



**LIFE IS  
WHAT  
YOU  
POUR  
INTO IT**

**BEERS BREWED TO TURN IT ON  
PYRAMID BREWERIES ANNOUNCES SECOND IGNITION SERIES BEER:  
OUTBURST IMPERIAL IPA**

**SEATTLE, WA – April 22, 2010** – There are beers that are shared far and wide and then there are the coveted gems for a fine few. Pyramid Breweries delivers another star with Outburst Imperial IPA, the second offering in the limited release, draft-only Ignition Series.

Satisfying the discerning palates of those looking for more beer in their beer, the 2010 Ignition Series offers three unconventional brews that set out to spark conversation. All featuring big, bold, intricate tastes, each distinct style provides a challenging new tier to explore beyond Pyramid's year round and seasonal offerings.

"Outburst is a high-impact workout for the senses," said Mike Brown, Commissioner of Inspiration and Aspiration for Pyramid Breweries. "This is a big beer with complex flavors, delivering an outstanding hop punch sip after sip. The hop-heads asked and Pyramid has answered."

A crafty combination of four different hops – with a whopping 4 lbs per barrel – along with a dose of dry hopping powers Outburst to 80 IBU strong. Its bold profile offers an aroma reminiscent of the Northwest hop fields at harvest time, along with spicy overtones of fresh citrus. Seeking a harmonious balance to the hop overload, four different specialty malts are blended to create a distinctive deep amber hue, and sweet caramel and roasty flavors.

Outburst will be available from May – August, or until the kegs are gone, whichever comes first. Outburst follows on the heels of the first Series release, Barbed Wire Imperial Hefeweizen. The final 2010 Ignition Series offering will be Discord Dark IPA in the fall (September – December).

**OUTBURST**

**Availability:** May – August  
**Style:** Imperial IPA  
**Malts:** 2-Row, Munich, Caramel, and Carared  
**Hops:** Nugget, Chinook, Centennial, and Simcoe  
**ABV:** 8.5%  
**IBU:** 80

Production will be limited to 100-barrell batched per Ignition Series release. These big beers with limited availability can be explored at the Pyramid Alehouses and select better beer bars in Seattle, WA, Portland, OR, and San Francisco/Bay Area, CA.

Please visit [www.PyramidBrew.com](http://www.PyramidBrew.com), fan us on [www.facebook.com/PyramidBrew](http://www.facebook.com/PyramidBrew), follow us on [www.twitter.com/PyramidBrew](http://www.twitter.com/PyramidBrew), or contact us at [host@PyramidBrew.com](mailto:host@PyramidBrew.com) for details.

**About Pyramid Brewing Co.**

Pyramid Brewing Co. is a leading brewer of specialty, full-flavored craft beers produced under the Pyramid family of ales and lagers. Pyramid beers continue to be honored by beer drinkers and judges having received 22 medals at the Great American Beer Festival (GABF), including a gold medal awarded to Haywire Hefeweizen in 2009 as well as the honor of Mid-size Brewery of the Year in 2008. The brewery has also been awarded seven medals in international competition at the World Beer Cup. With breweries in Seattle, WA, Portland, OR, and Berkeley, CA, the Company owns Alehouses at all three locations as well as two additional Pyramid Alehouses in Walnut Creek and Sacramento, CA.

Additional information about Pyramid Brewing Co. is available at [PyramidBrew.com](http://PyramidBrew.com) or by contacting Maggie Van Ness, Pyramid Brewing Co. Media Relations, [press@pyramidbrew.com](mailto:press@pyramidbrew.com), 206.682.8322 ext. 254.