

Flying Dog to Launch Open Source Beer

Date: 05-30-2007 03:16 PM CET

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Press release from: [Flying Dog Brewery](#)

Denver's Flying Dog Brewery today announced plans to release what is believed to be the first "open source" beer to hit the market in the U.S. "Open source" is a term most commonly used in the software industry and refers to any program whose source code is made available for use or modification as users or other developers see fit. In this case, Flying Dog's Open Source Beer Project will allow beer drinkers and homebrewers to create or recommend modifications to the recipe.

The Open Source Beer Project will start as a Dopplebock but the style may evolve as participants offer ideas and tweak the recipe. "We are encouraging input on every part of the recipe, down to how what variety of hops we should use, how much we should use and when we should add them," said Flying Dog's Head Brewer, Matt Brophy.

Flying Dog's Director of Marketing, Neal Stewart says that this is a unique way for consumers to participate in the creation of a new beer. "The Open Source Beer is a truly collaborative project and gives our loyal fans the opportunity to buy a beer that they actually played a major role in creating."

The Open Source Beer will be Flying Dog's latest "Wild Dog" release and will hit stores in October. Wild Dogs are extremely limited edition beers that come exclusively in hand filled, corked and labeled 750ml bottles. Only 5000 bottles of the Open Source Wild Dogs will be available to the public. Flying Dog's current Wild Dog is a whiskey barrel-aged version of their popular Gonzo Imperial Porter.

For more information on the Open Source Beer Project, please visit www.opensourcebeerproject.com.

Flying Dog is Denver's largest brewery and the second largest craft brewery in the state of Colorado. Their award-winning "litter of ales" are available in 45 states. The Brewery is located at 2401 Blake Street, just 2 blocks north of the baseball stadium. Flying Dog's core values of "purposeful, provocative and irreverent" flow through the veins of the brewery's founding owners, George Stranahan and Richard McIntyre. George and Richard were friends with the "Gonzo Journalist," Hunter S. Thompson who coined the brand's tagline "Good People Drink Good Beer" and with the "Gonzo Artist," Ralph Steadman, who illustrates the brand's packaging. For more information, log on to www.flyingdogales.com.

Flying Dog Brewery
2401 Blake Street
Denver, CO 80205
Neal Stewart
720.272.8325

[You can find this press release here](#)