

FOR IMMEDIATE RELEASE

CONTACT:

Marie Melsheimer
Campbell Consulting
541.815.3951
marie@campbellconsulting.com



Fresh Hop Celebration Returns to Denver

Celebration event will feature several regional breweries and their wet and fresh hopped seasonal beers

20 September 2011 – Denver, CO – The 5th annual **Fresh Hop Celebration** returns to exult in the harvest of the hop fields with wet and fresh hopped brews from some of your favorite breweries. The celebration will take place on the patio and in the parking lot of Falling Rock Tap House and will include live music, tastings, information on home brewing, people's choice awards, activities and more.

Saturday, October 15th, 2011 (Noon – 5:00pm)

Fresh Hop Celebration

All Ages Welcome, Must be 21 to Drink

Location: Falling Rock Tap House

1800 Blake Street, Denver, CO

Admission: \$20, includes commemorative glass
and 4 tokens (each token is good for 1 beer)

Fresh Hop beers are brewed the same day the hop is picked from the vine. Hops are the small green flower cones from the hop plant that give beer its flavor, bitterness and aroma. Fresh hop ales typically have a distinctive citrus or geranial-like aroma and juicy mouthfeel. Beer connoisseurs and weekend warriors alike will love these unique, once-a-year brews!

The Fresh Hop Celebration was founded five years ago by Deschutes Brewery, which has long been creating fresh hop ales in the fertile Pacific Northwest - one of the largest hop producing areas in the world. Two Deschutes beers will be featured this year, poured from the brewery's giant traveling beer barrel, Woody: Hop Trip and the new Fresh Hop Mirror Pond Pale Ale. The celebration will also feature a variety of other regional breweries including Oskar Blues, Full Sail, Ska Brewing, Sierra Nevada, Great Divide and more. Proceeds will benefit Colorado State University's Agricultural Program.

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 or www.Facebook.com/Deschutes.Brewery.

###