



For Immediate Release  
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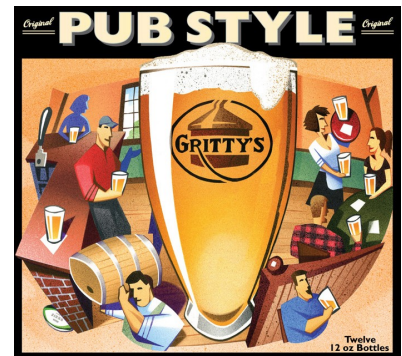
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## GRITTY MCDUFF'S BREWING COMPANY ANNOUNCES MAJOR PACKAGING OVERHAUL OF ALL YEAR-ROUND AND SEASONAL ALES

**Portland, Maine** – Maine craft brewer Gritty McDuff's Brewing Company ([www.grittys.com](http://www.grittys.com)) today announced a one-year project that will dramatically repackage its complete line of seasonal and year-round ales. According to Gritty's Marketing Director Thomas Wilson, the process, which will begin this month with the relaunch of Gritty's Scottish Ale and Original Pub Style, will include a fundamental, colorful design overhaul of all bottles, labels, cartons and boxes.

"Gritty's has a fantastic history, and we believe our new labels and packaging offer a fresh representation of our brand in 2011 and beyond," Wilson noted. "The new illustrations on the packaging are very modern and distinctive, and we expect a positive response from fans of Gritty's."

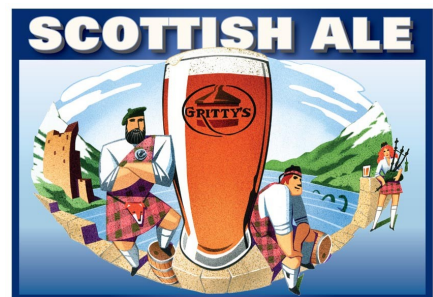
Executed by Portland, Maine-based graphic designer Chris Hadden of Christopher Hadden Design and Maine illustrator, Marty Braun, the look of the new packaging is brighter and more contemporary, featuring a modern nod to Gritty's brew pubs and their customers.



"We think folks will notice the details, such as the copper top bar in the Original Pub Style label and the people who better represent our typical customers," Wilson added. "There also are some surprises and 'insider' references in the designs that we think our customers will enjoy discovering. For example, only those who know that Publican Richard Pfeffer is an avid rugby fan will recognize the rugby ball on the Pub Style label."

The company's new Scottish Ale package still features long time Gritty's Sales Manager Charles O'Brien wearing a kilt but sports a brighter blue color and features additional graphic elements.

"The new Scottish Ale illustration includes several references to Scotland that I'm sure our customers will notice," said Wilson.



Following this month's debut of Gritty's Original Pub Style and Scottish Ale packaging, new Vacationland Summer Ale materials are scheduled to launch when the beer premieres next spring, and the remaining brands will systematically transition to the new designs by the end of 2011.

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### **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 a silver medal at the prestigious Great British Beer Festival for Gritty's cask-conditioned version of the brewer's 21 IPA. 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*.

In addition to brewing, Gritty McDuff's operates three popular brew pubs in Maine. Located in Portland, Freeport, and Lewiston/Auburn, the pubs draw crowds of all ages and have frequently won in statewide polls the titles of "Maine's Best Brew Pub," "Best Maine Microbrew," and "Best Bar." 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.

*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](mailto:ann@frontburnerpr.com).*

*Downloadable images and logos are available at [www.frontburnerpr.com/grittys](http://www.frontburnerpr.com/grittys).*

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