

FOR IMMEDIATE RELEASE

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Dixie Beer Pours into Baton Rouge and Lafayette *Iconic Louisiana Brew is Back: Born in 1907. Reborn in 2017*

NEW ORLEANS (August 16, 2017) – Dixie Beer’s return to the Gulf South area has reached another milestone this week, with 12-ounce cans and longneck bottles of Dixie, and new 91.3-calorie, 3.7 carb Dixie Light landing on retail shelves in Baton Rouge and Lafayette. Dixie Blackened Voodoo Lager also will be available in longnecks. Can’t decide on which one to buy? Pick up the Dixie Dozen, a variety pack of all three brews in 12-pack bottles where Dixie Beer lovers can sample all three styles.

Dixie Beer began distribution of the iconic brew in New Orleans last month, first with kegs to area bars and restaurants, and just last week with product at retail locations. Now fans in Baton Rouge and Lafayette can enjoy Dixie Beer. A list of stores carrying Dixie Beer products can be found here: www.dixiebeer.com

“Gayle and I could not be more pleased with the overall positive reaction we have received from the community on the return of Dixie Beer,” said Tom Benson. “We have spoken with so many people locally and regionally about the return of the beer to New Orleans and the return to its original recipe. It is exactly what we had hoped for and are so pleased that people cared about the beer, a local icon and certainly wanted it back. We are very happy to have it available in our community.”

Crescent Crown is Dixie Beer’s distributor in Baton Rouge and Lafayette.

About Dixie Brewing Company, LLC

- Tom and Gayle Benson purchased Dixie Brewing Company, LLC, from Joseph and Kendra Bruno, who were stewards of the brand beginning in 1985. Joseph and Kendra Bruno

will continue to contribute their invaluable knowledge, experience and passion for Dixie Beer as minority owners and members of the Board of Managers.

- The purchase agreement was finalized in December 2016.
- Dixie, new Dixie Light and Dixie Blackened Voodoo Lager are available in kegs and 12-ounce longneck bottles. Dixie and Dixie Light also will be available in 12-ounce cans. Additionally, there will be a Dixie Dozen variety pack of all three brews in 12-pack bottles where Dixie Beer lovers can try all three.

Dixie Brewing Company, LLC, distributes Dixie Beer, Dixie Light and Dixie Blackened Voodoo Lager in the Gulf South region. Production currently resides in Memphis while a New Orleans brewing location is secured and developed. Dixie was first introduced in 1907 and became known as the neighborhood beer of New Orleans. For more information, please visit www.dixiebeer.com and follow us (@DixieBrewCo) on [Facebook](#), [Instagram](#) and [Twitter](#).

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Links to high resolution press images of Dixie Beer, Dixie Light and Dixie Blackened Voodoo:

https://dixiebeer.com/assets/press/DixieBeer_12oz_Bottle_Lager.jpg

https://dixiebeer.com/assets/press/6739_DIXI_DixieBeer_12oz_Bottle_BVL.jpg

https://dixiebeer.com/assets/press/6739_DIXI_Dixie_light_can.jpg

https://dixiebeer.com/assets/press/6739_DIXI_Dixie_lager_can.jpg

https://dixiebeer.com/assets/press/6739_DIXI_BottlesFamily.jpg

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