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**RING IN THE NEW YEAR WITH THE WORLD'S BEST BEER:
DESCHUTES BREWERY'S RED CHAIR NORTHWEST PALE ALE**

Deschutes Brewery's much-anticipated spring seasonal, which cleaned house at the World Beer Awards, hits shelves and taps just in time for 2011

December 6, 2010 – Bend, Oregon – The World's Best Beer will once again be available to beer lovers next month. That's right: Deschutes Brewery's Red Chair Northwest Pale Ale (NWPA) spring seasonal will start to roll out just in time to celebrate the arrival of the New Year. Originally released as part of the brewery's Bond Street Series, this juicy pale ale was so well received that it has become part of the regular seasonal line up.

Earlier this year, the World Beer Awards judges agreed that Red Chair was something special. This Oregon beer cleaned house, winning:

- ***World's Best Beer, World's Best Ale, World's Best Pale Ale, World's Best Standard Pale Ale, and The America's Best Standard Pale Ale***

Deschutes Brewery Brewmaster Larry Sidor describes this year's brew: "The hop flavor in the Red Chair is unlike any other beer – the geranial hop notes come through like a freight train."

Along with the release of the beer is a special multi-state sweepstakes with a grand prize getaway to Bend, Oregon and Mt. Bachelor – the home of Deschutes Brewery. Individuals 21 and older can enter by visiting www.deschutesbrewery.com (valid in select states, see Web site for details). Those lucky enough to be flying on Horizon Air this winter will also be glad to know that Red Chair Northwest Pale Ale is being served on their flights.

Red Chair NWPA will be available from January until April in six and 12-packs and on draft throughout the 16 states where Deschutes beer is distributed.

Beer Geek Information:

6.2% Alcohol by Volume (ABV); 60 International Bittering Units (IBUs)

Beer Pairings:

The brewery team recommends pairing Red Chair NWPA with hot-n-sour soup, enchiladas with mole sauce, or thin crust Margherita pizza.

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.

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