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GRITTY MCDUFF'S CHRISTMAS ALE NOW ON TAP AND IN STORES THROUGHOUT NEW ENGLAND

Portland, Maine — Gritty McDuff's (www.grittys.com) is kicking off the holiday season with the release of its seasonal "Christmas Ale," available now through the end of the year, the company announced today.

"This ESB-style beer has a full-bodied, malty taste with slightly roasted undertones," said Thomas Wilson, Gritty's marketing director. "Its flavor perfectly complements richer holiday foods, and it's a natural choice for entertaining."

A robust ale that will be served throughout the fall on draft at Gritty's three Maine brew pub locations (Portland, Freeport and Lewiston/Auburn), Christmas 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.

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 percent.



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.

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*, and *Santé*.

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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