

**SIERRA NEVADA INTRODUCES NEW SPRING SEASONAL RELEASE OF
ESB (EARLY SPRING BEER)
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FOR IMMEDIATE RELEASE

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On January 1, 2008 Sierra Nevada Brewing Co.—a pioneer of America’s ale renaissance—released its new spring seasonal ESB – Early Spring Beer to market. The company, which just celebrated its 27th year with the release of its fall seasonal Anniversary Ale, decided to brew their interpretation of England’s classic Extra Special Bitter style.

“Our ESB blends the best of English tradition with the boldness of West Coast style. Featuring English ingredients, we added a Sierra Nevada twist by leaving the ale unfiltered, which enhances mouthfeel and hop aroma creating a slightly reddish-copper hue,” said brewery founder Ken Grossman.

The 2008 ESB features England’s premier heritage malt, Maris Otter, and is blended with Canadian two-row malt to create a uniquely rich, malty sweetness. With the addition of hand-selected English Challenger hops (used for their earthy spiciness) and blended with U.S. Goldings, the beer presents a woody-cedar note and a slight citrusy aroma.

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.