



FOR IMMEDIATE RELEASE

February 23, 2010

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Deschutes Brewery Beers Coming to Minnesota

*Bend, Oregon Brewery Introduces Black Butte Porter and Mirror Pond Pale Ale
to the Minneapolis-St. Paul Region*

(23 February 2010 – Bend, Oregon) Deschutes Brewery, the sixth largest craft brewery in the nation, announced today that it will begin selling Black Butte Porter and Mirror Pond Pale Ale in Minnesota starting the week of March 29th. Partnering with J.J. Taylor Distributing Company of Minnesota, the largest beer distributor in the state, Deschutes Brewery will be focusing on the greater Twin Cities region for its initial launch.

Black Butte Porter, the nation's number one selling craft porter, will be available to Minnesotans in 22-ounce bottles and on draft. For those who view dark beer with suspicion, this deep, satiny brew dispels the myths and creates enthusiasts. Black Butte Porter has won many awards over its 22 year history and recently won a bronze medal in the brown porter category at the 2009 Great American Beer Festival.

Mirror Pond Pale Ale, Deschutes Brewery's most popular beer, will also be available in 22-ounce bottles and on draft. With its definitive hop aroma and hop forward flavor, Mirror Pond is the quintessential pale ale. A consistent award-winner since its debut in the early 1990s, this deftly balanced ale most recently was recognized with a silver medal at the 2009 Great American Beer Festival and a gold medal at the 2009 World Beer Championships.

Deschutes Brewery is in the process of hiring a local sales representative to support the brands, but in the meantime, please contact JJ Taylor's Director of Specialty Brands, Bob Pacyga, at (651) 482-1133 for more information on where Deschutes Brewery beer will be available in the Minneapolis-St. Paul area.

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.

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