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**Breckenridge Brewery Joins World of Beer's Summer WOBTrip Lineup —  
Salted Grapefruit Farmhouse Ale Exclusively Featured on Tap at Taverns  
in July**

*Craft Beer Enthusiasts Are Invited to Share Their Summer WOBTrip Experiences  
for a Chance to Win a Trip to the Brewery*

**Tampa, Fla., and Littleton, Colo. — (July 6, 2015)** — World of Beer is headed to the Rockies for a midsummer [#WOBTRIP](#) to toast [Breckenridge Brewery's](#) 25th anniversary and its new brewery location in Littleton, Colorado. This July, the brewery will be providing WOB with a special Salted Grapefruit Farmhouse Ale. Using dried grapefruit peel and red Hawaiian sea salt, Breckenridge created a refreshing and unique summer sipper. This rare, limited-edition beer can only be found at the brewery and on draught at select WOB taverns, beginning July 10.

“We’re thrilled to be a part of Breckenridge’s 25th anniversary by offering our guests the limited-edition Salted Grapefruit Farmhouse Ale on draught this summer,” said Paul Avery, CEO of World of Beer. “Breckenridge Brewery is an upstanding pillar of the craft beer community, and a visit to its new brewery in Littleton, Colorado, fully embodies the WOBTrip spirit of the summer.”

WOB is giving guests the chance to win once-in-a-lifetime beer experiences all summer long. All guests have to do is hashtag [#WOBTRIP](#), when sharing their beer adventures on Twitter and Instagram, to be entered for July’s drawing — a trip to Littleton, Colorado, to tour the newest Breckenridge facility and attend the [Great American Beer Festival](#).

“Partnering with World of Beer on their Summer WOBTrip program has been fantastic, and we can’t wait to show the July winner around our brand-new brewery and GABF,” shared Jimmy Walker, one of Breckenridge Brewery’s senior brewers and the creator of this recipe. “We formulated Salted Grapefruit Farmhouse Ale with this program in mind by choosing a style that would embrace summer while offering something a little unique. The grapefruit and salt lend refreshing, thirst-quenching characteristics that we felt added depth to a farmhouse-style ale.”

In August, WOB will be sending a lucky winner on a WOB Trip to Dogfish Head and will finish off the summer by giving away an epic grand prize of a cross-country brewery trip to visit and tour Anchor Brewing, Breckenridge Brewery and Dogfish Head.

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 the Giant German Pretzels made from an authentic Bavarian recipe, the Chimay Burger, topped with melted Chimay cheese made at the brewery in Belgium, and sweet eats like Beer-Battered Apple Rings.

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](http://www.WorldofBeer.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](http://www.WorldofBeer.com).

#### **About Breckenridge Brewery**

Breckenridge Brewery was founded in 1990 in Breckenridge, Colorado. In the past two decades, Breckenridge Brewery has grown from a small 3,000-barrels-a-year brewpub to one of the most successful craft beer and restaurant companies in the nation. It now handcrafts more than 64,000 barrels of fresh beer annually and owns and operates five brewpubs and ale houses in the state of Colorado. For more information, visit [www.breckbrew.com](http://www.breckbrew.com).

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