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Contact: Ann Ewing, Front Burner PR
Ph: 207.699.5500 ann@frontburnerpr.com

GRITTY MCDUFF'S BREWING COMPANY'S VACATIONLAND SUMMER ALE HITS SHELVES AHEAD OF SCHEDULE

Portland, ME — Maine craft brewer Gritty McDuff's Brewing Company (www.grittys.com) announced today that its well-known Vacationland Summer Ale will hit stores two weeks earlier than normal this year. The popular seasonal favorite will be on retailers' shelves beginning April 1 and will continue its run through early fall.

"It's been a long, cold winter," said Gritty's Vice President and Master Brewer Ed Stebbins. "What better way to start dreaming of summer on the beach, hiking in the mountains and other great summer activities than by sipping some great Gritty's Vacationland Summer Ale? We're very pleased that our production schedule allowed us to get it on the shelves early this year."

One of Gritty's most popular seasonal beers, Vacationland Summer Ale is a light-colored but full-bodied ale with a snappy hop finish. Made with generous portions of pale malt with a touch of wheat malt, Vacationland Summer Ale offers a unique flavor that's richer than most summer brews. Cascade leaf hops add a delicate and forward hop character, as well.

Vacationland Summer Ale is available in 6- and 12-packs of 12-ounce bottles, 22-ounce bottles and 5-liter mini kegs.

Gritty McDuff's beers are available throughout New England in a growing number of bars, restaurants, pubs, taverns, supermarkets, beer and wine shops, convenience stores, and other beer 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 a silver medal at the prestigious 2007 Great British Beer Festival for Gritty's cask-conditioned version of its 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." Gritty's 21 IPA debuted at the 2008 Maine Brewers Festival in early November 2008 to rave reviews from attendees.

In addition to brewing, 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 with 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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