

HOLIDAILY

BREWING CO.

GOLDEN, COLORADO

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HOLIDAILY ADDS POPULAR IPA TO ITS CANNING LINE UP Fat Randy IPA Hits Store Shelves and Pub Taps This Week

DENVER, Colo. – Holidaily Brewing Company, based in Golden, Colorado and one of the nation's only dedicated gluten-free breweries, announced today the canning run completion and retail availability of its top-selling beer, Fat Randy's IPA. This American-style IPA is a taproom top seller because of its tropical fruit and citrus aromas, bitter notes and medium body. Fat Randy will make its debut this week in signature hop-green 16 oz. can four-packs and on draft at select retailers, bars and restaurants where Holidaily beer [is sold](#).

"Fat Randy is both a fan favorite and a style that is near and dear to my heart," explained Holidaily owner and Chief Brewista Karen Hertz. "We named our IPA with a friend's nickname to underscore that connection. And like our "Favorite Blonde" artwork, the Fat Randy can features images that relate to Fat Randy's background story -- and it's fun to listen to our customers decipher those hieroglyphics."

To celebrate, Holidaily is throwing a Fat Randy Launch Party Weekend from Thursday, November 17th through Sunday, November 20th. There will be giveaways, four-packs, Fat Randy swag items and discounted cases for sale in the tap room. Moreover, the elusive Fat Randy himself will make appearances throughout the weekend, and both Hertz and Head Brewer Wayne Burns will be on-hand.

About the Beer:

Notable Press: [Craftbeer.com](#) this year noted: "Not only have Hertz and Burns created fantastic craft beer, but they've also given gluten-intolerant and celiac locals the ability to join the craft beer scene".

Availability: On draft, in growlers and in four-packs in the tap room at 801 Brickyard Circle in Golden, CO. 16oz can four-packs and draft at retailers throughout the Denver Metro area, and limited availability in Colorado mountain communities. www.holidailybrewing.com/buy

Hops: A combination of eight hops varieties including Centennial, Cascade, Citra, Simcoe and Bravo.

ABV: 7.3% -- IBUs: 65 – Color: Amber - Style: American IPA

Pairing Suggestions: Pizza, curry, enchiladas, burgers, salmon, and key lime pie

Backstory: Years ago, Hertz and her friends waited patiently for the afore-mentioned Randy to join them at a Thanksgiving weekend college football game. When they realized he had decided to spend the holiday sitting on the couch and stuffing himself with his mother's holiday turkey, their derision was merciless (as only good friends can do), with much color commentary offered about his preference to stay home. All agreed that "Fat Randy!" had missed out – and thus a moniker was born that he never quite shook. It is in his honor that Holidaily's Fat Randy's IPA is named.

About Holidaily Brewing Company: Founded in 2015, Holidaily Brewing Company is one of five dedicated gluten-free breweries in the United States and the only brewery of its kind in Colorado. Owner Karen Hertz, who survived two bouts of cancer, is gluten-free and a beer lover, founded Holidaily on the philosophy of producing a quality, great tasting beer for people with Celiac, gluten sensitivity, or just want a great craft beer – and celebrating health and happiness every single day. Holidaily Brewing Company and its taproom are located at 801 Brickyard Circle in Golden, Colorado, and select beers are available in over 40 Colorado restaurants and liquor stores. www.holidailybrewing.com. Follow Holidaily on Facebook @holidailybrewingcompany, on Instagram @holidailybrew and on Twitter @holidailybrew.

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