



**FOR IMMEDIATE RELEASE**

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## **Capital Brewery Hosts “Pure Wisconsin” Celebration To Mark Beginning of \$1.3 Million Brewery Expansion**

MIDDLETON, Wis. (October 24, 2006) – Capital Brewery will host a special celebration on Thursday, October 26 at 3:00 p.m. to commemorate the groundbreaking for its new brewery expansion. Calling the event “Pure Wisconsin,” Capital Brewery hopes to draw attention to the valuable economic benefits of promoting and buying Wisconsin products.

“We take our heritage very seriously and work diligently to purchase Wisconsin products when possible,” says Carl Nolen, President of Capital Brewery. “This dedication to Wisconsin products extends well beyond our use of organic Washington Island wheat to produce our wildly popular *Island Wheat Ale*. Every component of our expansion project is local down to the new tanks and pumps.”

Although Capital Brewery could have saved money by purchasing aging tanks manufactured elsewhere, the aging tanks have been engineered by Sani-Matic of Madison and built in Elroy, Wisconsin by W.M. Sprinkman.. The expansion, which includes six new 100-barrel aging tanks, will add 15,000 barrels of production capacity. The project also includes replacing the refrigeration and power plant, adding a grain silo for *Island Wheat* storage, and a new mash tun vessel. New pumps for the project were built by Firstam Pumps in Middleton.

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Invitees to the “Pure Wisconsin” celebration will participate in the creation of a special “brewery-style time keg” for which Capital Brewery has requested time capsule type items from involved parties. The keg will be entombed in the foundation of the new addition. Invitees will also enjoy sampling top-quality Capital beers headlined by *Island Wheat* and be introduced to *Vintage Ale* as part of the Limited Release Capital Square Series. *Vintage Ale* will only be produced once this fall.

Capital Brewery Company, Inc. is a publicly-held company based in Middleton, Wisconsin. In addition to the new wheat ale, Capital Brewery brews seven annual, four seasonal and four limited release beers amounting to 17,000 barrels a year. In November 1998, it was named the top brewery in America by the Beverage Tasting Institute of America, an independent panel of international beer experts. For more information about Capital Brewery, visit [capital-brewery.com](http://capital-brewery.com) or contact Monika Greenheck at (608) 836-7100.

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**PHOTO OPPORTUNITIES AVAILABLE:**

Breaking ground for the expansion project

Unveiling of the time keg

Introduction of *Vintage Ale*

**INTERVIEW OPPORTUNITIES AVAILABLE:**

Brewmaster Kirby Nelson

Carl Nolen, Capital Brewery’s President