

# CANNED BEER APOCALYPSE!

OSKAR BLUES  
BREWERY

In November of 2002, we became the first US craft brewer to brew and can its own beer. We started hand canning our hoppy Dale's Pale Ale on a table-top machine that sealed just one can at a time.

A good revolution needs a title. We called ours the "Canned Beer Apocalypse."



Why cans? The idea of our luscious pale ale in a can made us laugh for weeks. We thought it would lure folks to our little brewpub/juke joint, and make our beer extra portable for outdoor fun. Plus, some people told us canned craft beer would never fly. (*That really inspired us.*)

Cans also keep beer immensely fresh by providing full protection from light and oxygen. They're lined and don't impart metallic flavors. They're easier to recycle and their light weight makes them 35% less fuel-consuming to ship.

Our little joke's become serious business. In 2006 we became the largest-producing brewpub in the US, in a town of just 1500 people. Prior to can #1 we made 700 barrels of beer. In 2009 we'll make roughly 30,000 in our new Longmont facility. We've expanded our reach from Boulder County to 24 states across the US, and welcomed 40 craft brewers into the microcanning niche we pioneered.

Today we keep making uncannily good beer for people who don't give a hoot about the mainstream. Our liquid canned art wows the most demanding beer experts, and we love how it shocks people. "That came out of a can?" It sure did.

## Can Bennies

Cans enable craft beer lovers to enjoy great beer where bottles aren't welcome or allowed: the beach, pool, boat, trail, river, slope, tub, golf course and others.

A recycled aluminum can generates 95% less pollution than one made from scratch and requires 96% less energy.

One recycled can saves the energy equivalent of 6 ounces of gas or the electricity to power a guitar amplifier for two hours.

## Oskar Blues Buzz

#8, Top 25 American Brewers – Beer Advocate Magazine  
10 Breweries to Watch – Draft Magazine

"The hottest place to be on a Saturday night in Colorado" – Rolling Stone Magazine

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