



FOR IMMEDIATE RELEASE

August Busch IV Writes Forward for 3rd Edition of the Essential Reference Book for Beer *Busch Calls the Book a “One-of-a-Kind Resource” for the Industry*

ASBURY, N.J. – May 14, 2007 – The 3rd edition of *The Essential Reference of Domestic Brewers and Their Bottled Brands* (DBBB) provides beer wholesalers and retailers with a valuable tool to promote the understanding and appreciation of beer. With more than 500 pages, DBBB is the first annually published, hardcover beer reference to index and detail all of the U.S. beer brewers and their bottled brands. The 3rd edition will be available in June.

Designed to be a frontline reference tool, DBBB belongs wherever beer is being sold – at the bar or checkout counter and with distributor sales teams. Bartenders, servers, off-premise retailers, distributors and wholesalers will benefit from the comprehensive guide with listings broken out alphabetically, by style, by geographic availability, by how each brand is supplied, by individual brewer portfolios, and with color and bitterness charts that allow anyone to talk about beer intelligently.

“Our third edition meticulously catalogues more than 400 breweries and 3000 brands of beer from across the country,” said Michael Kuderka, managing partner of MC Basset, LLC and the book’s creator and publisher. “For the first time, it also includes SRM (color) and IBU (bitterness) information to give beer sellers an extra tool for describing and comparing how various beer brands will look and taste before their customers purchase.”

The 3rd edition also includes a “Brewery Portfolio” section that offers brewers the opportunity to provide a more detailed description of their breweries and their marketed brands.

In the foreword, August A. Busch IV, president and CEO of Anheuser-Busch Companies, Inc., said, “We believe it’s important for all brewers to keep our consumers focused on what makes beer great; its variety, its refreshment, and its historical legacy in our culture. Much like the “Here’s To Beer” industry campaign we’ve spearheaded since 2005, the book and its online companion provide anyone who loves beer a terrific tool for appreciating the greatness of American beer.”

The 3rd edition retails for \$60 including shipping. Each book includes a one-year subscription to the book’s Online Companion, which is updated monthly with any brand

changes, launches and discontinuations. Users who register online also will receive the monthly *Show Your Style* and *Style Trends* e-mail communications and *DBBB Alerts* that give real-time information about new brewery brands and brewery events. Pre-orders can be placed by calling (800) 247-6553 or at www.essential-reference.com.

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For more information, to receive a review copy of the book or high resolution images, or to arrange an interview, please contact:

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