



## Press Release

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For immediate release: Tuesday 7<sup>th</sup> January 2014

### **Beer magazine gives readers chance to win free beer for a year**

To celebrate the start of 2014, I Love Good Beer Magazine has launched a competition that will see one lucky reader win a year's supply of beer.

Teaming up with Rothaus Brewery, the historic German brewers of the Black Forest region, the magazine will be giving away 12 cases of Rothaus beer. That's one case of beer for every month of the year.

Readers are being asked simply to register for the magazine's newsletter at [Ilovegoodbeer.com](http://Ilovegoodbeer.com), to be entered into the prize draw and have the chance to win the 300 bottles.

The quirky online beer magazine will announce the winner on January 31<sup>st</sup> and hopes to make one reader very happy.

As part of the competition entry, readers are being asked to create a humorous "ale name" by combining the name of their pet, their hair colour and the word "ale". So far the results have caused great amusement for readers and staff alike, with names such as "Scrappy Blonde Ale" and "Dotty Blonde Ale" being generated.

Bradley Channer, Director at I Love Good Beer, said: "We've teamed up with our friends at Rothaus Brewery to make one reader a very happy bunny. This is our way of saying thank you to our readers and starting the year with a bang."

The competition can be found at [ilovegoodbeer.com/win-free-beer-for-a-year](http://ilovegoodbeer.com/win-free-beer-for-a-year).

**-ENDS-**

#### **Note to Editors:**

#### **About I Love Good Beer Magazine**

[Ilovegoodbeer.com](http://Ilovegoodbeer.com) is a refreshingly different beer magazine created to fill a gap in the market: UK beer drinkers who don't necessarily have beards. It is a free, funny and up-to-

date, beer-gossip magazine covering: breweries, beers, reviews, festivals, venues and events all over the country. The magazine attracts an audience of 45% women (55% men), aged 23-28 and based 98% in the UK.

**About Rothaus Brewery:**

The Rothaus, State Brewery of Baden (Badische Staatsbrauerei Rothaus) is a brewery located 1000m above sea level in Rothaus, 2 miles north of the village of Grafenhausen in the southern Black Forest. It is one of Germany's most successful and profitable regional breweries, and in the past decade has become well-known outside Baden as well. The brewery remains 100% owned by the state of Baden-Württemberg.

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