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**WIDMER BROTHERS BREWING
INTRODUCES DEADLIFT IMPERIAL IPA**
Four-Pack Now Available

PORTLAND, Ore. – Feb. 4, 2010 – Come rain, sleet or a city-wide blackout, [Widmer Brothers Brewing](#), based in Portland, Ore., is launching Deadlift Imperial IPA. Despite a recent power outage that forced the brewery to abandon 62,000 pints of the beer mid-way through the brewing process, the brewery’s first Imperial IPA is now available.

“We are seeing more beer drinkers asking for bigger and bolder IPAs,” said Rob Widmer. “Deadlift provides hop intensity with a balanced malt character. It has the strong hop flavor you’d expect from an Imperial IPA but without the heaviness.”

About Deadlift Imperial IPA

Deadlift’s flavor stems in part from Nelson Sauvignon hops imported from South Island’s Nelson, New Zealand’s top hop growing region. These hops have an intense citrus, fruity, berry-like aroma and flavor not found in any other variety giving Deadlift a simple but fully braced malt backbone with enough malty sweetness and caramel character to complement the incredibly robust hop aroma and flavor.

Flavor profile:

- Robust hop aroma and flavor
- Subtle, but balanced malt backbone
- Brewed with generous amount of Nelson Sauvignon hops from New Zealand for a citrus, berry-like aroma

Deadlift Imperial IPA is available on tap and in bottles year-round at select West Coast retailers for a suggested retail price of \$8.99 per four-pack. This is the first time Widmer Brothers Brewing has offered a four-pack instead of the traditional six-pack.

About Widmer Brothers Brewing

What started as a dream for two ordinary brothers who just loved beer has now become a reality for two ordinary brothers who still just love beer. Kurt and Rob Widmer helped lead the Pacific Northwest craft beer movement in 1984 when, in their 20s, they dreamed of brewing American interpretations of authentic European style beers. In 1986, Widmer Brothers Brewing introduced the first American-style Hefeweizen; today, the unfiltered cloudy beer is the company’s signature brew and one of the best selling wheat beers in the country. Based in Portland, Ore., the brewery currently produces a variety of beers including Drifter Pale Ale, Drop Top Amber Ale, and Broken Halo IPA. For more information about Widmer Brothers Brewing, visit www.widmer.com.



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