

WILDCARD BREWING COMPANY

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# Press Release

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## **REDDING MICROBREWERY NAMED START UP OF THE YEAR BY SBA**

REDDING, CA. APRIL 23, 2014:

Wildcard Brewing Co. in Redding, CA has built a loyal following since it opened nearly two years ago. The U.S. Small Business Administration honored Wildcard earlier this month when it was named the federal agency's Start-Up of the Year for the Sacramento District. The regional SBA office covers 21 northeastern California counties, from Modoc to San Joaquin. The annual award is based on a number of criteria, including financial performance, increase in sales, employee growth, innovativeness of product/services, response to adversity and community contributions.

SBA Sacramento district director Joe McClure said he hopes the annual awards, which will be presented at a May 21 luncheon, will "inspire more people in their communities to pursue their own entrepreneurial dreams."

The announcement came days before Wildcard Brewing Co. beers hit store shelves in 22-ounce bottles. Wildcard now makes available the Liar's Dice IPA, Double Down Imperial Red and Shot in the Dark Oatmeal Porter in 22 oz bottles in stores in Shasta, Siskiyou, Tehama, Trinity, Butte, Humboldt and Del Norte counties.

Wildcard beers also are on tap at restaurants and bars throughout the North State.

Wildcard expanded last year when it started brewing on a 15-barrel system bringing the brewery's capacity to 3,000 barrels a year.

Established by husband and wife team, Jeff and Jenny Hansen, Wildcard Brewing Co. opened its doors in October 2012 on Crossroads Drive in east Redding. They brew four year round ales and several seasonal beers. They are a regionally focused brewery, hoping to grow distribution within 500 miles from their facility and source their business needs within that same region.

Wildcard and the other winners will be honored at an awards luncheon on May 21 at the Maidu Community Center in Roseville, CA.