

FOR RELEASE ON MONDAY, JUNE 11, 2012



Kenosha, Wisconsin - Official opening date has been determined for Rustic Road Brewing Company, located at 510 56th Street in downtown Kenosha. On Friday, June 22 at 4:00PM, the long-awaited brewery will officially open its doors for business, availing its quality handcrafted beers for thirsty beer lovers in Kenosha and beyond.

“We are a nanobrewery, producing small batches in a very artisanal fashion,” describes Owner and Brewer, Greg York. “Our objective is to provide flavors and experiences that will really hit home with the Kenosha area.” With that goal in mind, Rustic Road Brewing Company will open with a traditional summer line-up. The *Southport Wheat Ale* is a nicely balanced German wheat ale, with notes of banana and clove. The *Accommodation Amber* is a traditional amber ale with Wisconsin maple syrup added for a woody aroma and flavor and a hint of residual sweetness. The *Simmons Island Imperial Blonde Ale* is a bigger beer with a light body, produced from the addition of copious amounts of locally-produced honey. Rounding out the selection is the summer’s first seasonal offering: the *Rustic Farmhouse Ale*, a traditional Wisconsin farmhouse ale with a hint of honey and spice.

Visitors will be able to enjoy a pint or two of Rustic Road’s handcrafted beers while they watch a game at the bar, relax with friends or even catch some free WiFi. “We’re providing a laid-back atmosphere, where you really feel like you’re in a brewery but are still very comfortable with all the amenities of an upscale bar establishment,” York says.

“We’re a fully functional bar too,” agrees Alex Boyd, the establishment’s bar manager. If you or your significant other happens to prefer a cocktail or glass of wine, these items will also be available. “We have a small but selective offering of other alcoholic and nonalcoholic beverages as well, especially for couples who might have different taste preferences,” says Boyd.

Opening weekend hours are Friday 4:00 PM until close, Saturday 11:00 AM until close, and Sunday 11:00 AM until 5:00 PM. During the grand opening weekend, which is slated for Friday, June 22 through Sunday, June 24, a portion of all proceeds will be donated to the Boys and Girls Club of Kenosha. In addition to a few Summerfest ticket giveaways, York and Boyd will also be unveiling several other special opening weekend surprises over the next two weeks to Facebook followers and mailing list subscribers.

Visit the new downtown business on Facebook, follow them on Twitter or check out the Website and blog at <http://rusticbrewing.com>, where you can read more about the brewery, sign up for the mailing list, keep up to date on special events or become a member of the Traveler’s Club.