



For Immediate Release  
November 18, 2009

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## GRITTY MCDUFF'S BREWING COMPANY WRAPPING UP 2009 WITH "BEST NEW ENGLAND BEER" RECOGNITION AND RELEASE OF CHRISTMAS ALE

**Portland, ME** — Gritty McDuff's ([www.grittys.com](http://www.grittys.com)), Maine's oldest brew pub since Prohibition, is capping off another successful year with release of its seasonal "Christmas Ale," and a nod for its "Best Brown Ale" in *Santé* magazine's annual Food+Wine+Spirits Review.

Available now through December 31, Gritty's Christmas Ale is a robust bitter that will be served on draft at Gritty's three Maine brew pub locations (Portland, Freeport and Lewiston/Auburn). The ale also will be available on draft in select bars and restaurants throughout the region and at beer retailers throughout New England in 6- and 12-packs, 22-ounce bottles and mini-kegs.

"This robust Extra Special Bitter-style beer has a full-bodied, malty taste," according to Gritty's Marketing Director Thomas Wilson. "Its slightly roasted undertone is just the right flavor for the season and offers a nice palate for holiday food pairings. Gritty's Christmas Ale is always a party pleaser."

Made with English Pale and Crystal Malts and a touch of Roasted Barley, a blend of Clusters, Styrian Goldings, Saaz and Yakima Goldings leaf hops round out this hearty brew. The dark red-amber color ale has no additives, fruits or spices, and has an ABV of 6.2%.

In related business news, Gritty's "Best Brown Ale" earned a slot on *Santé* magazine's list of five "Best New England Beers." The smooth, dark, red-amber ale was described in the piece as "a great session beer" with "big bold flavors...balanced by flavors of pine and citrus."



The recent news from Gritty's caps off a year of growth and promising business developments for the Maine-based craft-brewing company. Beer experts and enthusiasts welcomed Gritty's new "21 IPA," crafted to mark Gritty's 21 years of brewing, which debuted at the Maine Brewers Festival and went on to earn a silver medal at the prestigious Great British Beer Festival. Gritty's also earned coverage and accolades from a variety of regional and national press throughout the year, including *Forbes.com*, *Every Day with Rachael Ray*, *DRAFT*, *Cosmopolitan*, *The Boston Globe* and *BonAppetit.com*. A favorite on the Portland dining and brewing scene, Gritty's was voted "Best Brew Pub" by readers of *The Phoenix* and, for the tenth straight year, "Portland's Best Bar" in the annual readers poll sponsored by the *Maine Sunday Telegram*.

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.

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

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

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