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GRITTY MCDUFF'S 2009 GROWTH IN DRAFT SALES, NEW PRODUCT DEVELOPMENT, AND NATIONAL INTEREST BODE WELL FOR 2010 PROSPECTS



www.grittys.com

Portland, Maine – Gritty McDuff's (www.grittys.com) has kicked off 2010 reporting increased draft beer sales for 2009, attention from *Imbibe* magazine, and plans for even more active growth and strategic alliances in 2010.

Thomas Wilson, Gritty's director of marketing, reports that sales of Gritty's draft beers, sold in the company's three Maine pubs and in restaurants and bars throughout New England, were up 15 percent in 2009, and the company plans to focus on increasing exposure and sales in Maine, Massachusetts and New Hampshire this year. In addition, Gritty's Red Claws Ale, introduced in 2009 in honor of the

Maine Red Claws NBA Development League team, is the number-one seller during Red Claws games at the Portland Expo.

The January issue of *Imbibe* calls Portland one of America's "emerging beer meccas," and names local bars, pubs, breweries and stores that have put the city on the beverage map. Gritty's was one of six breweries and brewpubs to earn a spot on the magazine's guide to Portland, called "an up-and-coming beer city," alongside other Portland favorites including Novare Res Bier Cafe and Shipyard Brewing Company.

"We already know that Portland is an important beer city and produces some fantastic beer selections," said Thomas Wilson, Gritty McDuff's director of marketing. "It's really satisfying for the national beverage publications to be increasingly giving the city the spotlight it deserves. We're proud to be a part of bringing attention to our 'corner of the beer world.'"

The *Imbibe* coverage caps off a year of local, regional and national attention for Gritty's throughout 2009. In April, *Forbes.com* writer Zack O'Malley Greenburg singled out the small-batch ales and ambiance offered at Gritty McDuff's Brewing Company as just one of the many good reasons Portland was selected as America's Most Livable City. In addition, Gritty's was among seven beers selected by *Santé* magazine for inclusion in the New England Beer section of its Spirits Review.

Gritty's also made headlines in business outlets when it entered into a groundbreaking sponsorship agreement with The Maine Red Claws (www.maineredclaws.com), the NBA Development League's team for the Boston Celtics and the Charlotte Bobcats. Gritty's is producing the team's official beer, "Red Claws Ale," for sale throughout Maine – and proving to be a sell-out item at Maine Red Claws games.

Most recently, New England Cable News covered the Maine Red Claws-Gritty McDuff's teaming ("Red Claws Brand Proves to Be a Slam Dunk"; <http://tinyurl.com/ydjh5n8>). Additionally, CNBC recently aired a story about the growing popularity of D-League NBA teams ("NBA D-League on the Rise"; <http://tinyurl.com/yb4xg9j>), and Darren Rovell, CNBC sports business reporter, praised the team for connecting with its target audience by strategically finding the right home city and generating one of its most creative team sponsorship deals with Gritty McDuff's. The brewing company's sponsorship success also was picked up by Yahoo! Sports, *DRAFT* magazine, and *Beverage Industry News*.

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It was also a year of cycling and community involvement for Gritty's. Gritty's was named the official beer of The Dempsey Challenge (www.dempseychallenge.org), an event which benefited The Patrick Dempsey Center for Cancer Hope & Healing. According to Wilson, Gritty's plans to continue its support of the Dempsey Challenge and is planning increased involvement with the event in 2010.

The Gritty's Cycling Team also pedaled in the 25th anniversary "Trek Across Maine" in 2009, and raised and donated more than \$18,000 to the American Lung Association of Maine. In addition, Gritty's three Maine pubs hosted numerous fundraising and social events for important charitable and professional organizations, including the Big Brothers Big Sisters of Southern Maine, Young Professionals Organization, the Good Shepherd Food Bank and many more organizations.



Patrick Dempsey enjoys a cool Gritty McDuff's ale at the 2009 inaugural "Dempsey Challenge." The cycling event benefits The Patrick Dempsey Center for Cancer Hope & Healing.

About Gritty McDuff's Brewing Company

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 its 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, Gritty McDuff's operates three popular brew pubs in Maine. Located in Portland, Freeport and Lewiston/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, including *Every Day with Rachael Ray*, *Forbes.com*, *DRAFT* magazine, *Cosmopolitan*, *Imbibe* and *Santé*.

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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