



# BREW NEWS

## American Craft Beer Week May 14-20, 2007 *Celebrate Your Local Brewery*

**Orlando Brewing** will be among the 1,400 small breweries celebrating *American Craft Beer Week* this month. The week recognizes America's small, independent and traditional brewers and the contributions the craft beer community makes to the country's economy, culture and history.



"This is a good time to be a local brewer," says **John Cheek**, President of **Orlando Brewing**. "More and more Americans are realizing the quality and variety that is out there in the marketplace." The growing popularity of hand-crafted ales, like the ones brewed right here at **Orlando Brewing**, is also the backbone of an industry. The craft beer industry provides more than 30,000 jobs across the United States.

May 14-20 was designated *American Craft Beer Week* by the U.S. Congress last year. The week is meant to highlight the importance of local beers and the people who drink them. If you have not been to the Taproom lately, this would be a good time to visit and help celebrate! The average American lives within 10 miles of a brewery. Fortunately, you live near the only *organic* brewery in the Southeast. And that is special every week of the year.



*Orlando Brewing's Stan Richards proudly serves our hand-crafted, organic ale.*



Brewmaster Ed Canty and John Cheek represent Orlando Brewing at the annual Craft Brewers Conference in Austin last month.



## Orlando Brewing: *As Seen on TV*

Last month **Orlando Brewing** was featured on local television. WESH News Anchor Tom Schaad did a report on the brewery. Schaad reported on the high quality, organic beer and Orlando Brewing's growing support of local customers. The story, shot and edited by videographer Jason Morrow, aired on Channel 2's *Sunrise* broadcast and again that afternoon on the 4pm news.



WFTV-TV also covered Orlando Brewing last month. Photojournalist Bruce Wiley put a story together for the station's web site. Wiley produced a separate story on the actual beer making process.

In the last year, Orlando Brewing has made the rounds appearing on three TV stations, two major newspapers, and three local magazines.



*WFTV Photojournalist Bruce Wiley*

# Julian Linford: Volunteer of the Year



Julian Linford (left) was named Orlando Brewing's Volunteer of the Year for 2007. John Cheek (right) honored Julian at the One Year Anniversary Party last month. The Pat Mullery Volunteer Award is named after one of Orlando Brewing's original and most loyal volunteers.

Julian Linford has received the 2007 Pat Mullery Volunteer Award by Orlando Brewing. The award is given each year to a true friend of the brewery. If you have been to the Taproom, you probably have seen him around.

"Julian is generous, honest, and intelligent," says John Cheek, President of Orlando Brewing Partners. Julian is always helping out and chatting with our customers. Next time you're here, look up- the lighting you see on the ceiling was installed by Julian. His next project is the big red bus outside (stay tuned).

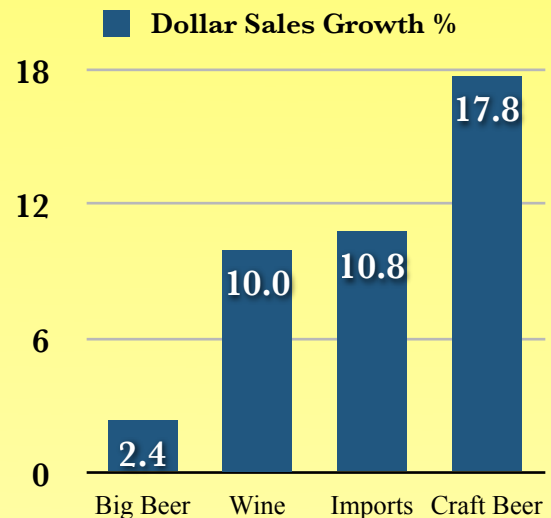
"I do it for the fun," says Julian humbly, when asked why he is such a loyal volunteer. "I believe in the brewery."

## Craft Beer Sales Soar Again !

For the third year in a row, the Craft Beer Industry reported double-digit growth. The Brewers Association says that Craft Beer had a 17.8% increase in dollar sales for 2006 - faster growth than any other alcoholic beverage in the United States.

"People are trading up," explains Ed Canty, Orlando Brewing's Brewmaster. "Beer drinkers around the country are willing to spend a little more to get a better beer."

"Clearly, there is a strong demand for craft beer," says Paul Gatza, Director of the Brewers Association. The sales increase for beer made by small, independent breweries in this country were nearly double that of imported beers and wine. Super-market sales of beer made by America's biggest breweries remain nearly flat.



1301 Atlanta Avenue, Orlando FL 32806  
(407) 872-1117 [orlandobrewing.com](http://orlandobrewing.com)

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Kitty O'Shea's, Lake Buena Vista

*Enjoy our ales responsibly*



Your favorite Orlando Brewing hostesses celebrate during Earth Day last month.