



BREW NEWS

How To Get Our Beer

David Charles Distributors Makes It Easy

Serving the organic ales made by Orlando Brewing at your bar or restaurant is just one phone call away. David Charles Distributors, Incorporated, are now the exclusive carrier of Orlando Brewing's *Blonde Ale* and *Pale Ale*.

"I feel privileged to deliver this beer to our community," says David Desormoux, Jr, the owner of David Charles Distributors. Being a small, local distributor of our beer allows David Charles Distributors to offer a very personalized service. "Bigger companies can get set in their ways," says Desormoux.

John Cheek, the President of Orlando Brewing, agrees. "We like how a *local* distributor can represent the *local* beer."

David Charles Distributors is ready to bring Orlando's best beer to your establishment. The unique service can accommodate any bar or restaurant and offer kegs and styles in sizes previously unavailable. Call **407-701-2939**.

If you are not a bar or restaurant owner, you can pass along this information to your favorite watering hole. One of the most popular questions we get is: "Where can I get this?" Now there's an easy answer.



David Desormoux
(407) 701-2939



Chris Scott
HailTheAle.com

World Wide Keg

The Internet's Effect on Craft Brewing
by Chris Scott, Founder of HailTheAle.com

Like many industries, the Internet has been a boost to craft brewing. The net has made it easier for brewers to share their love for beer with their customers while expanding their potential market from local and regional to national and international. From e-mail lists, to forums, to e-commerce, craft brewers have leveraged the widespread use and low cost of the Internet to share their knowledge and grow their business.

Not only does nearly every micro-brewery have a web site to let you know what they're up to, but community sites like beeradvocate.com and ratebeer.com allow beer enthusiasts from around the world to talk about and rate their favorite beers--many of them from their local brewery. Don't worry if you don't know the lingo since both sites have extensive sections on beer tasting and styles to get you up to speed. Over the past few years beer blogs have been settling in as good sources of information on beer and craft breweries from around the world. Many beer bloggers are enthusiasts that "hopped" online to help spread the word about their local beers as well as beer industry news. They also invite feedback from their readers to contribute to the conversation.

Many of today's popular micro brews like *Rogue*, *Dogfish Head*, and *Widmer* were early adopters of the Internet and have used it to expand their reach. As Internet technology advances, you can be sure craft brewers will be right there drinking a toast and using it to educate and excite us about their passions and innovations.

Great Beer Comes From Great Water

"Beer, like the art of cooking, all starts with good water chemistry," says Rob Teegarden, the Vice-President of the Water Business Unit at Orlando Utilities Commission. Orlando Brewing and your home have one thing in common: we both get our water from the OUC. Teegarden is right. You need to have quality water to have quality beer.



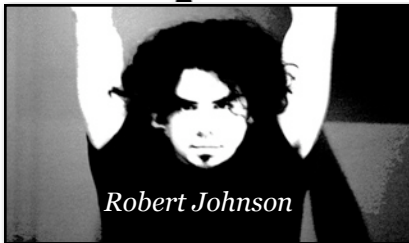
"We are lucky to have the water we do," says John Cheek, the President of Orlando Brewing. The "hardness" of the tap water in Orlando is ideal for ales. John Cheek says that the water profile is very similar to that of Burton-on-Trent in England. That is where the world-famous Bass Ale is made.

The water from OUC originates in the Lower Floridan Aquifer before being pumped through an ozone treatment basin. By treating the water with ozone, a strong but safe disinfectant, OUC reduces the use of other chemicals. This process has won OUC a national award and ensures that the water is the best in Florida.

"Beer is more than 95% water," says our brewmaster, Ed Canty. Canty has won two prestigious awards from the Great American Beer Festival, the premiere beer event in the United States. "It's no coincidence that the hand-crafted, organic ales from Orlando Brewing taste so fresh."



LUV ME DEUX



Opportunity Knocks Open Mic Night

The home of fresh, local beer has become the home of a fresh, local music scene. Orlando Brewing proudly offers live entertainment nearly every night of the week. The variety of sounds suits the variety of musical tastes and interests in town.

Every Tuesday for the next several weeks, you can hear your favorite Beatles songs performed with a twist (and shout). **Luv Me Deux** is an all-acoustic duo paying tribute to the most important group in Rock history.

Opportunity Knocks every Wednesday night at the Taproom. Orlando Brewing proudly hosts an open-mic night where the next great performers can be heard. Everyone dreams of being a rock star. Here's your chance.

Bob Stormcrow's folk and blues tunes rock the Taproom on Thursdays. National recording artist **Robert Johnson** graces our stage on Saturdays. Friday nights feature a different group every week. Check the calendar at orlandobrewing.com for the latest.

Orlando Brewing

1301 Atlanta Avenue
Orlando, FL 32806
(407) 872-1117

www.orlandobrewing.com

"Everyone Comes To Orlando
Eventually"

David Charles Distributors
(407) 701-2939



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ORLANDO Brewing