



## BLUCREEK BREWING

2310 Daniels St Ste 148

Madison, WI 53718

Website: [www.blucreek.com](http://www.blucreek.com)

Phone: 608-204-0868

Fax: 608-441-0607

[support@blucreek.com](mailto:support@blucreek.com)

## PRESS RELEASE

**\*\*\* FOR IMMEDIATE RELEASE \*\*\***

### **BluCreek Brewing Releases a New Concept Beer: A Creative Use of Natural Green Tea in a Microbrew**

## **BLUCREEK™ ZEN IPA**

**INDIA PALE ALE BREWED WITH NATURAL GREEN TEA**

July 05, 2006

**Madison, Wisconsin, USA** –BluCreek Brewing is pleased to announce the release of the latest edition to their eclectic, unique, often imitated, line-up of award-winning handcrafted ales.

BluCreek™ Zen IPA is an English-style *India Pale Ale* created with a mouth-watering blend of fresh Chinook, Cascade and Centennial hops infused carefully with an invigorating all-natural Green Tea! The first ale of its kind in America, in which the refreshingly crisp boldness of an English IPA is perfectly complemented by the benefits of the smooth, light, and subtle taste of green tea flavor. The resulting beer was created for the IPA lover looking for more than just spicy hop character, the beer lover looking for something a little beyond the ordinary... something that offers the extraordinary benefits of real green tea in a wonderfully drinkable libation.

Building on the success of the Company's previous market changing creations which included: BluCreek™ Blueberry Ale ([www.blueberryale.com](http://www.blueberryale.com)) - the *first* ale in America made with *fresh* wild blueberries and wild blueberry juice from the State of Maine; BluCreek™ Honey Herbal Ale –the first *energy-crossover* malt beverage made with an invigorating blend of potent botanicals including real Wisconsin Ginseng, stimulating *certified organic* Ginkgo Biloba, and powerful wild-harvested Guarana; and BluCreek™ (German) Altbier, an American interpretation of a classic, yet under-represented, old-style German full-bodied dark beer; **BluCreek™ Zen IPA** is another bold and creative concept beer based on an American favorite.

The product is packaged 4/6/12oz, and has a suggested retail price of \$7.49 to \$8.49 per 6-pack. BluCreek™ Zen IPA will be available in August 2006 starting in select markets which include Wisconsin, Minnesota, Michigan, Illinois, Ohio and Florida.

For more information or to find a distributor in your area for this or one of our other unique, all natural beers; please visit [www.blucreek.com](http://www.blucreek.com) or contact Thomas Moffitt at 608-204-0868 or [thomas@blucreek.com](mailto:thomas@blucreek.com).

\*\*\*\*\*

*Headquartered in Madison, WI, and using brewing facilities in Black River Falls, WI, BluCreek Brewing specializes in developing high quality, unique microbrews that challenge the expectations of traditional beer drinkers and appeal to discerning adult palates everywhere.*