

FOR IMMEDIATE RELEASE



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Craft Brewers Pour into Boston in April

Boston to Host Convening on Craft Beer

Boulder, Colorado - April 10, 2009 – The week of April 20th, Boston will be flooded with flavorful craft beer and the brewers who make it. That's when the Brewers Association, the not-for-profit trade association for America's small and independent brewers, will hold its annual conference and trade show, now 26 years strong. Craft brewers from across the globe will pour into Boston to attend the Craft Brewers Conference and Brew Expo America™, the brewing industry's largest gathering in North America. Attendance is expected to exceed 2,000.

"Boston is the perfect place to host the Craft Brewers Conference, because of where we have been and where we are going as a beer city. We have two of the oldest craft breweries in the U.S. being Boston Beer and Harpoon Brewery, and we also have some of the newest," said Rob Martin, president of the Massachusetts Brewers Guild and owner of Ipswich Ale Brewery. "Both the city of Boston and the conference will uniquely benefit from our 300 years of brewing history going all the way back to the times of the pilgrims."

Representing 4.0 percent by volume and 6.3 percent in dollars of the total U.S. beer market, the craft sector continues to attract consumer interest. Locally, Massachusetts has more than 25 of the nation's 1,527 U.S. breweries. A symposium beer called *Audacity of Hops* has been brewed to commemorate the conference. The beer is a liquid collaboration between Cambridge Brewing Company, one of the earliest brewpubs in the U.S.; Mayflower Brewing Company, one of the newest craft brewers in Massachusetts; and members of the Massachusetts Brewers Guild.

While the conference is restricted to attendance by beer industry professionals, there are many related events open to the public including:

Craft Beer + Cheese from 3 Coasts, and book signing with Lucy Saunders

Wednesday, April 22, 2009: 5-7 pm

Cambridge Common, 1667 Massachusetts Ave., Cambridge, MA 02138

Contact: Suzanne Schalow, 617.547.1228 / info@cambridgecommonrestaurant.com

Tickets: \$14.95

Beer and cheese tasting, book signing by Lucy Saunders, plus daily specials menu from Saunders' books: *The Best of American Beer and Food*, and *Grilling with Beer*.

Stone Brewing Celebrates the Craft Brewers Conference in Boston

Wednesday, April 22, 2009: 7 pm onward

Sunset Grill and Tap, 130 Brighton Avenue, Allston, MA 02134 / 617.782.2020

Join Stone Brewing Company from Escondido, California for a very special night of unique offerings served in celebration of the Craft Brewers Conference.

If Craft Beer Could Talk! Seasonal and Limited Release Tasting

Thursday, April 23: 6:30 – 8:30 pm

Boston Wine School, 1354 Comm. Ave., Allston MA, 02134 / 617-784-7150

Tickets: \$35 / purchase at: [REGISTER](#)

Look out wine world 'cause craft beer has arrived! Join Julia Herz of the [Brewers Association](#) (and some rock star brewers including Will Meyers of Cambridge Brewing Company, Matt Cohen of Magic Hat and the Cilurzo of Russian River Brewing Company) for a special tasting of limited release and seasonal craft beers. Attendees will learn firsthand the fine art of beer whispering, and explore the aroma, taste, mouthfeel and other nuances of the specially selected craft beers. Beers will be matched with artisanal cheese to reinforce how well beer pairs with food.

Dogfish Head Craft Brewed Ales Beer Dinner!

Thursday, April 23, 6:30 pm sharp

Cambridge Common, 1667 Massachusetts Ave., Cambridge, MA 02138 / 617.547.1228

Tickets: \$60 / www.brownpapertickets.com

Come hang with Dogfish Head founder Sam Calagione and experience beer pairings from jumbo frites in lemon garlic aioli to sea bass 'Cambridge' style with beers from Dogfish Head to match.

Shorts Brewing Craft Brewers Conference After Party Hosted by BeerAdvocate.com

Friday, April 24 (time?)

Roadhouse Craft Beer & BBQ, 1700 Beacon Street, Brookline, MA, 02445 / 617.487.4289

Contact: Scott Newman-Bale (scott@shortsbrewing.com)

Tickets: Not Required

Shorts Brewing Company will be making beer available for the first time outside of Michigan (except for festivals of course). Come on in to try a few of Shorts' regular lineup and a few specials as well. Hosted by BeerAdvocate.com, Joe Short and numerous Shorts Brewing staff members will be at the event.

West Coast Dedicated Craft Beer Evening

Saturday, April 25, 2009: 6 pm onward

Deep Ellum, 477 Cambridge Street, Allston, MA 02135

Contact: 617.787.2337

Deep Ellum will be featuring an all West Coast cast of beers

For more information, visit the conference Web site: www.CraftBrewersConference.com. The Craft Brewers Conference is open to brewing industry professionals only. To [apply for media credentials](#) please fill out the form in early April.

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Based in Boulder, Colorado, USA, the Brewers Association (BA) is the not-for-profit trade and education association for small and independent American brewers, their craft beers and the community of brewing enthusiasts. Visit the Web site, www.beertown.org, to learn more. The association's activities include events and publishing: [World Beer Cup®](#); [Great American Beer Festival™](#); [Craft Brewers Conference and BrewExpo America®](#); [National Homebrewers Conference](#); [National Homebrew Competition](#); [SAVOR: An American Craft Beer and Food Experience](#); [American Craft Beer Week](#); [Zymurgy](#) magazine; [The New Brewer](#) magazine; and books on beer and brewing. The [Brewers Association](#) has an additional membership division of 17,000+ homebrewers: [American Homebrewers Association](#).