



**WHALE TAIL ALE
THE NEW WEST SEATTLE CHARITY BEER
LAUNCHING
WEDNESDAY, NOVEMBER 9, 2011 – 6PM**

**A simultaneous community-wide launch party at
The Feedback Lounge, West 5, Shadowland, Mission, Big Al Brewing,
The Bridge, Locöl, Beveridge Place Pub, Full-Tilt Ice Cream, Company Bar**

WHALE TAIL ALE, an homage to West Seattle's famous **Whale Tail Park**¹ just off of Alki Beach, is the second of three community-based beers made by **Big Al Brewing** designed to celebrate our neighborhood and to contribute to West Seattle and White Center charities. If the rest of Seattle wants to taste it, they have to come across the bridge to get it. (Note to downtowners – bring lots of tourist cash.)

On **Wednesday, November 9, 6PM**, eleven West Seattle/White Center bars and restaurants will introduce **WHALE TAIL ALE** to their neighborhood, with each establishment pledging a portion of the sales to the **West Seattle/White Center** charity of their choice. The beer, brewed by **Big Al Brewing**², is a mouth-pleasing, delicious brown Belgian ale and will be exclusively available at **The Feedback Lounge, West 5, Shadowland, Mission, Big Al Brewing, The Bridge, Locöl, Beveridge Place Pub, Company Bar, Full-Tilt Ice Cream** and **Avalon**. After December 1st, 2011, any venue with a liquor license will be able to buy and offer **WHALE TAIL ALE** to their customers.

“**LÖWMAN BRÄU**, our first community charity beer, was incredibly successful. So we're excited to team with our friends at Big Al Brewing to do it again,” says Feedback Lounge co-owner, Jeff Gilbert. “We doubled our initial sales and production estimates, and because **LÖWMAN BRÄU**'s been such a strong seller, we decided to forego a Fall beer and extend its run. Now that we're getting into the cooler season, it's time to introduce **WHALE TAIL ALE**, a perfect seasonal beer for indoor consumption – although you could drink it outside if you happen to like being cold and wet.”

For more information:

www.feedbacklounge.net/whale_tail.html

Jeff Gilbert or Matt Johnson at The Feedback Lounge: (206) 453-3259

Alejandro Brown at Big Al Brewing: (206) 453-4487

E-mail: feedbacklounge@gmail.com / bigal@bigalbrewing.com

1) Whale Tail Park – Also known as Alki Playfield. Located at 5817 SW Lander St (between S 59th Ave & S Marine Ave.), the park adjoins the Alki Elementary School and Alki Community Center.

2) Big Al Brewing – A wildly popular start-up microbrewery in White Center, featuring a huge variety of hand-crafted award-winning ales.

3) The Feedback Lounge – A rock 'n roll cocktail lounge/restaurant in West Seattle and winner of 2009 and 2010 Evening Magazine's “Best Cocktails in Western Washington.”