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BASTONE BREWERY ANNOUNCES 34 PERCENT INCREASE IN BEER PRODUCTION SINCE 2008 DESPITE THE DOWN ECONOMY

March 24, 2009, ROYAL OAK, MICHIGAN – The taps are flowing faster than ever at Bastone Brewery. Managing Partner David Ritchie announced today that the brewery is producing 34 percent more beer than it was last year at this time.

Bastone sold 162 barrels in its first quarter, compared to 121 barrels in the first quarter of 2008. The brewery has shown an average growth of more than 12 percent each year since 2005.

“These numbers are interesting because I think many people would consider it an achievement to grow at all from 2008 to 2009 given the poor economy,” said Ritchie. “With unemployment in the same periods rising both nationally and locally, one would expect to see a decrease in production as less people have disposable income to spend on beer. However, our numbers show an opposite trend.”

As Bastone’s clientele are ordering more beer, they have more options. The brewery recently revamped its menu to include food and beer pairing suggestions. Rockne Van Meter joined Bastone as brewmaster in 2005, and the brewery has earned more than 40 awards for his craft brewed beers. These include honors from the North American Beer Awards, The World Expo of Beer and The Great American Beer Festival in Denver.

The Bastone beer menu always features Monumental Blonde, Main Street Pilsner, Witface, Royal IPA, Dubbel Vision, and Nectar des Dieux Triple. Current seasonal offerings include Rojo Ojo, an Irish style red ale, and Black Wittow, a chocolate orange Wit.

Join the Bastone Brewery Beer Club for a one-time cost of \$50, and receive: 20 ounce beers for the price of a pint served in a Bastone chalice; a club t-shirt; \$2 Tuesdays with two dollar beers all day; 25 percent off all retail merchandise and beer-to-go; exclusivity for special events, discounts, and more.

For more information about Bastone’s award-winning beers, or to schedule an interview, contact Jim Miller at millerj@publicityworkspr.com or Stephanie A. Casola at scasola@publicityworkspr.com or call 248.691.4466.

Bastone Brewery first opened its doors in May of 2004. It is named and styled after the famous Belgian city. This unique restaurant and brewery is housed in a 1930’s era building. Beers are craft-brewed on-site with the finest malt, fresh hops and unique Belgian-style yeast strains for delicious flavor and character. Bastone is located at 419 South Main Street in Royal Oak. Call 248.544.6250 or visit www.bastonebrewery.com

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