



# Pig's Eye Brewing Company, LLC

## PRESS RELEASE

---

**CONTACT:** Jeff Crawford or Phil Gagne'  
(651) 734-1661  
[www.pigseyebeer.com](http://www.pigseyebeer.com)

**FOR IMMEDIATE RELEASE**  
**October 3, 2005**

### **PIG'S EYE LEAN® LIGHT WINS GOLD MEDAL AT THE GREAT AMERICAN BEER FESTIVAL®.**

ST. PAUL, MN – Pig's Eye Lean® Light Beer recently claimed a gold medal at the 2005 Great American Beer Festival® Competition, the largest national beer competition that recognizes the most outstanding beers produced in the United States today. The top three winners in each of the competition's 69 beer-style categories were announced October 1<sup>st</sup> at the 24<sup>th</sup> Annual Great American Beer Festival® Awards Ceremony at the Colorado Convention Center in Denver, CO.

Pig's Eye Brewing Company's Pig's Eye Lean® Light Beer received the gold medal in the American-Style Low-Carbohydrate Light Beer category. Pig's Eye Lean® was originally introduced in 1992 by Minnesota Brewing Company, and was in production until the brewery closed in June 2002. Pig's Eye Brewing Company, LLC reformulated and reintroduced the brand in May 2004, as their entry in the low-carb light beer segment. "Our goal was to brew a quality low-carb beer, with flavor," said Phil Gagne', Pig's Eye's President of Brewing. "The GABF® judges have confirmed that we achieved our goal!"

The 2005 Great American Beer Festival® Competition winners were selected by an international panel of brewing experts from an impressive field of 2,335 entries received from 466 breweries. More than 1,400 breweries were invited to compete. "The Great American Beer Festival® is the premier judging event for the American craft beer industry," says Nancy Johnson, Festival Director. "Being chosen a winner, no matter if gold, silver or bronze is truly an accomplishment."

Pig's Eye Brewing Company, LLC is owned by two former employees of Minnesota Brewing Company - Phil Gagne' and Jeff Crawford. They are headquartered in St. Paul, MN, with brewing and packaging facilities in La Crosse, WI. Since the re-introduction of the Pig's Eye Family of Brands in 2003, availability has expanded to a total of 10 states.

---

For more Great American Beer Festival® Competition information and 2005 winner's list, visit [www.GreatAmericanBeerFestival.com](http://www.GreatAmericanBeerFestival.com).

The Great American Beer Festival® has been held every year since 1982 and is presented by the Brewer's Association, a not-for-profit educational trade association for craft brewers. Visit the website: [www.beertown.org](http://www.beertown.org) to learn more. The Association also hosts the bi-annual World Beer Cup® and is based in Boulder, CO U.S.A.