



**OJAI BEVERAGE COMPANY AND THIRTY-THREE PRODUCTIONS, INC.  
PROUDLY ANNOUNCE**

**'SALUTE! AN EXCLUSIVE FATHERS DAY WEEKEND CELEBRATION OF  
FINELY CRAFTED BEER & FOOD,' IN OUR NEW LOCATION OUTDOORS AT  
OJAI BEVERAGE COMPANY, 655 E. OJAI AVENUE, OJAI, CA  
FRIDAY, JUNE 17<sup>TH</sup> & SATURDAY, JUNE 18<sup>TH</sup>, 2011**

*Unlimited Tastings of a Vast Artisanal Selection of Finely Crafted Beer &  
Delectable Food Presented at Pairing Stations Co-Inspired by "Dr." Bill Sysak,  
Certified Cicerone for Stone Brewing World Bistro and Gardens*

FOR IMMEDIATE RELEASE:

Ojai, Calif., April 27th, 2011 – Leading Brewmasters and the nations finest craft breweries are joined by some of the Gold Coast's finest chefs to present the next exciting installation of the now 2<sup>nd</sup> **Annual Salute! Celebrating Finely Crafted Beer & Food presented by Ojai Beverage Company (OBC) and Thirty-Three Productions, Inc. (33)**. Taking place during **Fathers Day Weekend, on Friday, June 17<sup>th</sup> from 6:30pm – 10pm** enjoy the **Salute VIP Pairing Dinner** presenting **"Dr." Bill Sysak, Certified Cicerone of Stone Brewing World Bistro and Gardens** who will **present rare and special reserve beers alongside Ojai Beverage Café inspired food**. VIP Tickets, which are \$85, include admission to the VIP Pairing Dinner & Beer Reception on Friday, plus entry one hour prior to the Unlimited Tasting Session on Saturday.

**On Saturday, June 18<sup>th</sup>, 2011 from 2pm – 6pm** we invite guests to the **Salute! Unlimited Tasting Session, which will feature over 100 beers paired with a variety of delectable food items prepared by the regions finest chefs**. Tickets to the Unlimited Tasting Session are \$40.00, and include all of the food and beverage served at the event.

Salute! 2011 is proud to bring the event to its hometown location outdoors at Ojai Beverage Company, in the beautiful Southern California destination getaway of Ojai, CA. This latest installation of the Salute! branded series of tasting events is designed as an exclusive beer & food lifestyle event that for one ticket price features unlimited tastings of a beer connoisseurs selection that also offers pairing stations co-inspired by **"Dr." Bill Sysak and Joby M. Yobe of Ojai Beverage Company**. Each station will offer a variety of delectables created by leading Brewmasters & Chefs, alongside more than a hundred different brews, Brewmaster edutainment, and live music from sought after area musical performers.





The Salute! brand has become synonymous with the rapidly expanding beer & food pairing trend and is noted as the first large scale event of its type in the California region. The continued partnership between Presenting Sponsors, Ojai Beverage Company and Executive Producer, Thirty-Three Productions, Inc. insures this event to continue its already established first-class quality as a premier food and beverage event, in a class of its own.

**"I am ecstatic about bringing Salute to our beautiful town of Ojai. The dream marriage of finely crafted beer and food lives on. I am looking forward to collaborating with the Chefs and Brewmasters again this year."** said Joby M. Yobe, co-owner of Ojai Beverage Company.

**"We are thrilled with the positive response for Salute! and look forward to presenting yet another exceptional beer & food lifestyle event that extends the Salute! experience to Ojai"** said Christine Hansen, President & CEO of Thirty-Three Productions, Inc. **"It brings me great pleasure to continue to work closely with my partners Joby M. Yobe and the exceptional Ojai Beverage Company to bring this sought after event to our local community."**

**Tickets for Salute! go on sale today or can be purchased at Ojai Beverage Company located at 655 E. Ojai Avenue, Ojai, CA.**

For more information and to purchase tickets, please visit:  
<http://salutebeerfestival.eventbrite.com/>

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#### **About Ojai Beverage Company**

Joby M. Yobe was born into the liquor business and has devoted his thirst for life into a quest to become a widely respected expert on the finest adult beverages in the world. Yobe got his early start at his grandfather's store, Cap N Cork in Los Feliz, and made it his personal mission to help it evolve from a corner store into a seriously sought-after specialty shop. In 2007 he partnered with cousin, Jorge Alem, to create the Ojai Beverage Co., which has become the premier destination for consumers of fine wine, craft beer and unique spirits in the Gold Coast area. With over 1,000 different wines, 750 varieties of craft and imported beer and hundreds of tequilas, whiskeys, and liquors from around the globe, O.B.C. is a one-stop shop for connoisseurs of fine alcoholic beverages. As a fully functioning beer & wine tasting bar, patrons can also enjoy revolving tap beer and wine selection as well as seasonally hosted events, brewery tastings, beer and food pairing dinners, alongside a highly sought after Annual Oktoberfest celebration. For further information, please see: [www.ojaibevco.com](http://www.ojaibevco.com).





### **About Thirty-Three Productions, Inc**

Christine Hansen is the President & CEO of Thirty-Three Productions, Inc. As a visionary and industry veteran, she brings "Dreams to Reality" and is globally recognized for her mission to merge the power of music, art, and media to unite the world. In 1998, Hansen founded Thirty-Three Productions, Inc., a boutique event production, entertainment marketing, and promotional agency that has produced meaningful branded live entertainment and television events that inspire change and global awareness for social issues that are affecting our world today. Hansen's relentless drive and passion have enabled her to make tremendous contributions to leading philanthropic organizations including: The 46664 Campaign on behalf of Nelson Mandela, The Entertainment Industry Foundation, The United Nations Association, Rock the Vote, Hopes Voice International, The Peapod Foundation, A Place Called Home, and more.

Thirty-Three Productions, Inc., was established in New York City and Los Angeles and is now headquartered in Ojai, CA. For further information, please see: [www.33productions.com](http://www.33productions.com).

