



## FOR IMMEDIATE RELEASE

February 1, 2013

Contact: Matt Killikelly  
Santiam Brewing Co.  
(631)335-0744  
[mkillikelly@gmail.com](mailto:mkillikelly@gmail.com)

Kara Kuh  
Travel Salem  
(503) 581-4325 x25  
[kkuh@travelsalem.com](mailto:kkuh@travelsalem.com)

## Salem Area Breweries Celebrate Zwickelmania

### Tour Bus Will Take Visitors to Sample Brews at 5 Local Breweries

**SALEM, OR** — On Saturday, February 16, from 11 a.m. to 4 p.m., Salem area breweries will open their doors to visitors for the fifth annual Zwickelmania celebration. Zwickelmania, hosted by Oregon Craft Beer, is a free statewide event that offers guests a chance to tour brewery facilities, meet the brewers, and sample their favorite beers.

Five Salem area breweries – **Santiam Brewing Company, Gilgamesh Brewing, Pale Horse Brewing, Big Horn Brewing Company, and McMenamins Thompson Brewery & Public House** - will take part in the event with free samples and tours offered throughout the day. In addition, a special tour bus will travel to all five breweries between 11 a.m. and 4 p.m. The bus will begin its route at Pale Horse Brewing, located at 2159 Hyacinth Street NE, at approximately 11:15 a.m. and will return to Pale Horse at approximately 4:15 p.m. No pre-registration is necessary to ride the bus; adults 21 and over are welcome to hop on as it travels to each location.

Although not part of the bus tour, **Chatoe Rogue** (Rogue Ales' micro hopyard and tasting room located in Independence) will also participate in Zwickelmania with free tastings and tours.

Zwickelmania takes its name from the *zwickel* – the sample port valve located on fermentation or conditioning tanks that allows brewers to sample for quality assurance and control.

“Zwickelmania is a great opportunity to taste beers where they were produced and talk to the brewers who created them,” says Matt Killikelly a partner with Santiam Brewing Company and the Salem area organizer for this year’s Zwickelmania tour. For more information about Zwickelmania, go to [www.oregonbeer.org/zwickelmania](http://www.oregonbeer.org/zwickelmania) or call Santiam Brewing at (503) 559-0044.

###

*\*\*\*Travel Salem is a non-profit organization that promotes Salem and Marion and Polk counties for leisure tourism and convention and event business. The local annual economic impact of the greater Salem area visitor industry is \$500 million. Travel Salem manages the Official Salem Area Travel Café/Visitors Center located at 181 High St. NE, in downtown Salem, two I-5 satellite visitor information locations located at the BEST WESTERN PLUS Mill Creek Inn (3125 Ryan Dr. SE) and the Red Lion Hotel (3301 Market St. NE), and the Official Salem Area Website [www.TravelSalem.com](http://www.TravelSalem.com)\*\*\**