

BEERWeek™ - "Making born-on dates look stale."

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DALE'S PALE ALE COMES TO PHOENIX AND TUCSON MARKETS

Oskar Blues Brewery has announced that Dale's Pale Ale, the company's new canned craft beer, is now available in the Phoenix and Tucson, Arizona markets.

"We chose Arizona as our first out-of-Colorado market because the state has more boaters and golfers, per capita, than in any state in America," says Dale Katechis, Oskar Blues owner and Dale's Pale Ale namesake. "Those people deserve a choice for good beer when they're out having fun." Dale's Pale Ale's is packaged in glass polymer-lined cans from the Ball Corporation, headquartered in Broomfield, Colorado.

Why put it in cans? "Unlike bottles," Katechis says, "cans eliminate the risk of light damage and oxidation to our beer. Our goal is to give people great beer they can take anywhere, it makes sense to put Dale's in the world's most popular, portable and environmentally friendly package." "There's a myth about beer in cans," says Jim Fisher, of the Ball Corporation. "People think it has a metallic taste because it's in a metal package. The fact is there's a coating in the can and the beer never touches metal. There's no flavor issue with a can other than people's perceptions."

Arizona distribution of Dale's Pale Ale is being carried out by Little Guy Distributing, Arizona's premier distributor of craft and imported beers. "One of our goals is to bring the highest quality, most unique brews to the Arizona marketplace," says Little Guy's Bruce McConnell. Released in November of last year and has allowed Oskar Blues, located 15 miles northwest of Boulder, Colorado, to boost its off-premise sales by a whopping 700%.

"It's a brilliant idea," says Paul Gatza, director of the Institute for Brewing Studies in Boulder, Colorado. "Dale's allows craft beer to go where

no craft beer has gone before: on airlines, to parks, fishing and backpacking trips and softball fields. That's huge." Dale's Pale Ale is now served on all Frontier Airlines flights.

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