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## CRAFT BEER SITE LETSPOUR SHIPS 200,000<sup>TH</sup> BOTTLE AND ANNOUNCES NEW SERVICE TO MEET DEMANDS OF WASHINGTON BEER ENTHUSIASTS

Redmond-based LetsPour, the largest online craft beer store, introduces local pricing and next-day delivery in Washington

Redmond, WA, 1BOctober 30, 2013 - LetsPour.com, the largest online craft beer store, announced shipping of its 200,000th bottle and rolled out a new service to satisfy increasing customer demands by offering lower prices and next-day delivery on bottles and fresh growlers in Washington State.

*"Unbelievable!" said LetsPour CEO Raghav Kher. "200,000 bottles in about half the time we expected! We want to thank Washington's beer lovers for making this exciting journey possible. This just proves what we've said all along: American craft brewing is the wave of the future."*

Kher attributes LetsPour's success to the sophistication of craft beer drinkers and growing demand in Washington and across the country. Beer enthusiasts traditionally used message boards and forums to hunt down and trade beers they couldn't get locally. But that is really low-tech and definitely not easy. It's also a \$12 billion market that's growing 15% a year.

Beer enthusiasts are increasingly venturing online to explore styles and brands not available in local shops. LetsPour's dedicated staff constantly searches to find and obtain the nation's best beer. The site is well-known for daily offerings of hard-to-find selections and seasonals that aren't widely available.

*"Among craft beer geeks, shopping for beer online is all about getting your hands on extremely limited, highly sought after beers as soon as they're available," noted Kher. "We've had customers confess that rather than working, they are monitoring LetsPour so they can pounce on a beer as soon as it launches."*

LetsPour also will offer a limited selection of growlers of tap-only beers online for delivery the next day in Washington state. These 1-liter growlers are filled using a state-of-the-art tap module that first fills the containers with CO<sub>2</sub>, eliminates all oxygen contact and keep the beer fresh.

*“The first time the beer in our growlers is exposed to air after leaving the keg...is when you unscrew the cap!” Raghav Kher said, “Short of traveling to the brewery, this is the freshest beer you can drink. And, you get to do it in the comfort of your own home.”*

Next-day delivery and local pricing is available for the entire selection of craft beers that ship from LetsPour’s Washington distribution center. Orders must be placed by 12 pm online in order to guarantee delivery the following day. Orders placed on Friday by 3pm will be delivered on Monday. Orders placed on the weekend will be delivered on Tuesday. For a handful of remote locations, LetsPour may not be able to guarantee next-day delivery.

**Washington’s Online Craft Beer Facts (based on data from LetsPour 2012-2013)**  
***(this data is illustrated in the attached infographic PDF)***

Top breweries from which Washington customers order beer:

1. Cigar City Brewing, Florida
2. Bell’s Brewing, Michigan
3. Elysian Brewing, Washington
4. Odell Brewing, Colorado
5. Dogfish Head Brewing, Delaware

Top craft beer styles ordered by Washington customers:

1. IPA
2. Stout
3. Belgian-style ale
4. Amber/red ales
5. Porter
6. Pumpkin ales

**About LetsPour**

LetsPour is based in Redmond, WA, and was founded in November 2010 by a small band of beer and tech geeks. LetsPour began shipping craft beer in 2012 and, with over 100,000 members and four distribution centers across the nation, LetsPour is the biggest online craft beer store in US. The site introduces two highly sought-after beers a day, many of which sell out in less than 30 minutes.

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For more information, please contact Raghav Kher at 425-241-2740 or email at [raghav@letspour.com](mailto:raghav@letspour.com).

**Please feel free to use our attached logo and infographic, detailing online trends among Washington craft beer drinkers.**