



## FOR IMMEDIATE RELEASE

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### **Holidaily Brewing Company, the Largest Dedicated Gluten-free Brewery in the U.S., Expands Distribution to the Pacific Northwest**

**GOLDEN, CO** (April 23, 2024) – Holidaily Brewing Company, America’s dedicated gluten-free brewery, is proud to announce statewide distribution to both Oregon and Washington through a new partnership with Columbia Distributing. This expansion marks a significant milestone for Holidaily, as this growth secures distribution throughout the continuous West Coast of the United States.

When Karen Hertz founded Holidaily Brewing Company in 2016, she had one taproom in Golden, CO, that was open 3 days a week, and three beers on tap; she was not sure if people would be interested in a dedicated gluten-free beer. By the end of year one, Holidaily Brewing was open 7 days a week, had 10 beers on tap, and Karen found herself distributing beer out of the back of her ‘mom car’ to retail accounts and stadiums throughout the Denver Metro.

Since then, Holidaily has grown over 1121%, and their production brewery is the largest dedicated gluten-free breweries in the U.S. Exponential growth, along with a handful of national and local awards for both the quality of their beer and business practices have allowed for rapid expansion across the country, including Oregon and Washington.

"We are excited to bring Holidaily to the already established gluten-free beer-loving communities of Oregon and Washington," said Karen Hertz, Founder and Chief Brewista at Holidaily Brewing Company. "Our expansion into these states represents not only a strategic growth opportunity for our brewery in a likeminded market but also a chance to connect with beer enthusiasts in general who share our appreciation for quality ingredients and flavor."

Columbia’s President and CEO Chris Steffanci anticipates great reception to the Holidaily brand for several reasons. “There’s already tremendous buzz about Holidaily in the Pacific Northwest. First, the liquid stands up to any beer, gluten-free or not, it’s just great beer. Our retailers want a gluten-free option – customers are asking for it - and we’re excited to bring it to them. And to represent the only certified woman-owned brewery in the country...what an honor! We’re always proud to support females in this industry.

Starting late-April, Holidaily Brewing can be found in liquor stores, bars, restaurants, and grocery stores throughout Washington and Oregon. Distribution will begin with four of the brewery’s core styles: Favorite Blonde, Fat Randy’s IPA, Big Henry Hazy IPA, and a rotating seasonal: Buckwit Belgian (March-August), Patchy Waters Pumpkin Ale (August-December), and Riva Stout (December-March). Visit [www.holidailybrewing.com](http://www.holidailybrewing.com) for more information and specific retail locations.

**About Columbia Distributing:**

Since 1935, Columbia Distributing has helped build some of the best-known brands in the beverage business. Today Columbia Distributing and its 2,800 teammates service over 24,000 retail customers covering more than 135,000 square miles in Oregon and Washington. We operate eight warehouses in Washington, located in the cities of Kent, Everett, Poulsbo, Tumwater, Spokane, Kennewick, Yakima and Vancouver. Oregon is composed of seven warehouses, located in the cities of Canby, Springfield, Medford, Bend, Pendleton, La Grande and Ontario. Columbia’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 teammates, customers, suppliers, shareholders and communities. For more information on Columbia Distributing, including employment opportunities, please visit [www.coldist.com](http://www.coldist.com).

**About Holidaily Brewing Company:**

Holidaily Brewing Co. is the **only** certified gluten-free and certified women-owned brewery in the United States. They have two tasting rooms located in Colorado, one in Golden and one in the Denver Tech Center. Beers are distributed to liquor stores, restaurants, stadiums, grocery stores and breweries throughout Colorado, Arizona, Texas, California, Kansas, Kansas City Metro, Wyoming, Oregon, and Washington. [www.HolidailyBrewing.com](http://www.HolidailyBrewing.com)

**Holidaily Social Media Handles:**

Facebook: <https://www.facebook.com/holidailybrewingcompany>

Instagram: @holidailybrew

Twitter: @holidailybrew

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