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AIRDALE
brewing company

Happy American Craft Beer Week!!

Dear Tony,

Happy American Craft Beer Week! In case you didn't know, American Craft Beer Week runs from **May 12th - May 18th**. Breweries all over the county, and nation for that matter, are celebrating this week with great special, promotions, and brewery events.

If you have a craving for some really great beer, you should take advantage of the incredible beer culture here in San Diego and join in on the festivities! Unfortunately, Airdale Brewing is not operational yet therefore we will not be pouring beer, but you can find a local brewery near you at:

www.americancraftbeerweek.org

If you have any questions or comments for us please email them [here](#). Please feel free to forward this email on to friends and family by using the link at the bottom of the newsletter.



Cheers,
Tony Clarke
Airdale Brewing Company
President / Brewer

Happenings...

Where to start!? I'll begin with the 75 Years of Beer celebration. Seventy-five years ago on April 7th, beer was again served in America legally. While Prohibition was still in place, beer was allowed to be sold in advance cementing its place as America's favorite spirit of choice!

Craft Brewer's Conference & Expo was held here in San Diego last month. Airdale Brewing was in attendance and the conference was a huge success! Along with



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Industry News



American Craft Beer Week highlights the industry and culture of craft beer.

This year, breweries and beer makers will also recognize their collective charitable contributions. For the first time ever, the Brewers Association announced U.S. craft breweries' charitable contributions, and for 2007 they are estimated to be more than \$20 million.

Changed to a weeklong event in 2006, the inaugural American Craft Beer Week was recognized by the U.S. Congress with House Resolution 753.

While Airdale Brewing will not be directly involved as we are not operational, we encourage you to partake as we will be and support your local brewer!

www.americancraftbeerweek.org



meeting industry professionals from all over the nation, we sat in on many different educational seminars and connected with valuable suppliers. Through our contacts the future of Airdale Brewing Company looks brighter than ever!

Since our last newsletter Airdale has been busy preparing for business. We have been actively looking for a location to build the brewery. Sites have ranged from the downtown area to Carlsbad and all throughout the county. There have been some great locations and we are currently working our way through a short list of sites.

While production has not started, we have been busy preparing for this. From graphics to websites to marketing and sales, Airdale is primed and ready! Our website is progressing smoothly, and even though it is nearing completion, we hesitate to publish it too soon. Additionally, the labels for our first two releases are nearing completion as well. In the next few newsletters we will publish some draft images for you.

That's all for now, thanks for the support!



Beer Profile: Airdale Strong

Airdale Strong, brewed within the style parameters commonly known as American Strong Pale ale, will have a **lightly sweet, malty flavor**, balanced by the aroma of hops. This beer will have an **aggressive fruity-hop flavor** on the finish and possess a strong hop nose, which will be strengthened through dry hopping, which is so characteristic of amber ales. It will be light to medium in body and amber-red in color.

Pale ales are one of the most popular of traditional British beer styles being produced by craft breweries in the United States. It is a beer that is both satisfying to the experienced ale drinker and yet not too overpowering as to frighten off the newcomer.

Did You Know?

On April 7, 1933, 75 years ago, President Roosevelt received newly legalized beer at the White House to toast what was the beginning of the end for Prohibition.

In the 24-hours that followed, more than 1.5 million gallons of beer flowed as Americans celebrated.

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

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