



FOR IMMEDIATE RELEASE
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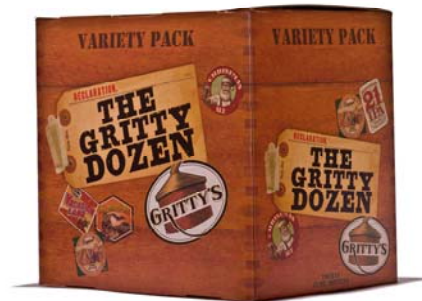
GRITTY MCDUFF'S "GRITTY DOZEN" VARIETY PACK ON SHELVES NOW

Portland, ME—The "Gritty Dozen" Variety Pack from Maine craft brewer Gritty McDuff's Brewing Company (www.grittys.com) is on store shelves with a new selection of beers.

The newly designed Gritty Dozen 12 pack features four Original Pub Styles, three 21 IPAs, three Best Browns and three bottles of one of the Seasonal Ales, beers brewed in limited production based on the time of year. The seasonal selections include Christmas Ale, Scottish Ale, Halloween Ale and Vacationland Summer Ale.

"The Gritty Dozen now includes our popular 21 IPA," said Gritty's Vice President and Master Brewer, Ed Stebbins. "The new variety pack gives customers a broad assortment of flavors and styles."

To coincide with the change in the Gritty Dozen, the Black Fly Stout and the Best Bitter are now available in 22-ounce bottles, in 5 liter mini kegs and on draft.



Gritty McDuff's beers are available wherever better beers are sold throughout Maine and in a growing number of supermarkets, beer and wine shops, convenience stores and other retailers in Maine, New Hampshire, Vermont, New York, Massachusetts, Florida, Pennsylvania, and New Jersey.

Excellent Beer and Award-Winning Pubs

Since its founding in 1988, Gritty McDuff's, Maine's first brew pub since Prohibition, has brewed creative, quality beers that have earned awards ranging from repeat First Place wins at the annual Real Ale Festival in Chicago, to their most recent award: a silver medal at the prestigious 2007 Great British Beer Festival for Gritty's cask-conditioned version of the 21 IPA. Gritty's Brew Pubs also have frequently won in statewide polls the titles of "Maine's Best Brew Pub," "Best Maine Microbrew," and "Best Bar."

In addition to brewing award-winning beer, Gritty McDuff's operates three popular brew pubs in Maine. Located in Portland, Freeport and Auburn, the locations draw crowds of

all ages. Known for their four seasonal ales and five year-round ales, tempting pub fare and welcoming atmosphere, Gritty's pubs have been named an Editor's Pick by *Condé Nast Traveler*, highlighted as "a legend among New England brewpubs" by *The Boston Globe*, and cited by *Playboy.com* as one of the best bars in America. Gritty's has earned numerous accolades from a wide variety of beer blogs and industry press outlets, as well.

For additional information, or to schedule an interview with Publican Richard Pfeffer or Vice President and Master Brewer Ed Stebbins, contact Ann Ewing at 207-699-5500 or ann@frontburnerpr.com.

Downloadable images and logos are available at www.frontburnerpr.com/grittys.

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