



Media Contacts:

Alyssa Ahern
Jacobson Rost
(312) 799-3117
aaahern@jacobsonrost.com

Marisa Bettencourt
Dog and a Duck
(323) 443-7780
marisa@dogandaduck.com

World of Beer and Anchor Brewing Company Team Up to Bring Guests the Exclusive California Uncommon Kölsch-Style Ale With Meyer Lemons in June

Craft beer enthusiasts are invited to share their summer WOBTrip experiences for a chance to win a trip to the brewery

Tampa, Fla., and San Francisco, Calif. — (June 1, 2015) — World of Beer's first [#WOBTrip](#) of summer starts on the West Coast at America's first craft brewery, [Anchor Brewing Company](#). This June, the brewery will be providing WOB with an exclusive limited-release summer seasonal: California Uncommon™ Kölsch-Style Ale with Meyer Lemons. This Kölsch-style ale with a twist can only be found at the brewery and on draught at WOB taverns nationwide, beginning June 5.

"Our commitment to craft beer is evident by the company we keep, and Anchor Brewing's reputation precedes itself," said Paul Avery, World of Beer CEO and President. "There's no better way to kick off WOBTrips this summer than with the release of the limited California Uncommon in taverns nationwide."

California Uncommon is made with pale and Pilsen barley malt, a touch of white wheat, cluster hops, a new experimental hop, Kölsch ale yeast and Meyer lemons.

"This special beer is the perfect summer brew," said Anchor Brewmaster Mark Carpenter. "The unusual brewing process — using ale yeast that's cellared at very cool, more lager like temperatures — makes for a refreshingly effervescent German-style ale called a Kölsch. Giving the beer a California twist, we added our home-grown Meyer lemons during the brewing process to give the beer a distinctive, zesty citrus aroma and flavor that keeps you coming back for more."

#WOBTRIP:

WOB is giving guests the chance to win once-in-a-lifetime beer experiences all summer long. Each month, WOB will be sending lucky winners on WOBTrips to three of America's best craft breweries and will finish off the summer by giving away an epic grand prize of a cross-country brewery trip. All guests have to do is

share their beer adventures, using the hashtag #WOBTRIP on Twitter and Instagram, to be entered for a chance to win prizes in June, July and August.

- **June's prize** is a trip to [Anchor Brewing](#) in San Francisco, where guests will get a behind-the-scenes, VIP tour and beer tasting led by a brewer.

WOB will be handing out awesome prizes all summer long including visits to some of America's best craft breweries: Breckenridge Brewery and Dogfish Head. At the end of the summer, one lucky grand-prize winner will receive a visit and tour to Anchor Brewing, Breckenridge Brewery and Dogfish Head.

For unique user content shared, WOB will also be giving away swag each month. It's easier than ever to enter: Just hashtag #WOBTRIP all summer long.

Celebrating the popularity of craft beer and its culture, WOB taverns feature 500 bottled beers, with more than 50 varieties on tap — rotating daily for guests to discover new beer experiences. WOB pairs its craft brews with the franchise's signature "Tavern Fare" menu, featuring a variety of comfort foods and traditional bar offerings with a contemporary spin, such as Giant German Pretzels made from an authentic Bavarian recipe, a Guinness "Brat" Slider on a pretzel bun and the Chimay Burger, topped with melted Chimay cheese made at the brewery in Belgium.

Since opening its first tavern in Tampa, Florida, in 2007, WOB has grown to more than 70 locations nationwide. Dedicated to enhancing the camaraderie in the craft beer community, WOB educates beer drinkers through its loyalty club. Helping guests discover new beer styles, flavors and brands, the loyalty program is available on [iPhone](#) and [Android](#) smartphones through the [free WOB app](#).

For more information about this summer's WOB Trip or World of Beer, please visit www.WorldofBeer.com.

About Anchor Brewing Company

Anchor Brewing Company's roots date back to the California Gold Rush, making it one of America's oldest breweries. Its Anchor Steam[®] Beer is San Francisco's original since 1896. In 1965, Fritz Maytag acquired and revived the struggling brewery at a time when mass production of beer dominated and seemed unstoppable. Maytag started a revolution in beer that originated today's craft beer movement. An undisputed icon, Anchor is America's first craft brewery where beers are handmade in our traditional copper brewhouse from an all-malt mash. At Anchor, we practice the time-honored art of classical brewing, employing state-of-the-art methods to ensure that our beers are always pure and fresh. We know of no brewery in the world that matches our efforts to combine traditional, natural brewing with such carefully applied, modern methods of sanitation, finishing, packaging and transporting. See what we are brewing today at www.anchorbrewing.com.

About World of Beer Franchising: World of Beer (WOB) is an uncommon establishment where the experience is as essential as the product. Centered on a diverse selection of local and global craft beers, delicious “tavern fare” and live music, WOB offers the best craft variety on the planet to the beer aficionado and casual beer fan alike. Taverns are currently open in 20 states including AL, AZ, CO, CT, FL, GA, IL, LA, MD, MI, NC, NJ, NY, OH, SC, TN, TX, VA, WA and WI and will be opening soon in IN, KY, MA, MN, OK and PA. Please visit www.WorldofBeer.com.

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