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## AUGUST -- RUNNING UP TO PUMPKIN SEASON!

I can't believe it's been over a month since I last wrote to share our thoughts on the changing beer business! August is always a busy time for us as we prepare for the Pumpkin Beer season and, look, it's September! Which means....

PUMPKIN IS HERE! We've spent the last several weeks rolling out our fall seasonal to stores in Missouri and distributors throughout the Midwest. Look for the familiar "drunken punkin" at your favorite retailer.

This year we'll be selling a few kegs, too. Watch for O'Fallon Pumpkin Beer on tap at one of these: Bruno's American Grill (2652 Hampton), Fubar (3108 Locust), Llwyn's (on McPherson in the CWE), Mamacita's (6425 Gravois), Mekong (3131 South Grand), Newstead Tower Pub (Newstead and Manchester), The Shanti (825 Allen) and the Blue Fugue (on 9<sup>th</sup> Street in Columbia).

CHECK OUT THIS MORNING'S ST. LOUIS POST DISPATCH for a bunch of pictures of our brewery crew bottling up Tuesday's batch of Pumpkin Beer and a story about our plans for expansion so we can make more next year!

Here's a link to the story (or just go to [www.stltoday.com](http://www.stltoday.com) and click on the "business" tab):

<http://www.stltoday.com/stltoday/business/stories.nsf/manufacturingtechnology/story/87DE1836F6E000B0862574C200088119?OpenDocument>

COMING UP NEXT WEEK: two fun beer events you might want to check out!

Dierdorf & Harts Beer Tasting: On Friday, September 19, 4:30 to 6:30 p.m. at Westport, we'll be sampling O'Fallon IPA and O'Fallon Pumpkin Beer.

Growlers Oktoberfest: We'll celebrate the season with O'Fallon Gold, 5-Day IPA, Smoked Porter and Pumpkin Beer (all on draft!) Saturday, September 20<sup>th</sup> in Sunset Hills from 12 noon to 5:00 p.m.

LOOKS LIKE IT'S GOING TO BE A RAINY WEEKEND AROUND HERE...be sure to enjoy a good beer, and let's all make the world a better place, one beer at a time.

Cheers!

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WE LOVE BEER.