



1800 W. Fulton St. | Chicago, IL | 60612 | P. 312.226.1119 | F. 312.733.1692 | gooseisland.com

FOR IMMEDIATE RELEASE

CONTACT: Ellen Frisbie, Q and A
312. 255. 9860 ext. 10, 773.259.4183 (cell)
efrisbie@qacore.com

On the Eve of "Oktoberfest," German Brewmaster Praises Chicago Beer

As thousands of Americans who wouldn't be caught dead in lederhosen are getting ready to celebrate "Oktoberfest," they are tacitly agreeing that the Germans know a thing or two about beer, such as how to make it and what to do with it.

That's why the folks at Chicago's own Goose Island Brewery were gratified to learn that one of Germany's leading brewmasters, who happened to be in town, was heard highly praising Goose Island's India Pale Ale.

Harald (cq) Stücker, brewmaster for Beck's Beer, was here from Germany to promote Beck's Oktoberfest beer, when he sat down with an editor of *Modern Brewery Age* to sample it. They happened to be in a bar that also served Goose Island India Pale Ale. The editor suggested that Stücker try it.

"He was startled," the trade journal wrote. Stücker called India Pale Ale a "great beer...very pure, very intense and very interesting." He offered his congratulation to his Chicago colleagues. "You can tell I like this beer...I would drink a lot."

He added, according to *Modern Brewery Age*, "It is a great idea to offer such beers, because beer should not be boring."

The folks at Goose Island summed up their reaction to this unexpected compliment in one word: *prosit!*

News Alert: Goose Island will participate in the Great American Beer Festival, sponsored by the Brewers Association, national trade group, beginning Thursday, Oct. 9, at the Colorado Convention Center in Denver. More than 100 professional beer experts will taste more than 2,800 kinds of beer and award gold, silver and bronze medals for the best in 75 categories.

###

