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North Peak Brewing Reaches into Ohio Market Beginning February 1

(TRAVERSE CITY, Mich) – Beginning February 1, craft beer lovers throughout Ohio will be able to enjoy a selection of North Peak beer thanks to a distribution program managed by Premium Beverage Supply. This is North Peak's first venture outside its home state of Michigan.

"We are very excited to add North Peak Brewing to our existing portfolio of strong Michigan breweries," says Ron Wilson, Owner of Premium Beverage Supply. "Its lineup of year-round and seasonal beers makes for an excellent selection for the Ohio craft beer stores to choose from."

The majority of Premium's craft retailers around the state of Ohio will add North Peak beer – Vicious, Diabolical and Siren, for starters – to their line-up. They will be available in both bottles and on draft.

"For a long time we have been eyeing Ohio as our first expansion market due to its consumers' knowledge and support of not only craft beer but specifically Michigan craft beer," says North Peak Brewer Mike Hall. "We are very excited about bringing our exceptional lineup of delicious North Peak beers to such a savvy craft beer market."

"North Peak Brewing appears to be well structured to make a strategic run at its first out-of-state market," Wilson says. "The Premium Beverage sales staff is extremely excited to hit the market with a quality lineup from an up-and-coming brewery such as North Peak."

Based out of Hilliard, OH, Premium Beverage Supply has been distributing the world's finest craft and specialty ales, lagers and spontaneously-fermented beer throughout Ohio since 1994.

"From the moment I met with Premium Beverage I knew they would be an excellent partner to embark on this journey with us," says Mike Turiff, North Peak Vice President of Sales. "Their management and sales force is well versed in not only Craft Beer but especially craft beer for the Great Beer State. We are extremely confident that this will be a mutually beneficial partnership and we can't wait to bring even more Craft Beer to the consumers of Ohio."

Drawing on nearly 50 years of combined brewing experience, Mike Hall and Ron Jeffries collaborate and perfected the North Peak recipes. These clean, classic beers resonated with casual beer drinkers and die-hard aficionados alike.

In late 2009, at its new, secluded, state-of-the-art brewing facility on Old Mission Peninsula, the first bottles of Siren Amber Ale, Diabolical IPA and Majestic American Wheat rolled off the bottling line and quickly found their place on the retail shelves and in the hearts of craft beer enthusiasts. Since then, the North Peak line has expanded to include Vicious – a dry-hopped Wheat IPA, Archangel Summer Wheat, Furry IPA, Burly Belgo IPA (due out in February 2011) and Sinuous Celtic Ale (coming in March 2011).

Distributed as part of a distinctive packaging and visual branding in six-pack retro-style stubbie bottles, each North Peak brew proudly holds a legend steeped in rich Northern Michigan lore behind its creation, its name and its unique label design.

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
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www.MissionTable.net

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