



Contact: Chris Hodge, CEO
Phone: 541.639.4769
Email: chris@worthybrewing.com

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WORTHY BREWING HIRES NEW NW REGIONAL SALES MANAGER

BEND, ORE. — In the wake of Worthy Brewing’s 240-barrel expansion, the brewing company has hired a new Northwest Regional Sales Manager, Rick Nickerson.

Nickerson—a husband, father, and Operation Desert Storm veteran in the Marine Corps—started working in the food and beverage industry in 2003 as a bartender and manager at Park Kitchen in Portland, Ore. From there, he worked as an account sales representative at Columbia distributing until 2008, when he started on-premise work for Pyramid/Mac’s and later Full Sail Brewing Company. He will be based in Portland.

“I was so impressed with the people that started the brewery (at Worthy),” Nickerson said. “Looking at their portfolio, I knew this was just the beginning and I wanted to be a part of creating something that’s authentic and sustainable.”

Worthy Brewing Company delivers remarkably balanced, filtered ales that are handcrafted, using all natural, premium ingredients and the great water from the Cascade Mountains in Bend, Oregon. Their flagship beers include 12 oz cans of: Worthy IPA, Worthy Pale Ale, Easy Day Kolsch, and Lights Out Stout. Their bottling line also cranks out 22 ounce bottles of Worthy IPA, Worthy Imperial IPA and Eruption Imperial Red Ale, along with limited releases of seasonal beers.

Worthy Brewing Company opened its doors in Bend, Oregon in February 2013. Within its first year, a canning line, bottling line, expanded fermentation space, a kitchen expansion and an addition of a five barrel pilot brew system were completed. Worthy also boasts a greenhouse and hop yard onsite for growing estate and experimental hops in conjunction with Oregon State University and Indie Hops. For more information, please contact CEO, Chris Hodge, at chris@worthybrewing.com.

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