

FOR IMMEDIATE RELEASE

Squatters Pubs & Beers

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SQUATTERS & RADIO FROM HELL... A PARTNERSHIP 20 YEARS IN THE BREWING

SALT LAKE CITY – (February 16, 2012) – Squatters and Radio From Hell two well-known local brands partner to create a new red ale that is taking Utah by storm. Beer delivered to D.A.B.C. state liquor test locations are selling out in one day. “Our first goal was to take over the airwaves; our next stop the liquor stores... and then the world,” proclaims Richie T Steadman Radio From Hell producer and director of marketing.

While Brewmaster Dan Burick was exploring style options to add to the Squatters beer lineup, veteran Radio From Hell morning show host Kerry Jackson approached Peter Cole about working together to create an X96 beer. Squatters has produced numerous private labels that the public never sees. Private label examples include gallery openings, company parties, tradeshow exhibits, and fundraisers to name a few. The partnership offered the opportunity to co-brand a product the public could enjoy year round.

"We're absolutely stoked to be brewing *Red as Hell Ale*. It's another great milestone in our twenty plus year partnership with the brilliant, and oh so witty, folks at X96. What I would say... in fact I'm actually saying now... is *Red as Hell Ale* has a staggeringly delicious flavor profile. Really interesting malt, alcohol and hop flavors and aromas in perfect balance, resulting in what might be described as a slightly fruity disposition - much like Kerry, Bill and Gina. This is a tremendous quaffing beer; I'm convinced customers are going to love *Red as Hell Ale* as much as they love X96... Gina was right!" exclaims Peter Cole Squatters Founding Partner and X96 fan.

"We are very pleased to partner with Squatters in the conception, development, branding and marketing of the new X96 Radio From Hell *Red as Hell Ale*. This brand-extension venture has been extremely well received by our X96 "Community" and provides valuable collateral exposure with the X96 experience. We appreciate the very significant economic, technical and creative resources invested by our wonderful partners at Squatters to champion this new brand achievement" states Craig Hanson, President of Simmons Media.

All new products coming into D.A.B.C. state liquor stores go through a testing period, these items are referred to as Test Status (T) items for trial in a few select stores spread throughout the state. The items from this category that perform well are usually moved into a general listing status and distributed statewide.

Alcohol by Volume: 5.5%

Availability: Radio From Hell *Red as Hell Ale* is available in Squatters Pubs; The Beer Store at 1763 South 300 West in Salt Lake City and select Utah State Liquor Stores (list attached) – for \$3.99 per 25 oz. bottle.

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ABOUT SQUATTERS PUBS & BEERS:

Jeff Polychronis and Peter Cole founders of Squatters Pubs and Beers opened Salt Lake's original brewpub in 1989, and currently operate three pubs. www.squatters.com In 2000 Squatters and Wasatch merged their microbrewery operations for draft and bottle production creating *Utah Brewers Cooperative*. Greg Schirf operating partner and Dan Burick brew master and general manager, oversee all of Squatters and Wasatch award winning bottle and keg products.

Utah Brewers Cooperative is on schedule to produce 45,000 barrels in 2012 and is the only Utah brewery represented on the Brewers Association list of the *Top 50 Craft Brewing Companies in the Country*. Squatters and Wasatch bottled and draft beers are available in Utah liquor stores, restaurants, clubs, hotels, resorts, grocery and convenience stores throughout Utah; Idaho, Arizona, Nevada, South Dakota, Nebraska, Texas, Wisconsin, Louisiana, Wyoming, New Mexico.

ABOUT SIMMONS MEDIA GROUP:

Radio From Hell is an American radio program broadcast weekday mornings on [Salt Lake City, Utah's KXRK](#) 96.3FM, simulcast via a live internet audio stream. The show features hosts [Kerry Jackson](#), [Bill Allred](#) and [Gina Barberi](#) and is produced by Richie T Steadman.

Radio From Hell is the longest running radio program in the Salt Lake City area, and has consistently been rated as one of the best programs in the area by media reviews and polls^[1]The show has received praise from outside the Utah region; [Rolling Stone](#) cited KXRK as one of the top-five rock and roll radio stations in the U.S., and reported that *Radio From Hell* was one of the longest-running local radio programs in the U.S.^[1]

Radio From Hell

Contact: *Richie T Steadman*

Producer / Marketing Director

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Cell: 801-512-1737

Label design was also part of the collaboration, The Mandate Press designer Sky Bitzer created the retro cartoon label, poster, invites and the – they will get stolen “Gone to Pee” coasters. The Mandate Press is a modern letterpress shop that specializes in high end business card, invitations and other printed ephemera.

The Mandate Press

1077 South Main Street, Salt Lake City

Contact: *Ben Webster*, Owner

ben@themandatepress.com

Phone: 801-359-4868

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UTAH STATE LIQUOR STORE TEST LOCATIONS:

#2

Sugarhouse
1154 Ashton Avenue
Salt Lake City, UT 84106
(801) 463-4939

#3

West Valley
3381 South Redwood Road
West Valley City, UT 84119
(801) 972-5735

#8

Bountiful
520 North 500 West
Bountiful, UT 84010
(801) 292-3051

#15

Salt Lake City
1863 East 7000 South
Salt Lake City, UT 84121
(801) 942-6234

#16

Sandy
125 West 9000 South
Sandy, UT 84070
(801) 255-8721

#18

Cedar City
1580 South Providence Center Drive
Cedar City, UT 84720
(435) 586-1644

#21

Harrisville
484 North Wall Avenue
Harrisville, UT 84404
(801) 393-2600

#29

Holladay
1814 East Murray Holladay Road
Holladay, UT 84117
(801) 278-3572

#31

Draper
14445 South Minuteman Drive
Draper, UT 84020
(801) 495-2896

#38

Park City
1550 Snow Creek Drive
Park City, UT 84060
(435) 615-8538

#40

Riverton
13332 South Market Center Drive
Riverton, UT 84065
(801) 412-9972

#41

Salt Lake City
280 West Harris Avenue (1580 South 300 West)
Salt Lake City, UT 84115
(801) 412-9972

#42

Hurricane
202 N Foothill Canyon Road
Hurricane, UT 84737
(435) 627-2410

#45

Springville
1551 North 1750 West
Springville, UT 84664
(801) 489-4807

Utah Dept. of Alcoholic Beverage Control
Merchandising Manager
Contact: Robert Southworth
rsouthworth@utah.gov
Phone: 801-977-6824