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Contact: Joel Petersen, New Holland Brewing Co.
petersen@newhollandbrew.com

Lindsay Taylor, Columbia Distributing
Lindsay.Taylor@coldist.com

New Holland Brewing Announces Beer Distribution in Pacific Northwest through Columbia Distributing

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Holland, Michigan-based craft brewery and artisan distiller, [New Holland Brewing](#), has announced plans to distribute their beer to Oregon and Washington through a new partnership with [Columbia Distributing](#) beginning in December. These new territories are part of the brewery's growing 34-state distribution network. Beer will be available in the Pacific Northwest at restaurants, pubs and retail locations.

"We're heading west to the incredible craft scene that is alive and thriving in Oregon and Washington," says New Holland Director of Sales Operations, Joel Armato. "We're looking forward to getting out there, meeting people and bringing some great flavors from the Midwest to our craft brothers and sisters in the Northwest."

New Holland is partnering across all of Oregon and Washington with Columbia Distributing who has a strong portfolio of brands and wide-ranging reach across the region.

"Columbia is an amazing partner and aligns so well with our values," says Armato. "After over eighty years in their business, they have a tremendous amount of knowledge about the industry. Planning discussions have felt like we've already been working together for a long time. It's a natural match. They have a method to bring our brand to retail that is customer minded and methodical, we're a brand that takes a personal approach and they're extending that to an entire market of informed and mature drinkers. Shared values are the key to a beautiful partnership."

New Holland will launch with distribution of their flagship Dragon's Milk, a year-round Bourbon Barrel Stout, and build in products around Dragon's Milk in the coming months.

"The Pacific Northwest and beer have a great story together already so we're excited to throw Dragon's Milk into the mix. It's a natural fit and we've had many requests from fans to bring our products to this market, especially since we poured at the Oregon Brewer's Festival this past year" says New Holland Co-founder and President, Brett VanderKamp. "It's pretty amazing to go to such an influential part of the craft world with a partner who is ready to help us tell our story to every beer drinker in Oregon & Washington."



“We took a fact-finding trip to Michigan and were literally blown away by New Holland”, says Jesse Ferber, VP of Craft and Imports at Columbia Distributing. ‘Walking into the barrel room was like a religious experience for our craft team. Every employee we met was so proud to be part of the New Holland family and everyone had a story to tell about their favorite beer.”

Ferber notes that the Northwest is a tough market to break into for non-local craft brewers. “We’ve reached the point where just another IPA won’t cut it. “We looked very hard at a number of Midwest brewers over the past year. New Holland’s portfolio is distinctly different from most other brewers, their unique styles are well positioned to thrive in the largest share craft market in the country”.

Columbia was also encouraged by New Holland’s disciplined approach. “They have a well-conceived strategy of seeding the top craft-centric accounts with a limited number of offerings, then moving out from the center into a broader retail base”, says Ferber.

New Holland will be announcing launch events and activities as they are solidified and plans to have key personnel working the market over the next few months to drive launch excitement.

About New Holland Brewing Co. *New Holland Brewing Company’s deep roots in the craft industry go back to 1997. Our role as an integral member of the artisan approach is something we take seriously, yet engage lightheartedly. We believe the art of craft lives in fostering rich experiences for our customers, through creating authentic beer, spirits and food while providing great service. Recognized for our creativity and artistry, our mission to improve the lives of craft consumers everywhere is seen in our diverse, balanced collection of beer and spirits.*

About Columbia Distributing *Columbia Distributing is one of the nation’s finest beer, cider and non-alcoholic beverage distributors. Headquartered in Portland, Oregon, the company has distributed some of the best-known brands in the beverage business since 1935. Today Columbia Distributing and its 3,000+ employees service over 20,000 retail customers covering more than 135,000 square miles in Oregon, Washington and California. The company’s success is based on the deep-rooted tradition of delivering quality products, timely service and a genuine concern for customers’ needs. This is achieved by providing ongoing, sustainable opportunities and growth for its employees, customers, suppliers, shareholders and communities. For more information on Columbia Distributing, please visit www.coldist.com.*