

FOR IMMEDIATE RELEASE

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**OVER \$100,000 INVESTED IN NEW TAP HANDLES FOR SCHLAFLY BEER
Locally Designed and Manufactured in the USA**

WHAT: New Schlafly Tap Handle Roll Out Event

WHEN: Friday, September 25th, 2009
2pm

WHERE: Blueberry Hill
6504 Delmar Blvd.
St. Louis, MO 63130

Saint Louis, MO – September 22nd, 2009 – The Saint Louis Brewery, brewers of Schlafly Beer, announced today that they will introduce new tap handles, representing an investment of over \$100,000 by Schlafly Beer and their wholesalers including Major Brands in Missouri and Koerner in Southern Illinois.

Schlafly Beer will be replacing all existing tap handles in the market with the new design over the next month. Once exchanged, all original tap handles will be sold through the Schlafly Tap Room and Schlafly Bottleworks retail stores with all proceeds being donated to Habitat for Humanity Saint Louis. Schlafly Beer drinkers will be able to own a piece of Schlafly history while at the same time supporting a great cause.

The design for the new Schlafly tap handles reflects the critical elements of Schlafly Beer packaging and was the concept of local artist Jef Ebers. Schlafly designers Troika Brodsky and Sarah Frost then worked closely with David Pepper of The Alison Group, based in Miami, Florida to take Jef's unique design from concept to reality. With the help of The Alison Group, the brewery was able to manufacture them entirely in the USA--a commitment made by Schlafly that's molded directly into the side of each new tap handle.

As the first retail account to ever serve Schlafly Beer on draft, Blueberry Hill will host an event this Friday, September 25th at 2 p.m. that introduces the new tap handles and features the entire creative team responsible for their design. Habitat for Humanity Saint Louis will be on-hand to swap out the first handles.

Schlafly Beer was born in 1991 with the modest goal of offering St. Louis and the surrounding region a representative sampling of the best beers ever brewed, throughout history, anywhere in the world. The Saint Louis Brewery was the first new brewery to open in St. Louis since prohibition and is now the largest locally owned brewery in St. Louis.

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For more information about Schlafly Beer please visit www.schlafly.com, or call 314.241.BEER.

The Alison Group

The Alison Group is a 50-year old point of sale production company specializing in adult beverage POS including tap handles, metal tappers, banners, neon signs, table tents, coasters, permanent displays and all forms of print POS. The Alison Group operates with several production facilities strategically located in the US. www.alisongroup.com

Habitat for Humanity Saint Louis

Habitat for Humanity Saint Louis is a not-for-profit, ecumenical housing ministry working in partnership with individuals and communities of all faiths to improve living conditions and provide affordable housing in the St. Louis community. Habitat for Humanity sponsors, volunteers, and partner families work side-by-side to build new homes. Each homeowner family invests 450 hours of "sweat equity" into their home and other projects. Sponsors include corporations, organizations, religious groups, and individuals.

Habitat for Humanity Saint Louis regularly ranks among the top Habitat for Humanity affiliates in the country.

Habitat is currently in the midst of completing a 24-house Build in the JVL Neighborhood. Habitat returned to the JVL Neighborhood having built 67 homes in 2004, 2006 and 2008 (all 27 homes built in 2008 were LEED certified platinum). Once completed, Habitat for Humanity Saint Louis will have built 282 homes in the St. Louis metropolitan area. www.habitatstl.org