

PRESS RELEASE

For Immediate Release

BLUE STALLION BREWING TO DISTRIBUTE OKTOBERFEST BEER AFTER START TO FESTIVAL

LEXINGTON, Kentucky, September 8, 2014 – The annual Oktoberfest celebration at Blue Stallion Brewing Co. kicks off on Friday September 19th. Then on Monday September 22nd, their authentic Oktoberfest beer will be available in bars and restaurants around Lexington.

Oktoberfest is a traditional seasonal lager known for its rich malty backbone and slight hop bitterness. Blue Stallion’s version uses all German grown barley and noble hops to stay true to the style. The brewery served the beer at their first Oktoberfest festival in 2013 and it was a huge hit. This year, thanks to increased capacity, the Oktoberfest will be distributed to bars and restaurants around Lexington and the central Kentucky area.

Nico Schulz, head brewer and co-owner at Blue Stallion Brewing, said, “We just got our new tanks up and running in July, which gave us enough time to brew a large batch of Oktoberfest for the start of the celebration. We were able to brew twice the volume we did in 2013.”

The Oktoberfest celebration itself originated in Munich, Germany, where it’s still the world’s largest funfair held annually. Running from September 19th to October 5th, Blue Stallion is adding an entire week to this year’s celebration at the brewery because last year’s was such a success.

“Customers really enjoyed the atmosphere last year, and we’re looking to build on that with this year’s festival,” said co-owner Jim Clemons. “People really get a kick out of drinking Oktoberfest and our other lagers out of liter steins and seeing the bartenders and owners dressed up in dirndls and lederhosen.”

In addition to the special Oktoberfest beer and outfits, the festival will include Bavarian pretzels from Bluegrass Baking Company along with beer cheese made with the Oktoberfest beer from Olivia’s Beer Cheese. Some of Lexington’s most popular food trucks will set up during the celebration, with 2 food trucks on site each Friday and Saturday. Live music from local bands is also scheduled for the weekends.

About Blue Stallion Brewing

Established in 2012, Blue Stallion Brewing Co. opened the doors to its production brewery and tasting room on July 17, 2013. The facility is located at 610 W. Third St. in downtown Lexington, KY. The tasting room houses a bar and lounge, complete with pool table, mezzanine, dart boards and patio. Blue Stallion specializes in authentic German lagers and British ales, which tend to be lighter and less hop-heavy than some American style craft beers. The brewery was founded by five co-owners: brothers Kore, Xavier and Zac Donnelly along with Jim Clemons and Nico Schulz.

More information about Blue Stallion Brewing Co. is available on the company’s website: <http://bluestallionbrewing.com>

Contact:
Xavier Donnelly
xavier.donnelly@bluestallionbrewing.com
610 W. Third St.
Lexington, KY 40508
859-312-8146

###