



For Immediate Release
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Sprecher to Pour and Pair at SAVOR – An American Craft Beer & Food Experience

48 American Craft Brewers Harmonize Craft Beer with Food in May

Glendale, WI, March 6, 2008 - Sprecher Brewing Company is one of four dozen independent American craft brewers from across the country - and the only Wisconsin brewery - selected to showcase the pleasures of fine food enjoyed with great beer in Washington, D.C. . [SAVOR: An American Craft Beer & Food Experience](#), May 16-17, 2008, will highlight the culinary delights of beer as part of the Brewers Association's annual [American Craft Beer Week](#) celebrations.



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Today, American beers are judged to be among the world's best and have earned a respected place at the table alongside wine. In fact, two-thirds of today's wine drinkers consume beer. This past summer [National Public Radio](#) observed, "Beer has gone from the House of Commons to the House of the Lords." Additionally, Gallup in July 2007 confirmed beer is still the most popular adult beverage in the U.S.*

Sprecher Brewing Company will serve **Pub Brown Ale** paired with **Pan-Seared Sirloin Tips with Shitake Blue-Cheese Sauce**. **Sprecher Hefe Weiss** will be paired with **Strawberry Chicken Salad**. "We chose these two pairings because we really wanted to exhibit the complex flavors in both beers." said Anne Sprecher.

Another feature of SAVOR will be the educational salons, which will offer live presentations by brewers, journalists and chefs who have helped further the American craft beer revolution. Scheduled speakers include: Sam Calagione of Dogfish Head Craft Brewery; Jim Koch of Boston Beer; Randy Mosher, author of "Radical Brewing"; Marnie Old of the French Culinary Institute; Garrett Oliver of The Brooklyn Brewery; and several savvy cross drinkers including Lauren Buzzeo of *Wine Enthusiast* magazine; Ray Isle with *Food & Wine* magazine; and Ken Wells of Conde' Nast Portfolio.

NOTE TO EDITORS: For more information on Sprecher Brewing Company visit: www.sprecherbrewery.com. For more information on SAVOR visit <http://www.SavorCraftBeer.com>.

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Sprecher Brewing Company is located at 701 W. Glendale Ave., Glendale, WI, 53209. For tours and information about our retail shop, call 414.964.2739 (BREW).

* Gallup Poll - July 27, 2007. The 64% of Americans who say they consume alcohol show a preference for beer (40%) over wine (34%) as their alcoholic beverage of choice, with liquor the favorite of 22%