



For Immediate Release
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Sprecher is the Official Beer and Soda of the Annie Awards

Glendale, WI – On February 11th at the Alex Theatre in Glendale, California, the 34th Annual Animation Awards—the Annie Awards—will take place. Sprecher Brewing Company was selected as the official beer and soda for the event, which is likened to the Oscars for the animation industry.

Sprecher gourmet sodas have been in fine retail establishments throughout greater Los Angeles. After two successive years of impressive wins at the LA County Fair Commercial Beer Competition—five medals including Best of Show in 2005, and eleven medals including six gold in 2006—Sprecher secured distribution for its beer in the Los Angeles area. Being a key part of the Annie Awards provides a fabulous opportunity to reach a new audience of beer and soda aficionados. “I am a great fan of animation. I think our sodas with their cartoon character labels, not to mention their delicious flavor profiles, are perfect for the Annie Awards. And I couldn’t dream of a more fun debut for our beers in the Los Angeles market. Who knows, maybe Homer Simpson will switch from Duff!”, said company founder, president and head brewmaster Randal Sprecher.

Established in Milwaukee, Wisconsin in 1985, Sprecher Brewing Company is the winner of numerous awards for its beers, including the 2004 Great American Beer Festival’s highest distinctions: Small Brewing Company of the Year and Small Brewing Company Brewmaster of the Year. All seven Sprecher gourmet sodas will be served at the Annie Awards -- Root Beer, Lo-Cal Root Beer, Cream Soda, Orange Dream, Ginger Ale, Ravin’ Red, and Puma Kola. Eight Sprecher beers will be offered: Special Amber, Hefe Weiss, Black Bavarian, Pipers Scotch Ale, Mai Bock, Micro-Light, Dopple Bock, Abbey Triple.

Sprecher beers are distributed by Whitecap Distributing in Orange County, California. Sprecher gourmet sodas are available through Real Soda, Torrence, California. For more information, contact Anne Sprecher at 414.698.8287, or asprecher@sprecherbrewery.com. Please visit our website: www.sprecherbrewery.com.