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OLD OX BREWERY RELEASES LIMITED EDITION SPRINGTIME ALE FOR THE NATIONAL CHERRY BLOSSOM FESTIVAL

WASHINGTON, DC – [March 2018] — For the first time, The National Cherry Blossom Festival will have a beer brewed in honor of the occasion. The National Cherry Blossom Festival and Old Ox Brewery have collaborated to craft “FestivALE,” a Cherry Farmhouse Ale.

“We are excited to be working in collaboration with the National Cherry Blossom Festival,” said Chris Burns, President of Old Ox Brewery. “This is a fantastic festival that is unique to our area, and we’re looking forward to sharing a delicious beer that captures the celebratory nature of the Festival and heralds the arrival of spring.”

Old Ox and the National Cherry Blossom Festival chose a rustic farmhouse ale as a representation of the season. Originally brewed as a thirst quenching beverage for farmers planting crops, today the farmhouse ale is a sign that spring has arrived. The saison yeast adds herbal and spice notes that are a perfect complement to the sweetness of the Montmorency cherry that is added to this brew during fermentation. The bubbly effervescence, pink hue, silky mouthfeel and dry finish welcome spring to the nation’s capital.

Old Ox FestivALE will be available in 16 oz. cans and on draft at area restaurants, grocery stores and independent liquor stores. A portion of sales benefit The National Cherry Blossom Festival.

About National Cherry Blossom Festival

The National Cherry Blossom Festival is the nation’s greatest springtime celebration. The 2018 Festival, March 20 – April 15, includes four weeks of events featuring diverse and creative programming promoting traditional and contemporary arts and culture, natural beauty, and community spirit. Visit nationalcherryblossomfestival.org or call 877.44.BLOOM for more information and find us on Facebook (CherryBlossomFestival), Twitter (@CherryBlossFest), and Instagram (@CherryBlossFest).

About Old Ox

Old Ox Brewery was launched by the Burns family in 2014 to pursue the brewing of amazing beer and strong connections with the community, particularly non-profits. Old Ox beer is available in the District of Columbia and Northern VA in restaurants, grocery stores and independent craft beer stores as well as the Old Ox tasting room. The brewery is located in Ashburn, VA near the intersection of Loudoun County Parkway and Waxpool Road and between mile markers 25 and 25.5 on the W&OD Trail.

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