



Press Release

For Immediate Release

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Museum of Sonoma County Presents **BEER GARDEN: Historic Beer Festival**

July 20, 2024

VIP 4 pm

General 5pm-8pm

Santa Rosa, CA – (July 2) The Museum of Sonoma County (MSC) is pleased to announce a beer festival of historic proportions. We are transforming our sculpture garden into a beer garden for our exhibition, *On Tap: Sonoma County Hops and the Beer Revolution*. Featuring local breweries, music, and beautiful scenery, this exciting event is a can't miss! Beers, eats, and so much fun - all at your Museum! Celebrating the history of local brewing, the Beer Garden will feature over a dozen regional breweries and a rare, **limited opportunity** to taste the historic New Albion Ale- the beer that started the microbrew revolution.

Tickets must be purchased through the Museum <https://museumsc.org/events/>

MSC Members \$10 (Gates open at 5 pm)

General Non-Member Ticket \$15 (Gates open at 5 pm)

VIP Tasting and Tour \$25 (Gates open at 4 pm)

HISTORIC BEER

New Albion Ale, considered the original U.S. craft beer, will be available at the Museum of Sonoma County Beer Garden event on July 20, 2024 (4 PM - 8 PM) and at Wolf House Brewing in Cloverdale beginning June 29, and as long as supplies last. Collaborators Don Barkley, one of the former brewers at New Albion, and Kevin Lovett of Wolf House Brewing have resurrected the historic beer based on the original recipe. The limited release is happening courtesy of Renee DeLuca, who holds the rights to the historic ale. She is the daughter of New Albion founder Jack McAuliffe. McAuliffe, along with Suzy Dennison and Jane Zimmerman, founded New Albion Brewery in the town of Sonoma in 1976. It was the first post-prohibition brewery established from scratch in the United States.

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Don Barkley and Kevin Lovett are the brewers bringing New Albion Ale back to life. To say that beer runs in their blood is an understatement. Don Barkley was one of the brewers at New Albion brewery and went on to help establish Hopland Brewery, which became Mendocino Brewing Company. He may be best known for Mendocino Brewing's flagship beer, Redtail Ale. Kevin Lovett is the owner and master brewer at Wolf House Brewing in Cloverdale. His father was also a founder of Mendocino Brewing Company. A Barkley or a Lovett has been at the heart of the craft brewing revolution since its inception.

NEW ALBION ALE STATS

ABV 6%

Hand crafted with 100% 2-Row Barley and 100% Cascade Hops

This classic Sonoma beer is making a stylish return. It offers a delightful blend of subtle bitterness and a harmonious combination of hoppy & malty flavors.

THE EXHIBITION

In Sonoma County, hops were the king of crops for more than half a century. By 1976, the hops were long gone, yet, in the town of Sonoma, the first microbrewery in the nation was born. Explore the remarkable history of hops and the origins of microbreweries in the exhibition [*On Tap: Sonoma County Hops & the Beer Revolution.*](#)

The exhibition includes artifacts, photographs and personal narratives that trace the story of hops farming, local breweries, and the innovators and entrepreneurs who have cultivated a regional beer renaissance. The exhibition will further explore the social importance of beer, a beverage thousands of years old, that plays a unique and multi-faceted role in social life. Join us for this exciting exhibition and raise a glass to the rich history of hops in Sonoma County. Cheers!

This exhibition is generously supported by Lemonstrike Creative Studios, Belly Left Coast Kitchen & Taproom, Russian River Brewing Company, Veale Outdoor Advertising, Staci Pastis, and David Salm.

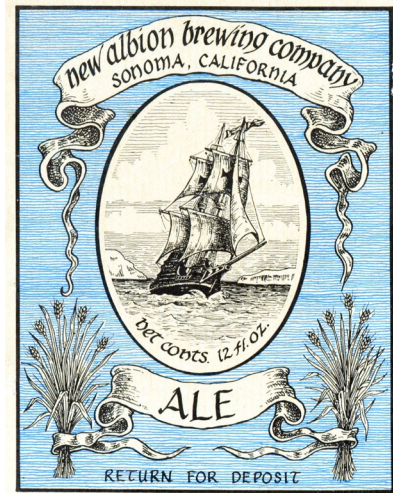
Special thanks to our Beer and Museum Matchmaker, Herlinda Heras, Cohost of Brew Ha Ha on The Drive Krush radio and to Wolf House Brewing.

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Exhibition Images



Jack and Suzy of New Albion Brewing Company, ca 1977



New Albion Brewing Company Label



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