



For Immediate Release

Contact:
Nancy Knutson
715-634-5025
Nancy.Knutson@Birkie.com

Raise Your Tankard! It's Birkie Brew-Ski!

The Birkie, with Lucette Brewing Company, Introduces Official Amber Ale!

Hayward, WI (February 16, 2017) – When Norwegian Birkebeiner warriors Torstein & Skjervald finished their historic journey rescuing Prince Haakon from danger, they undoubtedly slaked their thirst with a tankard of ale. With a nod to their undeniable spirit, the Birkie is pleased to announce Birkie Brew-Ski, a Legendary Amber Ale, finely crafted by Lucette Brewing Company.

“Knowing how a cold beverage tastes after a long ski, we thought some Birkie skiers might enjoy lifting a glass in celebration with an official Birkie Brew-Ski,” said Ben Popp, Birkie Executive Director. “We are really excited that Lucette is crafting the amber ale. They know their hops and will make certain it is top shelf.”

Birkie Brew-Ski is brewed to be a drinkable, malt forward Amber Ale. The lightly hopped beer has aromas of sweet bread, notes of caramel, and only a touch of bitterness for a toasty flavor and a clean finish. The beer is currently only available on tap and for a limited time.

“Lucette Brewing Company is proud to be partnering with the Birkie to craft the Birkie Brew-Ski Amber Ale,” stated Tim Schletty, Founder of Lucette Brewing Company. “Our team looks forward to raising a pint of Brew-Ski with skiers and spectators during Birkie week 2017!”

Lucette Brewing Company, is located in Menomonie, WI. The craft brewery was founded in 2010 and focuses on high quality craft beers in the great tradition of Wisconsin brewing. The company was named after Paul Bunyan's sweetheart, Lucette.

The Birkie Brew-Ski logo was designed in homage to the indomitable spirit of the warriors Torstein & Skjervald, classic figures in Birkebeiner history. Creative design of the Birkie Brew-Ski logo was donated pro-bono by talented graphic designer Michael Lack, Right On Creative, Inc., Minnetonka, MN.

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Birkie Brew-Ski will be available in the Birkie Beer Garden located on Celebration Plaza, between Main Street & Dakota Avenue, in downtown Hayward during Birkie festivities. In addition, many restaurants, bars and pubs throughout the Hayward, Cable, and Seeley areas will have the legendary amber ale on tap, including: Lakewoods Resort, Rivers Eatery, Sawmill Saloon, Steakhouse & Lodge, Coops Pizza, Moccasin Bar, Grid Iron Pub, VFW Hayward, Props Landing, LCO Casino, and DJ's Dock, to name a few.

About the American Birkebeiner® Ski Foundation and Birkie® Events

Located near Hayward and Cable, Wisconsin, the American Birkebeiner Ski Foundation (ABSF), a 501(c)(3) organization, is known for its signature American Birkebeiner Ski Marathon held each February. Today, the Birkie has grown to encompass a variety of year-round, silent sport events that promote a healthy, active lifestyle for thousands of outdoor fitness enthusiasts. The ABSF also acts as steward of the legendary Birkie Trail, providing year-round grooming, mowing and maintenance to all 107 kilometers. From the iconic American Birkebeiner ski race, to the Birkie Trail Run & Trek, and Fat Bike Birkie, the ABSF and the Birkie Trail attract skiers, runners, bikers, trekkers, and hikers, from casual day-trippers to elite athletes. Learn more at www.birkie.com. *BIRKIE Ski. Run. Bike. Live!*

About Lucette Brewing Company

Lucette Brewing Company focuses on a variety of different styles that showcase the complexity surrounding small batch brewing, hand crafted in 15 BBL batches, one batch at a time. Lucette Woodfire Eatery opened in the summer of 2015 to showcase Lucette beer and focus on authentic woodfire food creations. Located on the Red Cedar State Trail in Menomonie, Wisconsin, Lucette is open year round for all to enjoy. For more information, visit www.lucettebrewing.com.

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