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SAVOR - An American Craft Beer & Food Experience, Comes To Nation's Capital In May

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American Craft Brewers Harmonize Craft Beer with Food

Boulder, CO – December 19, 2007 - Four dozen independent American craft brewers from across the country have been selected to showcase the pleasures of fine food enjoyed with great beer in Washington D.C. May 16-17. "SAVOR - An American Craft Beer & Food Experience" will highlight the culinary delights of beer as part of the Brewers Association's annual American Craft Beer Week celebrations.

The public can enjoy three different tasting sessions scheduled May 16th and 17th at the Andrew W. Mellon Auditorium located at 1301 Constitution Avenue, N.W. in Washington D.C. Participating craft brewers will pour their version of many of the world's classic beer styles such as pilsener, porter, pale ale and stout. Revered styles like wheat beers, barrel aged beers, and Belgian style beers will be matched with a menu selection chosen specifically by the brewers to best complement each dish.

Today, American beers are judged to be among the world's best and they have earned a respected place at the table alongside wine. In fact, two-thirds of today's wine drinkers consume beer. This past summer National Public Radio observed "Beer has gone from the House of Commons to the House of the Lords". Additionally, Gallup this summer confirmed beer to still be the most popular adult beverage in the U.S.*

To ensure attendees can interact directly with the craft brewers in attendance each session will be limited to no more than 700 consumers. Tickets are \$85 each and will include a wide variety of small dishes and appetizers crafted to match the taste profiles of craft beers, a commemorative tasting glass, souvenir program, Craft Beer Taster's Journal, and 2-ounce samples of specially selected craft beers. Federal City Caterers, which has catered many White House functions and Congressional receptions will orchestrate the food menu.

Julia Herz, a spokesperson for the association said, "SAVOR celebrates craft beer with food. What better place to showcase the American Craft Beer Revolution than in our nation's capital. This event is guaranteed to make a believer out of anyone who attends."

Another feature of SAVOR will be the Educational Salons which will offer live presentations by brewers, journalists and chefs who have helped further the American craft beer revolution. Scheduled speakers include: Sam Calagione of Dogfish Head Craft Brewed Ales, Jim Koch of Samuel Adams Beer, Randy Mosher author of Radical Brewing, Marnie Old Assistant Dean of Wine Studies at the French Culinary Institute, Garrett Oliver Brewmaster of Brooklyn Brewery, and several savvy 'cross drinkers' including: Lauren Buzzeo Assistant Tasting Director of Wine Enthusiast Magazine, Ray Isle Senior Editor of Food & Wine Magazine and Ken Wells Senior Editor of Conde' Nast Portfolio.

Jimmy Reyes of Reyes Beverage Group, Supporting Partner of the event, stated, "This is going to be a tremendous celebration. Everyone, from true beer-aficionados to those who simply enjoy flavorful food and drink, will take pleasure in a day of rubbing shoulders and sharing craft beer with acclaimed American brewers in Washington D.C. a beer-loving city since its inception."

SAVOR Supporting Breweries of the event include: The Boston Beer Company, Brooklyn Brewery, Dogfish Head Craft Brewery, F.X. Matt Brewing Company, Flying Dog Brewery, Harpoon Brewery, New Belgium Brewing Company, and Rogue Ales Brewery. SAVOR supporters include: Draft Magazine.

NOTE TO EDITORS: For more information visit <http://www.SavorCraftBeer.com>. Photos or B-roll on craft beer can be provided on request. Consumer media wishing to attend SAVOR please contact julia@brewersassociation.org .

Based in Boulder, Colo., U.S.A., the Brewers Association (BA) is the not-for-profit trade and education association for American craft brewers and the community of beer enthusiasts. Visit the website: www.beertown.org to learn more. The association's activities include events and publishing: World Beer Cup®; Great American Beer Festival sm ; Craft Brewers Conference and BrewExpo America®; National Homebrewers Conference; National Homebrew Competition; American Craft Beer Week (May); Zymurgy magazine; The New Brewer magazine; and books on beer and brewing. The Brewers Association has an additional membership division of 15,000+ homebrewers: American Homebrewers Association.

* Gallup Poll – July 27, 2007. *The 64% of Americans who say they consume alcohol show a preference for beer (40%) over wine (34%) as their alcoholic beverage of choice, with liquor the favorite of 22%*