



SHAKESPEARE FESTIVAL ST. LOUIS

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FOR IMMEDIATE RELEASE

Schlafly Beer and Shakespeare Festival St. Louis Roll Out Schlafly 1616 in Commemoration of the 400th Anniversary of the Bard's Death

ST. LOUIS (Feb. 29, 2016) – In honor of the 400th anniversary of the Bard's death (April 23, 2016), the Saint Louis Brewery, makers of Schlafly Beer, have created Schlafly 1616, an unfiltered lager featuring Mandarina Bavaria hops and crafted exclusively for Shakespeare Festival St. Louis.

The beer will be available on draught at select Festival events throughout the 2016 season including several SHAKE 38 (April 19-23) performances, the mainstage production of *A Midsummer Night's Dream* (June 3-26), and Shakespeare in the Streets in Maplewood (Sept. 16-18). Schlafly Beer and Shakespeare Festival St. Louis co-branded growlers will also be available for purchase.

Schlafly 1616 is an unfiltered lager brewed with Mandarina Bavaria hops, one of the few hops named for the flavor it possesses. It drinks like a fresh, hoppy wheat beer and finishes with a clean, malty finish. As the official brewery of Shakespeare Festival St. Louis, Schlafly worked with artist Igor Karash to develop special packaging for 12-packs of Pale Ale inspired by the life and work of William Shakespeare. These special 12-packs will be available in grocery and retail outlets throughout St. Louis, beginning in mid-May.

“Since 2001, the Festival has served as a place not only for great theater but for people to gather and break bread. In the schools, the streets and the park, we bring people together. And what better way to celebrate William Shakespeare's legacy than to toast him with a beer brewed in his honor,” said Rick Dildine, artistic and executive director of Shakespeare Festival St. Louis. “Our partnerships throughout the community speak to who we are as collaborators and our work with Schlafly is truly a unique one in the theater world.”

“When Shakespeare Festival St. Louis launched its premiere mainstage show years ago, Schlafly Beer was as thrilled as anyone to welcome such an impressive program that enriched our city's culture,” said Stephen Hale, Schlafly ambassador brewer. “We are thrilled to join them this year and offer this special beer to the Bard. Just as the Festival supports the art of the theatre, we maintain a dedication to our craft of brewing the best quality beer every day. Shakespeare Glen is the perfect venue to enjoy a great Schlafly Beer and some delectable goodies from your favorite food vendors.”

About Shakespeare Festival St. Louis

In the past 16 years, Shakespeare Festival St. Louis has attracted more than 670,000 people to its annual free performances In the Park. The organization has reached 290,000 students In the Schools through its educational programming and, in 2010, launched SHAKE 38, a marathon participatory presentation of Shakespeare's entire 38-play canon community wide. In 2012, the Festival shut down its first street, Cherokee, to present a community-based play In the Streets. Shakespeare Festival St. Louis receives generous support from the National Endowment for the Arts, the Missouri Arts Council, the Regional Arts Commission, and the Arts & Education Council of Greater St. Louis. For more information, please visit www.sfstl.com or call 314-531-9800.

About Schlafly Beer

Founded in 1991 in St. Louis, Schlafly Beer is the largest locally owned and independent craft brewery in Missouri, proudly offering more than 50 unique styles of craft beer. The celebrated brewing company continues to define craft with a dedication to sourcing the best ingredients, supporting local sustainability and community efforts whenever possible, and delivering a superior beer experience from year-round to limited-edition styles. In 2014, Schlafly Beer's production of 60,000 barrels of beer took place between its two brewery-restaurants, Schlafly Tap Room (2100 Locust St.) in downtown St. Louis, and Schlafly Bottleworks (7260 Southwest Ave.) located in Maplewood. The Schlafly Tap Room was the first new brewpub to open in Missouri since Prohibition and is housed in a restored wood and brick building on the National Historic Register. Schlafly Bottleworks offers free Beer School every Friday at 2 and 4 p.m., and weekend tours every Saturday and Sunday from 12-5 p.m. on the hour. Schlafly Tap Room offers free brewery tours every Sunday. For a full listing of Schlafly Beers and for more information on distribution, visit www.schlafly.com. Find Schlafly Beer on Facebook, Instagram, and Twitter.

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