

O'FALLON BREWERY INTRODUCES ZEKE'S PALE ALE

New, Sessionable Pale Ale Brewed with Australian Galaxy Hops

ST. LOUIS (Feb. 5, 2014): O'Fallon Brewery, brewers of 5-Day IPA and other award-winning craft beers, is kicking off February with the launch Zeke's Pale Ale.

Zeke's is a dry, crisp, light-bodied pale ale brewed with Galaxy hops, which gives it a unique citrusy flavor and aromas of passion fruit, grapefruit and pineapple. O'Fallon brewmaster Brian Owens created Zeke's because he wanted a smooth and relatively easy to drink beer with a rich, full hop aroma and flavor.

“The tastes and demands of craft beer drinkers are evolving quickly, and people now are looking for big flavor in beers that aren't too high in alcohol and are lighter than most craft beers,” said Owens. “We wanted Zeke's to be special so we used only Galaxy hops which produce a really citrusy flavor and an amazing aroma.”

Zeke's Pale Ale is brewed with two-row, Bonlander and Honey malt. Galaxy hops are added at the very end of the boil in a technique called burst-hopping that allows the beer to gain the hop flavor and aroma with just the right balance of bitterness. The result is a dry, crisp, light-bodied ale with a fresh hop aroma and just a hint of honey.

Zeke's will be available beginning Feb. 10 in six-packs of 12-oz. bottles and on draught. Zeke's Pale Ale is 5.1 percent alcohol by volume, 29 IBUs and will be priced at parity with other O'Fallon brands. Zeke's is the first new full-time beer from O'Fallon since the brewery introduced Hemp Hop Rye in 2010.

O'Fallon also recently reintroduced its spring seasonal beer, Rager Red, a medium-bodied Irish red ale with hints of caramel and toasted bread. Rager Red is available in six-packs of 12-oz. bottles and on draught. The beer will be available through mid-April. Rager Red joins Kite Tail (summer) and O'Fallon Pumpkin Beer (fall) in O'Fallon's seasonal lineup. The company plans to introduce a new winter seasonal in December 2014.

“Rager is the perfect beer for St. Patrick’s Day or any day this spring,” said Owens. “It’s a new twist on a classic Irish red style and craft beer drinkers have really taken to this beer, so we’re thrilled to be brewing it again.”

Rager Red is 5.5 percent alcohol by volume; 20 IBUs and will also be priced at parity to other O’Fallon brands. Zeke’s Pale Ale and Rager Red will be distributed throughout Missouri, Arkansas, Alabama, Illinois, Indiana, Iowa, Kansas, Kentucky, Michigan, Ohio, Pennsylvania, Tennessee, Mississippi and Wisconsin. The brands will be supported at retail with sign-making, point-of-sale materials and retail display enhancers.

The O’Fallon Brewery is a small craft brewery founded in St. Charles County just northwest of St. Louis, Missouri. The company brews O’Fallon Gold, 5-Day IPA, Hemp Hop Rye, Wheach, Cherry Chocolate and Smoked Porter which won a Gold Medal at the 2004 Great American Beer Festival. The brewery also brews seasonal beers including Kite Tail Summer Ale and O’Fallon Pumpkin Beer; and specialty beers in its Brewer’s Stash series including 10-Day IPA, an imperial IPA, and Sticke It to The Man, a darker, hoppier version of a traditional Dusseldorf Alt.

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