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FOR IMMEDIATE RELEASE

Payette Brewing Company announces an inaugural event at their brewery, Aura: Sour Beer Experience on April 29<sup>th</sup>, 2017 from 4:00 pm to 8:00 pm. The ticketed event will be held inside their brewhouse, for a truly unique sour beer experience.

Aura: Sour Beer Experience features over twenty beers on tap, including new sour beers by Payette and craft breweries from around the country, and one from Belgium. Beers include Le Terroir from New Belgium, Gillian from Goose Island, Croggy from Uinta, and more. This event also serves as the release of Payette's first bottle in the Aura Sour Series, Aura: Guava and Hibiscus Sour Ale, which will be on tap for the first time and a bottle given to each attendee.

For the event's first year, Payette is taking a similar approach to their annual event held in November, Black Friday, a Celebration of Dark Beer and Twelve Gauge Barrel Aged Imperial Stout bottle release. However, this time with sour beer and a ticketed event to be purchased ahead of time. Attendees will enter on the east side of the building near the exterior grain silos, given direct and exclusive access in to the brewery.

Tickets to Aura are \$60, which includes: unlimited small batch sour beer samples, sour beer seminars, small bite food pairings by Boise restaurant, Juniper, Payette Brewing Aura Sour Series commemorative glass and a twenty-two ounce bottle of Aura: Guava and Hibiscus Sour Ale. Tickets to Aura are available for sale online: [www.payetteaura.splashthat.com](http://www.payetteaura.splashthat.com).

Event attendees will enjoy incredible ambiance alongside Payette's brewing system, music and various sour beer seminars to grasp a better understanding of the sour beer brewing process. While drinking amazing small batch sour beers such as Friek by Odell Brewing, there will be small bites paired with a selection of the beers, prepared by Juniper. Attendees will get a chance to try the unique pairings and listen to the inspiration behind Chef Aaron Wermerskirchen's creations. Food such as a seared sea scallop with bacon marmalade and grapefruit zest, topped off with an edible flower and paired with Grand Teton Brewing's American Sour Ale.

Attendees will be able to experience all things sour beer, inside the brewery with unlimited samples. Once their palate is fulfilled, each person will bring home their glass that celebrates the launch of Payette's Aura Sour Series and be the first to take home a twenty-two ounce bottle of Aura: Guava and Hibiscus Sour Ale.

Payette Brewing brewer, Matt Watterson, sips the beer and poetically describes it as, "A nod to warmer days and drinking with friends in the sunshine, this incarnation of Aura plays on the refreshing and complex tropical flavors of guava and hibiscus. Tinted with hues of pink rose petal and topped by an airy brilliant white head, this ale bursts with aromas of tangy cranberry and under ripe blackberries alongside poached pear and pomegranate. The flavors follow suit, ushered in with light, crackery pilsner malt notes and followed with strawberry and lemon zest fruitiness. A dry finish is aided by a faint tea-like bitterness and citrus-like acidity."

Visit the ticket site for more information on some of the featured beers, food pairings and to buy a ticket before it sells out: [www.payetteaura.splashthat.com](http://www.payetteaura.splashthat.com). For more information or questions, please contact Paige Coyle at [paige@payettebrewing.com](mailto:paige@payettebrewing.com).

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*About Payette Brewing Company:*

*Founded in Boise, ID by Michael Francis in 2010, Payette Brewing Company is proud to be Idaho's largest brewery. The brewery currently runs a 60-barrel brewing system and offers six year-round beers, seasonal releases, various beers in the Ales of No Return series and their limited-Hoop & Stave Barrel-Aged bottle series. Payette opened their second production facility in Downtown Boise in June of 2016. Beer fans are encouraged to follow Payette's social media for the latest updates or visit [www.PayetteBrewing.com](http://www.PayetteBrewing.com).*

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