Press Release

June 19th - 26th

BUFFALO BEER WEEK

We are once again pleased to invite you to participate in Buffalo Beer Week (BBW) from June 19 - 26, 2011. Beginning on Father's Day each year, BBW is a celebration of craft beer, showcasing Buffalo/Niagara beer and brewing with many different beer and cultural events. The week will include events by many businesses that feature microbrewery beer and will kick off on Father's Day! A double IPA tasting at Pizza Plant, a beer pairing dinner at Shango and an epic Mikeller tasting at the Blue Monk are just a few of the exciting events that will happen during Buffalo Beer Week. Beer Week will end with a bang with the Craft Beer Challenge at Mr. Goodbar's, put on by Great Lakes Brewing News. In between these events are more beer dinners, beer pairing events, meet the brewer evenings, home brewing demonstrations, music, and film. There will even be a Brewing History Tour exploring the rich history of brewing in Buffalo.

As always, you can find more information about these and other events on the BBW website at

http://www.buffalobeerweek.com

Buffalo Beer Week promises to blossom into one of Buffalo's premier annual celebration of craft beer. Save the dates! Look for us on Facebook too.

BACKGROUND

American beer has come a long way since its low point after Prohibition. And the source of American beer pride, craft beer, led the evolution of a grain-based substance to being an upscale beverage imbued with quality, gemutlichkeit, craft, tradition, and passion.

One of the best signs of this evolution is the emergence of the Beer Week phenomenon. The nation's first beer week was in Philadelphia in 2008. Since then, more than 20 other cities, from San Francisco to Washington, D.C., have jumped on the beer wagon. Typically, they involve nightly events at restaurants and taverns, anchored by large festivals on the weekend. Detroit Beer Week features a few dozen events with a handful of area breweries. San Francisco Beer Week hosted about 150 events last year, including the jammed Toronado Barleywine Festival. In its first year, Baltimore hosted more than 300 events, including tastings and beer specials at bars, and beer-pairing dinners. Philly Beer Week topped at more than 700 events at more than 100 venues in 10 days!

BEER WEEK BENEFITS

While Beer Week is a handy excuse for a seven-day bar crawl, there's more to the phenomenon than pure consumption.

- Beer Week is a tourist attraction; downtown districts fill up with beer-savvy visitors exploring the local tap scene, turning taverns and restaurants into as much of a tourist destination as zoos and museums.

- Beer Week spreads the gospel. "It gives you an opportunity to showcase beer in a lot of different ways, to reach people through something other than just the beer itself" (Jay Brooks, one of the organizers of San Francisco Beer Week; Brooks pointed to a day long bike ride that took participants past a half-dozen beer joints around town, "so it was bikes that were the attraction, not just the beer."

- Beer Week promotes local pubs, historical awareness of craft brewing history, and most importantly promotes growth in the industry and the return to our rich brewing roots in America.

THE DREAM

Close your eyes. Imagine a Buffalo with a rich variety of breweries producing artisanal beers from local ingredients famous around the country. Imagine a Buffalo whose boulevards are flanked by world-class local brewpubs much as one expects in cities like Bamberg, Germany or Portland, Oregon. We think the time has arrived to go from dream to reality and that BBW will be one of several important means of transport toward the realization of this dream. Our Queen City was in fact once a lot like that. We plan to regain some of that glory. Come to Buffalo Beer Week and taste the dream.

PARTICIPANTS (PARTIAL LIST)

Pizza Plant ITALIAN PUB	COMMUNITY BEER WORKS BUFFALO, NY	FAT BOB'S SMOKEHOUSE	COLTER BAY GRILL
ALLEN STREET HARDWARE BUFFALO NY	PEARL STREET GRILL & BREWERY	Coles EST 1934	BUFFALO BREWERY TOURS
EST. 1968 MR. GOODBAR ELMWOOD AVE. BUFFALO		Consumer's BEVERAGES INC.	WJ MORRISSEY IRISH PUB

Find a complete participant list with names and addresses at **http://www.buffalobeerweek.com.**