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FOR IMMEDIATE RELEASE

First Annual "Cleveland Beer Week" Scheduled for October 16-24

Week-long Celebration of Craft Brews to Take Place at 120 Venues Throughout Greater Cleveland

October 9, 2009—Bedford Heights, Ohio—**Cleveland Beer Week**, a week-long celebration of craft brews, will take place at venues throughout Cleveland, Cuyahoga County, and surrounding areas from October 16-24, 2009. The first annual event of its kind in northeast Ohio, **Cleveland Beer Week** was established as a not-for-profit, collaborative celebration to raise awareness of and education for the strong American and imported craft brew industry, while promoting patronage at local establishments and energizing the region.

On Friday, October 16 at 6 p.m., **Cleveland Beer Week's** opening ceremony will be hosted at Winking Lizard's Independence location (6901 Rockside Road). Special guests Senator Tom Patton and WMJI radio host Jimmy Malone will tap ceremonial kegs of Great Lakes Brewing Company's Cleveland Brown Ale and Thirsty Dog Brewing Company's Belgian Imperial Stout. Complimentary appetizers and \$5 pints of both brews will be available for all attendees.

Throughout the week, nearly 700 events—including ale tastings, beer dinners and crawls, talks and demonstrations, leisure activities, and drink specials—will be offered at more than 120 bars, taverns, restaurants, grocers, specialty beverage stores, and other retail and purchase locations throughout the region. A sampling of events include:

- The Beer Engine in Lakewood hosts a *Red Carpet Event* and tasting on Monday, October 19 at 7 p.m. that will welcome Ron Jeffries of Jolly Pumpkin, Greg Gireszal of Hofbrau Beer, Isaacs Hartman of New Holland, Veronica Sanders of Bells Beer, Jim Lutz of Flying Dog, Michael Bell of Founders, Adam Avery of Avery, Pete Larsen of Global, Garin Wright of Buckeye, and Brad Clark of Jackie O's.
- Heinen's Brecksville hosts *The Big Event* on Monday, October 19 at 6:30 p.m. and featuring hi-octane beers paired with flavorful cheeses.
- On Friday, October 23, Greg Koch from Stone Brewing Company travels to Winking Lizard Independence at 5 p.m. for *Extreme Arrogance with Greg Koch* that will feature Arrogant Bastard brew varieties. At 8 p.m., Greg heads to Winking Lizard Lakewood for *Vintage Stone Night with Greg Koch* and with special vintages of Stone beers.
- Great Lakes Brewing Company presents the first annual *Brew Ha Ha*, a food and beer pairing, on Tuesday, October 20 and with six Ohio craft breweries including Great Lakes, Thirsty Dog, Columbus, Elavator, Ohio, and Gordon Biersch.

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- On Sunday, October 18, Goose Island brewing company of Chicago hosts Lauri DiTunno, renowned culinary artist and baker from "Amazing Wedding Cakes" fame on the WE channel, as she demonstrates blowing liquefied sugar and shares samples of cake with beer buttercream at Acme Fresh Market's Pleasant Valley location at 10 a.m. and Ironwood Café in Westlake at 2 p.m. Lauri's cake creation will serve as dessert for Ironwood Café's beer dinner at 5 p.m. and featuring a multi-course menu by Chef Joe Dubbs.

Cleveland Beer Week will conclude with BREWzilla, a monster of a beer tasting, to be held on Saturday, October 24 from 6-11 p.m. at The Arcade in downtown Cleveland (401 Euclid Avenue). BREWzilla will feature more than 50 breweries and tasting stations, appetizers and other culinary delights that pair well with craft brews, entertainment, and a guest appearance by Greg Koch of Stone Brewing Co. in Escondido, California. Brewer's Circle tickets are \$75 and include event admittance at 6 p.m., the opportunity to taste exclusive "circle" brews, and a commemorative **Cleveland Beer Week** t-shirt; General Admission tickets are \$50 and for admittance from 7-11 p.m. All proceeds from BREWzilla will be donated to the Malone Scholarship Fund that is managed by Cleveland Scholarship Programs.

"With the number of stellar breweries in our region, as well as the enormous popularity of craft brews both here and across the nation, it seems only fitting that our brewers, retailers, specialty stores, and distributors join together to launch **Cleveland Beer Week** as a week-long educational celebration," notes John Najeway, president of the Ohio Craft Brewers Association and co-owner of Thirsty Dog Brewing Company.

Cleveland Beer Week is sponsored by the Winking Lizard, Heidelberg Distributing, Heinen's, Buckeye/Beer Engine, Great Lakes Brewing Company, Superior Beverage Group, the Wisconsin Milk Marketing Board, The Jacob Leinenkugel Brewing Co., Anheuser-Busch InBev, Chad Allan Consulting, and Cleveland Scene. Additional support has been provided by Nestle Waters North America, Metromix Cleveland, Anchor Hocking, ThunderTech, Cleveland Nights, Cleveland Foodie, WMMS 100.7, and WMJI 105.7.

For additional information about **Cleveland Beer Week**, a complete schedule of events, or tickets to BREWzilla, visit www.clevelandbeerweek.org or call 216-409-0547.

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Attachment

Image: Cleveland Beer Week Logo

Additional Information

For additional information or to schedule interviews, please contact Christine Montague, Event Director, at 440-724-4345 or christine@clevelandbeerweek.org.