

SAVOR...Chicago

at McCormick Place

Catering • Concessions • Special Events

Contact: Michelle Benson
michelle@createmomentum.com
708-907-5301

SAVOR...CHICAGO AND BRICKSTONE BREWERY UNVEIL MCCORMICK PLACE EVERYDAY ALE FIRST OF ITS KIND BRANDED BREW FOR NORTH AMERICA'S LARGEST CONVENTION CENTER



[CHICAGO, February 9, 2017] Brewed including hops grown in the rooftop garden atop McCormick Place's West Building, McCormick Place Everyday Ale is a refreshing Session Ale with a light malt backbone and hopped with Citra, Amarillo and Cascade hops. It is the country's first branded ale brewed for a convention center using locally-sourced ingredients.

The thirst-quenching ale is the result of SAVOR...Chicago working with local BrickStone Brewery to create a McCormick Place-branded brew that uses hops grown in McCormick Place's rooftop garden. McCormick Place Everyday Ale is available in both cans and on tap, only in select McCormick Square and BrickStone locations. The Ale will be launched during the 2017 Chicago Auto Show and be available throughout the year.

"For many visitors coming to Chicago for a trade show, McCormick Place may be the spot where they spend most of their time. We want to introduce these visitors to the region's many wonderful makers, brewers, and bakers," explained Doug Bradley, SAVOR...Chicago Vice President of Culinary. "This local partnership is a great way for us to support the Illinois region and produce a flavorful, uniquely Chicago brew."

"From the start of this project in talks last year, it was a great experience to work with SAVOR... to develop a product that best portrays BrickStone & McCormick Place as a team. From the beer development to the can design, we had a great time working together. We hope every guest gets a chance to try McCormick Place Every Day Ale and enjoys drinking it as much as we enjoyed brewing it," Tommy Vasilakis, one of BrickStone's Founders and Brewers.

BrickStone Brewery first opened its doors in 2006 and started with a 5-barrel brewing system. Today, BrickStone is well known for its diverse selection of award-winning beers, including 2012 GABF gold medal and 2012 World Beer Cup bronze medal APA and 2013 GABF gold medal Belgo APA. They are located in Bourbonnais, Illinois.

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About McCormick Square

The McCormick Square campus features McCormick Place -- the largest exhibition and meeting facility in North America -- which offers 2.6 million square feet of exhibit space, 173 meeting rooms, one of the largest ballrooms in the world and the 4,249-seat Arie Crown Theater. Located on Chicago's lakefront just minutes from downtown, McCormick Place is owned the Metropolitan Pier and Exposition Authority and is managed by SMG, a worldwide convention management company. In the fall of 2017, these existing facilities will be joined by the 10,000-seat Wintrust Arena and the 1,205-room Marriott Marquis Chicago. For more information, please visit www.mccormickplace.com or on facebook.com/mccormickplace and twitter.com/mccormick_place.

SAVOR

SAVOR, a leader in convention center catering, concessions and special events, took over McCormick Place foodservice operations September 28, 2011. SAVOR is part of SMG, the largest public facilities management company in the world, including McCormick Place as of August 1, 2011. In 2010, 17 convention centers where SAVOR provides food and beverage service won prestigious Prime Site Awards from *Facilities & Destinations*.

SAVOR is an industry leader in introducing green standards and programs to public facilities. As the food and beverage provider to facilities with some of the most stringent environmental policies in the world, we have researched the matter extensively and work closely with community and facility managers to develop environmentally friendly operations focused on minimizing carbon footprint by purchasing locally produced, sustainably raised product, using non-petroleum-based packaging and recycling or composting waste whenever possible. www.savorchicagomcpl.com

SMG

Since 1977, SMG has provided management services to more than 220 public assembly facilities worldwide, including arenas, stadiums, theatres and performing arts centers, equestrian facilities, convention, congress and exhibition centers, science centers and a variety of other venues. Across the globe, SMG manages more than 14 million square feet of exhibition space and more than 1.75 million arena and theatre seats. As the recognized global industry leader, SMG provides venue management, sales, marketing, event booking and programming, construction and design consulting, and pre-opening services. SMG also offers food and beverage operations through its concessions and catering division of SAVOR, currently serving more than 100 accounts worldwide. www.smgworld.com

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