

FOR IMMEDIATE RELEASE

NEVADA BEVERAGE ALLIANCE UNITES CRAFT BEER POWERHOUSES TO REDEFINE NEVADA'S BREWING LANDSCAPE

REVISION BREWING COMPANY AND GREAT BASIN BREWING COMPANY JOIN FORCES IN A GAME-CHANGING COLLABORATION

SPARKS, NV. (July 13, 2023) – Nevada Beverage Alliance (NBA) is proud to announce its formation, bringing together two iconic breweries, Revision Brewing Company (RBC) and Great Basin Brewing Company (GBBC). Spearheaded by Brewmaster, CEO and Co-Founder of Revision Brewing Company, Jeremy Warren, and CEO, Chef and Co-Owner of Great Basin Brewing Company, Mark Estee, this strategic alliance is poised to revolutionize the craft beer industry in Nevada and beyond.

As Nevada's first brewery, GBBC prepares to celebrate its 30-year anniversary, the Nevada Beverage Alliance sets the stage for an exciting new chapter in the state's craft beer history. This groundbreaking collaboration aims to expand the distribution of GBBC beers into new territories while fostering a culture of collaboration, innovation, and an expanded range of high-quality products.

Jeremy Warren, the mastermind behind the Nevada Beverage Alliance, shared his thoughts on the formation of NBA, saying, "The creation of NBA represents a tremendous opportunity for growth and advancement. By joining forces, we can leverage our respective strengths to push the boundaries of craft brewing in Nevada and deliver exceptional experiences to our customers. The timing is perfect, and we are eager to embark on this journey together."

Despite this exciting development, fans of GBBC need not worry. The three existing GBBC brewpubs, renowned for their exceptional craftsmanship over the past three decades, will continue to brew beer, staying true to their rich heritage.

In a move to streamline operations and enhance efficiency, brewing at the production facility formerly known as Taps and Tanks will be replaced by brewing at the state-of-the-art facility located at 380 S. Rock Boulevard in Sparks, Nevada. This modern facility, operated by NBA, will serve as the epicenter of brewing excellence, facilitating the creation of innovative and extraordinary craft beers.

"We are all thrilled about the boundless possibilities that lie ahead. Our team has long admired Jeremy and all of his remarkable achievements. To have the opportunity to contribute to something truly extraordinary for Nevada is incredibly exciting," expressed Mark Estee.

About Nevada Beverage Alliance

Nevada Beverage Alliance (NBA) is a dynamic partnership between Revision Brewing Company and Great Basin Brewing Company. With a shared vision of elevating Nevada's craft beer landscape, NBA aims to deliver exceptional products, foster innovation and expand into new territories.

About Revision Brewing Company

Revision Brewing Company, deeply rooted in Northern Nevada, is dedicated to creating exceptional, mouth-watering, and aromatic products that delight beer enthusiasts worldwide. Founded on the principles of evolutionary spirit, growth, creativity, and a genuine respect for craft beer, Revision Brewing has grown to be the largest brewery by volume in the state. With a robust portfolio of world-awarded ultra-premium beers distributed across fifteen states and 8 countries, Revision Brewing specializes in a wide range of styles, including IPAs, Northeast-Style IPAs, Reds, Lagers, Porters, Stouts, Pastry Stouts, Barrel-Aged Beers, and hard seltzers. The brewery's commitment to artistic expression extends beyond brewing, as they collaborate with over twenty artists to create captivating label designs that mirror the freshness and innovation found in their beers. To learn more about Revision Brewing Company visit revisionbrewing.com.

About Great Basin Brewing Company

Great Basin Brewing Company has called Northern Nevada home since opening in 1993 and to this day continues to be highly-regarded in the world of craft beer. They brew an expansive collection of beer styles ranging from exquisite European-style lagers, imaginative fruit and spice-infused ales, barrel-aged masterpieces and myriad of IPAs. Critics have embraced Great Basin Brewing, bestowing 16 medals at the prestigious Great American Beer Festival®, nine international World Beer Cup® awards and many other awards from competitions worldwide. They currently distribute their beers in Nevada, California, Utah and Washington and are actively seeking to expand further. For the latest brewery news visit greatbasinbrewing.com

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