



BUNBURY

MUSIC FESTIVAL

— *Bee Free* —

CHRISTIAN MOERLEIN BREWING CO. AND BUNBURY MUSIC FESTIVAL LAUNCHING NEW BEER IN CONCERT

Special Keg Tapping Announced To Debut Moerlein's Bunbury Bavarian Pale Ale July 1st

CINCINNATI, June 25, 2013 -- A new star is being discovered this summer – Christian Moerlein's Bunbury Bavarian Pale Ale is ready to take center stage at Cincinnati's greatest summer concert festival, and **the first tapping of the beer will be on Monday, July 1 at 6:00pm at the Moerlein Lager House with Brewmaster Richard Dube.**

Bunbury Bavarian Pale Ale will be a limited release, available at the 2013 Bunbury Music Festival. This new beer showcases the unique characteristics of a traditional Ale, while boasting the flavors and aromas of German noble hops. The malty backbone imparted by Pilsner and Munich malts is accented by delicate floral and fruity notes, thanks to a generous late kettle hop addition and dry-hopping. The crisp, refreshing result makes Christian Moerlein's Bunbury Bavarian Pale Ale a headliner at every venue.

"Bunbury Music Festival has already become one of the must-see concerts in Cincinnati and in the country, so we're excited to partner with them and create a special beer in honor of this great summer event," said Greg Hardman, CEO of Christian Moerlein Brewing Co.

"What better way to celebrate our second annual event than with a special creation like the Bunbury Bavarian Pale Ale," said Bill Donabedian, festival organizer. "This is just the type of unique offering fans and attendees of Bunbury can expect, and I can't wait to try it myself."

To celebrate the tapping of this special beer, Bunbury Music Festival is extending their "early bee" ticket pricing one more day, and will be selling tickets for \$55 (one-day pass) and \$110 (three-day pass) ONLY at the tapping event. Regular pricing as of July 1 is \$65 and \$130.

Come raise a glass to the sound of summer with Bunbury Music Festival and Moerlein Lager House.

About Christian Moerlein Brewing Co.: Christian Moerlein Brewing Co. is a Cincinnati-based brewer of handcrafted lagers & ales. Founded in 1853 by Christian Moerlein, the company operated until Prohibition forced it to close. It was revived in 1981, and was on the leading edge of the craft beer movement at a time when the term “microbrew” was not a part of American vocabulary. Now under the helm of Greg Hardman, the company continues to brew classic favorites and create new and diverse offerings -- celebrating Cincinnati’s great brewing heritage. For more information, visit www.christianmoerlein.com

About Bunbury Music Festival: Bunbury Music Festival is an alternative music event that will feature eighty live performances across six stages throughout Sawyer Point and Yeatman’s Cove from July 12-14, 2013 in downtown Cincinnati. Headliners for the second annual event include FUN., MGMT, and The National. Tickets are on sale now and full information can be found at www.bunburyfestival.com/

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