

From: Airdale Brewing Company <newsletter@airdalebrewing.com>
Subject: **Airdale Brewing Newsletter - July/August 2008**
Date: July 1, 2008 8:59:39 AM PDT
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July / August 2008



Let's Get the Word Out!!

Dear Tony,

I hope you are having a great start to the summer season. Airdale Brewing sure is!

I wanted to preface this newsletter with a friendly request for all supporters of Airdale Brewing as we work to get up and running.

The power that "word of mouth" commands from friends and family cannot be understated. I ask that if you want to help us get off the ground, please forward this newsletter on to as many people as you can by using the link at the bottom of the page.

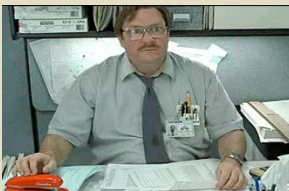
If you have any questions or comments for us please email them [here](#). Stay safe and keep reading as we get closer to launching this fall!



Cheers,
Tony Clarke
Airdale Brewing Company
President / Brewer

Happenings...

We have office space!! Airdale Brewing has moved into our new home at [8385 Miramar Mall, San Diego, CA 92121](#). Our new facility will allow us to operate and distribute our beers all across San Diego County.



After much planning and hard work, the [Airdale Brewing Company website](#) is nearing completion. Just a little more fine tuning and we plan on going live with the site sometime in July. Of course you will be the first ones to know!

The 27th [Great American Beer Festival](#) will be held in Denver, CO (as it is every year) from October 9th - 11th. Along with providing the public with a once a year opportunity to taste over 1800 beers

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Events



August 1st - 2nd
13th Annual Mammoth Festival of Beers
& Bluesapalooza

Set outdoors among the pines with California's Eastern High Sierra as a backdrop, Mammoth's most talked about summer event "Beer and Blues in the High Sierra," showcases over 50 microbreweries and a variety of blues performers from around the country.



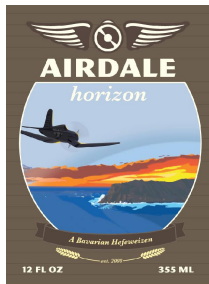
September 19th
14th Annual San Diego

from over 400 craft breweries, the GABF is one of the countries premier beer competitions.

Breweries from all over the country enter their beers into competition hoping to win recognition for their hard work... and Airdale Brewing Company will be one of them! Or at least we are planning on it. You can never say "definitely" but we are making preparations to be there competing. More to follow...

With things coming together nicely, we feel comfortable making a tentative announcement that production will start "this fall". **Airdale Strong** and **Airdale Horizon** will anchor our initial beer selection. We are also planning to introduce a seasonal beer just in time for the holiday season. All three beers will be coming with us to Denver in October.

Beer Profile: Airdale Horizon



Airdale Horizon, an American Hefeweizen, is a style of wheat beer (weissbier). It is made with a typical ratio of 50:50, or even higher, wheat to barley malt.

The yeast used produces unique phenolic flavors of **banana** and **cloves** with an often dry and **tart edge**, coupled with some **spiciness**.

Little hop bitterness permeates the beer, and it possesses a moderate level of alcohol. The "Hefe" prefix means "with yeast", hence the beers **unfiltered** and **cloudy** appearance.

Often served with a lemon wedge (popularized by Americans), to either cut the wheat or yeast edge, which many find to be a flavorful snap.

[You can click on the label graphic above to preview our rough labels for both Airdale Strong and Airdale Horizon!](#)

Festival of Beer

The Festival of Beer takes over the streets at Columbia and B once again to bring you a fun-filled evening with over 4,000 local beer lovers like yourself enjoying the sounds of live music while sampling from over one hundred and fifty different microbrews.

[Click on the above graphics for more information.](#)



Did You Know?

Even before the Wright Brothers made their first powered flight in North Carolina, Mr. John Montgomery was testing his theories of flight in San Diego.

Although he is not as well known as the Wright Brothers, Montgomery made significant contributions to the science of flight and by doing so put San Diego on the map as one of the first centers of flying.

* This newsletter is produced by Airdale Brewing Company, San Diego, CA. For more information please visit: www.airdalebrewing.com

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