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Odell Brewing Expands West to Nevada

Fort Collins, CO. – Colorado's [Odell Brewing](http://odellbrewing.com) has partnered with Breakthru Beverage to bring their family of award winning beers to Nevada this week. Distribution will include both draft and package available throughout the entire state starting in February.

The brewery's launch in Nevada will mark it's 16th state and continue to strengthen their Western and Rocky Mountain regional footprint. "Nevada is a state on the rise, and they have a culture all their own," explains Ryan Bogart, Regional Sales Manager. "With a growing population and economy, it's made up of so much more than the strip. We knew it was the right place for us to bring our family of brands."

Distribution for Nevada will be handled by their long standing partner, Breakthru Beverage. After a strong launch of Illinois in 2017, and a long history of success in their home state of Colorado, Breakthru Beverage will help Odell Brewing open Nevada with a number of special events across the state.

"We've had a phenomenal friendship with Odell Brewing throughout the years, and we are thrilled to expand that relationship into our Nevada market," said Kevin Roberts, EVP of Supplier Relations at Breakthru Beverage. "Odell is now the 28th largest craft brewery in the country, and thanks to the brewery's dedication to innovation and quality, their beers continue to be amongst the most requested in the marketplace. Most of all, they are just great people to do business with."

Odell Brewing will bring cans and draft of its flagship 90 Shilling, the highly acclaimed Odell IPA, Drumroll APA, Rupture Fresh Grind Ale, along with seasonal offerings like Tree Shaker Peach IPA and Wolf Picker Pale Ale. Nevada residents can also look forward to finding single 12oz bottles of the brewery's speciality Cellar Series beers, starting with Friek, a Raspberry & Cherry Sour Ale, and Bull Proof Bourbon Barrel Stout.

Special sampling and tapping events begin the week of February 12th in Las Vegas. Further events will also be held the following week in Reno and Tahoe. For more information and launch week details, please visit <https://www.odellbrewing.com/nevada>

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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 28th 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.