



Fact Sheet

Overview:

Established in 2007, Point Pleasant, New Jersey based East Coast Brewing Co. (ECBC) was founded by passionate individuals with a belief that the great American traditions of creativity, diversity, and accessibility apply equally to building a great beer company. Pouring onto the scene in Summer 2010, East Coast Brewing Co. will release its first Classic American Pilsner (CAP) – Beach Haus®, which is crafted to pay homage to those early German-American brewers and the CAP style they created. East Coast Brewing Co. will continue to explore and fuel their love of craft beer by cultivating and developing new brews in the future.

Beer:

Beach Haus® – a refreshing Classic American Pilsner that pays homage to the early German-American brewers as well as the iconic Beach Homes that grace much of the Jersey Shore coastline.

Recipe:

Beach Haus® – A true American product. A pre-prohibition style Pilsner, using the finest American ingredients, brewed to celebrate the spirit, attitude and style of the Jersey Shore

Characteristics:

Beach Haus® pours clean and bright. Above its light straw color, a perfectly pure white head rises in the glass. It has a distinguished aroma within the beer world that would be best described as lightly floral. After your first sip, you will immediately recognize its superb balance and refreshing taste.

First Pour:

Spring of 2007 – After several months of perfecting the recipe, two antsy men, Brian and Merk – co-founders of East Coast Brewing Co., poured their very first glass of Beach Haus while taking in the cold, salty air of early spring and hovering over a space heater in their garage at the Jersey Shore. The two men, now known as “The Brew Boys”, a little chilly, but excited about the

potential of their new brew, poured their perfectly golden, flavorful beer and at that moment, knew that they could not go on without creating the original Jersey Shore Beer.

Distribution:

The locations that you can purchase Beach Haus are constantly changing – but you can always send us an email or check out our Facebook for updates. For a complete listing of where we are, please send an email to distribution@beachhausbeer.com.

Leadership:

Brian Ciriaco, Operations/Co-Founder
John Merklin, President/Co-Founder

Headquarters:

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