

Media Contact:  
John Smith  
555.555.1234  
jsmith@anybrewery.com

For Immediate Release

## **Any Brewing Company introduces interesting new series of beers for whatever reason**

Seattle, WA – November 5, 2020 – On Monday November 9th Brewing Co.'s launches a new series of beers dubbed the Whatever Series, a special collection of beers designed to commemorate something important. The beers will be available across the Pacific Northwest, available in 16-ounce cans at beer retailer. Make sure your press release answers the basic questions: who, what, where, when, and why.

The reason they introduced the new Whatever Series is because blah blah. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

More info about the news, if you got it. Is there a website with more information that consumers should go to? Is there a special event involved? Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

“Every good press release includes a quote, and it can be any length as long as it is relevant” says Bob Forehead, the Brewmaster at Any Brewing Company.”Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.”

Now it is time to get deeper into the details of whatever it is that you are announcing. Details are good. Your media target can decide to use as much or little as they want but include whatever details you have. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

### **About Any Brewing Company**

This is where you very briefly tell us about your company. Where are you located? You can include a very quick history of the company; mention some big awards you have won. Tell us quickly about your company's history. Include your website URL, your Instagram handle, Facebook page address, Twitter handle.