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Press Release

FOR IMMEDIATE RELEASE

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Newest product from Bear Republic: Hop Rod Rye Ale four-pack

CLOVERDALE, CALIF. – Bear Republic is ready to debut its newest product. The Alcohol Burnin’ Monster Ale, Hop Rod Rye Ale has a new package: 12 oz. four-pack.

The product is available now in West Coast and East Coast stores. The four-pack is the first for Bear Republic Brewing Company’s line of hop-heavy brews. Since completing the Factory 5 brewery in 2006, Bear Republic is now poised to offer new selections to loyal customers.

Hop Rod Rye Ale is the first rye IPA to be produced in America. It is a high performance, turbo charged, alcohol burnin’ monster ale with dual overhead hop injection that revs out the hop-o-meter at over 90 IBUs. For all that, a good dose of rye and caramel malts ensures a sturdy chassis to carry all that flavor. The rye malt adds a spicy grain character that takes this beer to the winner’s circle.

ABV: 8.0% IBUs: 90+

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Bear Republic brews hand-crafted, honest ales and lagers by incorporating the loyalty and tradition of Sonoma County into each of their brews. The Norgrove family works in all aspects of the business from the brewmaster to the bookkeeping, making their product truly homemade.

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