

**SIERRA NEVADA PIONEERS CHANGE AGAIN:
UTILIZES NEW BARRIER CROWN TECHNOLOGY TO
KEEP BEER FRESH, LONGER
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In March 2007, Sierra Nevada Brewing Co. quietly embraced a new technology with the introduction of an innovative barrier crown that actually helps keep beer fresher; blocking oxygen ingress longer without using oxygen-absorbing compounds. Initially, the Chico, California brewer switched its crowns as the final phase of a multi-year test by limiting the new crown to its Summerfest beer. Now, Sierra Nevada is committing fully to the switchover, and has begun the process of utilizing the new barrier crown technology with all its brews, including Sierra Nevada's flagship Pale Ale.

The new pry-off crown offers an increased oxygen barrier due to its density and oxygen barrier properties. The bottle cap or "crown" that is used to seal most beer and other carbonated beverages has been in existence for over a hundred years. Cork was originally used as the crown sealing liner material for its good resiliency and sealing abilities. Synthetic materials were developed to replace cork due to shortages and processing challenges of using natural cork.

"We are always looking for new ways to ensure our beer reaches our drinkers as fresh as possible," said brewery founder Ken Grossman. "It took a lot for us to give up the convenience of our twist-off cap. But we've researched and tested oxygen ingress through crown lining material since 1991 and continued until we found a new material that substantially reduced it."

Oxygen is the enemy of beer as it causes beer to lose a significant amount of flavor compounds that are essential to taste. Minute amounts of oxygen can pass through the lining of a crown over time, even with a carbonated beverage, affecting the flavor of the beer. While it may be tough to notice this flavor degradation to the average consumer, it is essential to artisan brewers like Sierra Nevada whose drinkers are more discerning and expect a full range of flavor in every bottle.

"We are one of the few brewers in the world who go to the trouble and expense of using nothing but whole cone hops, and hops are one of the first things to lose flavor when oxygen hits the beer," said Grossman. "If the beer doesn't reach the consumer in the freshest state possible, all of our time and efforts are wasted."

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 including their Anniversary Ale, which will be bottled for the first time this August.