



ETHEL'S BREW



LAUNCH FULFILLS 88-YEAR-OLD'S DREAM FOR OWN BEER COMPANY

Brooklyn, NY, Native Ethel Goldschmidt Introduces Eccentric Beer Brand With the Tagline "Go Out With a Bang"

June 12, 2012, Brooklyn, New York – We are pleased to announce the launch of a new beer, "Ethel's Brew," created by a sassy 88-year-old woman whose days are numbered, but whose quips most certainly are not. Ethel Goldschmidt, married at the age of 20, has never had the chance to let loose. Now that she has started her own beer company, she is letting it all hang out and wants to "go out with a bang," figuratively speaking, that is.

Ethel's Brew is named for Ethel Goldschmidt, who happened upon Oktoberfest with her late husband in the 1950's. While there, her husband, Burt, fell in love with beer and with the idea of opening his own brewery one day. After the much-beloved Burt passed, leaving her a small fortune, Ethel decided at the ripe old age of 88 that she wanted to live life to the fullest. Shortly thereafter, she started brewing the namesake beer and is having the time of her life doing so. Its bold vintage label design captures Ethel's unique personality by depicting her alongside the distinctive necker jovially stating, "I make a mean bundt cake too."

"It's not about being blonde or brunette," Ethel said. "The girls who have more fun are the ones with my beer. I'm very excited to finally bring my late husband's dream to life and to start my own beer company."

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Ethel's Brew – a clean, smooth, European-style busty blonde brewed with three different types of malt, is produced from French barley and several varieties of hops. With golden highlights, fruity notes, a slightly bitter finish, and an ABV of 6%, this barley-scented brew glistens with just the right amount of head. Ethel's Brew has a refreshing tang that makes it an excellent summer beer that is thirst-quenching for times when you're breaking a sweat. Its packaging pays homage to its namesake and beer enthusiast Ethel Goldschmidt, and it boasts a brazen summertime gusto for both the young and the old, particularly the old who want to feel young.

"Ethel's Brew, a summery and busty blonde, is the first product in Ethel's expanding family of ales," said Seth Goldschmidt, Ethel's Brew Head of Marketing, and grandson to the founder. "Ethel's Brew is the first beer made by the company, and is named after my grandma. It's brewed in the style of the kolsch German ale. Our family is excited about the company launch and the prospect of ultimately expanding our line of beers to include a classic west coast IPA or a foreign-style stout."

Ethel's Brew will be available in 12 oz. bottles in participating pubs/bars beginning mid-June. You can stay updated on all Ethel's Brew news and giveaways by "Liking" their page at [Facebook.com/ethelsbrew](https://www.facebook.com/ethelsbrew) or by following @ethelsbrew on Twitter. For more information, please visit the company website, <http://www.ethelsbrew.com>.

ABOUT ETHEL'S BREW

A 61-year dream and a windfall legacy drove dynamic 88-year-old widow Ethel Margaret Goldschmidt to found a family-owned operation that embodies her late husband Burt's passion for developing premium beer. Inspired by a 1951 vacation to Oktoberfest in Germany, Ethel's Brew was born and given life in her hometown of Brooklyn, NY, this year. At the heart of Ethel's Brew is a mission to build a portfolio of authentic, craft ales for local and international enjoyment. The company is headquartered in Brooklyn, NY, where Ethel heads up the company's efforts alongside grandson Seth Goldschmidt and daughter Suzie Goldschmidt. For more information please visit our website: www.ethelsbrew.com.

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