

For Immediate Release

February 25TH, 2010

Greg Koch  
CEO  
STONE BREWING CO.  
760.471.4999 x1102  
greg.koch@stonebrew.com

Sam Calagione  
FOUNDER & PRESIDENT  
DOGFISH HEAD BREWING CO.  
302.684.1000 x206  
sam@dogfish.com

Anne Shuniak  
COMMUNICATIONS  
VICTORY BREWING CO.  
610.873.0881 x109  
annes@victorybeer.com

Three brewers collaborate on beer release:

# Dogfish Head / Victory / Stone, Saison du BUFF



Escondido, CA- Individually, brewery owners Sam Calagione of Dogfish Head Craft Brewery, Greg Koch of Stone Brewing Co., and Bill Covaleski of Victory Brewing have been friends and compatriots for more than ten years. However, their friendship was formally sealed in 2003 when the trio came together to form an organization they termed "BUFF - Brewers United for Freedom of Flavor," a most noble endeavor with the goal to highlight the uniqueness, passion and camaraderie of America's craft brewers. The group conducted just one formal meeting, beginning with a tasting and Press Conference (with one solo member of the media in attendance), and concluding with a visit to a local pub to discuss ideas, tactics, and craft beer.

While the friendships continued to flourish over the years, the fateful BUFF meeting of 2003 was to be their last. Until now.

The "Three Brewers of the Apocalypse" have discussed collaborations for many a year now, however the convergence of accomplishment and fate have finally aligned to bring the endeavor to a glorious head. However, it bears reflecting on the group's origins for a moment, and the paths that led to this great beer development. "Back in 2003 when we formed Brewers United for Freedom of Flavor (BUFF), a lot of our focus was on gaining quality distribution and fair representation for craft brewers in retail outlets," Covaleski explains. "Attention from the media was a life-or-death challenge for brewers with inspired beers like ours, as our breweries were relative unknowns to others than the most dedicated of beer enthusiasts." Over recent years, the respective breweries have continued to grow, and the three brewers have gained more of the attention and consumer appreciation we so endeavored to establish.

"We kinda think we even deserve it, but that might be the Storm King Stout / Palo Santo Marron / Arrogant Bastard Ale in us talking," joked Calagione.

Though a seemingly insurmountable mountain of continuous challenges remain for the health and welfare of craft brewers in the United States and beyond, legions of fans have joined in the battle cry of "I demand the choice of having real, honest, undeniable character in the beers I drink."

"The overwhelmingly positive response to our beers has now permitted us the creative freedom to throw off the last vestiges of oppression, and we feel compelled to recognize and honor your selfless efforts of the growing legions of beer enthusiasts hell-bent for full flavor," said Koch, pounding his fist on the table for emphasis.

And thus, the time has come to reward fans of the three breweries with a special beer to commemorate the fight, harkening back to the darker, more fettered times of 2003: [www.stonebrew.com/cool/articles/pr/buff/index.html](http://www.stonebrew.com/cool/articles/pr/buff/index.html)

Look for us to elaborate more on the details of our collaborative brew, it's release and who you need to sleep with to get yourself some in the upcoming months. July is looking like a good time for you to be thirsty for this one. "Hell yeah... I am already," said Covaleski.

*Bill & Sam - This release is fine & well, but still reads a bit soft to me. This is still a battle out there! Your quotes are fine.*

*But could be a bit stronger IMO. Just sayin'. Think about it & let me know. JK*

*Superiority*

*battling together on the front lines fighting for great beer.*

*This time, they're out for blood beer!*  
*& undeniable superiority of great craft beer & camaraderie over*  
*and enlightened*  
*Damn right! We deserve it!*  
*and an uncrossable ocean of fizzy yellow beer*  
*Damn right. (Again)*  
*fizzy yellow corporate generalism*