



**COLORADO BREWS FOR U.S. BIZ**

In June, David Arns, National Beer Wholesaler Association (NBWA) president, hosted a U.S. Chamber of Commerce gathering for 150 U.S. business leaders at the historic Brewhouse Hotel in Colorado Springs. Colorado Brewing, based in Denver, New Belgium Brewing and 10th Star Brewing shared their Colorado brew with the NBWA and U.S. Chamber of Commerce leaders while discussing the benefits the beer industry provides to the Colorado economy. Arns joins to learn paid members and local allies.

**WORKING UP A SWEAT**

NBWA director Matt Kowalski joined Virginia Deputy Secretary of Commerce and Trade John Henshelt, Wythe County Chairman of the Board of Supervisors Wythe Sharpe and officials from The Lantana Co. to break ground for a new brewpub and distribution facility in Wythe County, Va. The facility, which will be the company's eighth plant, will produce both Genesee Hard Cider and Pilsner. Plans starting in September 2008.

**HENNESSY VIPS**

Chicago's top dog The Mike Love and The 411 were recognized by Hennessy V.I.P. as part of Hennessy V.I.P. Acute Mediated with top dog supervisor. Hennessy delivered an open bar featuring Hennessy Selection, Private Hennessy and Hennessy V.I.P. One guest who attended and won the Hennessy V.I.P. Acute Mediated contest presented will join one of their best of 10 and a brand for a top to finish from Hennessy production and for a private concert with Common in Paris.

**LEAP FROG**

This year, Señor Frog's, the Cancun spring break party landmark, is entering the States at Myrtle Beach's "Broadway at the Beach," followed by openings in Honolulu and Las Vegas. The restaurant chain is bringing with it Señor Frog's 'World Famoso' Yard Glass – a 16-inch beer that has spread the restaurant chain's popularity.



**REAL ENERGY**

David Collins, founder and chief executive officer of Pure Beverage, and Lisa Gendron of the "Lantana Club" reality TV show on E! Entertainment Television, were on hand to announce the third annual Energy Up! program in New York City. Part of a sponsor of the Energy Up! program that supports a healthy lifestyle.



**DEDICATED BREWING**

Spencer Brewery, Shreve, Texas, maker of Spikes Rock and Shreve Light, honored John Hefner for his contributions to the world of brewing after 40 years of service. A celebration by about 200 invited Hefners, who also received a letter of congratulations from President Bush. Colin Adams, member of the Commission on and the Special Brewery, announced that the Texas Department of Transportation had approved the renaming of Shreve's East Hennessy Street to John Hefner Way.



**SHEDS**



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