

PRESS RELEASE FOR IMMEDIATE PUBLICATION

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### Still Brewing After All These Years!

Beer is 90% water and it stands to reason that the unique quality of that all-important ingredient is essential to the outcome of the final product. Olde Burnside Brewing Co., of East Hartford, CT, celebrates its 15th year anniversary this month and has credited much of its success and longevity of its brews to their unique water source. "The basis of any great recipe lies in the quality and freshness of its ingredients" purports owner, Bob McClellan; "and we were very fortunate that we did not have to rely on the municipal water system, with chlorine additives, to make our fine ales. Many breweries, especially in the western states, choose their brewery locations based on the quality and quantity of their water supply. Our 400' artesian well, originally dug to cool off our ice making equipment, here at Burnside Ice, supplies our beer wort with the most deliciously pure and mineral-rich water we could possibly hope for. It was 16 years ago, on this spot, when I queried two guys at our self-serve water spigots, as to the use of all the water they were purchasing; 'We're home brewers and your water makes great tasting beer!' they exclaimed, and as they say, the rest is history!" remarks McClellan, with a smile.

Building a brewery within and around an existing ice house was both a challenge and a blessing. Lacking abundant square footage made for a very compact brewing area; on the plus side, we were able to utilize the refrigeration of the ice house during the fermentation process to flash-chill the wort without the need to filter out any of the "goodness" therein, a process no other brewery is able to replicate. Another thing that sets us apart from the rest is that our brews contain no additives, preservatives or stabilizers, ONLY beer! We brew traditional ales with a Scottish twist, as is our heritage. Our flagship beer, Ten Penny Ale, is ubiquitous throughout Connecticut, as well as some areas of Massachusetts, New York state, Maine and New Hampshire and shortly, Rhode Island. My grandfather used to say 'You know, laddie, you can get a good beer for a nickel, but a really good beer will cost you ten pennies!' quips McClellan. He adds, "The craft beer industry has grown dramatically in recent years; when you've been around for 15 years during a burgeoning market, the quality of your beer better be there or soon you won't be! The brewery is planning to offer a special anniversary brew and a host of exciting promotions to commemorate their 15th year. Join the Olde Burnside Brewing Facebook page for all the events and promotional updates!

Olde Burnside Brewing is the oldest family-owned micro brewery in the state. McClellan is quick to credit the hard work and creativity of his wife, Gail, and two sons, Jason and Case in hammering out the day-to-day course of operations and future growth of the brewery. One of their more playful creations is called "Pipes in the Valley." The McClellan clan host their own Celtic music festival each September in downtown Hartford. In partnership with Riverfront Recapture, Inc., the skirl of the bagpipes attract some 20,000 people into the capital city with the lure of famous Irish and Scottish traditional and rock bands known world over. The event is free to the public and offers an abundance of entertainment for all ages. There is even a "Ten Penny Ale" song, penned by local musician/songwriter, John McLaughlin.

The outdoor "Brewtanical Garden" is open each Saturday from noon-4pm for tours and tastings during the months of April through November. [www.oldeburnsidebrewing.com](http://www.oldeburnsidebrewing.com)