

FOR IMMEDIATE RELEASE:

West O Beer exceeds first year sales expectations, announces expansion ahead of schedule after opening in May, 2013. Plus, bottling and distribution to retail establishments to begin in November, 2013.



October 23, 2013

The West O Beer company located in West Okoboji, Iowa is announcing their first expansion since opening in May, 2013. Owners Matt and Michaela Matthiesen will add four 900-gallon tanks to triple their brewing capacity, and the completion date in early 2014 will follow the beginning of bottling and distribution to retail stores of two of their most popular beer styles. West O Smoked Red Ale and West O Pilsner Lager will be the first two labels available in local and regional liquor and grocery stores in 12 ounce long-neck bottles, packed in six-pack boxes.

“Our first summer season was much better than anticipated, and the feedback on our beer is nothing short of phenomenal,” Matt Matthiesen says. He credits much of the popularity of the beer to head brewer Karl Schmitz, who has single-handedly developed the recipes of the six styles that have been produced to date. He says “we couldn’t have asked for a better start, and we are really confident going into the offseason. People found that our beers are rich with complexity yet very approachable for all beer drinkers.” The company plans to fill assistant brewer and packaging positions during the expansion, and will continue to serve beer out of their tasting room at the brewery and distribute kegs to a number of Northwest Iowa bars and restaurants.

About West O Beer:

West O Beer is a 6,000 square foot craft microbrewery located just south of West Okoboji Lake in the city of West Okoboji, Iowa, near the intersection of Iowa State 86 and U.S. 71 highways. Beer is available in pints and half-gallon growlers through their 1,800 square foot tasting room, which features bar, table, and sofa seating in a casual atmosphere. Kegs are available through select retail outlets, and bottles will be in distribution in early 2014.

Styles produced:

Smoked Red Ale, Pilsner Lager, Pale Ale, Double India Pale Ale, Unfiltered Wheat Hefeweizen (seasonal), WestOberfest (seasonal), Belgian Dubbel Pumpkin Ale (seasonal). All year-round beers, and select seasonal beers, are available through their tasting room in pints and half-gallon growlers. Select styles are available at other venues through distributors.

Contact Information:

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PRESS LOGOS AND RELEASES: www.westobeer.com/press

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