



SIERRA NEVADA BREWING CO.

FACT SHEET

Company Name:	Sierra Nevada Brewing Co.
Headquarters:	1075 East 20th Street Chico, CA 95928
Founder:	Ken Grossman
CEO/President:	Ken Grossman
Corporate Status:	Privately held
Founded:	November 15, 1980
Annual Production:	966,000 barrels in 2012
Portfolio:	Year round beers include Pale Ale, Porter, Stout, Kellerweis®, and Torpedo®. Seasonal selections include Ruthless® Rye IPA, Summerfest®, Tumbler®, and Celebration® Ale. Special release beers include Bigfoot® Barleywine, Northern Hemisphere Harvest®, Southern Hemisphere Harvest®, Estate® Ale, Hoptimum®, and the Ovila® Abbey Ales series.
Flagship product:	Sierra Nevada® Pale Ale, the second best-selling craft beer in the United States.
Ingredients:	Sierra Nevada Brewing Co. insists on using only premium ingredients—in their most natural state—in all of our beers. This allows us to create ales and lagers with superior flavor, aroma, balance, and character.



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FACT SHEET CONTINUED

Sustainability:

Our mission at Sierra Nevada is simple: quality, craftsmanship, and flavor in everything we do. Obviously this is essential in our beer, but this mission applies to more than just brewing.

In every aspect of the brewery, we strive to be as environmentally responsible as possible. From recycling and composting to water treatment, bio-fuel production and water conservation, we work hard to minimize our impact on the environment. In 2008, we completed construction of one of the largest privately owned solar arrays in the country with more than 10,000 panels that provide nearly 20% of our total energy needs.

In 2005, we were the first brewery to install hydrogen fuel cells; the combination of the solar array and the fuel cell system generates more than half of the brewery's energy needs on site. We also have an extensive water treatment program including our own wastewater treatment facility.

Through extensive recycling, reuse and composting programs, we are able to divert 99.8% of our solid waste from landfills.

Sierra Nevada Brewing Co. was named a "Green Power Partner" in 2011 by the US Environmental Protection Agency (EPA) and "Green Business of the Year" in 2010 by the EPA for its practices in sustainability.



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FACT SHEET CONTINUED

Developments

The soul of Sierra Nevada is our affinity for whole-cone hops and the special flavors and aromas they provide. Sierra Nevada uses more whole-cone hops than any brewery in the world. We love the aromas from dry-hopped beers so much that we created the revolutionary "Hop Torpedo," a sleek, stainless steel device we use to gather the most hop flavor and aroma without imparting any excess bitterness.



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www.sierranevada.com



SIERRA NEVADA BREWING CO.

BACKGROUND

In 1979, Ken Grossman began building a small brewery in the town of Chico, California. His goal: to brew exceptional ales and lagers. Today, Sierra Nevada Brewing Co. is considered the premier craft brewery in the United States. And the beer? Critics proclaim it, "Among the best brewed anywhere in the world."



Ken's passion for brewing began when a friend's father showed him the basics of homebrewing. Using homemade equipment, he began brewing five-gallon batches of beer on his own and soon became a proficient home brewer.

In 1976, after studying chemistry and physics at Butte Community College and California State University, Chico, he opened his own store, The Home Brew Shop.

There, he supplied Chico's homebrewing community with equipment, materials and advice, but dreamed of opening his own brewery.

Two years later, it was time to make the dream a reality. Ken cobbled together a brewery from dairy tanks, a soft-drink bottler and equipment salvaged from defunct breweries. Though the equipment was secondhand, he created a first-rate microbrewery. The ingredients were premium, including the copious quantities of hops that would become the brewery's trademark. An avid backpacker, Ken named the new company for his favorite hiking grounds—the Sierra Nevada Mountains.

On November 15, 1980, Sierra Nevada Brewing Co. brewed the first batch of what would soon become a landmark in American craft brewing: Sierra Nevada Pale Ale. Word spread quickly and over the next decade the demand for Sierra Nevada brews soon exceeded the brewery's modest brewing capacity. Despite nearly constant additions to the brewery, Ken was soon back at the drawing board, planning a new brewery. In 1989, Sierra Nevada Brewing Co. moved to its current site.



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BACKGROUND CONTINUED

Ken traveled to Germany and brought back a used, traditional, 100-barrel copper brewhouse that became the heart of the new brewery. It met demand for a while, but the brewery soon needed to expand again. In 1997, he commissioned a new, larger brewhouse, and coaxed the original coppersmiths out of retirement to match new kettles to the originals. This expansion became the powerhouse that helped bring the brewery's total capacity to more than 800,000 barrels per year.

Building the new brewery afforded Sierra Nevada the opportunity to create two stunning showcases, both featuring exceptional dining, live music and its award-winning beers. The Sierra Nevada Taproom and Restaurant has become a destination in its own right. The brewery is also home to the 350-seat Big Room—a beautifully designed live music venue.



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BIOGRAPHY



Ken Grossman – Founder/CEO

Ken Grossman learned about beer as a young man. A neighborhood friend's father taught him how to homebrew at an early age and his life has never been the same.

After skipping his high school graduation ceremony to join friends on a bicycle trip, Grossman ended up in Chico, California. In 1976, at 21-years of age, he turned his mechanical and brewing skills toward opening a homebrew shop. After years of intensive home brewing and recipe development, he began Sierra Nevada Brewing Co., one of the nation's first microbreweries.

Grossman began the design for Sierra Nevada in 1978, looking to Jack McAuliffe's New Albion Brewing Co. as a business model. Seeing the brewery for the first time, Grossman realized that it wasn't "too much more sophisticated than my homebrewing equipment. I just saw a large homebrew set." Small-scale breweries were rare, leaving him to rely on his mechanical skills to get started. He scoured junkyards for scrap stainless steel and used dairy equipment for the parts to build his brewery. His tiny, hand-built operation finally began producing beer in 1980.

As a homebrewer, Grossman was never satisfied with the shabby and often poorly handled ingredients available to him—especially hops. He began to travel straight to the source in Yakima, Washington, to get new fresh and flavorful hops straight from farmers. One of these hops was a newly developed variety called Cascade. This American hop was full of pungent citrus and pine flavors. Grossman used a hearty dose of Cascade hops in his iconic Pale Ale and revolutionized the American style of brewing.

Over the past three decades, Sierra Nevada has grown from that tiny, hand-built brewhouse into the sixth largest brewery in America, distributing to all 50 states and several foreign countries. This astounding growth was built solely by generous word of mouth and the brewery's constant dedication to top quality ingredients and interesting beers. Grossman's passion for hops and grassroots business skills helped change the drinking tastes of millions.



SIERRA NEVADA BREWING CO.

YEAR ROUND PRODUCTS



Pale Ale

In 1980, we created a beer highlighting the bold flavors and piney- citrus aromas of whole-cone Cascade hops. The quality, craftsmanship, and flavors were so unique that they helped change the face of American brewing. Today, our all-natural, bottle-conditioned Pale Ale is recognized worldwide as a classic.

Alcohol Content: 5.6% By Volume

Yeast: Ale Yeast

Malts: Two-Row Pale & Caramel

Bittering Hops: Perle

Finishing Hops: Cascade

Bitterness Units: 37



Torpedo® Extra IPA

Torpedo Ale is a big American IPA full of hop flavor and aromas. Utilizing the “Hop Torpedo,” our unique method of dry hopping, we harness precious oils and resins to showcase the complex citrus, pine and herbal flavor and aromas that hops have to offer.

Alcohol Content: 7.2% By Volume

Yeast: Ale Yeast

Bittering Hops: Magnum

Malts: Two-Row Pale & Crystal

Finishing Hops: Magnum & Crystal

Torpedo Hops: Magnum, Crystal & Citra

Bitterness Units: 65



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YEAR ROUND PRODUCTS CONTINUED



Porter

Porter features loads of roasted malts, which give it a rich, bittersweet and roasted toffee-like flavor. This medium-bodied ale is perfectly balanced with a smooth malty flavor and crisp American hops.

Alcohol Content: 5.6% By Volume

Yeast: Ale Yeast

Malts: Two-Row Pale, Munich, Chocolate, Caramel, Carafo and

Black Bittering Hops: Perle, Warrior, Millennium, Magnum

Finishing Hops: Willamette, Yakima Golding

Bitterness Units: 32



Stout

Our Stout is brewed with generous amounts of deep roasted malts, providing a bold, roasted coffee and dark chocolate flavor with a hint of sweetness. This full-bodied American version of the traditional black ale is perfectly balanced with big malt flavors and earthy whole-cone hops.

Alcohol Content: 5.8% By Volume

Yeast: Ale Yeast

Malts: Two-Row Pale, Munich, Carafo, Caramel & Black

Bittering Hops: Brewer's Gold

Finishing Hops: Cascade, Cluster and Northern Brewer

Bitterness Units: 50



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YEAR ROUND PRODUCTS CONTINUED



Kellerweis®

Kellerweis is one of the only American Hefeweizens made using the traditional Bavarian style of open fermentation. This difficult and labor-intensive technique adds uncommon depth and flavor complexity. Our hazy-golden Hefeweizen is deeply flavorful, refreshing, and perfect for a sunny day.

Alcohol Content: 4.8% By Volume

Yeast: Ale Yeast

Malts: Two-Row Pale, Wheat & Munich

Bittering Hops: Perle

Bitterness Units: 15



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CONTACT

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