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SAUGATUCK BREWING CO. PLANNED MERGER WITH KALAMAZOO'S GONZO'S BIGGDOGG BREWING

Upon receiving approval from the Michigan Liquor Control Commission (MLCC) and the Alcohol and Tobacco Tax and Trad Bureau (TTB) approval, Gonzo's BiggDogg Brewing LLC (GBDB) will merge with Saugatuck Brewing Company (SBC) of Douglas, MI.

The operating management of GBDB will be transferred to SBC during the next several weeks. After government approval, GBDB will become Saugatuck Brewing Company – Kalamazoo.

The current staff of GBDB will be welcomed into the SBC family of employees.

SBC will continue to serve an extensive food menu in the GBDB tradition along with a few new items to offer customers. Serving hours will be increased to include lunch 7 days a week. Several of the popular GBDB mainstays and specialty beers will continue to be served including the popular Vanilla Porter. SBC styles will begin being produced on site to offer SBC favorites to the Kalamazoo Community.

"We're excited to be entering into this new Market and be serving our beers along with other great breweries and craft beer bars in the Kalamazoo area," says Megan Scheerhorn, Vice President of Marketing at Saugatuck Brewing Company. "This is a great opportunity for us to grow as a company and continue the legacy of making great beer at this location for the people of Kalamazoo."

Current Pint Club Memberships at GBDB will be honored under the new management of SBC. The Pint Club Members at GBDB will receive the same benefits that SBC Pint Club Members receive, along with discounts at both the Kalamazoo location and the SBC location in Douglas.

"We are excited for this merger!" says Paul Nowaczyk, member of Gonzo's BiggDogg Brewing LLC. "As part of Gonzo's BiggDogg Brewing's mission, our goal has been to share our superbly balanced products and brands such as Gonzo's Vanilla Porter and Burning Sun Redd to as many craft beer enthusiasts as possible."

"We started building our brand and business prior to 2011 and have expanded to delight customers with statewide distribution in Michigan and into the Chicago market," Nowaczyk continues. "We are excited for this opportunity to work with Saugatuck Brewing Company's marketing team and extensive distribution network throughout the United States and worldwide for a more expansive consumer reach."

Saugatuck Brewing Company, founded in 2005 is a full production microbrewery with a traditional family style pub featuring a full menu, outdoor seating and live entertainment year-round. The brewery has a combined 31 taps between 2 tap rooms, offering unique beer styles all produced in house, plus wine and hard cider. "SBC" distributed 18 signature styles in bottles & kegs, plus many others available on tap only throughout Michigan, Ohio, Illinois, Wisconsin, Indiana, Kentucky, Pennsylvania, Missouri, Florida, New Jersey, Nevada, Tennessee and Nebraska, plus several foreign markets. The brewery also features the only active Brew-On-Premise program in Michigan, utilizing five copper kettles and a wide array of ingredients and recipes, allowing individual groups to brew, bottle and label their own unique creation.

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