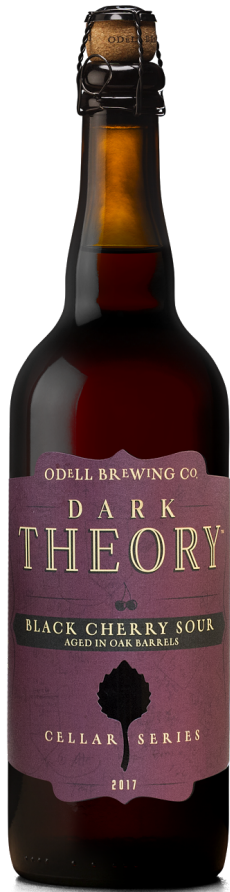


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Odell Brewing Releases Barrel-Aged Dark Cherry Sour and New Cellar Series Label Design

Fort Collins, CO. - In January of 2017 Odell Brewing will release a new 750ml single run barrel aged black cherry sour, Dark Theory.

Dark Theory started as an imperial porter and was fermented with wild yeast strains and aged in oak barrels for over a year. Coming in at 7.5%, Dark Theory has layers of plum and cranberry atop flavors of tart cherry and sweetbread. Roasted malts add notes of coffee, chocolate and tobacco.

This release marks the debut of new label art that will be seen throughout the year. “With this redesign we wanted find consistency with our layout while still allowing for a unique design to each beer,” explains Alex Kayne, Director of Marketing at Odell Brewing Co. “We also wanted to put the Cellar Series name front and center. While the Cellar Series beers aren’t confined to one particular style or technique, they all share the spirit of experimentation and innovation. Whether they’re blended, barrel aged, or wild fermented, they’re all an exercise in patience and make up some of the most complex beer produced by Odell Brewing.”

Dark Theory is the first of six releases planned for 2017 and will be available for a limited time in single 750ml bottles across Odell’s 13-state distribution footprint on January 30th.

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About Odell Brewing - Odell Brewing is an independent, family and employee owned regional craft brewery. Since 1989, the culture of family and collaboration has thrived, fostering a brewery full of beer-centric people. It is this passion for beer that inspires Odell Brewing to create quality, hand-crafted and innovative brews. Odell Brewing is committed to providing exceptional service to its customers while making positive contributions to their co-workers and community through its outreach and charitable giving programs. Odell Brewing was named the “Best Medium Sized Company to Work For” in Colorado in 2015 and is the 32nd largest craft brewery in the United State