

FOR IMMEDIATE RELEASE

America's Brewers, Importers and Beer Distributors Celebrate '75 Years of Beer'

NEWPORT, OR, March 28, 2008 (Rogue Wire Service) – On April 7th, brewers, beer importers, distributors and beer lovers across America will celebrate 75 years of beer that has been flowing legally since the drought of Prohibition. The date will be marked with specially brewed commemorative beers, brewery tours and events at many of America's 1,400 plus breweries.

Historians note that Prohibition officially ended on December 5, 1933, with the ratification of the 21st Amendment. But earlier that year, newly-elected President Franklin D. Roosevelt took steps to fulfill his campaign promise to end the national ban on alcohol. He spurred Congress to modify the Volstead Act to allow the sale of 3.2 percent beer in advance of the Twenty-first Amendment being ratified. Thus, on April 7, 1933, Roosevelt himself received newly legalized beer at the White House to toast what was the beginning of the end for Prohibition. In the 24-hours that followed, more than 1.5 million gallons of beer flowed as Americans celebrated. <http://www.75YearsofBeer.org>

Rogue Ales Brewery's 75 Years of Beer celebration will be taking place all day at its pubs in Newport, Portland and Eugene, Oregon; Issaquah Washington and San Francisco. The event will feature casks of Younger's Special Bitter, beers poured in mason jars, and prizes for best 1930s outfits.

"We join with breweries, distributors, importers and beer lovers all over the U.S. to celebrate and say that enjoying beer is a legal privilege," said Jack Joyce, founder of Rogue Ales.

"April 7th is a day to recognize the past 75 years of beer and the beer community's contribution to American's quality of life. The explosion of creativity and innovation by those who make beer is an American success story," said Charlie Papazian, President of the Brewers Association.

To mark this special anniversary, breweries across the country will hold '75 Years of Beer' events for all consumers, employees, and their families. Numerous breweries are planning 75th Anniversary celebrations including: dedicated festivals, special cask pre-prohibition beers, viewing parties of the historical documentary "The American Brew" - a film commissioned by "Here's to Beer", brewery tours, scheduled toasts and more.

For more information and a list of brewery celebrations by state please visit: www.75YearsofBeer.com and for more information on Rogue Ales please visit: www.rogue.com

Celebrating its second century, Rogue Ales is an Artisan Varietal Brewery founded in Oregon in 1988, as one of America's first 50 microbreweries. Rogue has 550+ awards for taste and quality and is distributed nationally and in 10 other countries.

