



FOR IMMEDIATE RELEASE

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Introducing ‘Beerunch’ at the Cambridge Brewing Company.

Cambridge, MA • 01-14-07 —Beer and Brunch; Together at Last. ‘Beer-Cuisine’ has become a mantra at the Cambridge Brewing Company. Starting on Sunday, January 14th from 12-4 we will be open for ‘Beerunch’, our own beer infused spin on the classic brunch.

Our ethanol charged brewers have always made it a personal mission to push the envelope of beer. And it seems to be catching. Our chef, Brian Roskow can’t get enough of the stuff. He uses beer to make everything from spent grain pizza dough, to pale ale infused salad dressings; amber-maple glaze for our pork chops to pumpkin ale ice cream.

Brian has come up with some delicious new beer/food hybrids for his Beerunch menu. He puts his own stamp on Eggs benedict with a porter ale hollandaise sauce. He debuted this recipe at our recent Brewer’s Dinner to raving reviews. He’s made pale ale cream cheese to accompany his house cured gravlax and an amber ale mustard to accompany a sausage platter; a trio of Cajun, German and Italian sausages served with scrambled eggs and German style au gratin potatoes.

Head Brewer Will Meyers was not about to stand idly by and let Brian have all the fun. To start with he has brewed a Belgian style wit beer, a style which he enjoyed with breakfast many years ago on a trip to Belgium during his ‘formative’ years as a brewer.

“When I got off the plane and into town it was 7am (1am EST). I needed breakfast and was psyched when the bartender served me a Hoegaarden. With its tart and crisp body and orange and coriander spice it was perfect with eggs, gravlax and sausage,” reminisces Will.

At this point Will can brew a great Belgian style beer in his sleep. So he needed a challenge. Enter chili pepper pale ale. Without a full liquor license we were at a loss as to how to make a Bloody Mary, the traditional Sunday morning cure for Saturday night indulgences. We asked Will what he thought about our dilemma and his answer was “make one with beer.” A chili beer to be exact. Brewed with Anaheim & chipotle peppers and well hopped to boot.

“I enjoy a spicy Bloody Mary,” says Will “and thought ‘why should something tasteless and boring like vodka get all the fun?’”

Brian will even be making some house pickled accoutrements for our Bloody Mary.

Beerunch will start on January 14th 2007. It will be a celebration of beer and food. Homemade. Handcrafted. Beer-Cuisine. It will be a delicious way to relax and enjoy your Sunday afternoon. So get out your planners, open to January 14th and pencil in “Beerunch”, Cambridge Brewing Company. 12:00-4:00.

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Cambridge Brewing Company

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