



Deschutes Brewery Introduces Its Beer to the Greater Washington DC Area

Spurred by a new collaboration with Chef José Andrés, Deschutes Brewery will launch into Washington DC, and parts of northern Virginia later this month

October 16, 2014 – Bend, Oregon – Deschutes Brewery announced today that its craft beers will be available in Washington D.C. and northern Virginia starting the week of ~~October 27~~ November 3. The Oregon-based brewery will partner with Premium Distributors of Virginia and Premium Distributors of Washington DC, both part of the Reyes Beverage Group.

Stacy Denbow, expansion manager for the brewery, said, “Our fans on the east coast have been anxious to get our beers for quite some time, so we’re happy to finally extend our reach their way. Our Zarabanda collaboration with Chef José Andrés was the impetus for the growth, and we are looking forward to launching a few of our fan favorites in the region as well.”

In Washington D.C. and northern Virginia (Arlington and Alexandria regions), Deschutes will initially offer year-round beers Black Butte Porter, Mirror Pond Pale Ale and Fresh Squeezed IPA in draft only. Zarabanda will be available in both 22-ounce bottles and draft. A limited amount of Reserve Series bottles and kegs of Mirror Mirror and Black Butte XXVI will also make out for the launch.

Zarabanda, is a brand new spiced Saison that was created through a collaboration between José Andrés and Deschutes Brewery. Zarabanda provides a complex malt body formed from a generous use of Vienna and Spelt malts. A classic Saison yeast strain contributes light fruit esters, which are complemented by aromatic dried lime, spicy pink peppercorn, lemon verbena and savory sumac. Launch events for the beer are being planned for later this fall.

Deschutes will also bring its celebrated barrel-aged imperial stout, The Abyss, to both the District of Columbia and Virginia when it is bottled later this year. More beers from the Deschutes Brewery portfolio will be launched in these areas later in 2015.

About Reyes Beverage Group

Reyes Beverage Group operates from seventeen warehouses in thirteen markets: Charleston/Beaufort South Carolina, Chicago, Northern Illinois, Los Angeles/Orange County, San Bernardino/Riverside California counties, San Diego, California, Central Florida, the District of Columbia, Maryland, Chesapeake Bay, and Northern Virginia -- offering the greatest variety of import, craft, and domestic beer brands available to retailers in their marketplace. A fantastic portfolio, a strong team, and superior operations drive unsurpassed retailer knowledge and customer service, enabling Reyes Beverage Group to deliver the highest share of beer in their markets. For more information go to www.reyesbeveragegroup.com.

About Deschutes Brewery

Named as OUTSIDE's Best Places to Work for both 2013 and 2014, Deschutes Brewery was founded in 1988 as a brew pub in Bend, Oregon. The brewery is known for brewing a diverse line-up of award winning beers including the popular Black Butte Porter and Mirror Pond Pale Ale. From the beginning, the focus has been on crafting the best beer and the food using only the finest ingredients. In 2008, the brewery opened a second pub in Portland's Pearl District. Deschutes Brewery now ships beer to 27 states and around the world from its main brewing facility located on the banks of the Deschutes River. To find out more, visit www.DeschutesBrewery.com or follow on Facebook (/Deschutes.Brewery) and Twitter (@DeschutesBeer).

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