

**SIERRA NEVADA CELEBRATES 27 YEARS OF BREWING: RELEASE OF
ANNIVERSARY ALE
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FOR IMMEDIATE RELEASE

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For the first time in its 27-year history, Sierra Nevada Brewing Co. will release its Anniversary Ale in bottles. For years, this coveted beer has only been available in the brewery pub in Chico, California during the fall season when the company celebrates the anniversary of its founding in 1980.

“When we heard people had driven all the way from San Francisco last year to try some of this beer, and how disappointed they were when they couldn’t take some home, we figured it was time to make our Anniversary Ale available to everyone on a consistent basis,” said brewery founder and CEO Ken Grossman.

Despite the pent-up demand, the company has historically only been able to produce its Anniversary Ale intermittently. Yet that hasn’t stemmed interest from devout followers who eagerly anticipate anything new from Sierra Nevada, which has been one of the innovators of the craft brewing renaissance since its founding in 1980.

“Ever since we put out our 25th Anniversary Ale in 2005, the demand to make this an annual beer has increased,” said Sierra Grossman, the company’s brand manager and daughter of the founder. “Since we don’t offer growlers to-go at the brewery, people have been pretty frustrated over the years that they haven’t been able to take any Anniversary Ale home.”

The 2007 Anniversary Ale features prominent usage of Cascade hops– the signature hop used in Sierra Nevada’s most popular product, Pale Ale. It is an American Style IPA with a big, fragrant pine and citrus hop aroma balanced by the sweetness of two-row pale and caramel malt. It finishes with an additional Cascade dry-hopping creating a big hop aroma Sierra Nevada fans will look forward to.

Sierra Nevada Brewing Co. was founded in 1980 and is one of America’s first microbreweries. It is regarded as the standard of quality for American craft brewers and has won numerous awards for its beers and ales. Its flagship product, Sierra Nevada Pale Ale, has been the number one selling craft beer brand in America for the past five years according to IRI scan data. The brewery is still 100% owned by Ken Grossman.

In addition to Pale Ale, Sierra Nevada makes a Wheat, Porter and Stout year-round, a host of draft-only specialty beers, and offers five seasonal beers.