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Contact: Rob Johnson
rob.johnson@myrivertowne.com
412-304-2471

Rivertowne Brewing Introduces Updated Branding – New Logo, Imagery, and Packaging Rolling Out in March and April of 2018.

PITTSBURGH, PA – March 5, 2018 Rivertowne Brewing, an independent craft brewery located just outside Pittsburgh in neighboring Murrysville/Export, has officially launched updated branding. This new initiative represents a top-to-bottom overhaul of Rivertowne's logos, packaging, online presence, and product portfolio. The new direction is designed to focus on the longtime company mantra of "My Rivertowne" and capture the essence of river communities throughout the country where leisurely outdoor activities take center stage.

"The direction for the new branding really came about with a question we asked ourselves: 'What do we like to do in our spare time,'" said Rob Johnson, VP of Sales & Marketing at Rivertowne Brewing. "Swimming, kayaking, fishing, tubing, camping, and drinking some suds in the afternoon on our boats were the activities that came to mind. These are activities we feel are enjoyed in all river communities across the state of Pennsylvania and beyond."

Rivertowne began brewing in 2007 at their Pourhouse location in Monroeville. They've expanded into a full production facility in Export and feature several unique, popular beers including Hala Kahiki Pineapple Ale, Mosaic IPA, Grateful White Belgian Witbier, Maxwell's Scottish Ale, to mention a few. Since 2002 when CEO Christian Fyke took ownership of the Rivertowne Inn in Verona, the brand has been associated with the lovable fish mascot Wylie. In the new brand direction, Wylie's image has been replaced with graphics designed by local artist Gian Romagnoli that emphasize outdoor recreation.

In addition to Hala Kahiki, Grateful White, and EZ Lager, there will be five additional brands rounding out Rivertowne's year-round core portfolio focus:

Jump! IPA – 6.1% ABV, 80 IBU - American IPA with flavor complexity ranging from berries, mangos, tropical and stone fruits to grass and resin. In life, there are jumpers and observers. This beer was created for the jumpers.

Float Trip IPA – 5.2% ABV, 30 IBU - Hop-forward pale ale with a big tropical bouquet and taste, a pleasing mouthfeel, and well-balanced bitter finish that begs you to take another drink. Appealing to a wide variety including "non-IPA" drinkers.

Class V IPA – 8.2% ABV, 60 IBU - American Double IPA. Class V is the classification for the most difficult rapids that a kayaker or rafter would come across. This beer overflows with citrus, pine, and resin hop flavors which could knock you around if you're not careful.

Hazy Morning IPA – 6.7% ABV, 36 IBU - New England-style IPA with an assertive grapefruit aroma and fresh, green hop flavors that snap your palate to attention and leave you wanting more.

Dock Party IPA Mix Pack – This party pack of IPAs includes all four of the aforementioned IPAs and equips you to receive guaranteed invites to all of your friends' upcoming parties. Like your crew, each of these four IPAs have unique personalities. There are three cans of each IPA included in this pack which provides you with plenty to spread around and share.

"We are really excited to introduce these new brands and packaging to everyone," Johnson stated. "Rivertowne has always brewed great beer. We expect the new branding will have people reaching for our cans to reinvestigate and discover this to be true."

New 6-pack and 12-pack cans will hit shelves across Rivertowne's distribution footprint in Ohio, Pennsylvania, New Jersey, West Virginia, and North Carolina in April. New beers will be on draft at Rivertowne's five locations in Monroeville, North Huntingdon, Verona, Pittsburgh's North Shore, and the brewery tasting room in Export beginning this March.

Six seasonally released brands, including the highly-regarded Suburban Housewife Blackberry Cucumber Kolsch, as well as six Lab Rat Specialty releases, will also be released throughout the year in much more limited supply than previous years.

Rivertowne Brewing is dedicated to producing exceptional, approachable craft beer. Our team of passionate, innovative brewers work tirelessly to create unique recipes with high-quality ingredients and hold each beer to the highest of standards, ensuring the final product in your glass is something you'll enjoy and come back to. Our sustainable packaging allows you to enjoy your favorites at home, the ballpark, or making your way down a peaceful river. At Rivertowne, we emphasize the entire craft beer experience and value the devotion our fans have to our product.

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