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Contact: Dianna Stampfler, Publicist
269-330-4228 | Dianna@PromoteMichigan.com

The Wintery Legends Continue with Release of North Peak Brewing Company's Burly Belgo IPA

(TRAVERSE CITY, Mich) – Inhabiting the furthest reaches of the snow-covered hills and forests of the Northern Michigan backwoods is a burly beast that stands nearly as tall as the giant hardwood trees among which it lives. Known as the third-yeti or Abominable Snowman, the human-like creature is believed to be a direct descendent of Sasquatch, otherwise known as Bigfoot.

Its story is well known around the world in different mythologies, folk tales and legends, dating back hundreds of years. Yet, its existence remains one of the big mysteries – or some may say debates – of the modern day. Considered one of the most debated creatures, its history runs as deep as its footprints in the Northern Michigan backwoods.

Accounts of this creature have continued to surface at routine intervals throughout the past few centuries. In each case, there are reports of the mysterious creature being spotted darting in and out of the trees, leaving behind its tracks in the snow throughout the forests of Northern Michigan. Unfortunately, the sightings aren't well documented and the individual stories too numerous to list.

Steve Bell and Trev Gillow are bird hunters, and are also good friends with Jon Carlson and Greg Lobdell, who – along with Ron Jeffries and Mike Hall – are the managing partners of Northern United Brewing Company.

“These guys had an encounter with a large creature while hunting the elusive Ruffed Grouse in Northern Michigan back in 1989,” Lobdell recalls. “Both men saw an enormous, hairy, man-like creature that resembled the legendary Sasquatch disappear into the brush.”

That was the only sighting the two ever had, and most of their friends – Carlson and Lobdell included – question the validity of the story.

“They stick by their story and return to the same hunting spot every year,” Carlson says. “They both often say, ‘Knowing it's out there, keeps us coming back.’”

In honor of this mystical creature and the oft-told story by Bell and Gillow, Northern United Brewing Company has released **Burly Belgo IPA** – the latest seasonal in its line of hand-crafted microbrews. **Burly** will be available in early February in six-packs, 1/2bbls and on tap at pubs around the state – including Jolly Pumpkin, North Peak Brewing, Blue Tractor and other fine establishments.

The North Peak is part of Northern United Brewing Co., which also encompasses the Grizzly Peak and Jolly Pumpkin Artisan Ales craft beer brands, as well as the soon-to-be-released Civilized line of spirits. NUBC’s philosophy focuses on a dedication to conservation, inspiration and locally sustainable practices. All of the beers and spirits under these brands are produced at either the new 5600-square-foot facility on Old Mission Peninsula adjacent to Mission Table (former Bowers Harbor Inn) restaurant or at the original Jolly Pumpkin facility in Dexter.

Find NUBC products at stores, restaurants, and bars all throughout Michigan, including: North Peak Brewing Company, Mission Table and Jolly Pumpkin Brewery, all in Traverse City; Jolly Pumpkin and Grizzly Peak, in Ann Arbor.

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PHOTOS AND ARTWORK AVAILABLE UPON REQUEST

Northern United Brewing Company
Jolly Pumpkin Brewery | Mission Table at Bowers Harbor Inn
13512 Peninsula Drive
Traverse City, MI 49686
(231) 223-4222
www.NorthPeakBeer.com
www.MissionTable.net

North Peak, Grizzly Peak and Jolly Pumpkin are all proud members of the Michigan Brewers Guild (www.MichiganBrewersGuild.org).