



**“A Vacation in Every Pint”**

**Cape Cod Beer  
1336 Phinney’s Lane  
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[www.CapeCodBeer.com](http://www.CapeCodBeer.com)**

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***Photos supporting this press release can be found at [www.CapeCodBeer.com/August2006](http://www.CapeCodBeer.com/August2006)***

## **Cape Cod Beer Doubles Capacity and Expands Reach to Falmouth, Orleans and Chatham**

Hyannis, MA – Spurred on by an incredible summer season, Cape Cod Beer recently received and installed 3 new fermentation vessels. These tanks double the production capacity of their facility at 1336 Phinney’s Lane in Hyannis, which opened in March of 2006. After spending the summer challenged to keep up with the demand for their products, the brewery was excited to see the trucks roll in with the new equipment. Two tanks came to Hyannis from China, and the other from the Czech Republic. Both shipments were on order long before the start of the summer season, but recent shortages in the stainless steel market, plus a resurgence in the craft brewing industry has left the market tight, and tanks difficult to find.

“We’ve waited what seems like forever – tracking their every stop along the way”, explains Brewmaster/President Todd Marcus. “You never think about how long it takes to get something this big through customs – until you’re the one waiting for it.” According to Cape Cod Beer Sales Guy, Blake Decker, the timing is perfect. “We’ve been waiting for the summer season to slow a bit before trying to bring in some new accounts. Now that the tanks are finally here we can feel more confident about keeping up with and adding to the demand.”

Cape Cod Beer has steadily grown its presence on a Cape Cod since its inception in April 2004. With a dozen or so accounts the first summer, and 3 dozen the second, Cape Cod Beer finished out its third summer with beer on draught at over 75 restaurants – and “growlers” selling at over 30 package stores.

“The new tanks will really help us open up markets like Falmouth, Orleans and Chatham, providing us with twice our current capacity” explains Marcus. Cape Cod Beer began pouring beer in select

Falmouth location such as Café Villagio, Pi Pizza Bistro, McMenamy's, the Nimrod & the Quarterdeck this summer – and hopes to expand to more Falmouth locations this fall. The same is true for Chatham and Orleans, where Cape Cod Beer can already be found on tap at places such as The Orleans Inn, Marley's, Mahoney's Atlantic Grille, the Red Nun, & the Chatham Bars Inn. "But those are just the beginning, with plenty of great watering holes still not pouring THE local beer", explains Marcus.

"We're very excited to finally be in Falmouth, Orleans & Chatham", explains Brewmaster/President Todd Marcus. "Our new location and these new tanks have opened up so much opportunity for us. Before the move we just couldn't make enough beer to think about distributing outside the mid cape area. Now we're working on getting the word out across all of Cape Cod, and maybe beyond, about our locally brewed beer."

Recent industry news parallels the growth and success Cape Cod Beer has been experiencing. The Brewers Association reported on August 21<sup>st</sup> that the volume of craft beer sold in the first half of 2006 rose 11 percent compared to the same period in 2005. "The rate of growth in the craft beer segment appears to be accelerating," said Paul Gatza, Director of the Brewers Association professional division. "This is the third straight year we've seen an increase in the craft beer growth rate. Given that the number of operating craft breweries has remained relatively constant in recent years, the current trend in craft beer sales increases demonstrates a growing consumer preference for the diverse and flavorful beers made by craft brewers," said Gatza.

Cape Cod Beer is Cape Cod's only distributing microbrewery, which began brewing and distributing its beer in April of 2004. In January of 2006 Cape Cod Beer built out a 3,000 sq ft production facility at 1336 Phinney's Lane in Hyannis, carefully moving its tanks and brewhouse from its old, 540 sq ft home at 720 Main Street, Hyannis. Cape Cod Beer's new location has allowed them to add additional tanks, and expand capacity, thus allowing them to expand into new markets, such as Falmouth, Chatham and Orleans.

The new brewery also has a retail space where Cape Cod Beers sells and refills "growlers" of its local brews, as well as beer related items and homebrew and wine making supplies. Growlers are filled at the brewery at 1336 Phinney's Lane in Hyannis during the following retail hours: Wednesday thru Friday noon to 6pm and Saturday 11 am to 2pm.

To find out more about Cape Cod Beer, please contact us at 508-790-4200 or see our website at [www.CapeCodBeer.com](http://www.CapeCodBeer.com).

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