

For more information please contact Emma Pohl at:
emma@milwaukeebrewing.com
(414) 226-2337 ext. 114



MILWAUKEE BREWING COMPANY HIRES MIKE CHRISTENSEN AS NEW HEAD OF SALES

Milwaukee, Wis. - January 8th, 2013 - Milwaukee Brewing Company(MBC) has announced that Mike Christensen has joined the micro-brewery as it's new Director of Sales. Since 2008, Christensen has been Director of Sales, Great Lakes Region for Crispin Cider Company. In February 2012, Crispin Cider Company was acquired by Tenth and Blake Beer Company, the craft and import division of MillerCoors. Christensen was offered a Chain Account management role with Tenth and Blake, prior to accepting his new role with MBC.

Over the past two years Milwaukee Brewing Company has experienced back-to-back 80%-plus growth in it's home market in Southeastern Wisconsin, while growth throughout Wisconsin continues to be steady. Additionally MBC rolled out distribution in Chicago in April of 2012. Milwaukee Brewing Company is owned by Founder-CEO Jim McCabe and Jim Hughes.

McCabe commented on Christensen's hire. "We are very fortunate to have Mike join our talented Milwaukee Brewing team. He has a great record of growing brands, has developed strong distributor relationships, and is well versed in both the on premise and off premise markets throughout the Midwest. We really look forward to the energy and professionalism Mike brings to our brand."

About Milwaukee Brewing Company

Milwaukee Brewing Company is a craft beer brewery and the only true microbrewery in Milwaukee today. The brewery's beginnings go back to 1996, when two home brewers with limited resources and unlimited ideas started brewing beer in the basement of a Cedarburg farmhouse. That effort led to the opening of the popular Milwaukee Ale House the following year, and finally, in 2007, to the current production facility at 613 S. 2nd Street in Milwaukee's Walker's Point. Using the best local ingredients and a hands-on brewing technique, Milwaukee Brewing Company brews exciting, balanced and bold beers. The brewery is becoming well known for its commitment to a sustainable business from start to finish, including using biodiesel to run its boiler; reusing water and heat; plans for solar hot water; and canning certain varieties of its beer, which offers a lower shipping footprint and greater recyclability. For more information, visit www.mkebrewing.com