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**FOR IMMEDIATE RELEASE**

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### **Lucid Brewing, LLC Signs Distribution Agreement With Original Gravity**

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Lucid Brewing, LLC has signed a distribution agreement with Original Gravity, a network of locally-owned craft distributors to bring their beer portfolio to the Twin Cities and surrounding suburban market. On & off premise retailers in the State of Minnesota are now able to order and serve Lucid Brewing Company's draft & bottled beer selections.

"We are thrilled to be partnering with Original Gravity for distribution," said co-owner Jon Messier, "Together, we're ready to grow the Minnesota craft beer scene and to continue to create new options for beer lovers in and around the Twin Cities."

"We have had a lot of interest in Lucid Brewing and so have our customers," says Original Gravity's Hans "Hanszee" Lofgren. "We are extremely happy to be adding a local brand to our craft beer portfolio!"

Distribution which began this spring with Thorpe Distributors has grown significantly with the signing of the additional Original Gravity distribution group members, Capitol Beverage, C&L Distributors, and College City Distribution. The total coverage for distribution now extends from St. Cloud and Brainerd Lakes, to Stillwater and as far south as Owatonna.

#### **About Lucid Brewing**

**Lucid Brewing** was founded by Eric Biermann & Jon Messier in the spring of 2011. Lucid has established itself as the first and only production brewery in Minnetonka, Minnesota. In it's first nine months it has been put on tap on over 100 restaurants and is available in dozens of liquor stores. Catch the buzz about Lucid Brewing at [www.LucidBrewing.com](http://www.LucidBrewing.com)

#### **About Original Gravity**

**Original Gravity** is a central group of locally-owned and operated distributors that are passionate about craft beer. We are committed to a common mission of building quality craft brands with first-rate craft brewers through a dedication to education, innovation, relationships, service and camaraderie in the Minneapolis / St. Paul, St. Cloud / Brainerd Lakes markets and others. Follow Original Gravity at [www.facebook.com/Original-Gravity.com](http://www.facebook.com/Original-Gravity.com) and [www.Twitter.com/Orig\\_Grav](http://www.Twitter.com/Orig_Grav).

