



## FOR IMMEDIATE RELEASE

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### **NORTH CAROLINA CRAFT BREWERS GUILD AND SIERRA NEVADA CELEBRATE BIG BEERS WITH INAUGURAL BURLY BEERS AND BARLEYWINES FESTIVAL**

Mills River, NC—February 9, 2015—The North Carolina Craft Brewers Guild (NCCBG) is partnering with Sierra Nevada Brewing Co. to present the inaugural Burlly Beers and Barleywines Festival, which celebrates the bold, malt-forward beers common in the cooler months. Together they've invited more than 50 breweries from across the country to gather at Sierra Nevada's brewery in Mills River, NC, on Saturday, March 28, to pour a selection of their heartiest beers that will include at least one of the following: barleywine, stout or imperial stout, barrel-aged beer or spiced beer.

Featured breweries at the festival include Allagash Brewing Company (ME), Epic Brewing Company (UT), Dogfish Head Brewery (DE), Flying Dog Brewery (MD), and North Carolina's own Duck-Rabbit Craft Brewery. NCCBG and Sierra Nevada will share the final brewery list late February at [www.SierraNevada.com/BurlyBeers](http://www.SierraNevada.com/BurlyBeers) where festivalgoers can find all of the event details.

Festival tickets, on sale today, February 9, at 10 a.m. EST, include a commemorative tasting glass, unlimited tasting pours, live music and a Southern-style feast provided by the soon-to-open Sierra Nevada Taproom and Restaurant. All ticket proceeds benefit the NCCBG, a not-for-profit organization whose mission is to promote the interests of the craft breweries of North Carolina and to promote North Carolina craft beer.

"You can always cut the chill of winter with a big beer, and the options from American craft brewers are endless," said Brian Grossman, second-generation brewer and co-manager of Sierra Nevada's Mills River brewery. "Here in North Carolina, winters are a little longer and a little colder than we were used to in California, so we're breaking out the barleywines to celebrate that. We're excited to see what our brewing friends bring for beer fans—what new twists they'll use to give their brawny releases an extra edge."

"We're honored to partner with Sierra Nevada on this bold new festival," said Margo Knight Metzger, executive director of NCCBG. "It's going to be a stellar kickoff to NC Beer Month in

April which celebrates our state's burgeoning craft beer industry with special events and unique brews.”

Burly Beers and Barleywines is the East Coast complement to the annual Single, Fresh, Wet & Wild Harvest Festival held each fall at Sierra Nevada's Chico, CA, location—considered a favorite festival by both brewers and beer lovers alike.

Burly Beers and Barleywines Festival Overview:

- **WHEN:** Saturday, March 28, 12–4 p.m.
- **WHAT:** Rare beer, Sierra Nevada Taproom and Restaurant food spread, live music, good cause, great times for all
- **WHERE:** Sierra Nevada Brewing Co., 100 Sierra Nevada Way, Mills River, NC 28732
- **TICKETS:** \$65 general admission. \$30 designated driver. On sale starting today, February 9, at 10 a.m. EST online at [www.SierraNevada.com/BurlyBeers](http://www.SierraNevada.com/BurlyBeers). Must be 21 years or older to attend.

#### **About the North Carolina Craft Brewers Guild**

The North Carolina Craft Brewers Guild is a not-for-profit member organization whose mission is to advance the interests of the craft breweries of North Carolina and to promote North Carolina craft beer. North Carolina boasts the largest number of craft breweries in the American South, with more than 125 breweries and brewpubs. Learn more at [www.ncbeer.org](http://www.ncbeer.org).

#### **About Sierra Nevada Brewing Co.**

Founded in 1980, Sierra Nevada Brewing Co. is one of America's premier craft breweries, highly regarded for using only the finest quality ingredients. The pioneering spirit that launched Sierra Nevada now spans both coasts with breweries in Chico, California and Mills River, North Carolina. Sierra Nevada has set the standard for craft brewers worldwide with innovations in the brewhouse as well as advances in sustainability. It is famous for its extensive line of beers including Pale Ale, Torpedo® Extra IPA, Hop Hunter® IPA, Nooner® Pilsner, Porter, Stout, Kellerweis® and a host of seasonal, specialty and limited release beers. Learn more at [www.sierranevada.com](http://www.sierranevada.com).

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