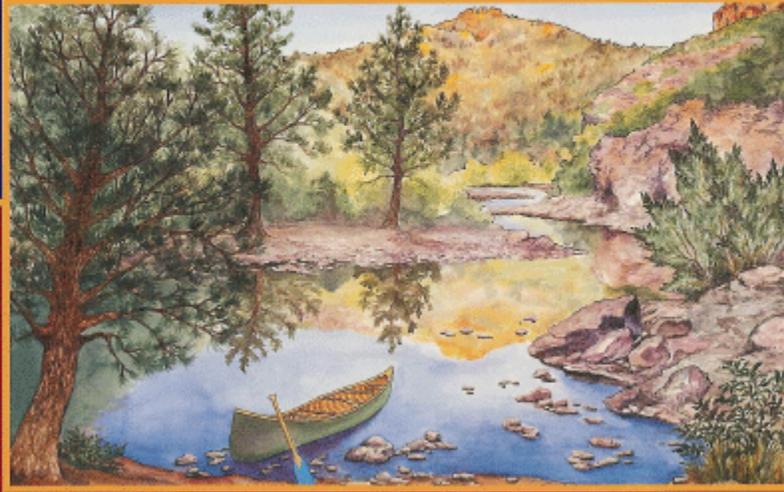


# NEWS RELEASE & BACKGROUND





***New Belgium Brewing Co.***

500 Linden St. Fort Collins, Colorado

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***News Release***

For Release 9/24/03 to The Rocky Mountain Collegian

**WINNERS OF THE POSTCOASTER TRIP ANNOUNCED**

Fort Collins, Colorado---The winners of New Belgium Brewing Co.'s summer contest, "What's Your Trip?" were announced on Sep. 23, 2003 at the brewery. Eight winners were chosen and will get to take a trip to their dream spot in the United States.

After receiving 500 entries, only eight contestants were chosen. The winners are Karen M, Barry B, Mike B, Chip H, Katherine D, Carol B, Kile S, and Ted M. Contestants had to draw out on paper a scenario involving their dream spot within the United States that would coincide with a New Belgium beer. The winners will get to travel to their dream spot with a New Belgium crew that will photograph their vision. These photographs will be placed on "postcoasters" that will be distributed wherever New Belgium products are available.

Those who didn't win this year shouldn't be disappointed because New Belgium will be doing the contest all over again next spring. Keep an eye out for the "What's Your Trip?" display wherever New Belgium products are sold. For further information, give New Belgium Brewing Co. a ring at (970) 221-0535.

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***Backgrounder***

WINNERS OF THE POSTCOASTER TRIP ANNOUNCED

Beginning in spring 2003, New Belgium released its “What’s Your Trip?” contest.

Continuing throughout the summer, applicants hand-sketched out their fantasy vacation spot in the United States, including how a New Belgium beer would be involved. Eight winners were selected on September 16, and each gets his or her vacation trip along with their own drawing put onto a beer coaster/postcard (postcoaster) featuring them.

The “What’s Your Trip?” contest was begun by New Belgium Brewing Co. in 2003.

This contest will continue to be a yearly event beginning in the spring. A “What’s Your Trip” display area will be put up where New Belgium products are available.

**New Belgium History**

New Belgium Brewing Company officially began in June 1991. From a small basement in Old Town, Fort Collins, Jeff Lebesch along with his wife Kim began their beer brewing.

Lebesch’s idea for New Belgium came to him while he was bicycling across Belgium. It was in Belgium that he obtained the special yeast strain used in their beers.

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## New Belgium Brewing Co. - - Add One

With the help of their son, Jeff and Kim Lebesch began bottling their beer and delivering it by means of a station wagon and 16 bay Bud trucks. New Belgium's beers include Fat Tire, Abbey, Trippel, Blue Paddle, Sunshine and 1554, along with seasonal releases.

The most popular of these, being Fat Tire, was named after the bike Lebesch rode through Belgium.

### The Brewery

Shortly after their basement brewing sessions, Jeff and Kim Lebesch's dream came to life in the form of an energy-efficient brewing facility. The brewery contains two quality assurance labs, a profoundly automated brew house, a one of a kind yeast propagator and six miles of stainless steel piping. New Belgium Brewing Co. is located at 500 Linden St. Fort Collins, Co.

### **First wind powered brewery in the United States (largest in the nation).**

- Saved 11,432,391 pounds of coal from burning.
- Reduced CO2 emissions by 21,035,599 pounds.

### **Effective brewing efficiency.**

- A fully automated brewery, New Belgium Brewing Co. utilizes time and energy efficient systems such as the Merlin brew kettle (up to 75% more energy efficient than standard kettles), wetmills, vapor condensers, and a well insulated hot liquor tank, which provides water at different temperatures based on the shear fact that heat rises. This water is used for alternate functions around the brewhouse.

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## **New Belgium Brewing Co. – Add Two**

### Where Are New Belgium's Beers Distributed?

- Currently our beers are available in Colorado, Wyoming, Kansas, Missouri, Arizona, New Mexico, Montana, Idaho, Washington, Oregon, Nebraska, Texas and California.

### Brewery Hours/Tours

- New Belgium Brewing Co. is located at 500 Linden St. Fort Collins, Colorado.
- The brewery is open Monday through Saturday 10 a.m. to 6 p.m.
- Guided tours are conducted at noon, 2 p.m. and 4 p.m. Monday through Friday. Saturday tours are given on the hour every hour from 11 a.m. to 4 p.m.