



## NEWS FROM THE BREWERY FOR IMMEDIATE RELEASE

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### Your Bier may be good, but is it Füchschen great?

Ze Füchschen Altbier is coming! There has been a great deal of buzz around the arrival of a small-batch craft beer that nobody can pronounce with a straight face.

Our hard to find, hand crafted specialty is coming to the USA in kegs and bottles. Füchschen Altbier will be available through the Shelton Brothers, one of the country's premiere sources of European Craft beers.

Our bier has remained virtually unchanged since 1848. Füchschen Altbier is still made with a fourth generation family owned recipe that calls for the finest ingredients and is in strict accordance to the Reinheitsgebot.

Füchschen's malt-forward copper colored ale is the perfect balance between a crisp lager and a pale ale. Over the centuries it has converted some of the most refined beer palates. **Even the Queen of England loves it!**

To get a taste of Bier history come to our launch party- a friendly partial tap takeover at Brauhaus Schmitz for the Craft Beer Express in Philadelphia on March 14th. Our fabled beer will then be complimented by traditional Düsseldorf cuisine at Churchkey in DC March 16, and premiered in New York March 18.

Peter "Pitter" König, the eccentric, kilt sporting brewery owner will be travelling from Germany to personally present his family's beer... ask him how the British royal family came to be Füchschen fans!

If you can't make it to our *Epic Fuchsfest*, our Bier will be available at a number of our launch partners, including- Biergarten SF, Suppenküche and Harris' Steakhouse, S.F as well as the usual beer suspects: Ale's UnLmtd, premium independent grocer Mollie Stone's, The Tee Off Bar and Grill and many more.



With Love from Düsseldorf... PROST!

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