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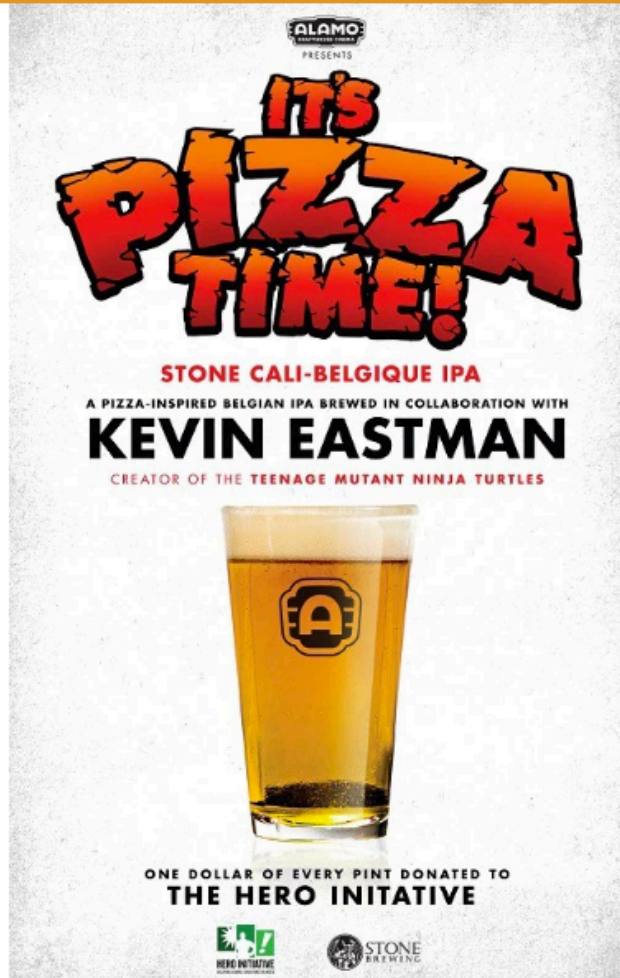


FOR THE BEER LOVER IN ALL OF US

It's Pizza Time! at Alamo Drafthouse Cinema

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Cheers! 0 0 1 2 0



Credit: Alamo Drafthouse

Pizza and beer are two of life's greatest pleasures. Add a great movie to the mix and you have all the necessary ingredients for a perfect evening- precisely what awaits everyone who visits Alamo Drafthouse starting this month for its celebratory "It's Pizza Time", a pizza- inspired collaboration beer from Stone Brewing and Kevin Eastman, the co- creator of the "Teenage Mutant Ninja Turtles- Out of the Shadows" movie.

Alamo Drafthouse is the premiere movie/craft beer entertainment venue and my first choice when a great movie release is on its way. Beer enhances any movie- going experience and the big, bold flavor of Stone Brewing beer adds additional memories to an already joyous occasion. "It's Pizza Time" is a Cali- Belgique IPA and in addition to great drinking pleasure, movie- goers will be proud to know that \$1 from each pint sold will be donated to the Hero Initiative, a non- profit organization dedicated to assisting comic book industry veterans.

Kevin Eastman is excited to lend his name to this collaboration with Stone Brewing and Alamo Drafthouse.

"I am beyond thrilled to be working with Stone Brewing again, bringing back our 'It's Pizza Time!' collaboration, nothing could make that cooler," says Eastman. "Nothing, except, also partnering up with the awesome Alamo Drafthouse this time around and a percentage of sales of 'It's Pizza Time!' going to my favorite charity, The Hero Initiative! Who could ask for more – sipping a beer while watching a movie AND helping people?! Cowabunga!"

Kevin Eastman & Stone "It's Pizza Time!" beer will be available at all Alamo Drafthouse locations- the first time a featured beer of the month will be tapped nationwide. In addition, each Alamo Drafthouse location will offer other Stone Brewing beers for more palate-pleasing delights. Alamo Drafthouse Director of National Beer Promotions (I want this job!) John Gross welcomes the opportunity to work with a company like Stone Brewing, a business known for its edginess and innovation.

"We're always stoked to share the work of passionate, innovative people with our guests," says Gross. "We get excited about new, out-there movies the same way we get excited about new, out-there beers, and that's very much what we have here from Stone. We're pleased to showcase them in a big way this June and, of course, help share a pizza flavored beer with the world."

"It's Pizza Time!" is no ordinary beer. The Cali-Belgique IPA is brewed using such unconventional ingredients as sweet basil, oregano, thyme, fennel, jalapeños and pineapple. Eastman's personal favorite pizza pie is, in fact, Hawaiian with jalapeños, so the choice of ingredients is fitting. Kevin Eastman and his wife Courtney even took part in preparing for the original batch of "It's Pizza Time!" by chopping the herbs used to brew the beer at Stone Brewing World Bistro & Gardens – Liberty Station. Stone Brewing Research and Small Batch Manager Steve Gonzalez is happy to be working with Eastman once again and is excited about sharing the beer with patrons at Alamo Drafthouse.

"Stone Brewing and Kevin Eastman came together last year through our shared passion for doing good in our community," explains Gonzalez. "So we decided to brew a beer together using herbs, jalapeños and pineapple to pay homage to Eastman's favorite pizza style. This year, we're happy to share 'It's Pizza Time!' with our friends at the Alamo Drafthouse. This new batch uses our year-round Stone Cali-Belgique IPA, which perfectly pairs with the combination of pizza-inspired spices. We're excited to give more of our fans and Alamo audiences a chance to try this unique, great-tasting collaboration!"

With its pizza-inspired ingredients and craft beer expertise from Stone Brewing, "It's Pizza Time!" is certainly a beer not to miss. It will be available at Alamo Drafthouses coast to coast while supplies last, so visit one near you today!

For more about Alamo Drafthouse, visit drafthouse.com

For more about Stone Brewing, visit stonebrewing.com

For more about Kevin Eastman, visit kevineastmanstudios.com

For more about The Hero Initiative, visit heroinitiative.org