



For Immediate Release

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New Mexico State Fair Launches New State Fair Beer

ALBUQUERQUE – New Mexico State Fair officials unveiled its annual beer today at a special event hosted by Marble Brewery and the New Mexico State Fair. Craft beer has become an annual tradition in recent years. In celebration of the New Mexico State Fair’s 80th anniversary, the state fair once again called upon the talented tastemakers at Marble Brewery. The team of brewers have created a brew that will pair well with your favorite State Fair food options. The latest rendition of the New Mexico State Fair Beer is a hazy pale ale with an iconic bandana can design that we have come to call the "candana".

John Heine, head brewer for Marble Brewery describes this year’s beer as *“Pillowly soft and refreshingly hoppy, Hazy Pale Ale has a gentle malt body to support a juicy blend of classic American hops. Like taking a nap in the hay field under a fruit tree, it’s a wonderfully refreshing break from the summer heat.”*

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 is actively investing 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 craft beer.

“The fair is about building great partnerships with our community,” stated General Manager Dan Mourning. *“Developing the State Fair beer has been a great opportunity to work with some of the most talented craft breweries in the country and the Brewers Guild of New Mexico. Marble Brewery has been a fantastic partner in creating yet another vibrant craft beer that represents the fun and excitement of the fair.”* Mourning went on to add, *“It is the fair’s mission*

to represent all that New Mexico has to offer; including the thriving industries of our state. The craft beer industry is one of its fastest growing.”

The New Mexico State Fair Beer is available in stores now. The New Mexico State Fair Beer will be available in cans and on draft throughout the fair while being featured during the annual Green Chile Cheeseburger Challenge. Tastings will be conducted at all three Marble Brewery locations.

New Mexico State Fair Pale Ale is available at retailers statewide.

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