



FOR FINAL APPROVAL:

Charter Memberships in Evanston's first Nanobrewery Selling Fast

EVANSTON, IL (August 27, 2014) – Chicago and Evanston area craft-beer lovers now have the opportunity to be part of something special: Sketchbook Brewing Company's Community-Supported Brewery (CSB) offers the public membership in a monthly growler club. (A growler is a 64 oz. jug made out of brown glass, or stainless steel, to protect fresh draft beer.) Modeled after the Community Supported Agriculture model and launched in mid-August, the CSB has already sold more than half of its memberships in just 10 days of public sale. Charter membership sales will close October 1, 2014.

Sketchbook CSB memberships range from around \$80 (1 growler/month for six months) to \$300 (2 growlers/month for 12 months). This pricing translates to a significant discount: \$12.50-\$13.50/growler, compared to \$15 retail (these prices include tax).

"As a CSB member, we promise to always have a few choices waiting for you," says Sketchbook co-owner Shawn Decker. "Unlike some start-up breweries which can occasionally lag behind demand, we will fiercely guard our inventory to make sure we can satisfy our CSB members."

Sketchbook anticipates that many of its CSB members will walk or bike to their alley location (behind 825 Chicago Ave. in Evanston's lively Main Street neighborhood), in keeping with their green philosophy.

"We can't wait to create a community of local craft-beer lovers," says Cesar Marron, the other co-owner. "Our customers will be able to sample up to six different brews -- including a gluten-free cider option -- just feet away from our brewing machines. Full transparency. We'll offer food-pairing ideas, and encourage our fans to try new beers. Self-identified 'beer nerds' and novices will both feel at home."

Sketchbook will be offering **Sketchbook Sundays** through the month of September, public tasting events from 2-5 pm. The brewery will also be selling T-shirts, glassware, and CSB memberships on those days. Sketchbook will take part in Evanston's *Streets Alive* Festival on Sunday, September 7, from 1- 6 pm along Main Street. Check the calendar or Facebook on their website for more details: www.sketchbookbrewing.com.

SKETCHBOOK

brewing company

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