



Media Alert

FOR IMMEDIATE RELEASE

September 3, 2012

Vine Street Pub Hosts Second Annual Block Party September 15

Who: Vine Street Pub, flagship brewery for Mountain Sun Pubs and Breweries, will host this year's event in collaboration with leading Colorado breweries (www.mountainsunpub.com)

What: The Uptown Block Party and Second Annual Brewer's Olympics, a free community event celebrating Colorado's pioneering craft beer culture. The block party will feature the "best beer garden" on the Front Range. (Beer sold for \$5 a pint).



Participating breweries include: Mountain Sun, Breckenridge, Upslope, Wynkoop, Boulder Beer, Twisted Pine, Avery Brewing, Great Divide, Odell, Oskar Blues and Renegade.

Featuring live music from Keith Mosley of String Cheese Incident with Scott Law & Friends

Food provided by Vine Street Pub

The top 10 Denver Craft Breweries compete in Beer Olympics including events such as tricycle races, blind-folded grain stacking relay, a moving keg obstacle course and a beer transfer competition (no tools or vessels allowed!)

Update: Two lucky Mountain Sun Customers will compete on a team against their beer making idles in the Olympic games!

Where: Vine Street between 17th and 18th Avenue will be blocked off for this pedestrian-only event.

When: September 15th, 2012 from 1:00 pm – last pour at 9:00 pm.

- 1:00 – First beers poured, food served
- 1:00 – Brewers’ Olympics starts
- 5:00 – Presentation of Brewer’s Olympic awards
- 5:30- 7:00 – Keith Moseley, Scott Law, Friends
- 7:30- 9:00 – Keith Moseley, Scott Law, Friends
- 9:00 – Last beer poured



This year’s Brewers Olympics Gold Metal will be presented by Andy Sparhawk of the Brewer’s Association. Andy is a beer lover, Certified Cicerone, and Craft Beer Program Coordinator for the Brewers Association.

Why: Come celebrate Denver’s Uptown Neighborhood and with an ode to Denver’s craft beer culture, food and music. All proceeds from the event benefit [New Era Colorado](#).

Colorado Craft Beer Industry Gives Reasons to Celebrate:

- Called the “Napa Valley of Craft Breweries,” 8 percent of the nation’s craft breweries can be found in Colorado, a state that makes up less than 2 percent of the population, according to the Colorado Visitor’s guide. (<http://www.colorado.com>).
- In 2011, U.S. craft breweries grew to their largest size ever, making up 5.68% of the total volume of the beer market, where in the same year large breweries declined 1.32% in market volume, according to the Brewers Association (<http://www.brewersassociation.org>).
- According to the Brewers Association, a Craft Brewery is defined by producing less than 6 million barrels annually, with no more than 25% of their ownership being held by a non-craft brewery operation, while maintaining a commitment to traditional beer-making methods.
- According to the Colorado Brewers Guild, Colorado has the second most breweries per state, and fourth per capita (www.coloradobeer.org).
- The Colorado Brewers Guild states that The Front Range is the largest craft brewing market in the U.S. with seventy-four breweries in operation (as of April 2012).
- Colorado craft beer represents no more than 4.6% of beer brewed in Colorado; yet of the approximately 6,600 brewery-related jobs in Colorado, roughly 4,200, or sixty-four percent (64%), involve craft beer, according to the Colorado Brewers Guild.
- **In 1993, the year Mountain Sun Pubs & Breweries was founded; there were less than 450 craft breweries in the United States; now there are over 2,000.**
- **Today, Colorado has 139 licensed craft breweries (85 brewpubs, 54 manufacturer breweries) with another seventy-five breweries in planning, according to the Colorado Brewers Guild.**
- **Mountain Sun’s Colorado Kind Ale was named “Best Craft Beer” for 2012 by 5280 Magazine.**

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