

# BOSTON BEER co.

· ESTD 1984 ·

## Beer Enthusiasts Help Choose Newest Samuel Adams Beer Style

January 13, 2006

Beer lovers select Samuel Adams® Brown Ale over Samuel Adams® Bohemian Pilsner as new beer available nationwide in January 2006

Boston, MA, December 2005- The brewers at Samuel Adams are always looking to add a rich, full-flavored brew to their family of beers. In January, Samuel Adams Brown Ale will take its place at the bar as the newest addition to the more than 18 distinctive award-winning styles of Samuel Adams beers. Last September and October more than 11,000 beer enthusiasts were asked to decide the next brew by tasting the latest beers from the brewers of Samuel Adams as part of the Beer Lover's Choice™ program. At more than 430 tasting events, Samuel Adams introduced two new styles of full-flavored beer and encouraged beer lovers to vote for their favorite. Samuel Adams Bohemian Pilsner and Samuel Adams Brown Ale were tasted across the country, and Brown Ale proved the clear favorite. Beginning in January the new beer will be available in the Samuel Adams® Brewmaster's Collection, which offers distinct hand-crafted beers that satisfy even the most discerning palates. Samuel Adams Brown Ale will also be available in six-packs in February.

The competition was neck-and-neck at the start, proving both beers were worthy of the Samuel Adams name. Halfway through the competition, the rich, full-flavored Brown Ale edged ahead with 2,044 votes to Bohemian Pilsner's 1,697. In the end, Brown Ale proved to be the beer enthusiasts' favorite and clinched the title with 6,649 votes while the Bohemian Pilsner received 5,109.

"We are thrilled with the amount of participation we received from our fellow beer lovers," said Jim Koch, Founder and Brewer of Samuel Adams beer. "Beer enthusiasts have shown that they appreciate quality hand-crafted beer and enjoy discovering the next great style of beer from the Samuel Adams brewers. Every time we create a new beer, we work to achieve the highest brewing standards and to brew a beer respected by even the most discriminating beer aficionados. Their response proved we have accomplished this with our new Brown Ale."

The Brown Ale is a traditional beer descended from the first beers ever brewed commercially. Crafted with an interesting blend of two-row malt, including Harrington, Metcalfe, Caramel, Munich, roasted Carafa, and Maris Otter, long a brewers favorite for its rich flavor. As a result of this malt blend, the malt flavor is complex and full-bodied, with notes of biscuit, toast, and caramel. The Brown Ale shines with a deep mahogany luster. Bavarian Noble Spalt Spalter hops and citrusy English Goldings are included in this satisfying ale. As with all Samuel Adams beers, Brown Ale uses the world's finest all-natural ingredients. In fact, Jim travels each year to Bavaria, one of the oldest hops-growing regions to hand-select the finest Noble hops. These hops, considered to be among the best in the world, are prized for their quality and aromatic characteristics.

The Samuel Adams Brown Ale will be part of the 12-pack Brewmaster's Collection, available nationwide year long, with a suggested retail price from \$11.99-\$13.99. The Collection will include the Brown Ale along with the five other brews:

Samuel Adams Boston Lager® has led a beer renaissance in America by reviving a passion for full-bodied brews that are robust and rich with character. This lager is a beautiful deep amber color, brewed with only the best ingredients, including hand-selected Hallertau Mittelfrueh Noble hops from Bavaria.

Samuel Adams Boston Ale is specially brewed, fermented and aged in the traditional stock ale tradition imparting bright citrus aromas and a full-bodied, robust taste to the brew. Classic English ale hops, East Kent Goldings and Fuggles, are hand-selected and added to the brew, giving it an earthy, herbal character. Its red amber color has a slight glow from the two-row Harrington and crystal malts, which are added in generous quantities.

Samuel Adams Hefeweizen has a crisp, fruity character with a subtle complexity and a smooth, velvety finish. This brew is unfiltered, retaining a natural haze from malt proteins, crisp, bright flavors of wheat, and fresh, fruity ester complexity from our proprietary ale yeast.

Samuel Adams Scotch Ale is aged to create a big, malty brew with a long, smooth finish. It has an earthy, smoky flavor, giving the beer an enticing aroma and distinct taste. The smoky flavor, similar to malt whiskies, derives from a special peat malt used in the brew, which is kilned in Scotland and imparts a flavor unique in beers and complementary to many foods.

Samuel Adams Black Lager, a Schwarz bier, is smooth and medium in body, with an incredible depth of malt flavor. Schwarz, the German word for black, does not adequately describe the appearance of this beer. It is clear and dark with a beautiful reddish hue.

Samuel Adams Brown Ale will also be offered in six-packs beginning in February, for the suggested retail price of \$6.99-\$7.99.

### THE BOSTON BEER COMPANY BACKGROUND:

The Boston Beer Company is America's leading brewer of handcrafted, full-flavored beer. Founder and Brewer, Jim Koch, brews Samuel Adams using the time-honored, traditional four-vessel brewing process, and the world's finest all-natural ingredients. With over 18 distinctive, award-winning styles of beer, Samuel Adams offers discerning beer drinkers a variety of brews. The brewery has won more awards in international beer tasting competitions in the last five years than any other brewery in the world. Samuel Adams is an independent brewery and has half of a percent of the domestic beer market. The Company's flagship brand, Samuel Adams Boston Lager®, is brewed using the same recipe and processes that Jim Koch's great-great grandfather used in the mid 1800s. The result is a beer renowned by drinkers for its full flavor, balance, complexity, and consistent quality. For more information visit [www.samueladams.com](http://www.samueladams.com)