



For Immediate Release

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**Taos Mesa Brewing Company Announces Locally-Made Beer
in Honor of Rio Grande del Norte National Monument**

(Taos, New Mexico) – In honor of the announcement by the White House that President Obama will designate Rio Grande del Norte as a national monument, Taos Mesa Brewing Company is brewing up a celebratory pale ale. The locally-made, hand crafted beer, christened the “Rio Grande del Norte National Monument Pale Ale,” will be sent to the President, Secretary and others in Washington, DC, as a token of appreciation for making the national monument designation a reality.

“Being the beer connoisseur that he is, I am confident the President will enjoy the beer, a light, crisp, well-rounded English style pale hopped with English noble hops and brewed with water from the nearby Sangre de Cristo Mountains,” said Jayson Wylie, Head Brewer and co-founder of Taos Mesa Brewing Company.

Located in Taos and Rio Arriba counties, Rio Grande del Norte is comprised of approximately 240,000-acres of federal public lands and includes the Rio Grande Gorge, Ute Mountain, and the Taos Plateau.

“We hope the national monument designation will increase our customer traffic, of course, but the preservation of the environment around us is equally important. We all live here because of the great natural beauty we see right from our brewery bar,” said Gary Feuerman, the managing partner in charge of business development.

Taos Mesa Brewing Company was opened in August 2012 by its four co-founders, all local entrepreneurs with a love of fine beer and great music, in the world-renowned tourist and ski destination, Taos, NM.

“After many years of hard work and the help of many family, friends and local investors, we built an environmentally friendly, state of the art microbrewery and first class music venue from the ground up,” said Peter Kolshorn, designer and co-founder.

“Every yard of concrete was poured by us, each one of the 9,840 bolts used to put together the Quonset structure was hand bolted by us. We put every piece of this project together,” said Dan Irion, the music director and co-founder.

“It was very much a labor of love for all of us - but we couldn’t have done it without the community behind us,” said Max Davis, Assistant Brewer and integral team member from the first day of construction.

The building is energy efficient and uses many recycled materials. “We get more than 90% of our heat from the sun and will soon be solar preheating our brew water. It was important to all of us to make an environmentally sustainable building and business,” said Mr. Kolshorn.

Following the nationwide trend for interest in microbrew beer, the Taos Mesa Brewing Company is continuing to grow. The Brewery has created more than 21 jobs and is poised to add more. “The demand for our beer is already outstripping supply and we are now planning an expansion,” said Mr. Feuerman.

Dan Irion, who is also a river rafting guide on the Rio Grande, is pleased that such a sacred, beautiful area will be given this protected status.

“Of course, we are hopeful that it will bring more visitors to this area,” said Irion. “Our brewery sits at the gateway to the monument with incredible views of it all.”

The Taos Mesa Brewing Company is located on Highway 64 across from the Taos Regional Airport, just three miles east of the Taos Gorge Bridge and the new national monument. Visitors to the new national monument are welcome to stop by the brewery to enjoy local foods, hand-crafted beers, and unsurpassed views of Taos County’s scenic public lands.

To learn more about the Taos Mesa Brewing Company, please visit www.taosmesabrewing.com or contact Peter Kolshorn at 575-770-7301.