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**WIDMER BROTHERS BREWMASTERS PAY TRIBUTE TO
TRADITIONAL IPA WITH W'10 PITCH BLACK**
The Gold Medal GABF Winner Launches January 2010

PORTLAND, Ore. – Jan. 14, 2010 – In the never-ending quest to continue innovating, [Widmer Brothers Brewing](http://www.widmer.com), based in Portland, Ore., is introducing its 2010 Brewmasters' Release: W'10 Pitch Black IPA. W'10 is part of the W' Series, which introduces a new, limited edition seasonal beer style every year.

“The W' Series is an opportunity for our brewmasters to really be creative and show off their talents,” said Rob Widmer. “We are always amazed at what they come up with and this year is no different. Pitch Black IPA has already received great praise and we anticipate it being very popular.”

About W'10 Pitch Black IPA:

Pitch Black IPA is a Pacific Northwest twisted tribute to the standard IPA style of beer. A Gold medal winner at the 2009 Great American Beer Festival and a spinoff of traditional IPAs, W'10 is brewed using the emerging style standards of Cascadian Dark. True to IPA style, W'10 Pitch Black is brewed with generous amounts of hops and additionally a modest amount of specialty debittered black malt to give it a very dark appearance, without the typical dark malt flavors.

Key flavor points:

- Peppery, resinous, citrusy hop aroma and flavor
- Significant, but smooth with quick bitterness
- Medium body built on caramel malt sweetness and lightly toasted malt
- Slight, soft dark malt flavor

W'10 Pitch Black IPA is available on tap and in bottles and will be sold Jan. 1 through April 25 at select West Coast retailers for suggested retail price of \$8.99 per 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 twenties, 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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