



**Alaska. Yes, in January.
10 Days. Craft Beer.**

**Brave the Cold.
Revere the Beer.**

Anchorage, Alaska – DEC 01.2015 – It's cold. It's dark. It's time for AK Beer Week.

Many cities now host “beer weeks”—Seattle, Portland, San Francisco, Denver and Boston to name a few. These are 10-day celebrations that focus on craft beer and the pioneering spirit of the craft brewing industry. Due to travel logistics as well as a strong brewing community spirit in this state, AK Beer Week was created in 2011 to celebrate craft beer—not just in Anchorage, but in all of Alaska. With now almost 30 breweries and brewpubs in communities throughout the state, Alaska’s brewing industry parallels the passionate, artisan, entrepreneurial brewing renaissance that is emergent throughout the US and the world today. AK Beer Week is an exuberant way to nurture, highlight and elevate Alaska’s beer scene. And, yes, in the midst of winter.

Anchored by the Great Alaska Beer and Barley Wine Festival—now in its 22st year, AK Beer Week 2016 is slated for FRI JAN 15 through SUN JAN 24. Ten days of craft beer events—from traditional beer dinners and vertical vintage beer line-ups to après-yoga beer tastings, craft beer cocktails, tap take-overs and beer brunches—provide a multitude of ways to introduce newcomers to craft beer as well as delight the aficionados. Each year venues come up with new and exciting ways to showcase craft beers throughout Alaska. Look for more events that include an educational and/or culinary spin. AK Beer Week is positioned to offer a wide range of events and activities that speak to a variety of demographics—ages, interests, sexes and income levels. Because craft beer is a common denominator within many demographics, it brings people together—people that might not otherwise strike up a conversation and hang out. And what do folks talk about? It's not politics and religion—it's BEER. AK Beer Week embraces that concept by encouraging venues of all sorts to present craft beer in ways that fit their establishments' audiences and philosophies.

Of course, in any industry, technology is now a key component of communication. For 2016, akbeerweek.com continues to be a hub for all social networking related to AK Beer Week: Facebook, Twitter and Instagram. These provide means for folks to “share” their of-the-moment experiences. All AK Beer Week events are available in a calendar format with details and google maps. Additionally, two new phone apps—The Beer Up Here and Anchorage Night Out—are available to keep beer and brewery details at hand during AK Beer Week and, especially, for the Great Alaska Beer and Barley Wine Festival.

Again this year, Green Star Alaska is ready and available to help all AK Beer Week events/venues be more “green.” Recycling aluminum, glass, plastic, cardboard and mixed paper is the starting point. Green Star will be loaning out recycling bins and conferring with event coordinators to determine logistics for collecting and transferring recyclables to recycling centers. We are encouraging all events to be fun, educational and green!