Pearl Street Brewery is finally releasing its beloved Java Lava Coffee Stout in bottles for the first time ever.

Public demand for this dark and delicious brew has always been high. Previously only available on draught for a very limited time, consumers have been asking - if not pleading with - the brewery for years, "hey, when are you guys gonna bottle that?!" Now, you'll be able to find the latest addition to the bottled line waiting for you

on the shelves of many fine retailers, restaurants, and bars in Wisconsin and Southeastern Minnesota.

This black-bodied stout pours with a rich mocha-colored head and has delicious warm aromas of roasted coffee. Brewed with both black and chocolate malts, you'll taste subtle chocolate undertones and a smooth coffee flavor, never bitter, from all of those freshly-roasted Guatemalan beans.

Always preferring to support the local small businesses of La Crosse whenever possible, this bottle showcases tons of local flavor in various ways. The brewery swings over to Bean Juice Coffee Roasters in Jackson Plaza to fill up 5-gallon buckets of fresh beans right before adding them to the brew. The Java Lava label itself was designed by Carrie Staehly of OnThree Printing, our neighbors upstairs in the historic La Crosse Footwear Co. building. Inland Printing of La Crosse then prints all of those labels and the bottling can begin.

Fresh cases were just dropped off at tens of taverns and stores around town. Stop by your neighborhood Festival Foods, Woodman's, or the People's Food Co-op downtown and snag a six-pack today. Or, get two and bring one as a gift for your Thanksgiving host; this is a perfect after-dinner sipper.