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Representatives from Samuel Smith's Old Brewery (Tadcaster, England) and from Ayinger Brewery (Aying, Germany) were on hand for an expert presentation of each brewery's history, culture and technical aspects. The launch included a five-city tour with introduction parties in several on-premise accounts.

MdV President Rich Hamilton said, "We're super excited to be part of this dynamic beer market. We have taken a very focused approach with a limited portfolio to start, and we'll continue to evaluate our business model based on opportunities in China. Over time we expect to grow the portfolio on a selected basis ... we may even branch out from our stalwart U.S. portfolio and represent a slightly different mix. But one thing is certain: we will build the market using the same fundamentals that have proven so successful in the United States—commitment to product quality, focus on beer education, and exemplary customer service."

Beer Fest "UnVails" 21 New Releases

The Big Beers, Belgians & Barleywines Festival tapped 21 special brews at their 10th anniversary Welcome Reception on January 8. Inspired by Brendan McGivney of Odell Brewing Co., who offered to create a 10th anniversary commemorative beer for the event, other breweries quickly jumped on board and embraced the idea.

The 2010 festival weekend was hosted by the Vail Cascade Resort & Spa January 7-9 and included brewmasters' dinners, educational seminars, and a specialty homebrew competition judging among other events.

Breweries from Colorado, Missouri, Oregon, Maryland, Arizona and California, including Sierra Nevada, Anheuser-Busch/Michelob and Stone rolled out their special releases at the festival. Some of the beers were to be rolled out to regional or national/international markets following Big Beers Festival weekend, although many were small batches only available at the event and at the breweries tasting rooms.

Oskar Blues Expands

Oskar Blues has added three massive, state-of-the-art tanks to its arsenal and is investing in a buildup of its sales force as well.

The Lyons, Colo., brewery has added two 200-barrel fermentation tanks to its mother ship. The increased fermentation capacity increases the brewery's production capacity by up to 30 percent. The company also added a 200-barrel bright beer tank—providing significantly increased aging time—and at the same time expanded cooler size in its

35,000-square-foot facility by 35 percent.

Along with increased production capacity, Oskar Blues is also making significant investments in its sales force. In addition to their recent investment in three sales representatives in the Pacific Northwest, California and Colorado, they are actively seeking sales representation in three more territories: Boston, Mass., Charlotte, N.C., and the Mid-Atlantic region.

Colorado Brewers Guild Launches SOCIAL Program

The Colorado Brewers Guild, a non-profit lobbying and promotional collective of Colorado's craft breweries, has launched a membership group for lovers of Colorado beer.



**S.O.C.I.A.L.
DRINKER**

The new SOCIAL (Supporters of Colorado's Indigenous Ales & Lagers) program gives lovers of Colorado beer a chance to show their allegiance

to the state's breweries and enjoy benefits of SOCIAL status.

A \$25 annual membership provides members with a SOCIAL Drinker T-shirt, discounts at Guild and SOCIAL events, and access to special beer events at Colorado's best breweries.

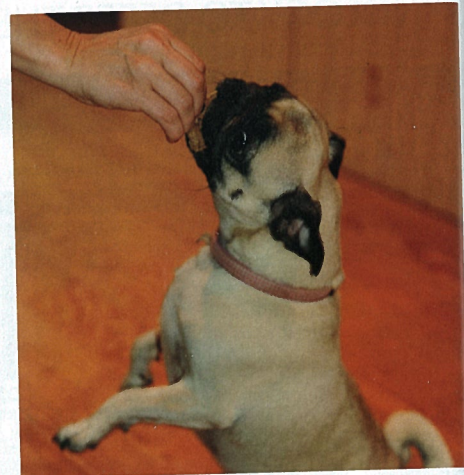
Beer lovers can become SOCIAL members by filling out an application at the Colorado Brewers Guild site, www.colorado-beer.org.

"Our state is full of beer lovers who eagerly support Colorado's 100-plus breweries," says Guild director John Carlson. "The SOCIAL effort allows those consumers to make a closer connection to their favorite beer makers and show their support for them."

The program was inspired by the Oregon Brewers Guild's SNOB (Supporters of Native Oregon Beer) effort. The Colorado guild's SOCIAL program aims to broaden the group's successful political lobbying efforts to include more promotional measures.

"We've done a fine job of making sure the state's laws are supportive of craft brewers," says Kris Oyler, head of the Guild's marketing committee and founder of Steamworks Brewing Company in Durango, Colo. "Now we're working to become a louder, more visible promotional force for our members."

"Craft beer is one of the state's best economic and cultural assets," says Eric Wallace, current Guild president and founder of Left Hand Brewing Company in Longmont. "We want more people to understand that and reap the rewards of Colorado's rich beer culture."



Dogfish Going to the Dogs

Things are getting "ruff" for two Delaware businesses: Dogfish Head Craft Brewery and Bella's Cookies have teamed up to create healthy treats for canine pals. Dogfish Dog Bark is a nutritious dog treat created by Bella's Cookies that uses the spent grain from Dogfish Head's brewing process. Spent grain is nutrient-rich and has been historically given to local farmers, who then use it as feed for their cattle. Recently Dogfish and Bella's got together and came up with this additional use for the spent grain to please pooches.

"Brewery employees spent lots of time testing the treats with their dogs," explains Dogfish Head's Mariah Calagione. "One hundred percent of the feedback was tail-wagging."

Dogfish Dog Bark is also made with eggs from Delaware hens, organic flour, and all-natural peanut butter. Dogfish Dog Bark will be available at Dogfish Head Brewery in Milton, Dogfish Head Brewings & Eats in Rehoboth Beach, online at www.dogfish.com and www.bellascookies.com as well some local pet hotspots.

SweetWater Hosts Brew Your Cask Off

On February 27-28, SweetWater Brewing Co. in Atlanta is inviting 60 special guests to roll up their sleeves, channel their inner brewer and create a one-of-a-kind cask. A plethora of real ale will be created by SweetWater retailers, celebrities, media member homebrewers and favorite charities under the watchful eye of SweetWater's brewers.

On March 20, SweetWater will be hosting the Brew Your Cask Off event for unlimited cask sampling from 6-10 p.m. Pre-sale \$30 online or \$35 on the day of the festival. SweetWater's award-winning lineup of beer will be flowing as well, and the brewery will be open for tours during the event. For more go to www.brewyourcaskoff.com.