



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.

Why cans? The idea of our voluminously hopped pale ale in a can made us laugh for weeks. We thought it was a great concept and it made our beer extra portable for outdoor fun. Plus, people told us canned craft beer would never fly, which lit our fire.



Our little joke became serious business in 2006 when we became the largest-producing brewpub in the US – even in our hometown Lyons, CO of just 1,500 people. Prior to our first can, we made 700 barrels of beer and in 2010 we produced 42,000 barrels in our new Longmont facility. We have continued to expand and increase capacity for 2011 while we try to meet demand. We have welcomed 100+ craft brewers into our microcanning niche along the way. We are now present in over 25 states across the US and even available in a few foreign countries.

We continue to push the boundaries by producing big, delicious beers in a can. Our four dimensional brews continue to challenge what people expect from canned craft beer. "That came out of a can?" It sure did.

### Can Bennies

Cans provide full protection from light and oxygen and in turn keeps the beer fresher

The light weight of the can makes them 35% less fuel-consuming to ship

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

- 2010 Breakout Brand of the Year – Beverage World Magazine
- 2010 "America's Hottest Brands" - Advertising Age Magazine
- #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

1800 Pike Rd  
Longmont, CO 80501

P 303.776.1914  
F 303.684.9021



[www.oskarblues.com](http://www.oskarblues.com)  
[info@oskarblues.com](mailto:info@oskarblues.com)

[www.facebook.com](http://www.facebook.com)  
[www.twitter.com/oskarblues](http://www.twitter.com/oskarblues)

