

FROM IRELAND TO BUFFALO— SULLIVAN'S BREWING COMPANY ANNOUNCES U.S. DEBUT

**Kilkenny-based brewery with 300+ years of legendary tradition brings its
'Maltings Irish Ale' to several select Western New York establishments**

BUFFALO, NY – Today Sullivan's Brewing Company announced its official United States debut following an iconic launch party at the historic Stella Lowry House along Delaware Avenue's "Midway" in the City of Buffalo. Sullivan's is an Irish beer brand that originated in 1702 in Kilkenny, Ireland—a town known as "The Home of Irish Craft Brewing." Sullivan's Brewing was recently brought back to life in Ireland and evokes two legendary brewing families—the Sullivans and the Smithwicks—in the re-launching of this notable brand. The brewing company has chosen Buffalo to introduce its celebrated *Maltings Irish Ale*, which is now available on-tap at a number of restaurants and bars throughout the Western New York region.

"Relaunching the legendary Sullivan's Brewery in Kilkenny has been an exciting process, and the timing couldn't be better to bring our great beer to the United States," said Alan Quane, managing director of Sullivan's Brewing Company. "When thinking about the ideal American city to debut our *Maltings Irish Ale*, Buffalo quickly rose the ranks as the perfect audience and location. The region is a great fit and known for its hardworking, beer-appreciating, sports-loving, grounded people—much like Kilkenny itself."

"As someone who loves Buffalo, I'm excited to bring a truly best in class product to our great city," said Michael Meade, who is responsible for Sullivan's Brewing Company in the Americas. "I believe in doing all that we can to continue giving our region a shot in the arm and helping contribute to the renaissance of Western New York."

Sullivan's cites liquid credentials and its master brewer as key facets of the brand. The brewing team is led by the world-class master brewer Ian Hamilton. Hamilton prides himself on craftsmanship, quality, innovation and perfecting each recipe with creative and satisfying twists.

"The beer we craft is inspired by traditional Kilkenny recipes and brewed the way the family has always brewed—the way real Irish beer should be brewed—by hand, in small batches, with enormous heart and the finest locally-sourced ingredients from Ireland," said Ian Hamilton, master brewer of Sullivan's. "We ferment our beer up to four times longer than any other leading Irish ales. In addition, at Sullivan's we use base volume brewing methods, as opposed to diluted methods used in larger commercial operations."

Maltings Irish Ale (5% ABV) is the first imported beer available in the U.S. by Sullivan's Brewing Company and is a smooth, balanced, ruby-tinted classic Irish ale with a depth of malt flavor yielding rich biscuit and gentle caramel notes. The beer is comprised of ingredients local to Ireland: Kilkenny water, four malts, three hops, and a cask ale yeast.

"We are adamant about contributing to the noticeable renaissances underway in Kilkenny and Buffalo, revivals based on resilience gathered from years of re-generation and re-invention, and we look forward to telling our story throughout both regions," continued Quane.

"The team, program, and product assembled by Sullivan's and Master Brewer Ian Hamilton is unmatched and a key reason why I invested so significantly," remarked Meade. "Our entry into the Buffalo market builds on the great efforts of the region's brewing pioneers and those who have recently shaped the local craft beer scene in such a positive way."

“That is why we have chosen to resurrect this iconic brand in Buffalo, at a celebrated location like the Stella Lowry House, where we can demonstrate our commitment to history, preservation and giving back to the City of Buffalo,” concluded Meade. “As a Buffalonian who spends much time at my cottage in County Limerick, I’ve always been partial to these two great places and couldn’t be happier to play a role in connecting Ireland and Western New York through great beer.”

Sullivan’s can be found on draft at the following bars/restaurants:

Blackthorn Restaurant and Pub
Brennan’s Bowery Bar & Restaurant
Coles
Colter Bay
Conlon’s Bar & Grill
Doc Sullivan’s
Gabriel’s Gate
Lenox Grill

ABOUT SULLIVAN’S BREWING COMPANY

First established in 1702, the Sullivan family brewing name was once the biggest in Kilkenny, having opened the town’s first commercial brewery. But, the name fell into abeyance during the last century. The Sullivan and legendary Smithwicks families were close, nearly neighbors and connected socially, through politics, by marriage – and also business competitors. In 1918, an errant member of the Sullivan family bet and lost the entire business on a horse race, and the demise of the business soon followed. The Smithwicks subsequently rescued the Sullivan’s workforce and assumed operations into their own brewery, thus retaining the rights to the Sullivan’s name.

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