



ABITA BEER | COOKING LOUISIANA TRUE

FOR IMMEDIATE RELEASE
October 23, 2008

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*Part cookbook, history book, tasting guide.
Beautiful book features a treasure trove of recipes from Louisiana's top chefs.*

ABITA SPRINGS, LA - The Abita Brewing Company of Abita Springs, Louisiana has published a new cookbook that will have beer lovers everywhere raising their glasses in celebration. Louisiana's favorite beer, Abita, and Louisiana's favorite pastime, cooking and eating great food, come together in "Abita Beer: Cooking Louisiana True".
[\$34.00/Hardcover/184pp; ISBN: 9780615238647]

"Abita Beer: Cooking Louisiana True" includes over 60 recipes, many from New Orleans most celebrated chefs and restaurants, including:

- Chef Emeril Lagasse
- Chef Susan Spicer, Bayona
- Chef Tory McPhail, Commander's Palace
- Chef Paul Prudhomme, K-Paul's
- Chef Brian Landry, Galatoire's Restaurant
- Dickie Brennan's Palace Cafe & Bourbon House
- Chef John Folse
- Chef Poppy Tooker
- Ralph Brennan's Bacco & Redfish Grill
- Chef Donald Link, Cochon
- Chef Bob Lacovane, Cuvee
- Chef Kim Kringlie, Dakota
- ...and dozens more!

The 184 page hardcover book includes over 80 photographs by renowned New Orleans photographer Jackson Hill of Southern Lights Photography. Every recipe contains Abita Beer as an ingredient.

Marcelle Biennu, noted cookbook author and food columnist tasted and tested the recipes in the book and contributed many from her own personal collection. The cookbook also includes recipes submitted

"I've been an Abita Beer fan for years. I cook with it, and it's always in my fridge...on the show and at home too. Abita Beer has the flavors to stand up to even my most 'kicked-up' creations, plus its made in Louisiana. What could be better! You're gonna have fun with this cookbook."

-Chef Emeril Lagasse

"The core ingredients of quality beer yield flavors, textures and aromas of their own mix that have a uniqueness that is difficult to duplicate with seasonings alone. This cookbook combines great ingredients and Louisiana's own Abita Beer - you can't help but cook up a good time and a great meal!"

- Paul Prudhomme,
Chef & Owner, K-Paul's Louisiana

"Commander's Palace and Cafe Adelaide & the Swizzle Stick Bar have cooked with and served Abita Beer for years. Abita complements our food both as an ingredient and a beverage because its big, strong taste stands up to the bold flavors in our cuisine."

-Tory McPhail,
Executive Chef,
Commander's Palace

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by Abita Beer drinkers from all across the United States. From appetizers and side dishes to main courses and even desserts made with Abita Beer, cookbook connoisseurs will find “Abita Beer: Cooking Louisiana True” an excellent addition to any kitchen library.

“Abita Beer: Cooking Louisiana True” is also a great coffee table book with chapters about the history of beer in New Orleans, the beer making process and valuable tips on pairing beer with food, selecting proper beer glassware and educating your beer palate. Anyone who enjoys Abita Beer and classic Louisiana cooking will find many delicious reasons to enjoy “Abita Beer: Cooking Louisiana True”.

There are only four main ingredients in most Abita Beers: water, barley, hops and yeast. Nothing artificial ever goes into Abita Beer, they use only the finest, all natural ingredients. Most other breweries must chemically treat their water for the brewing process. Abita takes their water straight from the source - a deep artesian well in the Southern Hills aquifer system. Over 3,000 feet deep in some areas, it contains fresh water kept pristine in underground structures that are more than five million years old. Abita’s water is naturally perfect for making beer. Abita uses only the finest two row barley from around the world and hops from the Yuchana and Willamette valleys in the Pacific Northwest. Specialized brewers yeasts including German Lager, German Ale, Belgian Ale, Californian Ale and others are used in the making of Abita Beer. Abita Beer is crafted by people who truly love brewing and are passionately involved in the brewing process every day.

Abita Brewing Company sells seven flagship brews: Amber, Light, Golden, Turbodog, Purple Haze, Jockamo India Pale Ale and Restoration Pale Ale. Abita also produces five seasonal brews, two “Big Beers in Big Bottles” and creates all natural, full flavored specialty ales and lagers. In addition, Abita also brews a non-alcoholic, all natural root beer.

The Abita Brewing Company was founded in Abita Springs, Louisiana in 1986 and is the first and largest craft brewer in the southeast. Abita is the 30th largest commercial brewer by production volume in the nation and the 17th largest craft brewer in the United States, and is distributed in nearly 40 states across the country. Sales for the company should exceed 85,000 barrels this year.

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“Abita Beer: Cooking Louisiana True” will go on pre-sale at abita.com and amazon.com in early November and arrive in bookstores and gift shops throughout the Southeastern United States.

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