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## PRESS RELEASE

### **The Bruery® & Bruery Terreux® entering Minnesota in June via partnership with Artisan Beer Company**

**Minnesota will be the 27th state to join the 8-year-old craft brewery's growing national footprint.**

May 20, 2016 -- Orange County, CA

Southern California's [The Bruery®](#) and [Bruery Terreux®](#) will bring a unique selection of barrel-aged and sour beers to the North Star State starting June 1 with [four kickoff events](#) in the Twin Cities.

"I'm extremely proud to have our beers finally available in Minnesota," commented Patrick Rue, Founder & CEO of The Bruery & Bruery Terreux. "For years, I've been hearing there's a steady stream of beer enthusiasts from Minnesota crossing state lines into Wisconsin to find our beers, so I'm pleased that access to our beers will be more conveniently found in their home state."

Entering Minnesota was a natural fit for the brewery, "due to its reputation as an educated beer market and in order to round out our coverage of the Great Lakes region," commented Jonas Nemura, Sr. Director of Distribution & Operations. It took several years and a long vetting process with many strong options before The Bruery & Bruery Terreux partnered with [Artisan Beer Company](#). "They combine a passion for specialty beer with a scope & depth of service that we believe will serve us well in the Twin Cities and beyond," added Nemura.

"Artisan Beer Company is very excited to bring The Bruery and Bruery Terreux to the Minnesota market," said Chris Martin, General Sales Manager, Artisan Beer Company. "Local craft beer consumers have been waiting many years for the opportunity to purchase these award winning and unique California beers. It is a partnership between two companies that are dedicated to maintaining high standards and of providing quality craft beer."

At launch, Minnesotans can expect to find several distributed beers from both The Bruery & Bruery Terreux in local craft beer establishments. Among the beers coming to market will be Jardinier™, The Bruery's hoppy and sessionable Belgian-style table beer made with noble hops (91 Pts. Wine Enthusiast) and Poterie™, the solera-blended eighth anniversary ale aged in bourbon barrels. Bruery Terreux brands at launch include Saison Rue®, an effervescent farmhouse-style ale brewed with rye and Brettanomyces (98 Pts. Wine Enthusiast) and Tart of Darkness®, a sour stout aged in twice-used bourbon barrels that packs a roasty punch with quenching sourness.

Fans will have the opportunity to meet Director of Brand Marketing Benjamin Weiss from June 1st through 4th at events in both St. Paul and Minneapolis. "Minnesota has been going through an incredible craft beer renaissance over the past decade," said Weiss. "We're excited for the opportunity to add our beers to the mix, continuing to diversify the already amazing regional offerings."

For updates about launch events and beer releases, follow [@thebruery](#) and [@brueryterreux](#) on Facebook, Twitter, and Instagram.

#### **ABOUT THE BRUERY & BRUERY TERREUX**

The Bruery was founded in 2008 by Patrick Rue, now a Master Cicerone®, after he found homebrewing to be of greater interest than law school. Innovation has driven The Bruery to create one-of-a-kind barrel-aged,



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sour, and experimental beers since its inception. In 2015, The Bruery moved its sour beer production to the Bruery Terreux co-brand in Anaheim, while The Bruery continues to craft non sour and spirit-barrel aged beers at its original site in Placentia. Rue's experimental and barrel aged beers run the gamut from extremely high ABV spirit barrel-aged specialties, like their coveted Black Tuesday®, to light and sessionable homages to historical styles, like Hottenroth® Berliner Weisse.

### **ABOUT ARTISAN BEER COMPANY**

Artisan Beer Company was created in 2011 and has statewide distribution in Minnesota. Artisan Beer has structured an enviable portfolio as a result of their continued focus and commitment to the distribution and promotion of leading craft and import beer, cider, and mead.

*Graphics and images available at [thebruery.com/media](http://thebruery.com/media) and [brueryterreux.com/media](http://brueryterreux.com/media)*

### **Beers available statewide at launch include**

*from The Bruery*

- [\*Jardinier™\*](#), Belgian-style hoppy pale brewed with noble hops
- [\*Or Xata®\*](#), horchata-inspired blonde ale with cinnamon, vanilla, rice, lactose
- [\*White Oak\*](#), bourbon barrel-aged wheatwine-style and golden ale blend
- [\*Poterie™\*](#), eighth anniversary bourbon barrel-aged old ale blended using the solera method

*from Bruery Terreux*

- [\*Saison Rue®\*](#), farmhouse-style ale brewed with rye and fermented with *Brettanomyces*
- [\*Gypsy Tart™\*](#), tart and malty Flemish-style brown ale
- [\*Humulus Terreux™\*](#), hoppy and funky pale 100% fermented with *Brettanomyces*
- [\*Tart of Darkness®\*](#), sour stout aged in twice-used bourbon barrels

### **Draft specialties only at launch events include:**

- *Humulus Lager®*, a very hoppy lager brewed with rice and three lbs of hops per BBL
- *Mash™*, bourbon barrel-aged English-style barleywine
- *Confession™*, sour blonde with Riesling grapes from Fess Parker Vineyards
- *Melange No.3™*, blend of bourbon-barrel aged imperial stout and bourbon-barrel aged wheat-wine
- *Tart of Darkness®* with Cherries & Vanilla, barrel-aged sour stout with cherries and vanilla
- *Saixon™*, farmhouse-style ale with *Brettanomyces* and three generations of German hops

View launch event details at <https://www.facebook.com/events/238501493179207/>



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