

For Immediate Release:

Contact:  
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## Odell Brewing Expands Distribution to Illinois

Fort Collins, CO. – [Odell Brewing](#) has partnered with Breakthru Beverage to bring the Colorado-based brewery's beers to Illinois. Distribution will include both draft and package available throughout the entire state starting in February.

"I always said that we wouldn't distribute in Chicago unless the Cubs won the World Series," noted Founder, Doug Odell. "All kidding aside, Illinois has long been one of the nation's leading markets. These folks know beer, and as a brewery that has largely distributed in the Rocky Mountain region, we're excited to step into our first state east of the Mississippi River."

Odell Brewing plans to launch with bottles, cans, and draft. The brewery will bring its flagship, 90 Shilling, along with Odell IPA, Drumroll APA, Myrcenary Double IPA, seasonal offerings including Runoff Red IPA, limited releases of Tree Shaker Imperial Peach IPA, and Cellar Series offerings starting with Friek Raspberry & Cherry Sour and Dark Theory Black Cherry Sour. The brewery's launch in Illinois will mark the 14<sup>th</sup> state within its distribution footprint.

"We couldn't be more excited to partner with Odell Brewing for their Illinois expansion. We've been working together for many years in Colorado and we're looking forward to building on that already stellar relationship," said Kevin Roberts, Executive Vice President of Sales and Marketing at Breakthru Beverage. "Odell Brewing is the 32nd largest craft brewery in the country, and of those who rank higher, all but two are already available in Illinois. While it's over 900 miles away, Illinois craft drinkers know Colorado and they know Odell Brewing. This is one of the most requested and anticipated breweries we could hope to add to the region."

The brewery will open the state with events happening in Chicago and Downstate Illinois starting in February. For more information and launch week details, please visit [odellbrewing.com/events/](http://odellbrewing.com/events/).

**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

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outreach and charitable giving programs. Odell Brewing was named the “Best Medium Sized Company to Work For” in Colorado in 2015 and is the 32<sup>nd</sup> largest craft brewery in the United States.

**About Breakthru Beverage** - Breakthru Beverage was formed by joining substantial holdings of The Charmer Sunbelt Group and Wirtz Beverage Group. The company employs more than 7,000 associates and with its affiliates has operations across the US and Canada. For more information, visit [BreakthruBev.com](http://BreakthruBev.com).