

Boston Beer Company Merger Brings Dogfish Head to Peerless Beverage Company

UNION, NJ (February 10, 2020) – Peerless Beverage Company is pleased to welcome Dogfish Head Brewery to their portfolio.

The union between Boston Beer, which produced 4.3 million barrels in 2018, and Dogfish Head, which was estimated to produce nearly 300,000 barrels in 2018, means Peerless Beverage Company will now distribute the merged entity. "We could not be more proud of the work we have accomplished with the Boston Beer Company Brands, and we look forward to welcoming their new partner, Dogfish Head, and doing the same with their brand." Says VP of Sales and Marketing Brian Lucas.

In a statement issued by Boston Beer Company, they note that the move aligns the companies to "be better positioned to compete against the global beer conglomerates within the craft beer category that are 50- and 100-times its size, while still representing less than 2% of beer sold in the United States."

Boston Beer Co. CEO Dave Burwick will helm the newly announced joint company. United, they will have the highest quality, most distinct, high-end portfolio, from both a price-point and product perspective, and Peerless Beverage Company looks forward to the opportunity for our top-ranked sales organization to bring this brand to market.

About Dogfish Head Brewery

Dogfish Head has proudly been focused on brewing beers with culinary ingredients outside the Reinheitsgebot since the day it opened as the smallest American craft brewery 23 years ago. Dogfish Head has grown into a top-20 craft brewery and has won numerous awards throughout the years, including Wine Enthusiast's 2015 Brewery of the Year and the James Beard Foundation Award for 2017 Outstanding Wine, Spirits, or Beer Professional. It is a 400 coworker company based in Delaware with Dogfish Head Brewings & Eats, an off-centered brewpub and distillery, Chesapeake & Maine, a geographically enamored seafood restaurant, Dogfish Inn, a beer-themed inn on the harbor and Dogfish Head Craft Brewery, a production brewery and distillery featuring, The Tasting Room & Kitchen. Dogfish Head supports the Independent Craft Brewing Seal, the definitive icon for American craft breweries to identify themselves to be independently-owned and carries the torch of transparency, brewing innovation, and the freedom of choice originally forged by brewing community pioneers. Dogfish Head currently sells beer in over 40 states and Washington, D.C. For more information, visit www.dogfish.com.