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MEDIA ALERT:

New Orleans Lager and Ale (NOLA) Brewing to Launch First Lager

NOLA Brewing is launching first lager, Darkest Before Dawn, at World of Beer

New Orleans, LA (August 27, 2015): After six years of brewing ales, NOLA Brewing will launch their first lager, Darkest Before Dawn, on September 2nd, 2015 at the new World of Beer location in New Orleans.

WHAT: Launch of NOLA Brewing's first lager, Darkest Before Dawn

WHEN: Wednesday, September 2, 2015 6:30 pm – 9:00 pm

WHERE: World of Beer
300 Julia Street
New Orleans, LA 70130

WHY: To celebrate the launch of the first lager NOLA Brewing has ever produced, World of Beer is hosting a Launch Party and will be the only venue serving this beer before it is available to the public.

Darkest Before Dawn will be NOLA Brewing's Fall Seasonal this year and should be available through the end of December. Like all NOLA Brewing seasonals, it will then be available to distributors in Louisiana, Mississippi, Alabama and Florida in draught form.

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Nola Brewing Company crafts beer for introductory craft beer drinkers AND the experienced craft beer lover. The company's passion for quality and crafting beers that they themselves want to drink translates into great-tasting beers, made from choice malts and hops brewed with over 30 years of experience. However, the company goes beyond just developing great beers. Heavily entrenched as a thread in the fabric of New Orleans, NOLA Brewing Company brews a cultural experience within each glass. NOLA Brewing is located at 3001 Tchoupitoulas Street in New Orleans, LA and can be found at nolabrewing.com, and on [Facebook.com/Nolabrewing](https://www.facebook.com/Nolabrewing) and is @NOLABrewing on Instagram and Twitter.