



**STEVENS POINT BREWERY ANNOUNCES  
“2012 DROP DEAD BLONDE CONTEST”**

*Brewery begins their search to crown the 2012 Drop-Dead-Blonde-of-the-Year*

**FOR IMMEDIATE RELEASE**

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STEVENS POINT, Wis. (May 2, 2012) – In March the Stevens Point Brewery announced the availability of the widely popular Point Drop Dead Blonde, a 110 calorie ale, in 12-ounce long-neck bottles and 12-ounce aluminum cans.

Now the search is on for the real thing. Beginning today, Point Beer fans over the age of 21 will be able to visit the brewery’s website ([www.pointbeer.com](http://www.pointbeer.com)), fill out an application, upload a photo, and enter to win \$500 and the title of the brewery’s 2012 Point Drop Dead Blonde. “Contestants will be able to enter their photographs until June 15<sup>th</sup>,” Operating Partner Joe Martino said. “The top five contestants will then be posted on the brewery’s Facebook page, allowing visitors to vote or “Like” their favorites.” He said.

The winner will be announced the week of June 18, 2012 and must be available for public appearances this summer. All entries will be judged on overall appearance and answers to the questions in the application.

### **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](http://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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