



OUR CRAFT. OUR PASSION. YOUR BEER.

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Wisconsin Brewing Company expands into central and northern Wisconsin markets

Just five months after its successful debut in southcentral Wisconsin, Wisconsin Brewing Company is expanding distribution of its craft brews to retailers, bars and restaurants throughout central and northern Wisconsin. with products scheduled to debut in the market April 1st.

“Wisconsin Brewing Company is all about embracing the rich brewing heritage of our state,” said Carl Nolen, WBC president. “That’s why our beers are brewed here; that’s why the brewery itself is 100% made in Wisconsin. We can’t wait to share our story, our enthusiasm and our craft beers with the folks in these new markets. After all, it may be our craft and our passion, but it’s your beer, Wisconsin. Cheers!”

Four beers will lead Wisconsin Brewing Company’s charge into the new territory: #001 Golden Amber Lager, featuring Moravian 37 barley and Willamette hops; #002 American I.P.A., a confidently hoppy I.P.A. with a Midwestern flair; #003 Brown & Robust Porter, an exhilarating three-malt brew with a perfectly bittered finish; and #004 Session I.P.A., a smooth and mellow I.P.A. that’s all about sipping satisfaction. The beers will be available in 6-pack bottles, 12-pk cans, on draught, and as a 12-bottle variety pack featuring all four brews.

“Historically speaking, it was Wisconsin’s original immigrants who really started the craft beer industry,” said Nolen. “Those beer pioneers were making beer that reflected their lifestyle and values. As Wisconsin-born-and-raised brewers, we embrace that philosophy. And we want to build on that history with craft brews that get back to what craft beer is all about: A lot of flavor, and a lot of fun to drink.”

Wisconsin Brewing Company opened November 1, 2013 in Verona, Wisconsin with a state-of-the-art facility and a passion for the state of Wisconsin and great craft beer. That pride is demonstrated with beers true to Wisconsin’s brewing legacy, created by award-winning Wisconsin brewmaster Kirby Nelson, in a brewery that is entirely made in Wisconsin, from the Hudson-built Huppmann brewhouse to the smallest details of the 100% aluminum tap handles, crafted in Madison.

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