

FOR IMMEDIATE RELEASE

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*****FREE THE HOPS ISSUES A STATEWIDE BOYCOTT AGAINST ANHEUSER-BUSCH PRODUCTS*****

(Birmingham, Alabama) As of April 22nd, 2011 Free The Hops | Alabamians For Specialty Beer (FTH) has issued a state-wide consumer boycott of Anheuser-Busch products. This decision was made in light of the fact that Anheuser–Busch has spent the past few weeks working against the passing of Free the Hops legislation, such as the Brewery Modernization Act and the Gourmet Bottle Bill. Anheuser–Busch, and wholesalers such as Turner Beverage in Huntsville and Birmingham Budweiser are not only against the passing of these bills, but they are also working against the best benefit of the breweries they represent, and the increase in economic development craft beer would bring.

The Brewery Modernization Act goal is to allow breweries to sell on-premises like a brewpub and/or to wholesalers, by removing the crippling restrictions which prevent new breweries and brewpubs from opening. The Brewery Modernization Act will help create jobs and revive dying neighborhoods in local communities. In addition, this bill allows brewpubs to provide tours and free samples. These free samples would be subject to the state and county taxes which could increase receipts from such taxes accordingly, taxes that go straight into Alabama's education fund.

The Gourmet Bottle Bill seeks to raise the maximum package size allowed for the sale of beer. Right now, you won't find any beer sold in a bottle larger than 16 ounces, but hundreds of craft beers are packaged only in 22 ounce or 750 milliliter bottles.

FTH is taking the first step in this boycott by banning all beers distributed by Anheuser Busch distributors in Alabama from the 2011 Rocket City Brewfest in Huntsville and the 2011 Magic City Brewfest in Birmingham.

FTH is also encouraging all of their supporters to join together and follow in FTH's footsteps by boycotting Anheuser-Busch distributed brands which include all Budweiser products, Avery Brewing Company, Great Divide Brewing Company, Back Forty Brewing Company, Boulder Beer, Tommyknocker Brewing Company, Old Dominion, Moylans Brewing Company, Landshark, Red Brick, Atlanta Brewing Company, Fordham Brewing Company, Widmer Brothers, Gordon Biersch, Grolsch, Durango, Red Hook, and Southern Tier Brewing Company. This boycott will be in effect until both bills become law.

About Free The Hops

Free The Hops | Alabamians For Specialty Beer (FTH) is a grassroots, non-profit organization whose mission is to help bring the highest quality beers in the world to Alabama. We are motivated by a desire to have the same variety of choice when purchasing beer that Alabama citizens already enjoy when purchasing wine. Started in 2004 by Alabamians with no ties to any alcoholic beverage business, FTH was incorporated later that year and registered as an official 501(c)(6) non-profit in 2007. None of our members make any money off the grassroots effort. More information can be found via the Free The Hops Website, www.freethehops.org/.

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