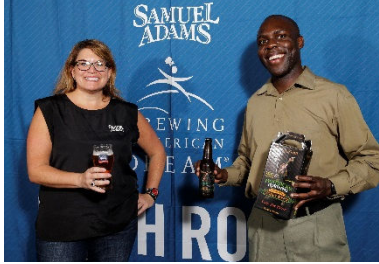




**Samuel Adams Brewing the American Dream Announces  
Washington D.C. Pitch Room Winner**  
*Honey Grail Advances to the National Finals  
for the Chance to Win a \$10,000 Grant & Mentorship from Sam Adams*



*Jennifer Glanville of Samuel Adams (left) with winner Chris Ekechukwu of Honey Grail (right)  
at DC's 1<sup>st</sup> regional Samuel Adams Brewing the American Dream Pitch Room Competition*

**WASHINGTON, D.C. – SEPTEMBER 13, 2016** – [Samuel Adams Brewing the American Dream](#), a micro-lending and coaching program for small business owners working in food, beverage, and craft brewing is excited to announce that Chris Ekechukwu of [Honey Grail](#) has won its Washington, DC Pitch Room competition. Honey Grail offers a naturally carbonated sparkling semi-sweet honey mead, seeking to reintroduce a modern mead to the American palate.

As part of the Samuel Adams Brewing the American Dream program, the Pitch Room is a national competition that helps small business owners perfect the art of the sales pitch. This was the first Pitch Room competition in DC, and the third of four regional events in 2016. The first competition took place in Denver, followed by San Diego. The final regional competition will be held in Boston. The winners of each will advance to the national finals in Boston this December for the chance to win a \$10,000 business grant and extended mentoring from Samuel Adams.

On Monday night, September 12<sup>th</sup> at The Event Space, six local, food and beverage small business owners presented their best two-minute sales pitch to a panel of expert judges. After providing constructive feedback to each of the entrepreneurs, the judges selected the best pitch based on the quality of the presentation, creativity, passion, and product viability.

“Each entrepreneur was passionate, determined, and presented really delicious and unique products,” commented Jennifer Glanville, brewer and director of brewery programs for Samuel Adams and one of the Pitch Room judges. “It was a tough decision, but ultimately the judges could see that Chris of Honey Grail was extremely passionate, had a great product and could really benefit from coaching from the Sam Adams team.”

Glanville noted that other businesses participating in the event included:

- [Dallas Popcorn](#)
- [Good Sense Farm and Apiary](#)
- [Maracas Ice Pops](#)
- [Sunniva Caffè](#)

The expert panel of judges that joined Ms. Glanville for the 2016 DC Pitch Room competition included:

- Doron Petersan, Owner and President of Sticky Fingers Sweets and Treats, baker and two-time Cupcake Wars winner
- Evan Rosenthal, Branding Director, Tin Shop
- Gigi Smith, Editor-in-Chief, DC Life magazine



### ***Year-Round Lending to Support DC Craft Businesses***

Samuel Adams Brewing the American Dream continues to support Washington, DC small businesses year-round, in partnership with Accion, by providing microloans to entrepreneurs who are often shut out from traditional lending institutions. Since 2012, the program has seen beyond the barriers that many of these entrepreneurs face – from lack of credit to requests for small loan amounts to the volatile nature of the food and beverage industry – and helped Accion in lending over \$100,000 to a dozen small food and beverage businesses that support nearly 50 jobs in the Washington DC area.

### ***Brewing the American Dream Inspiration and Impact***

Samuel Adams is celebrating 32 years of brewing, and despite the craft brewery's success, Founder and Brewer Jim Koch hasn't forgotten how hard it is to start and run a successful small business. That's why he created Samuel Adams Brewing the American Dream, a unique program that provides the two things he wishes he had when starting Samuel Adams: loans and real-world business advice.

Since 2008, through the support of Brewing the American Dream, Accion has lent more than \$9.6 million to nearly 900 businesses. Just as important, the program has coached or mentored over 6,000 businesses and created or saved more than 3,500 jobs. To learn more please visit: <http://btad.samueladams.com>.

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### **About Samuel Adams and The Boston Beer Company**

The Boston Beer Company began in 1984 with a generations-old family recipe that Founder and Brewer Jim Koch uncovered in his father's attic. Inspired and unafraid to challenge conventional thinking about beer, Jim brought the recipe to life in his kitchen. Pleased with the results of his work, Jim decided to sample his beer with bars in Boston in the hopes that drinkers would appreciate the complex, full-flavored beer he brewed fresh in America. That beer was aptly named Samuel Adams Boston Lager, in recognition of one of our nation's great founding fathers, a man of independent mind and spirit. Little did Jim know at the time, Samuel Adams Boston Lager would soon become a catalyst of the American craft beer revolution.

Today, The Boston Beer Company brews more than 60 styles of beer. It relentlessly pursues the development of new styles and the perfection of classic beers by searching the world for the finest ingredients. Using the traditional four vessel brewing process, the Company often takes extra steps like dry-hopping, barrel-aging and a secondary fermentation known as krausening. The Company has also pioneered another revolution, the 'extreme beer' movement, where it seeks to challenge drinker's perceptions of what beer can be. The Boston Beer Company has been committed to elevating the image of American craft beer by entering festivals and competitions around the globe, and is one of world's most awarded breweries at international beer competitions. As an independent company, brewing quality beer remains its primary focus. Although Samuel Adams beer is America's leading craft beer, it accounts for only one percent of the U.S. beer market. The Boston Beer Company will continue its independently-minded quest to brew great beer and to advocate for the growth of craft beer across America. For more information, please visit [www.samueladams.com](http://www.samueladams.com).

### **About Accion**

Accion connects small business owners with the financing and advice it takes to create or grow healthy enterprises. Since 1991, the members of the Accion U.S. Network have lent to over 50,000 people in the U.S. For more information, visit [www.us.accion.org](http://www.us.accion.org) or call 1.800.508.7624.

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