

Excelsior Brewing Announces the Release of Their Flagship Beer

XLCR Pale Ale to Debut June 4th

Excelsior, Minnesota-- For the first time ever, lake enthusiasts on and around Lake Minnetonka will be able to enjoy a locally brewed beer dedicated to the unique Lake Minnetonka experience. Acclaimed brewmaster Bob DuVernois has crafted XLCR Pale Ale, the flagship beer for Excelsior Brewing Company, historic Excelsior's only brewery.

“Lake Minnetonka and the Excelsior area offer a truly unique experience. Celebrating our love of the lake by crafting a tribute beer was a difficult but rewarding experience. I really think we’ve done her proud with XLCR.”

-- Bob DuVernois, Brewmaster Excelsior Brewing

The deliciously hoppy, citrusy, and slightly bitter taste of XLCR offers a satisfying foray into the micro brewing arena for Excelsior Brewing, an upstart brewery doing business just steps away from the lake that inspired her.

Though the beer and brewery may be new, their brewmaster is anything but. Local beer connoisseurs no doubt recognize DuVernois résumé if not his name. He joined Excelsior Brewing Company earlier this year after an award-winning run at Great Waters Brewing in St Paul. While his employer may have changed DuVernois' signature style continues to shine through in XLCR.

“Bob is an institution in brewing circles, we jumped at the chance to tie our name to a legend. His commitment to his craft shines through in our signature beer. XLCR is the kind of brew you can build a brand around, and we intend to”--- John Klick co-owner and operator, Excelsior Brewing

Forgive Klick if he sounds overly excited about Excelsior Brewing and XLCR, but the launch of the brewery in June fulfills a lifelong dream for the Wayzata native. A dream to not only open a brewery by the lake he loves, but also to give back.

A portion of the proceeds from all sales at Excelsior Brewing will be directed toward lake conservation. It is a commitment to stewardship that Klick and his partners take seriously.

“This lake has been a way of life for [business partners] Jon, Pat and I. It is cool to think we could play a small part in her future” John Klick co-owner and operator, Excelsior Brewing

Klick’s dream begins in earnest in June with the opening of the brewery and release of XLCR. The brewery is located in downtown Excelsior and is open for tours, tastings and onsite sale of growlers. In addition, XLCR will be on tap at several local stops including Lord Fletcher’s and Maynard’s on the Lake.

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The Excelsior Brewing Company opens in June 2012 and is an employee-owned brewery started by John Klick of Wayzata, Jonathan Lewin of Tonka Bay and Pat Foss of Excelsior all of whom are involved in management of the company. Corporate offices are located in 421 3rd Street Excelsior, Minnesota. For more information, please visit Excelsiorbrew.com

Contacts

John Klick, 952.474.7837

jklick@excelsiorbrew.com