

FOR IMMEDIATE RELEASE:
Media Contact: Kelly Mahoney
All About Beer Magazine
919-530-8150
Kelly@allaboutbeer.com
www.worldbeerfestival.com



Pat Conway educates the World Beer Festival on Sumerian Beer Project

Cleveland, OH – June 25, 2013 – Thanks to Pat Conway, co-owner of Great Lakes Brewing Company, attendees of the World Beer Festival will have the opportunity to do more than taste beer. They will look inside the Sumerian Beer Project, an effort to replicate a 5,000 year old Sumerian beer, using only clay vessels and a wooden spoon.

Conway's presentation, part of the *Art of Beer Village*, will educate patrons on what the project is, why he chose it and how the historic beer is made. Archeologists consider Samaria the birthplace of beer and the Great Lakes project will recreate what beer lovers enjoyed over 5,000 years ago. An "initial brewing experiment" has been made, although there has been no mention to the public on how the first batch tasted. Aside from brief summaries, Conway has not spoken publicly about the project. World Beer Festival attendees will be the first to hear the latest updates and achievements, while gaining an insider perspective on the project's execution and what the next steps toward completion will be.

The Sumerian beer project was inspired by a visit to the University of Chicago, Conway's alma mater. "In collaboration with the Oriental Institute at the University of Chicago, we are developing an authentic (or as close as we can get) Sumerian beer. Using only rudimentary tools created for us by the Oriental Institute, we're attempting to create the first known beer recipe referenced in the Hymn to Ninkasi. Since the summer of 2012, we've experimented with different ingredients and methods with an unwavering dedication to create the most authentic ancient beer possible" said Marissa DeSantis, Communications Assistant at Great Lakes Brewing Company. Large porcelain vessels were created by pottery students at the University of Chicago, and Great Lakes has opted to use sunlight and wooden tools for the malting and mashing of the brew. The team at

All About Beer Magazine looks forward to travelling back in time and taking part in this one of a kind adventure into the world of ancient beer.

Home of the *Art of Beer Village*, the World Beer Festival takes place Saturday, July 13 at North Coast Harbor Dock 32, Cleveland Browns North Parking Lot. General Admission tickets cost \$40 and include a tasting glass and 40 taste tickets for 2-oz samples from over 200 world-class beers. VIP tickets cost \$75 and include a tasting glass with 40 taste tickets, a private hospitality area with private bathrooms, an upscale food buffet and commemorative glass. VIPs will have early access into the festival beginning at 12 p.m. Tickets can be purchased online at www.worldbeerfestival.com.

World Beer Festivals are presented by *All About Beer Magazine*, based in Durham, NC. Located in unique settings, each festival is a source of anticipation and pride for the cities they visit. Its two longest-operating festivals sell to capacity, with audiences of over 10,000 people. With their emphasis on education and moderation, the World Beer Festivals have significantly advanced area beer cultures, expanding retail offerings and raising consumer appreciation.

Great Lakes Brewing Company, which is comprised of a brewery and brewpub, was founded in 1988 by brothers Pat and Dan Conway as the first microbrewery in the state of Ohio and today remains Ohio's most celebrated and award-winning brewer of lagers and ales. Great Lakes Brewing Company's distribution area extends throughout the Great Lakes region and surrounding areas. For more information on the Sumerian beer project or to learn more about the company, visit greatlakesbrewing.com.

The World Beer Festival is sponsored by World of Beer, Rampant Brands, Superior Beverage Group, Great Lakes Brewing Co., Yuengling Traditional Lager, and etix.

####