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SNAKE RIVER BREWING COMPANY WINS 4 MEDALS AT THE WORLD BEER CUP

Jackson Hole, WY * April 19, 2008 – Snake River Brewing Company once again returned victorious, earning four medals from the 7th bi-annual World Beer Cup (WBC) competition held in San Diego, California. The WBC is the “Olympics of Beer” and is the largest international beer competition that recognizes the most outstanding beers produced in the world today. Gold, Silver and Bronze medals were awarded in 91 beer-style categories to breweries who exemplify unsurpassed ability in their art.



Snake River Brewing was recognized for a GOLD MEDAL in the Special Bitter beer style category for its SNAKE RIVER PALE ALE. This clean, crisp and light refreshing brew has won 2 previous medals from the WBC competition. The Snake River Pale Ale is a top seller throughout Snake River Brewing Company’s distribution area and is continually on tap at their Jackson Hole brewpub.



Snake River Brewing was recognized for a GOLD MEDAL in the Foreign Style Stout beer style category for its ZONKER STOUT. This deep, dark, Pennzoil 10-30W beer has garnered 4 Gold Medals in previous WBC competitions. The Zonker Stout is a Jackson Hole favorite amongst locals and has a dedicated tap in the brewpub for their patrons.



Snake River Brewing was recognized for a GOLD MEDAL in the Rye Beer Style category for its ROCK CHUCK RYE from their facility in Lander, WY. This is the second WBC gold medal for the Rockchuck Rye and Lander Brewmaster, Paul Granthem. The Rock Chuck Rye is a mahogany colored brew with a clean dry finish and can be found on tap at the Snake River Brewery in Lander.



Snake River Brewing was recognized for a SILVER MEDAL in the English Style India Pale Ale category for its ON BELAY IPA. This is the first time that the IPA has entered the WBC competition and surely won’t be the last. Named to honor the fanatic climbers in the Lander region, this beer is copper in color and is dry-hopped to give it a clean bitterness and floral finish.

The 2008 WBC winners were selected by an international panel of brewing experts from an impressive field of 2,864 entries received from 644 breweries from 58 countries and 45 U.S. states. “For a brewer, a World Beer Cup medal allows them to say that their winning beer represents the best example of that beer style in the world,” says Charlie Papazian, President of the Brewers Association.

“Receiving any medal from this intense international competition is tough” states Head Brewer, Cory Buenning. “The fact that we received medals from both of our Wyoming brewery locations in Jackson Hole and Lander, really shows that our beers are world-class.” Chris Erickson, Director of Brewery Operations adds “I continually marvel at the skill and dedication of our long-time and loyal brewing staff. The recognition that the WBC has bestowed upon them is a distinct honor and is a reflection of our brewers’ passion.”

A detailed analysis of the entries and awards is contained in the “2008 Brewers Association World Beer Cup Fact Sheet” on-line at www.WorldBeerCup.org.

Snake River Brewing Company beers are available in Wyoming, Idaho, Montana, Minnesota, Wisconsin and Ohio. More information can be found at www.snakeriverbrewing.com or by calling Tim Harland at (307) 739-BEER.