

For Immediate Release

## ***FLYING DOG BREWERY READY TO CELEBRATE "DOGTOBERFEST"***

*Denver, CO – August 10, 2007* – Denver's Flying Dog Brewery is set to release their Fall seasonal Dogtoberfest. The Denver-based brewery's third seasonal of the year is a traditional-style Marzen, brewed with 100% imported German ingredients. Dogtoberfest's grist includes a mix of Light and Dark Munich and Vienna malts. It's hopped with German Perle and Hersbrucker hops and is lager fermented.

Flying Dog's Head Brewer, Matt Brophy says that Dogtoberfest is unique from other Fall seasonals, "We use a blend of five different German malts to give this lager a complex and satisfying malt character. Combined with our proprietary yeast strain, it strikes the perfect balance for the style".

According to Flying Dog's Director of Marketing, Neal Stewart, Fall seasonals are especially popular, "There are a lot of great seasonals brands available around this time of year and Dogtoberfest has historically been our most popular seasonal. I think a lot of that has to do with people experimenting with darker, malty beers as the weather starts to cool off again."

Dogtoberfest is available throughout September and October in six-packs at your local grocery or liquor store and on draft at bars across the country. Dogtoberfest is part of Flying Dog's "litter of ales" which currently includes nine brands and three other seasonal selections.

### **About Flying Dog**

*Flying Dog is Denver's largest brewery and the second largest craft brewery in Colorado. Their award-winning "litter of ales" are available in 45 states. The Brewery is located at 2401 Blake Street, just 2 blocks north of the baseball stadium. Free tours are given weekdays at 4pm and Saturdays at 1pm and 3pm. Hunter S. Thompson, the infamous gonzo journalist, had a hand in the brewery's development, and the beers are easily spotted thanks to Gonzo artist Ralph Steadman, the packaging designer. For more information, log on to [www.FlyingDogAles.com](http://www.FlyingDogAles.com).*

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