



For Immediate Release
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GRITTY MCDUFF'S BREWING COMPANY'S HALLOWEEN ALE TO HIT SHELVES IN AUGUST

Portland, ME — Maine craft brewer Gritty McDuff's Brewing Company (www.grittys.com) announced today that its very popular Halloween Ale will hit stores in August. One of the most anticipated annual beer releases, this seasonal favorite will be available through October 31st. An Extra Special Bitter (ESB), full-bodied brew that's perfect for crisp autumn days, Gritty's Halloween Ale features a deep amber color, a bold, malty palate and a well-rounded hop finish.

"Halloween Ale is our most popular seasonal beer at Gritty's," said Gritty's Vice President and Master Brewer Ed Stebbins. "August is not too early to start thinking about fall – especially in New England – and enjoying this robust Ale."

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.

Halloween Ale Specs:

Starting Gravity: 1060

ABV: 6%

Hops: Whitbread Goldings, East Kent Goldings, B.C. Kent

Available: August 4-October 31

Halloween Ale is available in 6- and 12-packs of 12-oz bottles, 22-oz bottles, 5-liter mini kegs, and on draft.

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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