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Big Flats 1901 Premium Lager Hits Store Shelves with a Premium Beer Taste at \$2.99 a 6-pack

Novato, CA, January 25, 2011 – Winery Exchange announces the launch of its newest proprietary premium lager beer brand, Big Flats 1901.

Big Flats 1901 offers consumers a premium beer at an affordable price. Comparable in taste and quality to the top-selling national brand beers, Big Flats 1901 is available in six-pack cans for \$2.99 and 24 cans for \$11.49 at Walgreens stores nationwide, except for California which will launch later this year. Prices in some areas may vary based on distribution costs and beverage alcohol taxes.

“In just the first few weeks of sales consumer feedback has been very positive, as beer drinkers across the U.S. are thrilled to have such a quality brew at a value price,” said Kathleen Burns, senior marketing manager at Winery Exchange.

Big Flats 1901 is made with six-row barley malt, corn grits, hops from Yakima Valley and bottom fermenting yeast. The brand pays homage to the flat boats that traveled upstate New York rivers delivering goods to early settlers. Just as the water played a vital role in the settlers’ quality of life, the pristine water used in the brewing of Big Flats 1901 is vital to the crisp, fresh taste of this traditional American brew.

Winery Exchange is the only full-service, corporate brand, beverage alcohol company that sources beer, wine and spirits from the finest regions worldwide. The company was founded with the intent of blending extensive industry expertise with cutting-edge business practices. The result is a dynamic, fast-growing company poised to take advantage of new trends in the beverage alcohol industry.

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