



**FOR IMMEDIATE RELEASE**

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## **Deschutes Brewery Releases Its Once-A-Decade Ale: Jubel 2010**

*This Reserve Series ale was last bottled in the year 2000*

BEND, Ore. – Deschutes Brewery, the sixth largest craft brewery in the nation, announces the release of its first Reserve Series beer for the New Year and decade, Jubel 2010. Jubel 2010 is a deeply dynamic presentation of the flavors found in its festive winter seasonal, Jubelale. Available on tap around the holidays at its pubs as Super Jubel, February 2010 marks only the second time the Brewery has ever bottled this immortal libation. The first and only other time this special brew was bottled was to celebrate the new millennium as Jubel 2000.

The internally dubbed “Super Jubel” was discovered by accident two decades ago when a clumsy burglar didn’t realize the weight of his stolen keg of Jubelale. He dropped it outside to freeze in the season’s sub-zero temperatures - only to be discovered the next morning by Gary Fish, Deschutes Brewery owner. More than half the liquid in the keg had frozen and the remaining beer was a very cold, highly concentrated “Jubelale on steroids.” It was so good that the brewers set about recreating it, coming up with an annual “Super Jubel” that is aged in Oregon oak pinot barrels.

A limited amount of Jubel 2010 will be available in 22 ounce wax-dipped bottles and on draft all over the west this February.

### **Beer Geek Information:**

10% Alcohol by Volume (ABV)

55 International Bittering Units (IBUs)

Serving Temperature: 50-55 degrees F

Glassware: Snifter or Goblet

Drink one now and cellar one to enjoy a year from now.

### **About Deschutes Brewery**

Located in beautiful Bend, Oregon, Deschutes Brewery is in the business of daring people to expect more from their beer. That's why we started off in 1988, on the banks of the Deschutes River here in Bend, Oregon, by selling Black Butte Porter at a time when others were sure a dark beer would never catch on. Our brewers love to push the envelope, especially if it makes someone nervous. But for us, the highest praise is a raised glass and a toast of "Bravely Done!" For more information about Deschutes Brewery and its courageously crafted beers, please visit [www.DeschutesBrewery.com](http://www.DeschutesBrewery.com).

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