



15 May 2009

WE'RE BACK AFTER A LONG HIATUS!

Thanks for your patience as we've worked to overhaul our website and upgrade our mass email capabilities. Last time I wrote, we were in the midst of Pumpkin Beer season and O'Fallon 5-Day IPA had just been named 2008 Best Beer in St. Louis by the Riverfront Times. Take a look at the new site and let me know what you think. It's still a work-in-progress -- the new store should be up and in business soon, and we've got lots of ideas for new features. Stay tuned.

WE'VE BEEN BUSY MAKING SOME CHANGES

Change is good, right? First, we no longer "self-distribute" our beer in Missouri. Instead we're working with our friends at Missouri Beverage to sell our products to retailers throughout the state -- and they are doing a fabulous job.

Second, we've expanded our capacity to make beer by arranging to make some of our beer at Stevens Point Brewery in Wisconsin. This was a tough decision -- but brewing and packaging our bottled beer at Stevens Point brewery is the quickest, most effective way to make sure we have enough beer to meet demand.

And it's working out better than we'd imagined. Brian Owens, our head brewer, began by working closely with their brewmaster to scale up our recipes. He has been in Wisconsin for the first several brews to help Stevens Point as they brew our beers using the same ingredients and processes that we use in O'Fallon. They even "salt" their water to match ours.

Plus, they have a state of the art lab and a recently updated brewhouse and bottling line that is a great fit for our beers. And the results are in the bottle -- we can't taste the difference between their beer and ours!

We will still brew all of our draft beer in O'Fallon and will have some extra capacity to do some special releases with higher ABV's, different yeast strains, etc.

So, yeah, change is good. And I'll keep you posted as we progress.

NOTES...

Enjoy O'Fallon Wheach and O'Fallon 5-DAY IPA at Busch Stadium! Wheach bottles are available at the Backstop Bar behind home plate and IPA is on tap at The Captain's Corner (section 265).

The River City Rascals open up at T.R. Hughes Ballpark on Saturday, May 23rd. Look for O'Fallon Gold and Wheat and (drum roll) O'Fallon Root Beer and Orange Cream Soda!

Check out the awesome views and landscapes at Sugar Creek Winery -- wine is good, beer is too! They've got both! O'Fallon Wheach is available in their beer garden.

Mark your calendars for the St. Louis Heritage Festival -- featuring all the many beers brewed in the St. Louis area: June 5 and 6 in Forest Park. More info at <http://www.stlbrewfest.com/>.

HAVE A GREAT WEEKEND -- Enjoy a good beer and let's all work together to make the world a better place one beer at a time.

Cheers!

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