

New Planet Beer Company

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New Planet Beer Company Wins Best Young Business and Expands Distribution to 19 States

BOULDER, Colo. (September 20, 2011) – Naturally Boulder, a non-profit organization with the mission of nurturing and enhancing the natural products industry honored New Planet Beer Company with the Best Young Business Award at the 2011 Naturally Boulder Autumn Awards and Pitch Slam. This award is annually presented to a rising star in the natural products industry that has been in business for less than five years.

New Planet Beer has seen tremendous company growth over the past 12 months which contributed to Best Young Business Award; 288% increase in product sales from 2010, distribution expansion into 19 states and has been recognized for their great tasting gluten-free beer from industry leading beer festivals, like The Great American Beer Festival.

"We are honored to be recognized by Naturally Boulder. We're dedicated to providing great tasting gluten-free beer to the gluten-free community and we look forward to doing so for many more years to come," said CEO and Founder Pedro Gonzalez.

New Planet Beer Company was established in 2008 with a mission to provide great tasting gluten-free that everyone could enjoy. Their guaranteed gluten-free beers are crafted by brewers who bring great quality and flavor found only in small batches. This Colorado based company is family and friends owned and operated. New Planet Beer gluten-free beers can be found in liquor stores, restaurants and grocery chains in 19 states (AZ, CA, CO, FL, ID, KS, MA, MN, MO, MT, NE, NV, NM, ND, OK, OR, UT, WA, WY). Enjoy three gluten-free beer styles:

Tread Lightly Ale – a smooth and well-balanced "blonde ale" style with citrus tones and light in body and color. It provides a refreshing taste and doesn't have the after taste of other sorghum-based beers.

3R Raspberry Ale – an award winning raspberry fruit ale with just the right balance of fruit flavor and aroma. Not overly sweet, the Oregon grown fruit puree creates a beautiful body color with a natural raspberry flavor.

Off Grid Pale Ale – a wonderful interpretation of the classic pale ale style. It has a distinctly deep amber color and great character and body. The three varieties of hops provide a wonderful aroma and a citrus and spicy hop flavor.

Gluten-free beer is part of the rising gluten-free product trend.

The market for gluten-free foods and beverages has exploded in recent years because more and more people are discovering they are gluten intolerant. Gluten is a protein in grains like wheat, barley and rye which are typically found in beer. Throughout the nation, many people have adopted a gluten-free diet by necessity or as a conscious choice when they discover they simply feel healthier without gluten.

New Planet Beer Company was started by Pedro Gonzalez, who is himself gluten intolerant, along with his wife Seneca Murley. "When I first learned I had to remove gluten from my diet I was amazed how many products contained the gluten, and ended up with very restricted food choices. But after a period of time, new gluten-free products started popping up. I really missed craft beer so I started drinking gluten-free beer, but I couldn't find a brand that truly satisfied my craving, so I began my quest to make a great tasting gluten-free craft beer that everyone could enjoy."

To learn more about New Planet Beer Company visit, www.NewPlanetBeer.com.

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