



## **ST. FLORIAN'S BREWERY® LAUNCHES BARREL-AGED PROGRAM**

### ***“Series to begin with Barrel-Aged Browns”***

WINDSOR, California. November 16<sup>th</sup>, 2014 – The owners of **St. Florian's Brewery** announce the launch of their barrel-aged beer program. The first selections will be released on Saturday, November 22<sup>nd</sup>, exclusively at St. Florian's Brewery Tap Station, located at 7704A Bell Road in Windsor, California.

St. Florian's Brewery will launch their Barrel-Aged Program with a series of Barrel-Aged Brown Ales. St. Florian's Brewery Brown Ale is an English-American hybrid Brown Ale built upon English & American hops, and English yeast. While most Brown Ales tend toward bitter or sweet, this ale glides over your tongue perfectly balanced between those flavor profiles. With a surprisingly light mouth-feel, its explosion of flavor compliments most any meal. Whereas brown ales have a reputation for being a heavier beer, this interpretation on the style is a palate cleanser. Brown Ale measures in at 6.0% ABV & 22 IBUs.

Considering all of the characters of their Brown Ale, **Aron Levin** who is COO, one of the owners & the Brewer of St. Florian's Brewery explains, "I always strive to attain balance in the beers we brew. Bringing barrels into our brewery enables me the opportunity to accentuate some of the flavor profiles in our beers." **Amy Levin**, CEO, who co-owns St. Florian's Brewery, further elaborated, "When Tap Station visitors shared how St. Florian's Brewery Brown Ale hit their palettes, we realized we created a seemingly delicate beer with a complex array of flavors imbedded within itself. That said, the idea of starting a barrel program & starting it off with Brown Ale peaked our interest as we couldn't wait to see what notes would develop. The results definitely were worth the wait!"

St. Florian's Brewery is currently expanding their production, by adding fermentation capacity & increasing efficiencies to speed up processes, such as new equipment in their bottling facilities. "Barrel-aging gave us the ability to release additional varieties of beer before our new tanks were delivered to our facility & prior to the significant increase in production, at which point we can add more styles of beer to our line-up," Ms. Levin commented. "We just ran our initiating batch through our first set of newest fermenter & brite tank, so we see the timing of this barrel-aged release as a celebration of completion of the first phase of our expansion.

St. Florian is the patron saint of firefighters. Aron Levin, COO/Owner remains a full-time Fire Captain, the fire service being a realm rich in tradition. "In the firehouse, we honor tradition. Here at St. Florian's Brewery, with our release of our barrel-aged beer program, we honor yet another brewing tradition," added Mr. Levin to his wife's comments. "Beer has been stored in barrels dating back to its roots & we are very excited to explore the additional facets that the staves' flavors are offering to our ales."

St. Florian's Brewery donates a minimum of 5% of profits to fire-related & other community-based organizations. St. Florian's Brewery opened their Windsor, California brewing facility in February 2013 & celebrated their 1<sup>st</sup> anniversary by opening the Tap Station on-site. The Brewmaster of St. Florian's Brewery, Aron Levin, COO, handles all technical aspects of the Brewery, including production & packaging processes. Aron has been involved with brewing for over twenty years. Mr. Levin gained skills in his role as a firefighter which exponentially enhanced his brewing aptitude. **Amy Levin, CEO**, oversees all other aspects of the Brewery, such as sales, marketing, PR, shipping, distribution & accounting. Mrs. Levin imbibed her business savvy as a former Silicon Valley high tech sales & marketing manager. She has over 10 years of well-rounded, award-winning experience in Silicon Valley software sales under her belt. She attributes her

success to providing the highest level of customer care & relishes moving her career to craft beer, an arena for which she has a personal passion.

St. Florian's Brewery currently distributes California Common & Flashover IPA in 6-packs, 22-ounce bottles, 1/6 barrel kegs & 1/2 barrel kegs. St. Florian's Brewery Brown Ale is distributed in 22-ounce bottles, 1/6 barrel kegs & 1/2 barrel kegs. St. Florian's Brewery Barrel-Aged Brown Ale is currently exclusively served at St. Florian's Brewery Tap Station which is located at their Windsor, CA brewing facility.

Morris Distributing distributes for St. Florian's Brewery in the following counties: Lake, Marin, Mendocino, Napa, San Francisco & Sonoma. Bay Area Distributing distributes for St. Florian's Brewery in Alameda & Contra Costa Counties. St. Florian's Brewery self-distributes throughout the remainder of Northern California.

Let's drink to the hero in all of us!

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If you would like more information about this topic, or to schedule an interview with St. Florian's Brewery, please contact:

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