



NEWS RELEASE

The Ultimate New Beer-Selling Tool now available with the Essential Beer Reference

New Turn-Key Online Resource Puts Comparing and Contrasting Beer Brands Just a Mouse Click Away

ASBURY, N.J. – October 22 2007 – The book that Beer Business Daily called “a great resource for anyone who sells beer or works in the beer industry” is now available with a new online resource.

The Essential Reference of Domestic Brewers and Their Bottled Brands™ (DBBB) – now in its 3rd edition, launched a new tool for selling beer this week by offering an upgrade to the resources available through the book's online companion.

The “exhaustive listing of domestic brands and brewery information” (Beer Business Daily, August 2008) is available online along with a new customizable Color & Bitterness Chart. This new tool allows the user to select up to 15 beer brands from a database of more than 3200 U.S. brands. The brands are then plotted on a chart that compares SRM (beer color) and IBU (beer bitterness). The chart can be printed or viewed directly from the screen to make discussing beer even easier. (See attached photo for an example of the chart.)

“Our customers love that our book is so comprehensive, but they have told us that they would also like to have a way to quickly compare their beers with competitors’ brands,” said Kuderka. “The customizable Color & Bitterness Chart responds to the needs of the market by providing an easy way to customize and harness the power of the DBBB.”

Using the drop down menus, the user first chooses a brewery, then one of their brands, and finally clicks on "Add Brand" to plot the brand on the chart at the bottom of the page. Brands are plotted based on their SRM value from lightest to darkest with a color chip representing the beer color adjacent to the brand name. The IBU information is then plotted to the right of the color chip.

“For beer distributors and on- and off-premise beer retailers who have purchased the book, the DBBB is recognized as the frontline resource for selling beer,” said

Michael Kuderka, managing partner of MC Basset, LLC, and creator of DBBB. “The book, and now the book's online companion, offers a fast, simple way to talk about and compare various beer brands no matter your level of beer expertise.”

The Essential Reference of Domestic Brewers and Their Bottled Brands can be purchased for \$60.00 at www.thebeerbible.com or calling 800-247-6553. Each book purchase allows for one year of access to the book's Online Companion. The on-line site is updated at least monthly. One year of access to the DBBB Online Companion can be purchased as a stand alone for \$30.00 by calling 908-537-6410.

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About MC Basset, LLC:

MC Basset, LLC is the publisher and distributor of The Essential Reference of Domestic Brewers and Their Bottled Brands (DBBB). MC Basset, LLC is based in Asbury, New Jersey and is managed by Michael S. Kuderka and Catherine A. Ench-Kuderka. For further information, visit www.mcbasset.com.

About The Book:

The Essential Reference of Domestic Brewers and Their Bottled Brands™ (DBBB), 3rd Edition, is a beautiful, hard-cover annual edition, offering more than 570 pages that detail 410 brewers and over 3000 of their brands. The book's contents are updated at least monthly through the Online Companion included with your purchase.

The DBBB contains:

- State by state availability charts for each brewery
- Brand listings grouped by beer style
- Color and Bitterness comparison charts - Individual brand SRM (Color) and IBU (Bitterness) information
- Brewery listings by geographic location
- Brand by brand “How Supplied” information listing availability of can, bottle, and keg sizes
- In-depth color brewery portfolios printable as shelf talkers
- Alphabetic Brewery listings
- DBBB ALERTS e-mail alerts that keep you aware of new brewery offerings and events
- Monthly Show Your Style and Style Trends communications that help you highlight a different beer style each month and let you know how well different beer styles are selling
- and the DBBB Commentary that offers unique opinions on industry trends