



New Glarus Brewing Co.  
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**For Immediate Release:**

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**New Glarus Brewing Company Fans Speak Out.**

New Glarus, WI  
September 8th, 2010:

There are few, if any, breweries that ask their customers what they would like made for them year after year. New Glarus Brewing Company is singular in that they allow each and every New Glarus enthusiast the opportunity to cast a ballot expressing their personal desires for the upcoming brewing schedule in New Glarus Brewing Company's online 'Beer Vote'. As the vote for the 2011 brewing schedule closed (the 3rd year in a row that this unique vote has been offered), New Glarus Brewing Company wanted to take a moment to thank all of their friends that took the time to stop and vote for the beers that they would like to see brewed in the upcoming year.

While the simple idea of allowing fans a voice in which beers they would like to see in production is a novel one, it is something that New Glarus Brewing Company finds to be irreplaceable. Especially as New Glarus Brewing Company has released over 50 different and unique brews. This exceptional chance for beer geeks to speak their mind is truly appreciated. This year approximately 3,400 people, more than double last year's 1,300 voters, participated in the beer vote. Top voted for brews this year included; Wisconsin

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Belgian Red, Fat Squirrel, Spotted Cow, Dancing Man Wheat, Totally Naked and Moon Man. True to the heart of this vote and desires of fans, all of New Glarus Brewing Company admirers can expect to see these brews return in next year's brewing schedule.

Along with the option to vote for the return of beers that were already produced, New Glarus Brewing Company also solicited their loyal and creative followers for suggestions of beers that they would like to see brewed. Some of the more interesting ideas included; Mango, Spruce/Pine Tree IPA, Oat Wine, Raspberry Imperial Milk Stout, Chamomile, Jalapeno Pepper Beer, and Anything Inspired by Neil Young's Music. This last suggestion is especially dear to the heart of the brewery as Daniel and Deborah Carey's (New Glarus Brewing Company's Diploma Master Brewer and President respectively) 'song' is Neil Young's 'Harvest Moon'. It shows how close the friends of New Glarus Brewing Company truly are to the essence of this business and its creators.

Deborah Carey also had a few words to say to all that took the time to suggest and vote in this year's 'Beer Vote'; "Thanks! We appreciate your creativity, and the brewery team is carefully considering your suggestions. Dan is busy working on a Neil Young inspired brew so stay tuned." As for next year's full line up it will, for the time being, remain a bit of a mystery. Cheers!

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If you would like more information on New Glarus Brewing Company's Beer Vote or to set up an interview, please call Deborah Carey at (608)527-5850 or contact Nicole Carey at [ncarey@newglarusbrewing.com](mailto:ncarey@newglarusbrewing.com).

About [New Glarus Brewing Company](#) : The brewery is run by an enthusiastic couple, Daniel and Deborah Carey, who have successfully combined business management and brewing professionalism. Optimizing a philosophy based on individuality, cooperation and the employment of 100% natural ingredients to produce world-class, handcrafted beers for all their friends in Wisconsin, they offer a selection of year round, seasonal, and unplugged brews throughout the year.