



## FOR IMMEDIATE RELEASE

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### Squatters Pub Brewery

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## SQUATTERS BREWS 1<sup>ST</sup> USDA CERTIFIED ORGANIC BEER IN UTAH

**Salt Lake City – (May 9, 2007)** -- Squatters, Salt Lake's original brewpub brews 1st USDA certified organic beer in Utah: *Squatters Organic Amber Ale*. Seasoned brewmaster Jenny Talley has created a refreshing amber ale brewed from premium organic pale and caramel malted barley and aromatic hops, now on tap at Squatters Pubs in Salt Lake City, Park City and at the Salt Lake City International Airport.

After test marketing organic beers in their pubs this past year, founding partners Jeff Polychronis and Peter Cole have decided to bottle Squatters Organic Amber Ale, "a natural parallel to Salt Lake Brewing Company's goal to support our community and the environment" states Cole. Squatters Organic Amber Ale will be available in bottles and draft throughout Utah this summer.

Squatters received organic certification from the Utah Department of Agriculture and Food in August 2006. "The process of brewing beer requires such high levels of cleanliness and sanitation, very few changes had to be made in our brewing procedures," says Talley "other than to eliminate ingredient commingling from grain to glass."

Organic certification in Utah has grown dramatically, up 40% in both the past 2 years even though the transition from conventional processes to organic standards is costly. "The rise in healthier products is consumer driven nationwide from the conscious decision to buy local and buy fresh" states Seth Winterton, Deputy Director Marketing and Organic Program Coordinator, Utah Department of Agriculture and Food (UDAF).

The UDAF has 85 certified companies on record throughout Utah and believes there are about 150 companies total (the USDA does not require third party certification companies to report their certifications.)

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## **SQUATTERS BREWS 1<sup>st</sup> USDA CERTIFIED ORGANIC BEER IN UTAH/ Add One**

### **ABOUT THE UTAH DEPARTMENT OF AGRICULTURE AND FOOD**

Organic Production is a system that is managed by both state and federal standards for the response to site specific conditions in the growing or processing of foods, which conditions are managed by integrated cultural, biological and mechanical practices. It is the intent of organically grown or produced products to foster the cycling of resources, promote ecological balance, and conserve bio-diversity.

This program is intended to serve producers, processors and consumers of agricultural products. The goal is to manage a process that will maintain the integrity of food products produced without the use of restricted chemical inputs.

### **CONTACT INFORMATION**

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### **ABOUT SALT LAKE BREWING CO.**

Salt Lake Brewing Co. (SLBC) operates three restaurants in Utah; *Squatters Pub Brewery* in downtown Salt Lake City, *Squatters Airport Pub* at Salt Lake City International Airport and *Squatters Roadhouse Grill* in Park City. SLBC maintains a strong community commitment by purchasing goods and services from locally owned businesses and has exemplary environmental practices whenever possible.

Squatters is celebrating its eighteenth year of “Damn fine beers”. Squatters’ bottled and draft beers are brewed by its sister company Utah Brewers Cooperative in Salt Lake City. Available in Utah liquor stores, restaurants; clubs, hotels, resorts, grocery and convenience stores throughout Utah; and parts of Idaho, Wyoming, Montana, Nevada and California.

### **CONTACT INFORMATION**

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