



Odell Brewing Introduces New Year-Round Colorado Lager

Fort Collins, CO. – [Odell Brewing](#) has announced their latest year-round offering, Colorado Lager. Available only in the brewery’s home state of Colorado, this beer will be released in 16 ounce 6-pack cans starting April 4th, with a 12 ounce 15-pack joining the portfolio later this May.

“Colorado Lager has been in the works for well over a year now. After countless test batches on our pilot system, we’re thrilled to share our interpretation of the style with the fans in our home state,” says Brendan McGivney, COO. “It’s a style we love to drink, and we think there’s a place for a lager in the craft beer lover’s fridge.”

Coming in at an approachable 5.0% ABV, Odell built their recipe using American hops, Colorado water, and premium malted barley without the addition of any adjuncts. “While the flavors are crisp and refreshing, a well-made lager takes a deft hand. It’s a tricky style to master,” adds McGivney. “Naming the beer after our home state gave it a lot of sentimental weight, and we knew we had to put in the hard work to make something we’d be proud to share.”

While Odell’s brand labels are known for their picturesque Rocky Mountain landscapes, Colorado Lager features a more restrained and cleaner look. “There’s a nostalgia around lagers. We wanted to give a

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nod back to the classic design but also make sure it fit within the Odell look and feel.” explains Eric Smith, Chief Sales and Marketing Officer.

The design is centered around a red color scheme that borrows from Odell’s leaf logo, and is built out of a pattern of icons that celebrates brewing and the Colorado lifestyle. “From the moment we started talking about this beer, we wanted it to be quintessentially Colorado, a tribute to our history and everything that makes this state a great place to live. The icons gave us a space to tell that story,” added Smith.

For the release of Colorado Lager, Odell is launching two new can packages - a 16 ounce 6-pack can and a 12 ounce 15-pack. “We wanted to explore packaging innovation within our portfolio. The 16 ounce can is perfect for the summer months, and the 15-pack was a natural fit for this style. Both packs offer a new option for our consumers that’s not often seen in our Colorado market,” explains Smith.

Colorado Lager will be available across Odell Brewing’s home state of Colorado beginning the week of April 9th.

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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 22nd largest craft brewery in the United States.