



## **STEVENS POINT BREWERY EXPANDS TO MEET DEMAND**

*Annual production capacity now at 100,000 barrels*

### **FOR IMMEDIATE RELEASE**

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STEVENS POINT, Wis. (April 18, 2011) – To meet ever-increasing demand for its handcrafted beers. The Stevens Point Brewery is expanding its annual production capacity by 25 percent to 100,000 barrels.

The expansion, which follows yet another year of strong sales growth in 2010, includes more warehouse space, new aging tanks and new fermenting tanks. Since 2009, the brewery has invested approximately \$1 million to increase capacity and upgrade its facilities, according to Joe Martino, Stevens Point Brewery Operating Partner.

“We continue to invest in our brewery to increase capacity and packaging production efficiencies as well as improve quality as our sales continue to grow. Point craft beers enjoyed double-digit growth last year, and sales have accelerated in 2011,” Martino said. “We are also experiencing positive growth in our contract-brewing business.”

The project adds 6,600 square feet of warehouse space, large enough to store an additional 40,000 cases of beer. In addition, five more aging tanks ranging in size from 105 barrels to 205 barrels and three new 100-barrel fermentation tanks are being installed.

The expansion is scheduled to be completed by May 1, just in time for the beer industry’s key summer selling season that runs from Memorial Day through Labor Day. “The timing of this expansion is perfect as our brewery gears up for summer sales,” Martino said. “We are now well-

positioned to continue to meet the growing demand for our products. We have our loyal fans – consumers, retailers and wholesalers – to thank for that growth.”

### **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.

Point’s year-round specialty beers include Point 2012 Black Ale, a robust dark ale; Point Horizon Wheat, an unfiltered wheat 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; and Point Amber Classic, an American-style amber lager. The brewery’s year-round craft beers also include the Whole Hog Limited Edition Brewmaster’s Series of “big beers,” including Whole Hog Six-Hop India Pale Ale, and the seasonal line-up of Whole Hog Raspberry Saison, Whole Hog Russian Imperial Stout, Whole Hog Barley Wine Ale and Whole Hog Pumpkin Ale.

Seasonal specialty brands include Point St. Benedict’s Winter Ale, a dark, abbey-style ale available from November through February; Point Einbock, a German Maibock-style lager for the spring; Point Nude Beach Summer Wheat, an award-winning unfiltered wheat ale; and Point Oktoberfest, a Bavarian-style Märzen beer for the fall.

Stevens Point Brewery also brews the James Page specialty beers, including Iron Range Amber Lager, Burly Brown Ale, Voyageur Extra Pale Ale and White Ox Wheat 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.