



For Immediate Release

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“New Mexico State Fair Beer” Back by Popular Demand
Collaboration with Brewers Guild and La Cumbre Highlights
New Mexico’s Exceptional Craft Brews

Today officials from the New Mexico State Fair, the Brewers Guild and La Cumbre Brewing Co. are proud to announce the return of the “New Mexico State Fair Beer,” a cream ale brewed by La Cumbre which proved to be a popular choice among fairgoers and local beer aficionados. Shoppers on the hunt for the New Mexico State Fair beer will recognize the festive turquoise blue can which displays the logo of the New Mexico State Fair.

The “farm to can” product incorporates New Mexico grown hops, and will be sold by local retailers leading up to the Fair, and will be sold on site as the official beer of the 2016 New Mexico State Fair which runs September 8 - 18.

The partnership, which began with the 2015 fair was a natural fit for the State Fair and the Brewers Guild. The Guild supports the development of the burgeoning craft brew industry in New Mexico, and the New Mexico State Fair is charged with creating an annual State Fair experience that reflects and showcases New Mexico’s agriculture, industries, arts, science and technology. The state has over 60 established microbreweries and brew pubs which make significant contributions to New Mexico’s economy.

La Cumbre Brewing Company, owned and operated by Jeff Erway, has been brewing beer in New Mexico since 2010. Erway goes to painstaking effort to incorporate as many local ingredients as possible.

“We weren’t quite sure what to expect when we pursued the partnership with the Guild and La Cumbre last year to come up with the first of its kind state fair beer,” said New Mexico State Fair General Manager Dan Mourning. “What Jeff came up with is a great product and the response was extraordinary, with robust sales of the beer both before and during the State Fair event. Re-creating that experience for consumers and fairgoers again this year was a no-brainer.”

"It's really gratifying to see locally brewed beer recognized as an agricultural product and featured prominently at the State Fair," stated John Gozigian, Executive Director of the New Mexico Brewers Guild. "Cream Ale is a quintessentially American-style summer beer and is a perfect fit for the warm days of State Fair season. It's not hard to imagine the iconic blue cans becoming a perennial symbol of the change of seasons in New Mexico."

Jeff Erway, President of La Cumbre Brewing Co. elaborated on the partnership and use of local ingredients: "Utilizing New Mexico grown whole leaf hops from the Abbey of Christ in the Desert and New Mexico State University's own yards, we have crafted a refreshing and quaffable cream ale to pair perfectly with New Mexico's ever popular State Fair. Light in body, but not in flavor, this is the beer to reach for throughout the New Mexico summer."

In addition to being available on tap at La Cumbre, four packs of the New Mexico State Fair cream ale are available in stores starting on August 2, at the following locations:

Jubilation Wine & Spirits

Total Wine & More

Whole Foods

Trader Joe's

Kelly Liquors

Quarters Discount Liquors

Bird of Paradise Liquors

Stone Face Package Liquors

Smith's

Walgreens

Kokoman Fine Wine and Liquors

Susan's Fine Wines and Spirits

Liquid Company Package Liquors

Owl Liquors

Cliffs Packaged Liquor Store

Rodeo Plaza Liquors

Triangle Grocery