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ANCHOR DISTILLING COMPANY LAUNCHES HOPHEAD VODKA

San Francisco's original craft distiller creates premium vodka distilled entirely from hops

San Francisco (Dec. 10, 2012) – Founded in San Francisco more than 100 years ago, Anchor Brewing & Distilling Company, widely known for its long history as visionaries in the craft beer and spirits industries, continues to remain an innovator in the beverage industry. Anchor Brewing Company was resurrected in 1967 by the pioneer of modern craft brewing, Fritz Maytag. In 1993, in a small distillery beneath the brewery, Anchor set out to blaze a new trail for spirits, introducing Old Potrero Whiskey and Junipero Gin, sparking a craft spirits movement in the U.S. Today, after nearly 15 years since Genevieve Gin was released, [Anchor Distilling Company](http://www.AnchorDistilling.com) continues its tradition of artisan craftsmanship with the launch of **HOPHEAD** Vodka.

Distilled entirely from two types of dried hops from Washington State's Yakima Valley, HOPHEAD is a vodka built on flavor, but is not a "flavored" vodka. This premium craft vodka captures the fresh, aromatic character of hops without the typical bitterness.

David King, president of Anchor Distilling and the creative mind behind brands like No. 3 London Dry Gin, The King's Ginger Liqueur and Pink Pigeon Rum, arrived at Anchor in 2011 and was immediately mesmerized by the aroma of hops permeating Anchor's brewery and distillery. No stranger to innovation, David thought, "We have all these hops and a distillery on site – why not combine the two?" After much experimentation, head distiller, Bruce Joseph and brew master, Mark Carpenter, two of the original visionaries of Old Potrero Whiskey and Junipero Gin, developed HOPHEAD Vodka using Anchor's small copper pot stills and two varieties of hops used in the brewery.

"We've been looking to add a vodka to our portfolio for quite some time, but couldn't seem to find the right fit," added King. "So we decided to distill our own, blending the history and heritage of our brewery and distillery, creating an amazing liquid that fits perfectly in our portfolio of craft spirits."

Whether as a modifier in cocktails, or served on its own, this aromatic vodka is the perfect base spirit in a martini, Bloody Mary, beer cocktail, or as an ice cold shot with an Anchor beer back – marking the first beverage created for spirits and beer lovers alike.

HOPHEAD Vodka, 45% ABV, is now available in San Francisco, New York City and other key markets. SRP \$29.95. For more information, please visit www.AnchorDistilling.com.

HOPHEAD Cocktails

HOPHEAD can be enjoyed in a variety of cocktails, including these signature serves:

West Coast Vesper

1 oz HOPHEAD
1 oz Junipero Gin
½ oz Maurin Quina
Garnish: orange peel

Combine all ingredients into a mixing glass and add ice. Stir until proper dilution and strain into a chilled champagne coupe. Garnish with an orange peel.

Hopped-up Mary

2 oz HOPHEAD
6 oz Tomato juice
1 ½ tsp Demitri's Bloody Mary Seasoning
¼ oz fresh lemon juice
Garnish: A cocktail shrimp, Duke's lemon zest, fresh ground pink peppercorn (black pepper is a fine substitute), a fennel stalk and sea salt rim

Combine all ingredients in a chilled mixing glass, rimmed with fine sea salt and stir to mix. Add ice. Stir lightly again to mix. Garnish with a cocktail shrimp, dukes lemon zest, fresh ground pink peppercorn (black pepper can be substituted) and a fennel stalk.

San Fran Shandy

2 oz HOPHEAD
1 oz fresh lemon juice
½ oz The King's Ginger Liqueur
½ oz honey syrup
½ oz egg white
2 dashes Angostura Bitters
3 oz Brekle's Brown Ale
Garnish: Half an orange wheel

Combine HOPHEAD, lemon juice, The King's Ginger, honey syrup, egg white and bitters in a shaker and dry shake to emulsify egg whites. Add ice and shake vigorously until proper dilution. Strain into a chilled fizz glass. Empty ice out of shakers and fill shaker with ale to create a froth. Pour this froth over the drink and garnish with half an orange wheel.

About Anchor Distilling Company

Anchor Distilling Company aims to provide the bridge between discerning buyers and the world's finest spirits. A privately owned distiller and importer, Anchor boasts an artisanal portfolio with more than 300 specialty products from nearly 20 countries. All products are from multigenerational, family-owned companies and are sought by connoisseurs for their superior handcrafted artisanal qualities. From a distilling perspective, Anchor is dedicated to creating very small batches of traditionally distilled spirits. For more information, please visit www.AnchorDistilling.com.

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