

PRESS RELEASE

FOR IMMEDIATE RELEASE
JULY 15, 2014

BENT PADDLE BREWING CO.
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BENT PADDLE BREWING CO. PARTNERS WITH ARTISAN BEER COMPANY, A DIVISION OF JOHNSON BROTHERS

Distribution Partnership is Centered on Mutual Growth

DULUTH, MN - JULY 15, 2014 - Bent Paddle Brewing Co.® (Duluth, MN) has announced its partnership with Artisan Beer Company, a division of Johnson Brothers (St. Paul, MN) to distribute its beer in the Twin Cities Metro area in late July 2014.

Bent Paddle Brewing Co. has just celebrated its first year anniversary, but has already exceeded expectations with the early success of their launch. Having just undergone two major facility expansions, Bent Paddle is poised to increase their production capabilities while introducing more Minnesota craft beer drinkers to their portfolio.

Bent Paddle Brewing Co. currently self-distributes its beer to over 200 accounts with a primary concentration on their home market of the Twin Ports. They have been driving down weekly to the Twin Cities market to distribute to a limited number of on/off sale accounts since October 2013.

"The Twin Cities is our second home market - we all lived and brewed there and we are beyond excited to share our beer with more of our former neighbors and friends." says Karen Tonnis, co-founder of Bent Paddle Brewing Co.

"In order for us to meet the current demand we have been ordering more equipment and hiring more employees sooner than our original plan called for. Managing growth is a unique challenge that we are embracing and living daily. We are excited to work with Artisan Beer Company and the Johnson Brothers family to bring our brewery to the next level." says Bryon Tonnis, co-founder.

The partnership with Artisan Beer Company will allow Bent Paddle to expand their presence in the Twin Cities metro area as well as the rest of the state of Minnesota as production allows. While the initial July release will not see any major additions to their current account base, there will be an increase in availability to the marketplace beginning late 2014 and early 2015, as the brewery brings new equipment online to allow for increased production capability.

MEDIA CONTACT

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“We were extremely impressed with the entirety of the Johnson Brothers operation, specifically their craft beer division Artisan Beer Company. From the ground up they have a professional and passionate distribution team dedicated to expanding the craft beer footprint in Minnesota. We are new to this part of the industry and we are confident in the growth both of our companies will share.” says Laura Mullen, co-founder.

“The team that Bent Paddle has put together is the reason for their success. Two married couples with a passion for craft beer and the great outdoors with a sustainable vision for their company. We are excited for this partnership and we are ready to take their passion to the streets and ‘import’ a bit of Duluth“, says Todd Johnson, COO, Johnson Brothers.

“We need a partner to get our beer out to the world. We love delivering beer in our home market, but in the end we would much rather stay close to home and brew more beer.” says Colin Mullen, co-founder.

ABOUT BENT PADDLE BREWING CO.

Bent Paddle Brewing Co.® is a 30-barrel production craft brewery and taproom located in the beautiful Great Lakes port town of Duluth, Minnesota. The brewers of Bent Paddle Brewing Co.® use the amazing water of Lake Superior to brew the freshest and most dependable craft beer possible. More information can be found at www.bentpaddlebrewing.com.

ABOUT JOHNSON BROTHERS

Johnson Brothers is a family-owned wine, spirits, beer and non-alcoholic beverages distributor with headquarters in St. Paul, Minnesota. Johnson Brothers has been providing world-class service to customers throughout the United States since 1953. More information can be found at www.johnsonbrothers.com and at www.artisanbeercompany.com

The mission of Bent Paddle Brewing Co.® is to brew craft beer with a concentration on sustainability for our business, employees, the environment and the greater community - all while “Bending the Traditions” that we encounter, for a more unique and interesting craft beer experience.

Bending Tradition in Duluth, Minnesota since 2013

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