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**FOR IMMEDIATE RELEASE**

## **Summit Brewing Company makes the switch to pry-off bottle caps**

ST. PAUL, MN – (February 21, 2011) – This week, Summit Brewing Company will begin the first run of bottles with a classic pry-off cap style, discontinuing the use of twist-off caps.

“It’s time to give our customers what they really want—an easier way to get inside our bottles,” said Mark Strutrud, CEO and Founder of Summit Brewing Company. “We’ve received an increasing number of comments over the last year or so about how difficult it is to twist off our bottle caps, and we’re not joking when we say we’ve felt our customers’ pain.”

With the change come improvements to the Summit beer drinking experience. Pry-off caps offer a much tighter seal to prevent oxygen from entering the bottle, which can compromise the fresh quality, flavor and body of the beer. The bottle mouth is also much smoother and thicker compared to the twist-off finish.

The transition from twist-off to pry-off caps will affect all brands of Summit. Customers will begin to see the change on their bottles a few weeks after the start of the cap conversion.

### **Summit Brewing Company**

Summit Brewing Company was founded in St. Paul, MN in 1986, and has stayed close to its roots, serving the Upper Midwest and Great Lakes region. It is currently available in Minnesota, North Dakota, South Dakota, Iowa, Wisconsin, Illinois, Nebraska, Kentucky, Ohio, Michigan, Pennsylvania, New Jersey, Texas, and Florida. Summit now produces eleven varieties of premium craft beer, including six year-round, four seasonal beers, and the limited release Unchained Series. Since its inception, the brewery has been a consistent pioneer in the craft beer movement.

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