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## BIRDS FLY SOUTH ALE PROJECT CELEBRATES 4 YEAR

### Wild Times, Wild Beers

Greenville, SC, August 13, 2020 – Anniversary celebrations are one of the most anticipated and celebrated events for a brewery every year. So, how can a brewery throw a safe and eventful anniversary celebration during a pandemic? Read further and learn how Birds Fly South plans to do so for their upcoming 4-year anniversary.

Birds Fly South Ale Project based in Greenville, SC will celebrate its 4 years of business, growth, and patronage on Saturday August 29<sup>th</sup> starting at 2pm. Renowned for their “funk first” approach to beer, the multi-award winning brewery has orchestrated a dynamic yet socially distanced anniversary celebration that’s sure to be a standout event for beer lovers. The event will feature 6 beer releases, live music, raffles, food, a VIP session, and onsite merchandise printing.

#### The Beer

The event will highlight 6 distinct beer releases, 3 of which being collaboration brews (see list below). Attendees can partake in these specialty/limited draughts, guest taps, their anniversary cuvée release “Love Birds” vintage collection flight (years 2017-20), and to-go beers, all releasing at 2pm on August 29<sup>th</sup>.

“We wanted to be able to celebrate with our community and our team this accomplishment for our brewery and have some fun during a time when people are craving social connection.” Said Co-owner, Lindsay Johnson “It won’t be like our other anniversary celebrations we’ve had, but it still feels important for us to do something.”

“I agree.” Co-owner & head brewer, Shawn Johnson stated “Local beer is so much more to people than a just a beverage, we are here and invested in Greenville. This celebration is as much for our supporters as it is for us.”

Birds is also offering an exclusive ticketed VIP session: tickets entitle patrons to meeting the brewers of their anniversary collaborations, guided first tastes of all releases, select pours from their cellar collections, plus 2 bottled vintages (2019 & 2020) of their Love Birds cuvée anniversary release for you to take home prior to the main event. See all VIP session details [here](#).

#### Beer List

- Love Birds | 2020 annual anniversary cuvée blend (bottle & draught)
- 1320 Unfiltered Double IPA (cans & draught)
  - Including a limited small batch draught-only Jalapeno Variant
- “I Think It’s Gonna Be...” | Good Word Brewing Collaboration | Triple Hazy IPA (cans & draught)
- “Lyres, Fires, & Feathers” | Orpheus Brewing Collaboration | Barrel Aged Saison; 2 Variants (bottle & draught)
  - Styrian Wolf Variant
  - Vic Secret Variant
- Bond Brothers Collaboration | Traditional Saison (draught only)
- Love Birds cuvée vintages flight (includes years 2017, 2018, 2019, 2020)
- Original Wolves in the Piano Imperial Stout Randall-Infused (small batch draught)

- Cantaloupe Melon Gosé (small batch draught)
- Multiple rotating guest brewery taps (draught)

### **Event Happenings**

Patrons can peruse the brewery's spacious outdoor beer garden and patios while enjoying multiple beer serving stations paired with live local music (4 – 8pm), and cuisine from Just a Smile Caribbean food truck and White Duck Tacos will be available for purchase. Guests will also receive 1 raffle ticket for each beer purchased, the brewery will giveaway prize packs at 3pm, 5pm, and 8pm (must be 21+ and present to win) with the grand prize being a “treasure chest full of beer”. Limited anniversary merchandise will be available for customized prints onsite while supplies last.

### **COVID-19 Event Rules**

Due to both Birds Fly South's priority of safety and South Carolina's executive orders, Social Distancing guidelines will be implemented during this event. Guests are REQUIRED to wear masks while standing in lines & ordering beer and must remain in groups of 4 or less while being 6+ feet apart. There will be multiple hand sanitizer stations present as well as portable restrooms. An ID check-in station will be operating to help keep ordering lines small and efficient for folks moving about the event.

Event Link: <https://bfsbeer.com/event/birds-fly-south-4-year-anniversary-celebration/>

VIP Session Link: <https://shop.bfsbeer.com/product-category/events/cellar-events/>

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If you would like more information about this event, please contact Brian Hartz at 303-638-0026 or email at [brian@bfsbeer.com](mailto:brian@bfsbeer.com)