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Odell Brewing Releases Year-Round, Sippin' Pretty-Fruited Sour

Fort Collins, CO. - Odell Brewing's latest year round release, Sippin' Pretty, is a ruby red, 4.5% ABV Fruited Sour brewed with a unique blend of super fruits and balanced with a touch of pink sea salt.

Sippin' Pretty gets its bright color and fruit flavors from Brazilian guava and acai, mountain-grown elderberries, and pink sea salt from the Himalayas. The bright fruit flavors are complimented by a refreshing tartness and a lower ABV which creates a unique profile unlike anything else in Odell's portfolio.

“We’ve always enjoyed brewing barrel aged wild sours, we saw an opportunity to use more complex, interesting fruits and brew something more thirst-quenching and sessionable,” explains Head Brewer Bill Beymer.

Odell has spent the Summer tinkering with several fruited kettle-sours on their pilot systems in both Fort Collins and the new RiNo Brewhouse in Denver.

“Sippin’ Pretty takes a lot inspiration from pilot brews like Guava Gose, which wasn’t just a top seller, it was our number one seller,” explains Brent Cordle, RiNo Brewhouse Head Brewer. “It was clear to us that people are craving a more sessionable, lightly tart ale.”

Sippin’ Pretty presented a unique opportunity for Odell to explore flavor profiles that expand beyond the realm of traditional craft beer styles.

“We believe beer is the most versatile beverage on the planet. From the big barrel-aged stouts, to hoppy IPAs, to crisp, refreshing lagers, beer can adapt to a variety of palates,” explains Beymer. “Sippin’ Pretty is our testament to all the unique things beer can be.”

Sippin’ Pretty’s striking label art features a ruby-throated hummingbird in a lush scene of vibrant flowers and foliage. At first glance, the scene may look like a tropical jungle but the flora actually represents alpine wildflowers native to Colorado, such as the Columbine, Scarlet Gilia and Goldenrod.

“We knew we wanted to create label art that captured the beauty of the liquid inside,” explains Director of Marketing, Alex Kayne. “When we learned some hummingbirds migrate over 3,000 miles south of the Western US, we found the connecting thread between our home state of Colorado and the tropical climate that inspired the flavors of the beer.”

Sippin’ Pretty will be priced inline with core brands, available on draft and in 6-packs cans. The beer will debut in Larimer County on November 19th and be available throughout the rest of Odell’s 18-state footprint by early December.

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About Odell Brewing - Odell Brewing, the 22nd largest craft brewery in the U.S., is a regional, independent, and employee owned 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.