



FOR IMMEDIATE RELEASE

Media Contact:
Kristin Heilman
503-546-7884/kristin@lanep.com

**WIDMER BROTHERS LAUNCHES SECOND
BREW IN ROTATOR SERIES: FALCONER'S IPA**
Brewed to Commemorate Glen Hay Falconer

PORTLAND, Ore. – Aug. 12, 2011 – [Widmer Brothers Brewing](#) has released the next beer in its innovative Rotator IPA series: Falconer's India Pale Ale. The Rotator IPA series features an ever-changing offering of IPAs handcrafted by the Widmer Brothers' brewing team. The second release, Falconer's IPA is brewed with Falconer's Flight™, a proprietary hop blend developed to honor and support the legacy of late Northwest brewing legend Glen Hay Falconer. X-114 IPA, the first in the series, was released earlier this year.

“Falconer's IPA was created to honor the legacy of Glen Hay Falconer, an extraordinary brewer whose passion for brewing great beer and living life to the fullest inspired countless brewers across the nation,” said Kurt Widmer.

“Falconer's IPA is the perfect beer to continue the Rotator IPA series. The beer incorporates experimental hop varieties, providing the opportunity for our brewers to continue to innovate within the IPA category, a style Glen loved to brew,” said Widmer Brothers brewer Jacob Leonard.

In addition to brewing the commemorative beer, Widmer Brothers has donated funds to the [Glen Hay Falconer Foundation](#), a nonprofit organization created to commemorate and celebrate the life, interests and good works of Glen Hay Falconer. The donation will fund brewing scholarships for two current or aspiring brewers. In addition, proceeds from the sale of Falconer's Flight Hops will be donated to the Foundation.

“We're thrilled about the partnership with Widmer Brothers and know Glen would be honored to see his commitment to furthering brewing education live on,” said Quentin Falconer, Glen's brother who co-founded the Glen Hay Falconer Foundation with his wife and parents Constance and Ian Falconer. “Our mission at the Foundation is to provide access to education and expertise in brewing, something very dear to Glen's heart. The release of the Falconer's IPA will directly support brewing education, providing scholarship opportunities to future brewers who may not otherwise have been able to achieve the further education they need to succeed.”



About Falconer's IPA

Comprising many of the Northwest's most unique hop varieties from the 2010 harvest, the Falconer's Flight™ hop blend was created by [Hopunion, LLC](#), a Pacific Northwest-based company with hop growers in Oregon and Washington. Each hop was hand selected for its superior aromatic qualities, imparting distinct tropical, citrus, floral, lemon and grapefruit tones. The result is a bright, moderately bitter IPA with stone fruit aromas and a strong malt backbone.

Flavor Points

- Significant but smooth bitterness
- Caramel malty sweetness helps balance the palate
- Bright fruit aromas such as citrus, peaches and apricots

Ingredients

Malts: 2-Row Pale, Caramel 40L, Honey Malt

Hops: Bittering – Alchemy

Aroma – Falconer's Flight™

Profile

Original Gravity: 15P

Apparent Extract: 2P

IBU: 65

Color: 16 SRM

Alcohol by Volume: 7%

Falconer's IPA is available in limited quantities on draught, in six-packs and in 12-packs at select retailers nationwide. Falconer's IPA has a suggested retail price of \$8.99 for six-packs and \$15.99 for 12-packs.

About the Rotator IPA Series

Widmer Brothers' Rotator Series will feature an ever-changing offering of different IPA brews. The series was developed to showcase the Widmer Brothers brewers' penchant for experimentation and to give lots of latitude for innovation within the broad IPA style. X-114 IPA was the first in the series to be released. Rotator Series beers will be available in limited quantities and are only available while supplies last. Widmer Brothers' brewers will handcraft each IPA sequentially.

About the Glen Hay Falconer Foundation

The Glen Hay Falconer Foundation is a nonprofit organization created to commemorate and celebrate the life, interests and good works of a well-loved and leading Northwest brewer. The mission of the foundation is to contribute to the Northwest craft brewing community by providing opportunities for professional and aspiring brewers to further their knowledge and expertise.

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 brews a variety of beers including Drifter Pale Ale, Nelson Imperial IPA, Rotator IPA Series, Drop Top Amber Ale and Pitch Black IPA. For more information about Widmer Brothers Brewing, visit www.widmerbrothers.com.

#