



FOR IMMEDIATE RELEASE

Media Contact:
Ryan Arnold
530-893-3520
ryan.arnold@sierranevada.com

SIERRA NEVADA LAUNCHES 2015 WITH THREE ALL NEW BEERS

Introducing two year-rounds (Hop Hunter IPA, Nooner Pilsner) and a Beer Camp seasonal

Chico, CA—January 5, 2015—Sierra Nevada Brewing Co. is debuting two year-round beers in early 2015: the intensely hop-heavy Hop Hunter IPA and the sessionable Nooner Pilsner. The brewery will also unveil its newest spring seasonal selection, Beer Camp Hoppy Lager, for a total of three brand-new beers for craft drinkers to explore.

Hop Hunter IPA features oil from wet hops steam distilled in the hop field, minutes after harvest—for the first time, drinkers can taste wet-hop character year-round. This pure, powerful hop essence is used alongside traditional hops to create the ultimate IPA experience. Hop Hunter IPA will be available year-round in 12-ounce bottles and on draught.

Alongside Hop Hunter IPA, Sierra Nevada will introduce its first year-round lager with Nooner Pilsner. Nooner is a refreshing and aromatic German-style pilsner that's easy-drinking yet full of spicy and floral hop flavor from the use of whole-cone European hop varieties. Available on draught, in six-pack bottles, and in twelve-pack cans, Nooner is the perfect way to kick off an afternoon of adventure.

Beer Camp Hoppy Lager rounds out Sierra Nevada's new releases for early 2015. Beer Camp is the ultimate brewing experience. Sierra Nevada invites beer fans to the brewery nearly every week to create a collaborative beer, and each spring, they will release one of the highlights from the past year. This year's hoppy lager is a reimagined encore of the hop-forward collaboration with San Diego's Ballast Point that was a part of the incredibly popular [Beer Camp Across America](#) mixed pack.

"We've been incredibly busy designing and tweaking all of these new beers" said Ken Grossman, Sierra Nevada's founder. "Our brewhouses have been going round-the-clock perfecting the recipes and it has been really fun to explore the limits of hops. I'm really excited about the work we've done on Hop Hunter. We're no stranger to experimental hops and hopping techniques, but developing distilled wet hop oil is unlike anything we've tried. The results are amazing."

All of these new releases will be widely available throughout the Sierra Nevada distribution footprint and can be found using the brewery's [Beer Locator](#).

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[®], Porter, Stout, Kellerweis[®] and a host of seasonal, specialty and limited release beers. Learn more at www.sierranevada.com.

#