

Press Release
For Immediate Release
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“99 Bottles Documentary” Cinematic Spectacle and Beer Tasting

	<i>in Milwaukee:</i>	<i>in Madison:</i>
Where:	<u>The Times Cinema</u> 5906 W. Vliet Street, Milwaukee, WI Box Office: 414-453-3128 www.timescinema.com	<u>The Orpheum Theatre</u> 216 State Street, Madison, WI Box Office: 608-255-6005 www.orpheumtheatre.net
When:	Thursday Nov. 6 at 7:00pm Sponsors: Lakefront Brewery Waterstreet Brewery Friday Nov. 7 at 7:00pm Sponsors: Lakefront Brewery Stonefly Brewpub Saturday Nov. 8 at 7:00pm Sponsors: Delafield Brewhaus Sprecher Brewery Sunday Nov. 9 at 4:00pm Sponsors: Tyranena Brewery Milwaukee Ale House	Thursday Nov. 13 at 7:00pm Sponsors: Furthermore Beer Capital Brewery Friday Nov. 14 at 7:00pm Sponsors: Sand Creek Brewing Esser's Cross Plains Brewery Saturday Nov. 15 at 7:00pm Sponsors: Great Dane Brewery Ale Asylum Brewery Sunday Nov. 16 at 4:00pm Sponsors: Grumpy Troll Brewpub Lake Louie Brewery
Cost:	Ticket Cost \$8.00	Ticket Cost \$7.50 \$5.00 with Student Id

Tickets are available at the box offices and online.

Summary:

November 2008 marks the Madison debut and Milwaukee rekindling of "99 Bottles Documentary," a documentary film that explores the history, culture, and brew making processes of craft brewers in Southeastern Wisconsin. Contributions from the founders and brewmasters of 16 unique Wisconsin breweries and brewpubs along with interviews from local historians culminate in a timely and relevant celebration of Wisconsin's worst kept secret - Beer! The tour starts with four shows in Milwaukee from November 6-9, 2008 at the Times Cinema in Milwaukee. Tickets are \$8, with half of the box-office sales going to help sponsor the Kiwanis Club of Metropolitan Milwaukee Nights' November 7th "Brew Fest" event. Next stop is a series of four shows in Madison at The Orpheum Theatre from November 13-16. Attendees that arrive a half hour before all shows can taste samples of beer from the breweries that are covered in this film.

Detail:

"99 Bottles Documentary" explores the history and culture of the craftbrewing industry in Southeastern Wisconsin. A collaboration between Wisconsin-based Mutant Barmonkey Productions, LLC and Haptic Vision, "99 Bottles Documentary" began over a pint at Wolski's Tavern. Producers Glen Popple and David Oplinger, in partnership with director Jason Williams, set out to explore what it takes to make great beer in their own backyard. Otto Dilba of Ale Asylum in Madison commented, "It was a great excuse to have a beer and reminisce about the origins of Ale Asylum, and was the most legal fun we have had with our pants on."

Over the course of their travels, one common theme has emerged: 'free beer' is not free. With the single-minded purpose of a master chef, the men and women that bring you pint after refreshing pint strive to survive ever-toughening legislation, worldwide resource shortages, and an ever-growing public demand for excellence in their product.

The filmmakers' quest took them all over the state of Wisconsin, from Mount Horeb's tiny award-winning brewpub, the Grumpy Troll, to the glimmering halls of the New Glarus Brewing Company's newest stainless-steel beer mecca. "Mark and I enjoyed being interviewed for this worthwhile project. Coming from a small village in Wisconsin, we are honored to be part of a project that allows us to showcase our award winning beers...", said *Douglas M. Welshinger, The Grumpy Troll Restaurant and Brewery.*

In addition to researching the rich pallet of breweries, the filmmakers ambushed average people and beer aficionados alike. From Comet Café's "Beer School" to the Milwaukee Public Museum's "Food and Froth" fundraiser, they polled the public inquiring: "What one question would you ask a brewmaster if given the opportunity?"

With centuries-old brewing traditions of European families that settled the Midwest, it seemed only fitting that the trials and successes of their descendents should be explored. The rigors of this emerging market, the time-honored traditions that they uphold and the daily regiment of sweat equity necessary to meet the bottom line make for a fascinating expose of one of Wisconsin's worst kept secrets: Beer.

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The following companies contributed in the interview process:

- Ale Asylum
- Biever's Dairy Farm
- Capital Brewery Company, Inc.
- Comet Café
- Cross Plains Brewery
- Delafield Brewhaus
- Furthermore Beer
- Great Dane Pub and Brewing Co.
- Lake Louie Brewing, LLC
- Lakefront Brewery, Inc.
- Milwaukee Ale House
- Milwaukee Beer Museum
- Milwaukee Public Museum
- National Brewers Association (Colorado)
- New Glarus Brewing Company
- Romans' Pub
- Sand Creek Brewing Company
- Sprecher Brewing Co., Inc
- Stonefly Brewery
- The Grumpy Troll Restaurant and Brewery
- Tyranena Brewing Company
- Water Street Brewery

About the production companies:

Mutant Barmonkey Productions, LLC, based in Milwaukee, WI, aims to produce quality film productions in the Midwest. The president and owner of the company is Glen Pople. In 2007 the feature length production "Port of Call" was shot and is currently in post production.

David Oplinger is a freelance producer based out of Milwaukee, WI.

Haptic Vision is a production company founded by director Jason Williams. Previous credits include numerous short film festival selections and awards. Jason's latest film, "Victim" won the "Audience Favorite" award at the 2008 Milwaukee Short Film Festival.