

FOR IMMEDIATE RELEASE

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CHICAGO-BASED BERGHOFF BREWERY ANNOUNCES DISTRIBUTION IN FLORIDA

Lakeland, Florida – Chicago-based craft brewery Berghoff Brewery announced plans to expand distribution of their line of craft beers to the Florida market for the first time. Partnering with Cavalier Distributing, the beers will become available throughout Florida beginning Monday, February 2. The official launch will take place at Tony's Studio B in Lakeland on Thursday, January 29. Cavalier will distribute:

- Germaniac (Kotbusser Style Pale Ale) Pale – American Pale Ale | 6.3% ABV
- Reppin' Red – Amber Ale/Red Ale | 6.2% ABV
- Straight-Up Hefeweizen – Hefeweizen | 5.2% ABV
- Oak-Aged Stock Ale – Stock Ale |10% ABV; and
- Craft sodas in flavors of Root Beer, Orange, and Black Cherry.

"With a 127 year history rooted in the Midwest and growing popularity among craft beer consumers, we're excited to introduce our recently reformulated craft beers to a new market of drinkers," said Berghoff Brewery owner Ben Minkoff. "We've been closely following the craft beer boom in Florida over the past five years and think our beers will do well in supplementing this growing market," says owner Ben Minkoff, whose family has owned General Beverage Distributors for the past 80 years and purchased the Berghoff brand in 1994. Berghoff plans to open Berghoff Brau Haus, a 20,000 square-foot brewpub in Orlando on International Drive in the fall of 2015.

Official Launch Event/Photo Opportunity

Thursday, January 29

8:30 p.m.

Tony's Studio B

213 East Bay Street, Lakeland, FL 33801

Live music by Banditos

About Berghoff Brewery

Berghoff Brewery is owned by Ben Minkoff and family. In June of 2013, Berghoff Brewery re-launched its entire line of beers with reformulated recipes and new labels. Minkoff consulted with brewing experts Randy Mosher and John Hannafan to create the top-notch German-style beers brewed at Berghoff Stevens Point production facility, located in Stevens Point, Wisconsin. The first batch of Berghoff beer was brewed in 1887 by Herman Berghoff and his three brothers, Henry, Hubert and Gustav. Demand for their beer grew with astonishing speed, and by 1890, the brothers were producing 90,000 barrels of lager annually. During World War I, the brothers cemented their brewing company's place in American history, changing their slogan from "a real German brew" to "a real honest brew" in honor of their adopted homeland. In a bold show of American ingenuity, Berghoff produced soft drinks, including a root beer and a malt tonic throughout Prohibition, and was the first to return to production and sale of alcoholic beers when the Volstead Act was repealed, pouring at The Berghoff, the first liquor license to be re-granted in Chicago. For more information about Berghoff, visit www.berghoffbeer.com.

About Cavalier Distributing

Established in 1992 by Founder and President George Fisher, Cavalier Distributing is one of just a handful of U.S. distributors with a portfolio comprised exclusively of specialty imports and American craft beers. Headquartered in Cincinnati, the company employs more than 200 people dedicated to bringing better beers to consumers throughout Ohio, Indiana and Florida. The Florida operations are based in Lakeland.

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