



# PITTSBURGH LIBATIONS WEEK

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For Immediate Release

Contact: Jason Cercone – 412-965-8428 or [jason@breakingbrews.com](mailto:jason@breakingbrews.com)

## **Newly Formed Pittsburgh Libations Week Plans to Celebrate City’s Entire Adult Beverage Scene** Year-Round Social and Event Presence On Tap

Pittsburgh, PA – Breaking Brews Marketing Company has officially announced intentions to launch Pittsburgh Libations Week, a weeklong extravaganza dedicated to spotlighting and showcasing the Steel City’s thriving adult beverage scene. PLW will focus strongly on education, collaboration, awareness, and camaraderie regarding craft beer, cider, mead, spirits, and wine throughout our region with a strong emphasis on year-round brand presence and effective communication.

“Pittsburgh Libations Week is long overdue and our city is running rampant with brewers, distillers, wine, cider, and mead makers who all deserve recognition for everything they’re doing to create an incredible culture in our city,” Jason Cercone, Founder of Breaking Brews and creator of PLW, stated. “We want everyone involved with bringing quality beverages to Pittsburgh to be part of making PLW spectacular and we want bars, restaurants, and organizations of all shapes and sizes to be part of the festivities as well. In addition, we want consumers of all beverages, no matter what their preferences are, to fully experience the advantages our city offers when it comes to the adult beverages they love.”

Pittsburgh Libations Week is dedicated to the growth, evolution, and success of the Pittsburgh region’s libations community. It will be operated by industry professionals with a vested interest in the progression of adult beverages throughout Pittsburgh. It will strive to increase education to libations enthusiasts, raise awareness of craft beer, spirits, wine, mead, and cider in our community, and celebrate the efforts of every hardworking man and woman who serve as the lifeblood of this thriving and constantly evolving industry.

“Our goal is to listen to what people want, then deliver on those expectations as much as we possibly can,” Cercone continued. “Pittsburgh Libations Week will be built on a solid foundation of ideas from the community, as well as the ideas of professionals within this industry whose livelihood depends on the support of said community. We want to build a long-standing

tradition that contributes to putting Pittsburgh on the map as a worldwide libations destination and, thanks to an incredible cast of characters throughout the region already leading the charge, we are off to a tremendous start.”

Pittsburgh Libations Week will be a year-round brand that has a series of events planned over the next 16 months leading up to its inaugural showcase in the Fall of 2018, the first of which being a Kickoff Party in the upcoming weeks (date, time, and location to be announced). PLW plans to have strong ties to the Pittsburgh community and intends to partner with various charities where portions of proceeds generated from events and sponsorships will be contributed.

“We will have a strong purpose with Pittsburgh Libations Week and give back to our community in the process,” Cercone said. “Pittsburgh has done so much to provide a foundation for great adult beverages that has allowed this industry to flourish. We want to support charities and give back to our community in any way we can.”

Plans for a full, easy-to-navigate website with updates about events, developments, and happenings within Pittsburgh’s libations community are currently in the works with a complete launch coming soon. In the mean time, fans of beer, spirits, wine, mead, and cider are encouraged to follow Pittsburgh Libations Week on Facebook and Twitter:

FACEBOOK: [facebook.com/pghlibationsweek](https://facebook.com/pghlibationsweek)

TWITTER: [@pghlibationweek](https://twitter.com/pghlibationweek)

The official website address for PLW is [www.pittsburghlibationsweek.com](http://www.pittsburghlibationsweek.com)

Breaking Brews is a marketing and promotions company based in Pittsburgh that’s owned and operated by Cercone. He specializes in social media marketing, content creation, brand management, sales, customer relations, consulting, and event promotion and curation. Through his company, Cercone developed the Pittsburgh Craft Beer Network and a free mobile app, PCBN Connect, that’s designed to connect libations enthusiasts to events, news, information, and education surrounding their favorite beverages. Learn more by visiting [www.breakingbrews.com](http://www.breakingbrews.com).

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