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CONTACT: Kristen Wood
Odell Brewing Co.
(970)498-9070
Kristenwood@odellbrewing.com

Odell Brewing Transitions Cellar Series into 12oz Bottles with Release of 2017 Friek



Fort Collin, CO. - Odell Brewing's award winning sour ale has returned in a newly designed 12oz bottle.

The 2017 batch of Friek marks the seventh year of the beer release and the first release of a Cellar Series offering in a 12oz bottle. Since 2006, Odell Brewing has offered their Cellar Series line in 750ml (25oz) bottles. Moving forward, all Cellar Series beers will be packaged and sold as single 12oz bottles.

"After a year of releasing 12oz single bottles like Jolly Russian and Barrel Aged Lugene, we really loved how that volume was the perfect portion for two," explains Odell Brewing's Chief Sales & Marketing Officer, Eric Smith. "25 ounces of a Cellar Series beer is a lot of fun when company shows up, but those occasions can be hard to come by. We're excited to offer 12 ounce bottles and keep things flexible."

The smaller format also allows the Cellar Series beers to be available at a more affordable price. Brewed with aging in mind, these beers can be enjoyed right off the shelf or tucked away in the cellar and allowed to mature over time.

Friek is a unique blend of framboise (raspberry sour ale) and traditional lambic kriel (cherry sour ale). Each year, multiple generations of kriel ale age patiently in oak barrels, some dating back ten years in the Odell Brewing cellar. Fresh Colorado-grown raspberries are then added to the wild fermented brew just prior to the final blending, creating a subtle sweetness to balance the tart cherry flavors with an effervescent, dry finish.

Coming in at 6.9%, 2017 Friek will be available as a single 12oz bottle across Odell's 15-state distribution footprint.

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 27th largest craft brewery in the United States.

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