

312

URBAN PALE ALE

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Goose Island Beer Company

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ABOUT 312 URBAN PALE ALE

On March 12, 2014, also known as “3-1-2 Day”, Goose Island will expand its “312 Urban” line by unveiling the new 312 Urban Pale Ale nationally to complement its flagship beer, 312 Urban Wheat Ale.

312 Urban Pale Ale was inspired by the success and the brewing experience from Green Line Pale Ale – a Chicago-only, draft-only beer that supports Goose Island’s environmental and sustainable initiative. 312 Urban Pale Ale is Goose Island’s first year-round, national offering within the popular Pale Ale craft beer segment.

Fans of the brand can ask Brett Porter, Goose Island Brewmaster, themselves – he will host an “Ask Me Anything” on Reddit.com March 12 at 3:12 p.m. CT to showcase his leisure-suit karate chops and brewing know-how.

Profile

As with its exceedingly accessible and award-winning 312 Urban Wheat Ale, 312 Urban Pale Ale was brewed for those looking to enjoy another great Goose Island beer with their active lifestyle.

Aroma and Taste: Inspired by cool breezes off Lake Michigan, 312 Urban Pale Ale casts a hint of citrus aroma across a lightly tossed malt backbone for a crisp first sip and flavorful finish.

Hops: Amarillo, Mt. Hood and Nugget

ABV / IBU

5.4% / 30

Availability

312 Urban Pale Ale is available nationally on shelves and taps on March 12, 2014 in the following packages: 12-ounce bottle cases (6-pack, 12-pack), 12-ounce cans (12-pack), 16-ounce cans (4-pack).

More information

Visit GooseIsland.com, [Facebook.com/GooseIslandBeer](https://www.facebook.com/GooseIslandBeer) and on [@GooseIsland](https://twitter.com/GooseIsland) for more information.

