



FOR IMMEDIATE RELEASE

GORDON BIRSCH BREWING CO'S WINTERBOCK HITS SHELVES, CONTINUES 25TH ANNIVERSARY CELEBRATION

Dan Gordon Says 'Thank You' to Long-time Fans with Popular Seasonal Brew

San Jose, CA (October 28, 2014) – Gordon Biersch Brewing Company, which this year is celebrating its 25th anniversary, announced today its WinterBock seasonal beer will hit shelves November 1.



WINTERBOCK:

This strong, dark, creamy beer pays homage to a style that was used by eleventh century Bavarian monks as a source of nutrition during winter fasts. Gordon Biersch WinterBock is a classic dark, full-bodied double bock featuring four different types of malt: Munich malt, pilsner malt, dark roasted caramel malt, and black malt. ABV: 7.5%; IBU: 26

Like all Gordon Biersch products, **WinterBock is brewed in adherence to the "Reinheitsgebot,"** the German purity law of 1516 which stipulates the use of only malt and hops and natural carbonation.

WinterBock will be available from November through January wherever Gordon Biersch products are sold. Six packs range in price between \$8.99 and \$9.99.

"2014 has been an incredible year for Gordon Biersch to celebrate 25 years in business," said co-founder Dan Gordon. "We've introduced all-new packaging, won a bronze medal at GABF for our limited-release Dunkles, and won gold for our new Golden Export. I can't think of many better ways to thank those who have supported us all these years than to humbly offer WinterBock, which has long been one of our most popular seasonal beers."

For more information on Gordon Biersch Brewing Co, the brewery, and WinterBock, 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.

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