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**GORDON BIRSCH BREWING CO. UNVEILS NEW
PACKAGING FOR ALL BEERS AND INTRODUCES GOLDEN
EXPORT HELLES LAGER**

***Quarter-century Celebration Continues with Second 25th Anniversary
Brew***

San Jose, CA (August 11, 2014) – As Gordon Biersch Brewing Company continues celebrating its 25th anniversary, the company today unveiled a new look for its collection of heritage, German-style craft beers with updated bottles and box packaging and introduced its second 25th anniversary beer, Golden Export Helles Lager.

GOLDEN EXPORT:

Coming on the heels of Gordon Biersch 25th Anniversary Dunkles, Golden Export is a German blonde helles style lager created in keeping with techniques Dortmunder breweries employed for the style in the mid-1800s. The “export” was added when beers of this style were shipped out of the region to other German states.

- **What:** Golden Export Blonde Helles Lager
- **ABV:** 4.9%
- **IBU:** 17
- **Flavor profile:** light, delicately hopped with a soft, malty accent and clean, crisp finish

- **Pairs with:** A wide variety of cuisines

Golden Export will initially be available year round in six packs in Northern California, Hawaii, and Nevada **[PRICING]**.

NEW PACKAGING:

Like Golden Export, Gordon Biersch's four year-round beers – Märzen, Hefeweizen, Pilsner, Blonde Bock – and four seasonals – Maibock, SommerBrau, FestBier, Winterbock – are brewed at the company's [downtown San Jose brewery](#) in the traditional German style reflective of founder Dan Gordon's studies at the Technical University of Munich at Weihenstephan.

Each new bottle is now emblazoned with colorful new neck, front, and back labels, and cap, a different hue corresponding to each brew. The "G" in the circular "GB" Gordon Biersch logo with the familiar barley stock icon is also toned to match the new color scheme.

"The goal was to create packaging that spoke to our commitment and dedication to producing heritage, German-style beers with all natural ingredients and applying age old techniques with the benefit of the most state-of-the-art brewing technology," said Gordon. "We always brew according to the German purity law of 1516, called the Reinheitsgebot, which stipulates the use of only malt and hops and natural carbonation."

The new bottles are available at off-premise accounts wherever Gordon Biersch products are sold.

For more information on Gordon Biersch Brewing Co, the brewery, and all its beers, visit www.gordonbiersch.com/brewery.

About Gordon Biersch Brewing Company

Dan Gordon and Dean Biersch co-founded Gordon Biersch Brewing Company in 1988 with the goal of producing the most authentic German-style lagers outside of Germany and opened a state-of-the-art brewing and bottling facility in San Jose, California to begin bottling and distributing its famed German-style lagers. Dan was the first American in 40 years to attain a brewing engineering degree from the prestigious Technical University of Munich, Weihenstephan. Today, Gordon Biersch Brewing Company is a brewery industry leader with 25 years of experience. Gordon Biersch Brewing Company has doubled its annual production, increasing the capacity to 4 million gallons of beer, and making Gordon Biersch Brewing Company the largest craft brewery in the San Francisco Bay Area. For more information, visit www.gordonbiersch.com/brewery.