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Latest news: www.hilltownbrewfest.com

New Salem Hosts 5th Annual Hilltown Brewfest Saturday, Sept. 8

New Salem General Store to present tasting of 30+ brands, covering a wide variety of styles of craft beers, wines, cider, and mead; net proceeds will be donated to New Salem and Wendell fire departments.

NEW SALEM, Mass., August 12, 2012 – The New Salem General Store is excited to present the 5th annual “Hilltown Brewfest ” from noon to 5 p.m. on Saturday, Sept. 8, 2012, at Cooleyville Junction, 837 Daniel Shays Highway (Route 202) in New Salem. This annual event has quickly become the fastest growing Brewfest in the area with over 780 beer enthusiasts in attendance in 2011!

This 5th annual afternoon tasting will feature more than 30 mostly regional brands, offering many styles of beer along with select offerings of wine, cider and mead. Many of these offerings are made by fine micro/craft brewers and winemakers in the Quabbin & Pioneer Valleys region or by similar craft producers across New England. In addition to the brews, there will be food, raffles and live music. Advance tickets for \$22.00 are available at the New Salem General Store, The Blind Pig Pub and Stan’s Liquor Mart in Athol, Amherst Glass or online at www.hilltownbrewfest.com. Admission is \$25.00 at the gate and there is ample free on-site parking. Buses are welcome too!

As has been done every year, the net proceeds of the Brewfest will be donated to the Fire Departments of New Salem and Wendell to augment their budgets. “Last year’s Hilltown Brewfest in New Salem was a great success, with upwards of 700 people attending”, explained Rick Oliver, proprietor of New Salem General Store. “The Hilltown Brewfest recognizes and promotes our area’s outstanding brewers and provides a fun venue for craft brew enthusiasts to sample a wide and tasty variety of mostly local or regionally produced beverages.”

The Hilltown Brewfest 2012 will include live musical performances from three local groups:

- **The Music Downstairs**, a spinoff band from Evenspeak will be performing classic and modern rock;
- **The Doug Johnson Band**, a popular local country band;
- **Boston Blackthorne**, one of New England's premier Celtic bands performing traditional and new music.

Upon entry to the Brewfest, attendees will receive commemorative tasting glasses that they will use for sampling throughout the day. Regional brewers and beverage distributors planning to attend, representing more than 30 brands include:

- Anheuser Busch Shock Top
- Berkshire Brewing Company
- Boston Beer Works
- Brooklyn Brewery
- Cisco Brewers
- Coors Blue Moon
- Goose Island Beer Company
- Green River Ambrosia
- Harpoon Brewery
- Haverhill Brewery
- Headwater Cider Company
- Innis & Gunn
- Ithaca Beer Company
- Jacob Leinenkugel Brewing Company
- Kona Brewing Company
- Lefty's Brewing Company
- Long Trail Brewing Company
- Margaritaville Brewing Company
- Moonlight Meadery
- Olde Burnside Brewing Company
- Offshore Ale Company
- Otter Creek Brewing / Wolavers
- Paper City Brewery Company
- Peak Organic Brewing Company
- Redhook Ale Brewery
- Sea Dog Brewing Company
- Shipyard Brewing Company
- Sierra Nevada Brewing Company
- Southern Tier Brewing Company
- The People's Pint
- The Woodchuck Cidery
- Wachusett Brewing Company
- West County Cider
- Widmer Brothers Brewery

Media sponsors for this year's Hilltown Brewfest are WJDF 97.3 FM in Orange and Bear 95.3 of Greenfield. The site event is again provided courtesy of Larry Eaton Builder, and Larry & Donna Eaton Changing the World. Summit Ice has signed on as a sponsor once again this year to keep the beer good and cold. Horizon Beverages, Charles River Wines, Still River Winery and Quabbin Sky Vineyard are sponsoring the wine tent, and Klondike Sound of Greenfield is donating the use of sound equipment as well as technical support time. LP Athol Corp, Stan's Liquor Mart and Amherst Glass are also contributing time and materials to this event.

"The Hilltown Brewfest brings together area businesses, residents, and institutions for fun and to raise money for good causes," said Oliver. "Last year, we raised and donated more than \$8,000 to the firehouses in New Salem and Wendell. This year, we hope we can do even more to support our towns' fire departments – while highlighting our area's talented brewers and musical performers in the process."

This year, hot dogs and hamburgers will be available from the Petersham Lions, Diemand Farms of Wendell will be onsite with turkey legs, pulled turkey sandwiches and vegan/gluten free chili and a variety of BBQ offerings will be available from Cliff's Smokin' Backyard Barbeque and Catering. The New Salem Fire Department will be cooking up French fries and free popcorn is available throughout the day, compliments of the New Salem General Store. Bart's Ice Cream has teamed up with Berkshire Brewing Company to provide this year's brew ice cream. The Cigar Bar will return this year and the New Salem and Wendell Fire Departments will again hold a 50/50 raffle, which paid out over \$600 in prizes last year. In addition, 5th Anniversary surprises are in the works!

The Hilltown Brewfest will be held, rain or shine, under the big tent in the big field at Cooleyville Junction, 837 Daniel Shays Highway (Route 202), in New Salem. Advance tickets (\$22.00 each) can be purchased at New Salem General Store, The Blind Pig Pub and Stan's Liquor Mart in Athol, Amherst Glass and online. Tickets are \$25.00 the day of the Brewfest at the gate and there is ample free parking. Attendees who volunteer to be designated drivers will receive a \$15.00 discount at the door. Tickets, directions to the event, and more information are at www.hilltownbrewfest.com.

About the Event's Presenter

New Salem General Store, founded in 1996 by Rick and Lori Oliver, is a classic, friendly country store featuring home-cooked breakfasts, a full-service deli serving Boars Head products, pizza on Friday nights, and a diverse selection of beer, wines and spirits, including many regional brands. Open seven days a week, the store offers a wide variety of grocery and convenience items, as well as local produce, gifts and books, along with lottery tickets and an ATM. New Salem General Store can be found online at www.newsalemgeneralstore.com and is located on Route 202 in New Salem Center, at 410 Daniel Shays Highway; contact (978) 544-8177 or e-mail info@newsalemgeneralstore.com.

About the Host and Sponsors

Larry Eaton Builders, founded in 1981 by New Salem native Larry Eaton, is one of the area's leaders in energy efficiency; all buildings built by his firm have employed cutting-edge insulation and weatherproofing techniques. In 1999, Larry and his wife Donna, joined forces with the world's only total wellness company Nikken, known locally as **Larry & Donna Eaton Changing the World**. Since then, they have helped thousands globally address persistent challenges to wellness. They focus on five areas of wellness: water, air, nutrition, sleep, and exercise. To learn more, contact the Eatons at (978) 544-2077, e-mail leaton12@yahoo.com, or visit www.nikken.com/larry.

WJDF 97.3 FM, founded in 1995 by brothers Jay, Donn and Fred Deane, is the popular and lively hometown radio station for Orange, Athol, and surrounding North Quabbin communities. On-air personalities include morning show hosts Fred and Jay Deane and weekday personality, Dave Cass. A proud supporter of the region's organizations, businesses, sports, and community events, WJDF broadcasts "the best music" from its street-side studio in downtown Orange. For more information, call (978) 544-0957, or visit www.wjdf.com.

BEAR 95.3 FM, serving Franklin and Hampshire counties, Bear Country has graciously agreed to help promote our Brewfest again this year. Bear 95.3 provides great country music to the Valley. Check them out today on your radio dial or at www.wpvq.com where you can listen live.

Summit Ice is a full service, premium ice manufacturer located in Greenfield, MA. We offer ice for every occasion and our expert staff is available to help you with your ice needs. Whether it is cubed ice, block ice, dry ice, luges or ice carvings, we make every event cooler, and more fun! A Party Planner is available on the website to help you plan your event. Contact Summit at 888-505-3379 or www.summiticeinc.com for all your ice needs.

Horizon Beverage Company, originally known as Brockton Wholesale Beverage, was founded in 1933 by Morris Sims shortly after the repeal of Prohibition. The operation was a simple one with 6 salesmen working out of a garage in downtown Brockton, MA. Today, Horizon Beverage Company employs over 600 people throughout MA, RI, NH, ME and VT.

Charles River Wine Company is a Massachusetts-based specialty Import Company and Wholesale Distributor of fine wines. Importing wines from most of the major wine producing regions using working-refer containers or thermal blanket shipping methods for all four seasons. They believe that high standards make a difference at every price point and work with other wine importers and quality-focused Wineries in the United States. Distributing wines throughout Massachusetts only, they are regarded as a distinctive distributor.

Still River Winery is located in Harvard, MA. Winemakers Wade and Margot Holtzman create a truly unique Apfel Eis wine. Sweet, golden, and full-bodied in the glass, it is made from a blend of apple varieties coming from Massachusetts orchards. Over 80 apples go into each bottle. Unlike most wines and ciders made from apples, Apfel Eis

has absolutely no sugar added during fermentation. Fermentation takes place over months at very cold temperatures creating an amazing product.

Quabbin Sky Vineyard is New Salem's first Bonded Farm Winery. Located at 8 Hunt Road, New Salem, Ma (Gate 17 for locals.) Producing fine white and red wines for five years Phil and Joyce Wiley are the owners, winemakers and bottlers. All harvesting is done by hand and all wine is aged at least a year. Sales and wine tasting room will open this fall. Call 978-544-6543 for more information or take a ride and make them your destination. You won't be disappointed.

LP Athol Corp. leases commercial space, provides warehousing services, and generates hydropower. With over 300,000 square feet of space available, L.P. Athol has a wide variety of locations to house your business. Perhaps you want to start a brewery? Contact Cindy on 978-828-7665 for info about the facility.

Amherst Glass, a window and glass repair service company located in Amherst, MA rendering repair service on windows, mirrors, screens, storm windows, Plexi glass, table tops, and insulated glass. Owned by New Salem resident Grover Ballou, in addition to providing quality work and reliable glass repair service giving back to the community is a priority.

Stan's Liquor Mart, located in Athol, MA has signed on this year to volunteer and help promote this worthy cause. Specializing in fine wine and craft beer they have a large selection of our vendor products in stock.

About the Musical Performers

- **The Music Downstairs** a spin off band from Evenspeak, consisting of Tom Smith (lead & backing vocals/guitar) Paul Labrie (bass) Carolyn Salls (lead & backing vocals) Frank Laford (guitar, keyboard) Chris Robichaud (lead guitar) Harold Parker (percussion) these are local favorites who will be rocking the house with a blend of classic and modern rock.
- **The Doug Johnson Band**, a great new country band featuring the great Duke Levine on guitars, Steve Maher on bass and vocals, Doug Johnson on guitars and vocals and Dale Monette on drums. Doug has written all the songs for their new CD which will be available soon. You can check out their new single "That's that" on YouTube at <http://www.youtube.com/watch?v=Hk1BTFIbJWY>
- **Boston Blackthorne**, a strong force in the New England Folk and Irish circuit for more than 20 years performs original songs and jigs in traditional Irish motif as well as American Folk, Country and Bluegrass. The band includes Jim O'Connor on vocals, guitar, banjo, bouzouki and mandolin, Jon Lees on vocals, 6 & 12 string guitar, Jim "Chetz" Keegan on vocals, bass, tenor banjo, Peter McAvoy on tenor banjo, mandolin and fiddle and Dale Monette on drums and bodhran. Visit www.bostonblackthorne.com to check out the band or purchase their latest album.