



**'SALUTE! A FINELY CRAFTED BEER & FOOD FESTIVAL'
PRESENTED BY OJAI BEVERAGE COMPANY AND
THIRTY-THREE PRODUCTIONS, INC. PROUDLY ANNOUNCES
CELEBRATED CRAFT BEER AND ARTISANAL FOOD LINEUP ON TAP &
PAIRED WITH EXCEPTIONAL MUSICAL TALENT TO BENEFIT LOCAL COMMUNITY ORGANIZATIONS**

*National Craft Breweries, Local Restaurants, and Renowned Musical Entertainment Featuring
Todd Hannigan & the Heavy 29's, Dave Palmer, the Dan Grimm Band, B Willing James, Nicole Vaughn
Plus Very Special Guests Roger Keahu and Xocoyotzin Moraza (Rey Fresco)
Slated for Premier Beer and Food Pairing Festival,
Outdoors at Ojai Beverage Company, Father's Day Weekend, Saturday, June 17th & 18th 2011*

FOR IMMEDIATE RELEASE:

OJAI, Calif., June 2, 2011 – The first class craft beer and food-pairing event, **Salute! A Finely Crafted Beer & Food Festival**, will come to life **Outdoors at Ojai Beverage Company during Father's Day Weekend, June 17th & 18th, 2011** to present locally and nationally celebrated craft breweries alongside renowned regional restaurants and exceptional local musical talent. **Salute!**, presented by **Ojai Beverage Company and Thirty-Three Productions, Inc.**, will offer two sessions of beer & food pairing with the **Unlimited Tasting Session** for an audience of **750 people on Saturday, June 18th from 2pm – 6pm for \$40 per person**. Guests who wish to have the **VIP Experience**, limited to **100 people**, can purchase a ticket for only **\$85**, which also includes **early access to Saturday's Unlimited Tasting Session from 1pm – 6pm plus the Beer Connoisseurs Reception and 4-Course Pairing Dinner on Friday, June 17th from 6:30pm – 10pm**. The VIP Experience features a special appearance and education on craft beer and food pairing by **renowned pairing expert and Certified Cicerone "Dr." Bill Sysak who hails from Stone Brewing World Bistro & Gardens**. Each course of the dinner will be paired with an exceptional beer hand selected by the "Dr." himself.

Salute! is proud to bring awareness and support its local beneficiaries, the **American Cancer Society of Ventura County and the Ojai Valley Youth Foundation**, which will receive proceeds from sales generated by this **celebrated event**. Guests will spend the day enjoying more than 100 delicious selections from the following fantastic purveyors of fine food & craft beer, all for one Unlimited Tasting ticket price: **Alaskan Brewing Co., Anacapa Brewing Co., Barrel 33, Big Buddha Lounge, Bobbi's Mexican Food, Casa del Lago, Classic Wines of California, Einhorn Beer Company, Enzo's Italian Restaurant, Figueroa Mountain Brewing Company, Firestone Walker Brewing Company, Green Mountain Brewing Company, Island Brewing Company, Ladyface Ale Companie, Lagunitas Brewing Company, Lindeman's, Ojai Beverage Company & Tap House, Samuel Smith's Old Brewery, Sierra Nevada Brewing Company, Stone Brewing World Bistro & Gardens, Tap It Brewing Company, Telegraph Brewing Company, TNA Candy Beers, Ventura's Surf Brewery, Westmalle Trappist, and Woodchuck Draft Cider, alongside many more breweries, which are being added daily**. Please visit our website for the most up to date information on participants.

"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.

Salute!, **OBC** and **Thirty-Three Productions** are also proud to partner with the acclaimed **Brotheryn Studios** who join us to co-present the **Salute! Stage** of highly acclaimed performing artists featuring: the rich, emotive voice





of acclaimed surf inspired, folk rock artist **Todd Hannigan & the Heavy 29's** to headline, which also features Brotheryn Studios partner **Jesse Seibenberg** (*Supertramp, Kenny Loggins, Jim Messina & more*), and **Sam Bolle** (*Dick Dale, Agent Orange*); **Dave Palmer** (*Fiona Apple, Chris Isaak, Seal, AIR, Fleetwood Mac, Edie Brickell & more*) will bring his incredible keyboard stylings to the stage; **The Dan Grimm Band**, serves up notable vintage guitar rock with California country, folk with hints of Tom Petty, Black Crowes, and Blind Faith featuring double lead guitars by world-class guitar players **Jonathan McEven** and **Ian Hutchinson** over tight rhythm, Rhodes keys, and vocal harmonies; acclaimed Roots, Americana, and Folk artist **B Willing James** (*Shades of Day, Lonesome Traveler playing folk icons Woody Guthrie, Bob Dylan and Peter Yarro*); celebrated local artists **Roger Keahu and Xocoyotzin Moraza** (*Rey Fresco*) will showcase their incredible talent; and **Nicole Vaughn**, a rising singer-songwriter star whose latest release "Walk into the Night" (co-produced by Todd Hannigan) has been featured by Martin Guitars and in the critically acclaimed documentary "Finding Kind". Each of these performers have generously donated their performance to support the amazing charities, which benefit from this exciting event.

"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, the exceptional Ojai Beverage Company, and Brotheryn Studios to bring this sought after event to benefit our local community organizations."

A primary goal for Salute! is to bring awareness and much needed resources to our local charitable partners, which include the **Ojai Valley Youth Foundation**. The OVYF works closely with local civic groups, businesses, junior high and high school administrators to promote critical after-school activities based on the national 40 Developmental Assets model.

"The Ojai Valley Youth Foundation "salutes" the work of the Ojai Beverage Company in its effort to recognize the work of non-profits in the Ojai Valley through its SALUTE fundraiser" **stated OVYF President, Bronte Reynolds.** "This generous initiative will provide significant assistance to the OVYF, and on behalf of the OVYF Board of Directors I urge the members of our communities to support them in this most worthy endeavor. Thank you, Ojai Beverage Company, for your demonstration of good will on behalf of our youth."

The event also salutes the exceptional work of the **American Cancer Society**, the nationwide, community-based, voluntary health organization dedicated to eliminating cancer as a major health problem by preventing cancer, saving lives, and diminishing suffering from cancer, through research, education, advocacy, and service.

Salute! would not be possible without the incredible support of its sponsors, donors, and event partners which include: **Brotheryn Studios, Clear Channel Los Angeles, LA's 987FM, LA's AM570 Sports, 95.9 FM The Octopus, Abtey's Limousine Services, Ventura Rental Center, Ventura County Star, Coastal View News, Ventura Night Out, the Ojai Valley Inn & Spa, Casa Ojai, Su Nido, Rio Gozo Farms, Digital Imagination,** and many more.

For all the latest Salute! Beer Festival updates, to volunteer, and to learn about our **Salute! Shuttle Service for only \$10 round trip from Ventura courtesy of Abtey's Limousine Service**, please visit our website. **Salute! does not encourage drinking and driving and you MUST be 21 and over to attend with no exceptions or refunds.**

For Salute! Tickets please visit Ojai Beverage Company at 655 E. Ojai Avenue, Ojai, CA, or get your tickets to the event and shuttle online at: www.salutebeerfestival.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.

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 s now headquartered in Ojai, CA. For further information, please see: www.33productions.com.

About Salute! Performers Co-Presented by Brotheryn Studios:

Brotheryn Studios:

Located in scenic Ojai, California, just north of Los Angeles, Brotheryn Studios is a world-class facility. The size, scope, and equipment allow any size project to record, mix, or master an album. If you are a filmmaker, we offer scoring, sound design, foley, ADR, dialogue clean-up and editing, as well as post mixing in stereo and surround. All work is handled by an experienced award-winning staff with diverse backgrounds in the audio/music world. <http://www.brotherynstudios.com>

Todd Hannigan & the Heavy 29's: www.toddhannigan.com

Jesse Seibenberg: <http://www.jessesiebenberg.com>

Dave Palmer: <http://davepalmermusic.com>

B Willing James: <http://bwillingjames.com>

Dan Grimm Band: <https://www.facebook.com/dansgrimm>

Nicole Vaughn: www.nicolevaughn.com





About the Ojai Valley Youth Foundation:

Honored last year at the Ojai Valley Chamber of Commerce Gala Awards with the Heart of Ojai Award, the Ojai Valley Youth Foundation was established in 1997. The OVYF involves more than 1,000 youth in a wide-range of programs specifically geared for teens 12 to 18 years of age. Our mission is to connect youth and adults through mentoring and leadership programs, such as BLINC (Building Lives inc.), youth employment services (YES), Oak View Teen Center, daily after school projects, Taco Tuesdays and community service projects. Annually, they sponsor community-wide events in the Ojai Valley such as the Martin Luther King Jr. Day Community Celebration and Tennis Marathon. And during the summer we have Ripples, a new cultural arts program for teens. OVYF works closely with local civic groups, businesses, junior high and high school administrators to promote critical after-school activities based on the national 40 Developmental Assets model. To learn more, please visit: <http://www.ovyf.org>

About the American Cancer Society:

The American Cancer Society is the nationwide, community-based, voluntary health organization dedicated to eliminating cancer as a major health problem by preventing cancer, saving lives, and diminishing suffering from cancer, through research, education, advocacy, and service. To learn more, please visit: <http://www.cancer.org/>

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