



The Relentless Pursuit of Results

Media Alert

Interview/Photo Opportunity

GRIZZLY PEAK CALLS HOMEBREWERS TO COMPETE FOR A COVETED SPOT ON THE ROTATING GUEST TAP

- What:** Grizzly Peak is hosting its 3rd annual **Mug Club Brew-Off** competition. Home brewers have a chance to submit handcrafted beers for a chance to be included on a rotating tap at the bar.
- When:** The Brew Off will be 4-7 p.m. Tuesday, May 12 in the Den at Grizzly Peak.
- Who:** Participants must be Mug Club members to enter. Spectators are welcome.
- To Enter:** Submit five 12-ounce bottles or three 22-ounce bottles of beer labeled by category number, subcategory letter, and an official entry form, to a manager or brewer. Entries must follow the Beer Judge Certification Program guidelines at www.bjcp.org/styles04. Mead and Cider styles are not admissible.
- Judging:** One to two rounds of judging will be held, depending on the number of entries. Beer entries will be judged on **accuracy of style, quality and drinkability**.
- Prizes:** First place winners will create a special rotating tap at Grizzly Peak that bears the brewer's name, and take home a keggie full of the winning brew. Second place winners receive one keggie of any beer available.
- Mug Club:** Mug Club members receive discounts during the event. A lifetime membership is \$60. Members receive a Grizzly Peak Mug Club tee shirt, an engraved mug, and invitations to exclusive events. Club members can purchase 20-ounce beers for \$3 any time. They also receive a 25 percent discount on all beer to-go and a 25 percent discount on all Grizzly Peak apparel. Visit www.grizzlypeak.net for more information.
- Deadline:** Enter by Friday, May 8 for a chance to win.
- Questions:** Call (734) 741-7325 for an official entry form.
- Contact:** For more information about Grizzly Peak, contact Jim Miller or Stephanie Casola of Publicity Works at millerj@publicityworkspr.com or scasola@publicityworkspr.com or call 248.691.4466.

###