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SURE SIGN OF SPRING: GRITTY MCDUFF'S BREWING COMPANY'S VACATIONLAND SUMMER ALE TO HIT STORES LATER THIS MONTH

Portland, Maine — Maine craft brewer Gritty McDuff's Brewing Company (www.grittys.com) announced today that its seasonal favorite, Vacationland Summer Ale, will be hitting store shelves throughout New England by the end of March.

"Every year, Gritty's Vacationland Summer Ale is released just about the time we New Englanders all start to need a strong dose of warmer weather," said Gritty's Vice President and Master Brewer Ed Stebbins. "Springtime coming at the end of a long, cold winter is reason enough to celebrate with an excellent, warmer-weather brew."

Vacationland Summer Ale is a light-colored, full-bodied ale made with generous portions of pale malt and a touch of wheat malt, along with Cascade leaf hops for a delicate and forward hop character. As a result, Vacationland Summer Ale offers a unique flavor that's richer than most summer brews, with a snappy finish, according to Stebbins. The seasonal ale is available in 6- and 12-packs of 12-ounce bottles, 22-ounce bottles and 5-liter mini kegs.

Gritty McDuff's beers are available 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 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.

Downloadable images and logos are available at www.frontburnerpr.com/grittys.

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