

For: Bayou Teche Brewing, 1106 Bushville Hwy., Arnaudville, LA 70512

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FOR IMMEDIATE RELEASE

NEW BREWERY IN ACADIANA RELEASES FIRST BEER

Arnaudville, January 20th, 2010 – South Louisiana is home to this country’s most complex, varied, well-seasoned and elegant food. The vast amount of dishes and the layers of flavors and spices that create them have always made it difficult to pair Cajun and Creole food with wine. Once, when shopping at a Lafayette wine store Bayou Teche Brewing’s brewmaster, Karlos Knott asked the proprietor what wine went best with a seafood gumbo he was cooking for the Christmas Eve. The owner emphatically told him “You don’t drink wine with gumbo, you drink beer!”

Knott had an epiphany. While in the Army, he had been stationed in Europe for six years and was impressed with the way that local beers and cuisines had evolved together. Said Knott, “The surest way to get a great pairing was to eat and drink what the locals produced.” And often that was a very tasty local beer. Shouldn’t Louisiana have a beer that pairs with its regional cuisine?

So he and his two brothers, Byron and Dorsey set out to design a beer that would compliment all of the foods of Acadiana. Knott said “Think of it, red beans and rice, jambalaya, sauce piquant, shrimp Creole, chicken and sausage gumbo, hot boudin, boiled crawfish, fried seafood platters, crawfish bisque and etouffee, and catfish court bouillion – that list just scratches the surface of what we cook in Acadiana. We decided to craft a beer that would compliment the cuisine – all of it!” It took the brothers a lot of hard work, tweaking the beer’s recipe while sampling a lot of great Cajun and Creole food.

Said Knott, “Sampling tasty beer and food is one of the burdens of being a brewer.

Their beer, **LA-31 Bière Pâle** is crafted with imported Belgian malts and American hops and yeast. “This is a distinct new style of beer - no one else in the country makes anything like it,” said Knott. **LA-31 Bière Pâle** is traditionally brewed ale; it is bronze colored and has a biscuity malt center. The beer has herbal hop flavors and a gentle, mellow bitterness. This full flavored beer is crafted to enhance the unique cuisine and lifestyle of South Louisiana.

Knott said the first batch of bottled beers is available in stores around Acadiana. Next month several restaurants and night clubs in the area should have it on tap. Says Knott, “It is still cold enough to make gumbo - cook one and try it with an LA-31.”

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