



FOR IMMEDIATE RELEASE

## Wisconsin Brewing Company and Lake Louie Brewing Agree to Historic Acquisition

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Verona, WI – May 19, 2019 – Wisconsin Brewing Company has announced that it will acquire Lake Louie Brewery, Arena, Wisconsin. This is the first purchase involving two brick and mortar breweries in Wisconsin since Miller acquired Leinenkugel in 1988.

Conversations about the sale began about two years ago. “We were super excited to explore this idea and bring Tom and his team into our family. This new collaboration will allow us to utilize our scale to expand and enhance the Lake Louie portfolio,” said Carl Nolen, President/CEO of Wisconsin Brewing Company.

Tom Porter will continue to play an active role and Wisconsin Brewing intends to offer jobs to all the employees of Lake Louie. The Arena, WI brewery will continue to operate and be used for the innovation of new brands under the Lake Louie banner and special projects for Wisconsin Brewing.

“After 20 great years, we maxed out our brewery. The option was to either borrow a ton of money and expand or merge with a great group of people whom I’ve known and respected for decades,” said Porter. As Wisconsin Brewing assists with production, Porter will have more time to focus on strengthening and innovating under the Lake Louie banner.

“We see great growth potential for both of our companies and we’re especially proud to have Warped Speed Scotch Ale on tap here at Wisconsin Brewing. All of us are very optimistic about what the future will bring,” concluded Nolen.

The final acquisition is scheduled to be completed by July 1, 2019.

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### About Wisconsin Brewing Company

Wisconsin Brewing Company is a beverage production company located in Verona, Wisconsin. Founded by brothers Carl and Mark Nolen and Brewmaster Kirby Nelson, Wisconsin Brewing began brewing in 2013. For more information, please visit [www.wisconsinbrewingcompany.com](http://www.wisconsinbrewingcompany.com)

### About Lake Louie Brewery

Tom Porter started Lake Louie out of his garage in 1999 and was among a handful of brewers who pioneered Wisconsin’s craft beer revolution.