



For Immediate Release

August 14, 2017

Contact: Erin Thompson (505) 480-9731

**New Mexico State Fair Announces  
New Brew for 2017 “New Mexico State Fair Beer”  
*Marble Brewery’s State Fair Pale Ale Available Statewide  
Starting Today***

Today officials from the New Mexico State Fair, the Brewers Guild and Marble Brewery are proud to announce a brand new version of the “New Mexico State Fair Beer.” The new Marble brew is an easy drinking pale ale with a hint of local wildflower honey. For the first time since the initiative began several years ago, the craft beer will be available statewide in cans and carried by hundreds of stores and package liquor locations throughout New Mexico.

Also new this year, the redesigned can displays an eye catching yellow and black bee theme as a nod to the local honey ingredient which is a subtle but key flavor within the pale ale. In addition to being sold by local retailers statewide, the new state fair brew will be sold on site as the official beer of the 2017 New Mexico State Fair which runs September 7 - 17.

The partnership with the Brewers Guild which began with the 2015 fair was a natural fit for the two organizations. 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.

Marble Brewery, owned and operated by Ted Rice, has three locations in Albuquerque including downtown, the Westside and the Northeast Heights. Rice and his crew have been brewing quality craft beer in New Mexico since 2008. Named “Small Brewery of the Year” in 2014 at the Great American Brew Festival, Marble has been actively invested in the economic vitality of the local community, and the partnership with the state fair was a logical progression of Marble’s community engaged focus. The New Mexico State Fair, also among the best in its industry

having been named the second best state fair in the country by smartasset.com, is the first and only fair in the nation to establish and brand its own fair beer.

“We are really excited about this fresh new take on the New Mexico State Fair beer,” said fair General Manager Dan Mourning. “We embrace the opportunity to celebrate the local craft brew industry and were excited to partner with Marble, New Mexico’s most award winning brewery. Consistent with their hard earned reputation, Ted and his team have produced a phenomenal product with the development of this year’s state fair pale ale.”

John Gozigian, Executive Director of the New Mexico Brewers Guild also lauded the partnership: “One of the Brewers Guild's primary goals is to vertically integrate beer production in New Mexico by using as many local ingredients as possible. This year's state fair beer reflects this initiative by featuring local honey as a signature ingredient.”

According to Rice, "The State Fair Pale Ale is a bright and beautiful expression of America's favorite beverage featuring New Mexico honey. Balanced, yet crisp, this fruity and fragrant ale is buzzing with floral tones."

In addition to being available on tap at Marble’s Albuquerque breweries, six packs of the New Mexico State Fair pale ale are available in stores at the many locations throughout New Mexico where Marble products are sold.

*Images of new can design, and press conference attached.*