



MEDIA ALERT

Vita.mn Announces the Quintessential Minnesota Six-Pack

Limited supply of iconic brews available exclusively at Zipp's Liquors

MINNEAPOLIS· November 6, 2013· Vita.mn cracks open its annual beer issue on Thursday, November 7, and unveils the first-ever Vita.mn Six-Pack. The Six-Pack is Vita.mn's Minnesota beer Hall of Fame, honoring the most iconic or important beers currently made in the state.

Here's how the Vita.mn Six-Pack was selected:

- More than 1,200 readers voted in Vita.mn's six-day, bracket-style contest to determine which of 32 Minnesota beers is the greatest in the state. The reader's pick is included in the Vita.mn Six-Pack.
- A panel of Minnesota beer experts gathered at a secure, undisclosed brewpub to decide the other five beers. Participants included *The Growler* editor **Joe Alton**, Minnesota's first certified cicerone (Google it) **Michael Agnew**, beer judge **Gera Exire La Tour**, beer historian and author of *Land of Amber Waters: The History of Brewing in Minnesota* **Doug Hoverson**, beer blogger **Andrew Schmitt** and Vita.mn beer writer **Michael Rietmulder**.

Criteria for the final selection included taste (Is this beer a clear standout for its style, either a unique genre-bender or an exemplary purebred?), significance (Is it a trailblazer? Did it bring something new to our scene? Can we sense its influence?), and retail availability.

What beers made the Vita.mn Six-Pack? Pick up the Vita.mn beer issue on racks throughout the metro on Thursday, or find out outline at www.vita.mn. Here's a hint: All of the beers in the Vita.mn Six-Pack can be found throughout the Twin Cities· with one highly desirable exception.

Want to get your hands on a Vita.mn Six-Pack? Vita.mn has partnered with Zipp's Liquors at 2618 E. Franklin Avenue in Minneapolis to make the complete Vita.mn Six-Pack available for sale for a limited time starting Thursday, November 7 at noon. The Vita.mn Six-Pack will be specially priced at \$12.99 (10% off retail).

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