

## **O' zapft ist! Oktoberfest Brew to Debut on the Lake**

*Excelsior Brewing Company and Al & Alma's Team Up to Offer Premier Event of the Fall*

Excelsior, Minnesota -- Al & Alma's Charters and Excelsior Brewing Company (EBC), will take to the water September 16<sup>th</sup> to launch Excelsior Brewing's inaugural Oktoberfest beer on an Al & Alma's public boat cruise on Lake Minnetonka.

Kruisetoberfest teams the upstart brewery with Al and Alma's Charters, offering passengers the first chance to sample Bitteschlätze, Head Brewer Bob DuVernois' latest creation.

"Bitteschlätze Brown Ale follows the proud tradition of Oktoberfest beers. Where better to debut a seasonal brew like this then on a boat cruise surrounded by fall colors?"-- Bob DuVernois, Head Brewer Excelsior Brewing Company

The two-and-a-half hour sunset cruise will feature a tapping ceremony, beer tasting, buffet BBQ dinner and live music all aboard Al & Alma's ignature motoryacht, Bella Vista.

"At Al and Alma's we love to bring our guests unique experiences. A chance to partner with our new neighbors from Excelsior Brewing provides the perfect combination.. They share our lifelong love of the lake and we are proud to work with them to offer this memorable event." -- Jay Soule, Al and Alma's Charters.

The fourth offering from the upstart brewery, Bitteschlätze represents the first time EBC has taken to the lake to debut a beer.

"Our brewery is all about celebrating the lakes and especially Lake Minnetonka. Holding a product launch on the lake seems like a natural fit, and no one offers a better Lake Minnetonka experience than Al and Alma's." -- John Klick, President and co-founder of Excelsior Brewing

Klick and the other members of the Excelsior Brewing team will be on hand not only to shout O' zapft ist! ("it's tapped" in Austro-Bavarian signifying the tapping of the first Oktoberfest keg) but also to share the unique story behind their brewery. Joining Klick will be Assistant Brewer Niles Lewin and Senior Ambassador Ben Flattum.

Tickets to the event may be purchased at <http://www.al-almas.com/>

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The Excelsior Brewing Company opened in July 2012 and is an employee-owned brewery started by John Klick of Wayzata, Jonathan Lewin of Tonka Bay and Patrick Foss of Excelsior all of whom are involved in management of the company. Corporate offices are located in 421 3<sup>rd</sup> Street Excelsior, Minnesota. For more information, please visit <http://excelsiorbrew.com/>

(Provide Al & Alma's boilerplate paragraph here.)

Al and Alma's Supper Club was founded in 1956 and is the longest operating restaurant on Lake Minnetonka. In 1973 Al and Alma's extended their services onto the water and has since operated the largest fleet of luxury charter cruise yachts on Lake Minnetonka. In 2009 Al and Alma's introduced the finest and largest Motoryacht in Lake Minnetonka's history; Bella Vista. Al and Alma's Supper Club Corp is owned and operated by its third generation of family ownership; Daryl and Merritt Geyen. Al and Alma's Supper Club is located on Cook's Bay 5201 Piper Road Mound MN. For more information please visit <http://AlandAlmas.com>

## Contacts

### **John Klick**

Excelsior Brewing

952.474.7837

[jklick@excelsiorbrew.com](mailto:jklick@excelsiorbrew.com)

### **Jay Soule**

Al and Alma's Supper Club Corp

952.472.3098

[jays@al-almas.com](mailto:jays@al-almas.com)

