



**DOGFISH HEAD CRAFT BREWERY'S SAM CALAGIONE ANNOUNCES
THE LAUNCH OF PALLET MAGAZINE**
*For people who like to 'think and drink,' the new quarterly print publication
hits newsstands November 16th*

MILTON, DE (October XX, 2015) — Dogfish Head Craft Brewery's Founder Sam Calagione is proud to announce the launch of **Pallet**, a brand new print quarterly magazine created for people who like to think and drink. Calagione, who has been selected as the magazine's Executive Editor, has worked with the Pallet team to create a magazine designed for the craft beer community. Pallet is also for people who are interested in science, history, music, art and a great story – all conversations that are often shared over a glass of craft beer. Filled with eclectic content that stretches beyond beer, Pallet is for anyone who is intellectually nosey.

Hitting newsstands across North America on **November 16th**, the first issue features stories from around the world including Zambia's 1970's Zamrock scene, Mexico's Tarahumara running tribe, and America's big rig trucking culture. It also includes interviews with legendary writer Gay Talese, comedians Tim Heidecker and Eric Wareheim and a profile story about country music legend, Dolly Parton. Printed on premium stock with an emphasis on handsome design, Pallet is created to be savored and appreciated - just like quality beer.

Along with Calagione, Pallet is led by editorial team Rick Bannister and Nadia Saccardo, who are the founding editors of the popular Australian men's quarterly, Smith Journal. Together, they have over 25 years of editorial experience in making prestige publications around the world. "A few years ago, we noticed that people are into craft beer like we are and also have a really broad range of interests," said Saccardo. "So in creating Pallet, we wanted to make a magazine that reflected that curious nature, rather than just focus on beer." A businessman and an iconic brewer who is often for his "off-centered" way of thinking, Bannister and Saccardo knew Calagione would be the perfect Executive Editor for the magazine. "People who are interested in everything - that's who we love and want to connect with," said Bannister. "From recreating ancient beers to writing books to rapping in a hip-hop group, no one embodies that diverse spirit better than Sam."

Calagione is known to make "analog beer for the digital age," a Dogfish philosophy that merges antique methodology with modern taste to create a truly unique and individualistic brew. Therefore, it isn't a surprise that Calagione would be interested in launching a print magazine in the heart of the online era. "Nowadays, not many things have the power to make people slow down, focus and truly appreciate what's in front of them," said Calagione. "Craft beer is one and a collectable magazine is another. I saw that connection as soon as Rick and Nadia approached me with the idea."

Pallet Magazine will be available for pre-order, yearly subscriptions and will be sold at select Whole Foods, Barnes & Noble stores, independent bookshops and boutique retailers.

Dogfish Head Craft Brewery Co.

Dogfish Head is the first American craft brewery to focus on culinary-inspired beer recipes outside traditional beer styles and it has done so since the day it opened with the motto. "off-centered ales for off-centered people." Since 1995, Dogfish has redefined craft beer and the way people think about beer by brewing beer with unique ingredients. Today, Dogfish is among the fastest-growing breweries in the country and has won numerous awards throughout the years. Dogfish Head has grown into a 200+ person company with a restaurant/brewery/distillery in Rehoboth Beach, a beer-themed inn on the harbor in Lewes and a production brewery in Milton, Delaware, selling beer in 31 states.

Nadia Saccardo

Originally from Melbourne, Australia, Nadia is a writer and editor whose experience crosses print and digital. She was the former editor of men's indie print quarterly Smith Journal, managing editor of Vice Australia's "Incarceration" issue, and editor at large on niche publications Four&Sons (where dogs and culture collide) and Good Sport (a fresh take on sporting culture and journalism).

Rick Bannister

Before co-founding the print quarterly Smith Journal, Rick spent 12 years in magazine publishing, editing a stack of surf, travel and lifestyle magazines. He took a break from writing to become a qualified brewer (IBD in the UK) and worked professionally in craft beer industry for five years, most recently as the marketing manager for Stone & Wood Brewing in Byron Bay, Australia.

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