



**Media Contacts:**

Alyssa Ahern  
Jacobson Rost  
(312) 799-3117  
[aahern@jacobsonrost.com](mailto:aahern@jacobsonrost.com)

Justin Williams  
Dogfish Head Craft Brewery  
(302) 684-1000  
[justin@dogfish.com](mailto:justin@dogfish.com)

**Dogfish Head Craft Brewery Choc Lobster Makes Retail Debut in World of Beer Taverns**

*#WOBTRIP Program Wraps With Premier Tapping of Award-Winning Beer in August*

**Tampa, Fla., and Milton, Del. — (August 3, 2015)** — [World of Beer](#) is thrilled to wrap up its summer #WOBTRIP program by featuring a premiere brew from [Dogfish Head Craft Brewery](#) — Choc Lobster. Available for the first time ever at retail outside of its own brewpub in Rehoboth Beach, Delaware, this beer is hard to find in bottles, and even harder to find on draught. WOB makes it easy for guests to experience this revered beer this August by featuring it on draught in taverns.

World of Beer taverns will receive a limited quantity of Choc Lobster, with a majority of taverns tapping the beer on August 7<sup>th</sup>. Guests are encouraged to check their [local tavern location](#) for tapping dates and availability.

“We pride ourselves in offering rare and unique beer experiences to the casual beer drinker, beer connoisseur and everyone in between,” said Paul Avery, CEO, World of Beer. “We couldn’t be more excited to work in conjunction with Dogfish Head to debut Choc Lobster at retail for all of our customers.”

Originally inspired by an oyster stout, Choc Lobster is a 5.6 percent ABV porter brewed every summer with dark cocoa and with lobsters shipped from Dogfish Head’s friends at Ebone Cook Lobster Co., in Boothbay Harbor, Maine. This new generation of crustacean beer provides bittersweet chocolate and slight herbal notes with the taste of the ocean on the finish, and earned the Great American Beer Festival’s Silver Medal in the Indigenous Beer category in 2014.

“Choc Lobster provides an amazing, decadent, seaworthy beer drinking experience,” said Sam Calagione, founder and president of Dogfish Head Craft

Brewery. “I am psyched to enjoy glasses of it with my beer brethren at World of Beer.”

All summer long, WOB has been giving patrons the chance to win once-in-a-lifetime beer experiences through its #WOBTRIP platform. Guests are invited to upload their summer brew adventures and hashtag #WOBTRIP, when sharing on Twitter and Instagram, to be entered for August’s drawing: a trip to Dogfish Head Brewery. The lucky recipient will taste beers in the usually-off-limits Steampunk Tree House and enjoy a stay at the [Dogfish Inn](#).

At the end of the month, WOB will be selecting the grand prize #WOBTRIP winner, who will receive a cross-country brewery tour for a behind-the-scenes look at [Anchor Brewing Company](#), [Breckenridge Brewery](#) and [Dogfish Head Craft Brewery](#).

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 Dogfish Head Craft Brewery**

Dogfish Head makes off-centered ales for off-centered people. Since 1995, Dogfish has brewed with nonstandard ingredients such as raisins, chicory, maple syrup and grapes, changing the way people think about beer. Dogfish Head

believes beer can have as much flavor, complexity, diversity, food-compatibility and ageability as the world's finest wines. To discover what we're up to, visit [www.dogfish.com](http://www.dogfish.com).

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