

Hillcrest Brewing and Karl Strauss Inspire San Diego Breweries to Support Orlando Victims with “All You Need Is Love” Collaboration Beer Releases

San Diego, CA — July 12th, 2016 In the wake of the recent Orlando tragedy, Hillcrest Brewing Company approached Karl Strauss Brewmaster, Paul Segura, with the idea of brewing a beer to help raise funds for the victims and their families. Within hours, graphics and a recipe were developed for the brew dubbed *All You Need Is Love* and a call to action was sent out to San Diego brewers encouraging participation in the movement.



“Our hope was to leverage the talent, creativity, and camaraderie of our local brewing community to send a message of solidarity—that we all stand together to promote peace, love, and freedom.” —Paul Segura, Brewmaster, Karl Strauss Brewing Company

Word spread quickly and soon seventeen San Diego breweries had jumped on board to brew their interpretations of *All You Need Is Love*.

Participating breweries include: Hillcrest Brewing Company, Karl Strauss Brewing Company, Chuck Alek Brewing, Gordon Biersch Brewery, South Park Brewery, Intergalactic Brewing Company, Second Chance Beer Co., Belching Beaver Brewery, Wavelength Brewing, Border X Brewing, Bagby Beer Company, Amplified Ale Works, Mission Brewery, Duck Foot Brewing, Mother Earth Brewing, 2Kids Brewing Company, and AleSmith Brewing Company.

All breweries aim to release their versions of the beer by July 15th—the kickoff of San Diego Pride Weekend. Proceeds will benefit organizations aiding in the recovery of Orlando tragedy

victims and their families, as well as local San Diego organizations championing peace, equality and tolerance.

For their *All You Need Is Love* collaboration brew, Karl Strauss and Hillcrest Brewing Company brewed a hoppy Session Red Ale. The beer was brewed in at KARL's satellite brewery in downtown San Diego and will be debuted at the official release party held at Hillcrest Brewing Company on Thursday July 14th.

"As a local, born and raised in San Diego, Karl Strauss was one of my first forays into craft beer. Paul Segura has been an inspiration and source of knowledge since I started brewing, so it was only natural that the first call I made regarding the *All You Need Is Love* project was to Paul. I'm honored to brew with him on KARL's original Columbia Street brew house, the place where I cut my craft beer teeth. I could not be happier with how this project came together. The San Diego brewing community makes the best beer in the world, and it's also full of the best people too."
—Austin Copeland, Head Brewer, Hillcrest Brewing Company

Starting July 15th Karl Strauss and Hillcrest Brewing Company's version of the collaboration brew will be pouring at all Karl Strauss Brewpubs, Hillcrest Brewing's tasting room and at craft beer establishments throughout San Diego. In efforts to raise additional funds and spread awareness, customized pint glasses with the *All You Need Is Love* brand logo will also be available for purchase at many of the participating breweries.

Keep an eye out for pint nights happening throughout San Diego, including a special Tap Takeover / Pint Night hosted by Monkey Paw Brewing on July 21st where they will be pouring versions of *All You Need Is Love* beer from all participating breweries.

For more information about Karl Strauss and Hillcrest Brewing Company's *All You Need Is Love* collaboration brew visit www.karlstrauss.com.

About Karl Strauss Brewing Company:

Karl Strauss Brewing Company has pioneered the San Diego beer scene since 1989 with innovative beer releases like Aurora Hoppyalis IPA, Two Tortugas Belgian Quad, and Wreck Alley Imperial Stout. The brewery has won 95 medals since 2009 and its Red Trolley Ale is one of the most award-winning beers in the world. The company is currently ranked #46 on the list of the country's top craft breweries with sole distribution in California. For more information visit www.karlstrauss.com or call the brewery at (858) 273-2739. Share it. Cheers.

