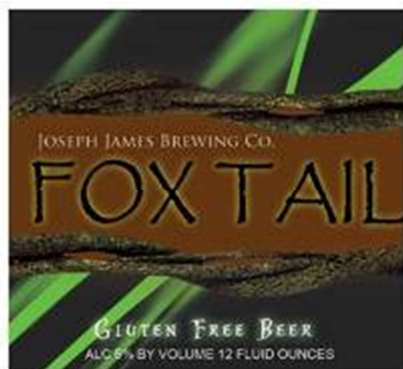




## Joseph James Brewing Company releases the first gluten-free beer in a can in the US market



The beer is their Fox Tail Gluten-Free Pale Ale, which Joseph James describes as, “a gluten-free pale that has citrus notes and is light bodied.” Fox Tail is brewed without sorghum, which is a popular ingredient in many commercially produced gluten-free beers (an old-world grass indigenous to Africa). It is instead brewed with organic rices, nectars and North American hops.

A report by Packaged Facts says that the U.S. market for gluten-free foods and beverages has grown by 30 percent a year since 2006 to \$2.6 billion in 2010. And while the firm expects growth to slow, it still projects gluten-free sales to exceed \$5 billion by 2015.

“The retail market for gluten-free foods and beverages is exploding as a result of multiple triggers. On the marketer side, giant General Mills has converted its venerable Rice Chex Brand to gluten-free status, thus beginning what promises to be a battle of giants as other mega-marketers look to enter the fray. The first giant marketer to create a gluten-free product was Anheuser-Busch, which debuted a gluten-free beer, Redbridge in 2006.

On the consumer side, demand has been growing exponentially as sufferers of a wide variety of maladies (including celiac disease, autism, attention deficit disorder, irritated bowel syndrome, and MS) have come to believe a gluten-free diet will provide relief. The consumer core of celiac disease, and gluten allergy, sufferers is also growing steadily as diagnosis and treatment of these conditions has improved and increased.”\*



Joseph James Brewing Company, located in Henderson, Nevada, is a family owned and operated brewery with heart. Not only does their gluten-free beer appeal to those with gluten sensitivity, the brewery is named as a tribute, after the owner’s seven year old son, Joseph James. He has Asperger’s, a form of autism and is an inspiration to his family. The brewery donates ten cents per gallon produced to the National Foundation for Autism.

Along with Fox Tail the brewery is also canning their HopBox Imperial IPA and JJ Craft American Lager.

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*\*Excerpts from: Packaged Facts, The Gluten-Free Food and Beverage Market: Trends and Developments Worldwide, 2nd Edition, April 2009.*