



LIFE IS WHAT YOU POUR INTO IT



PYRAMID LAUNCHES NEW SPRING SEASONAL FLING™ PALE ALE

Bitter Never Tasted So Sweet

SEATTLE, WA – January 5, 2010 – Tapping into a new year and on the brink of a new season, Pyramid Breweries is gearing up to leap from the winter chill into warmer weather with the arrival of an inspired new spring beer, Fling Pale Ale.

In the spirit of classic Pale Ales, Fling is a tantalizing mix of hops and malts offering a moment of unrestrained pleasure with each delectable sip. The lively brew begins with a big, fresh hop nose followed by the perfect blend of malt sweetness and hop bitterness expected from the style. Integrating 2-Row and Caramel malts to provide balance, Fling is punctuated with a slight hoppy bite thanks to an experimental Cascade/Fuggles hybrid hop, as well as Nugget and Willamette hops. With a medium body and a beautiful golden orange color in the glass, Fling confirms that bitter never tasted so sweet.

“The turning of the seasons sparks the occasion to change things up – be it tastes, activities, or attitudes,” said Mike Brown, the Commissioner of Inspiration and Aspiration for Pyramid Breweries. “With this in mind, Fling is the perfect beer to help thaw the weary winter spirit and usher in the fresh spring season.”

Available from February through March, Fling will be offered in 12oz and 22oz bottles, 6-packs and 12-packs, as well as on draft. Fling will also be featured as the seasonal star of Pyramid's new Spring Variety 12-Pack, alongside of three year-round offerings – Audacious™ Apricot Ale, ThunderHead® IPA and Pyramid's Haywire® Hefeweizen – the standard by which all other wheat beers are judged¹.

Fling Pale Ale joins as the fourth offering in Pyramid's strong seasonal portfolio alongside of Curve Ball™ Blonde Ale (Summer), Juggernaut™ Red Ale (Fall), and Snow Cap® Ale (Winter).

Availability: February – March
Style: Pale Ale
Malts: 2-Row, Caramel
Hops: Nugget, Willamette, Cascade/Fuggles hybrid (XP-04188)
ABV: 5.2%
IBU: 36
Food Pairings: Burgers, Roast Chicken, Cheese

About Pyramid Brewing Co.

Pyramid Brewing Co. is a leading brewer of specialty, full-flavored craft beers produced under the Pyramid family of ales and lagers. Pyramid beers continue to be honored by beer drinkers and judges having received 22 medals at the Great American Beer Festival (GABF), including a gold medal awarded to Haywire Hefeweizen in 2009 as well as the honor of Mid-size Brewery of the Year in 2008. The brewery has also been awarded seven medals in international competition at the World Beer Cup. With breweries in Seattle, WA, Portland, OR, and Berkeley, CA, the Company owns Alehouses at all three locations as well as two additional Pyramid Alehouses in Walnut Creek and Sacramento, CA.

¹ Gold medal in the American-Style Wheat Beer with Yeast category at the 2009 Great American Beer Festival