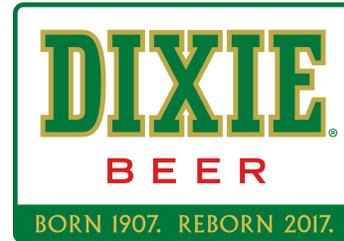


**FOR IMMEDIATE RELEASE**

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## **Dixie Beer Now Available in New Orleans Retail Stores** *Longnecks and Cans Hit Retail Shelves*

NEW ORLEANS (August 16, 2017) – Dixie Beer’s return to the New Orleans 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 across the metro area. Dixie Blackened Voodoo Lager will also 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.

A list of stores carrying Dixie Beer products can be found here: [www.dixiebeer.com](http://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. We have periodically stopped in various restaurants and bars around the city to ‘share a beer’ with those and the feedback has been tremendous. 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 New Orleans.

### **About Dixie Brewing Company, LLC**

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](http://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/DixieBeer_12oz_Bottle_Lager.jpg)

[https://dixiebeer.com/assets/press/6739\\_DIXI\\_DixieBeer\\_12oz\\_Bottle\\_BVL.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_light_can.jpg)

[https://dixiebeer.com/assets/press/6739\\_DIXI\\_Dixie\\_lager\\_can.jpg](https://dixiebeer.com/assets/press/6739_DIXI_Dixie_lager_can.jpg)

[https://dixiebeer.com/assets/press/6739\\_DIXI\\_BottlesFamily.jpg](https://dixiebeer.com/assets/press/6739_DIXI_BottlesFamily.jpg)

[https://dixiebeer.com/assets/press/6739\\_DIXI\\_BottlesCansFamily.jpg](https://dixiebeer.com/assets/press/6739_DIXI_BottlesCansFamily.jpg)