

Victory Brewing Company Celebrates 16 Years in Business

Brewery launches a mobile app, creates a new beer and throws a party to celebrate.

DOWNINGTOWN, PA – On February 15, Victory Brewing Company turns 16 years old. In typical sweet-sixteen fashion, celebrations will include a big gift and a big party. But in typical Victory fashion, the gift and party are geared toward the fans, not toward the company.

The Gifts:

Victory Brewing Company Mobile App



In honor of the tremendous technological growth Victory Brewing Company has experienced in its 16 years, Victory is launching a free mobile app for Android and iPhone users.

"When Ron and I first started Victory Brewing Company, we registered one email address for all business-specific email," said Bill Covaleski, President and Brewmaster of Victory Brewing Company. "Back then, only serious businesses needed e-mail addresses. What could we possibly need with more than one?"

Now Victory employs 50 corporate employees, each with his or her own email address, manages a web site, blog and social media presence. And, by the end of the month, Victory is going mobile.

"I believe we are ready to enter the 21st century now." Bill said.



A New Beer

To celebrate the *sweet victory* of turning 16, Victory Brewing Company has created a chocolate beer. Éclat Cocoa Lager is a beer created in collaboration with West Chester, Pa.-based Éclat Chocolate. The dark lager is brewed using the world's rarest cacao bean, Peruvian Pure Nacional, which offers just a

touch of perceived sweetness to the beer.

“Working with Éclat was an obvious choice for us for our birthday beer,” said Ron Barchet, CEO and co-Brewmaster of Victory Brewing Company. “Their dedication to the finest ingredients and flavors mirrors our own.”

Victory’s Éclat Cocoa Lager will be available at select locations in Pa. and NJ for a limited time, on draft only.

The Party: Sweet and Savory Beer Dinner

On February 15, Victory will be hosting its own sweet 16 party. The Sweet and Savory Beer dinner will debut Victory’s Éclat Cocoa Lager and will feature a number of food and beer pairings selected to highlight both sweet and savory flavors.

Sixteen lucky attendees will also win birthday gifts from Victory.

For more information about the dinner, visit www.victorybeer.com/events.

Victory Brewing Company is a privately held microbrewery located in Downingtown, Pennsylvania. Begun by Bill Covalleski and Ron Barchet, childhood friends who met on a school bus in 1973, the brewery formally began operations in February of 1996. Victory, Pennsylvania's widely acclaimed brewery and restaurant, now serves fans of fully flavored beers in 29 states with innovative beers melding European ingredients and technology with American creativity. To learn more about Victory Brewing Company visit us on the web at www.victorybeer.com