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Mr. Grain Jeans is in the building!
Outpost Natural Foods and Lakefront Brewery cook up something BIG

Unlike any others, brews up a 100% organic beer

[Milwaukee, WI] The brewing event of the year that will have all of Milwaukee jumping up and down has finally arrived – Outpost’s 40th Anniversary limited edition home brew, “Mr. Grain Jeans,” brewed exclusively for Outpost by Milwaukee’s own award winning Lakefront Brewery.

The recipe, a delightful blend of malted barley, oats, rye and wheat, is the grain-child of Outpost beer and wine buyer, Jim Surwillo. Says Surwillo, “Being an employee of Outpost, and a former employee of Lakefront Brewery, I was thrilled at the chance to work again with one of the most respected microbreweries in the state to put together a commemorative brew for Outpost’s 40th Anniversary.”

Here are the stats

- 22-ounce single bottles, retail at \$4.99/bottle
- USDA certified organic malted barley, oats, rye and wheat
- Medium bodied light amber beer
- The hops are also 100% organic, with some having been grown in Wisconsin
- Some brewers making organic brews use a loophole, allowing them to use cheaper, non-organic hops and still call the brew organic. Not at Lakefront.

What you get

- A slightly spicy grainy nose, with a touch of floral character
- The flavor is focused on the grains, with a smooth creamy malt character, and a bit of grainy nuttiness, followed by a spicy crisp finish

Mr. Grain Jeans is a terrific summer porch beer, great for sipping or for enjoying with picnic foods, grillables and even spicy ethnic fare.

Surwillo’s final words sum up Outpost’s relationship with Lakefront. “I was thrilled to work with the staff at Lakefront, especially with Russ Klisch, Dan Alexandrovich, and Luther the brew master. I intend to be the first in line to purchase a case of this stuff, and keep a stock in my fridge for as long as I can.”

Oh, and FYI – you can ONLY get Mr. Grain Jeans at Outpost Natural Foods. Starting Memorial Day weekend. *Graphics available upon request.*

Serving the greater Milwaukee area since 1970, Outpost Natural Foods Cooperative operates three successful locations at 100 East Capitol Drive, Milwaukee, 7000 West State Street, Wauwatosa, and 2826 South Kinnickinnic Avenue, Milwaukee. Co-owned by over 14,000 individuals from Southeastern Wisconsin, it employs nearly 350 people, as well as publishes a free monthly food and wellness magazine (The Exchange). Outpost is the fourth largest cooperatively owned natural foods grocer in the country by sales volume. (www.outpostnaturalfoods.coop)

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