



Where Florida Begins

It's Time to Hop On the Jax Ale Trail!

-Jacksonville's Beer Scene Offers Plenty of Tasty Options-

JACKSONVILLE, Fla. -- When your city has tons of award winning craft brews you want to make sure everyone, especially those visiting from out of town, gets a chance to enjoy all of them, that's why on this December 4, Visit Jacksonville and Jacksonville's craft breweries are unveiling the new **Jax Ale Trail** and the **Jax Ale Trail Brewery Passport**!

The **Jax Ale Trail** invites beer lovers on a self-guided tour of the seven craft breweries across the city of Jacksonville including **Aardwolf Brewing Company, Bold City Brewery, Engine 15 Brewing Co., Green Room Brewing, Intuition Ale Works, Pinglehead Brewing Company,** and **Veterans United Craft Brewery**, as well as local restaurants that brew their own beers and other beer attractions.

Visitors of the **Jax Ale Trail** will receive a **Jax Ale Trail Brewery Passport**, which can be stamped at each of the local craft breweries to receive cool free prizes.

All the information related to the **Jax Ale Trail** and the **Jax Ale Trail Brewery Passport** can be found online at www.JaxAleTrail.com including maps to all the craft breweries, tours information, all activities on the trail, and the rules for receiving your free gifts after completing the passport.

"Craft beer is becoming a more and more popular reason to travel, and not many destinations are making it easy for visitors to find all the information for local breweries in one easy step like our passport and website do. We know that new visitors will be surprised by the quality, and quantity, of beer here in Jacksonville," said Katie Mitura, Director of Marketing and Communications at Visit Jacksonville, the city's official marketing organization.

The collaboration with the local craft breweries and attractions, the **Jax Ale Trail Brewery Passport** and the new **Jax Ale Trail** website, give Visit Jacksonville an opportunity to promote all of the beer related activities and breweries in the city while at the same time giving visitors a unique destination experience that can only be enjoyed in Jacksonville.

"We are very excited to participate in the JaxAle Trail and proud to represent Jacksonville as a thriving craft beer destination. Cheers!" said Christina Bradford, Marketing Coordinator at the newest brewery in town, Veterans United Craft Brewery.

The **Jax Ale Trail Brewery Passport** is free, and can be picked up at any of the breweries as well as the Visit Jacksonville Visitor Centers in Downtown or at the Jacksonville Landing. Get your passport stamped at four breweries to win a **Jax Ale Trail** beer koozie, and visit all seven breweries to win a koozie and a **Jax Ale Trail** T-shirt. Visit www.JaxAleTrail.com for more details.

Two local companies, Jax Brew Bus and Play Harder Tours, will be offering guided group tours of the seven breweries on the **Jax Ale Trail Passport**, with visits planned during the weekdays and weekends. Other activities on self-guided portion of the **Jax Ale Trail** include tours of the Budweiser Brewery, and samplings at local restaurants that brew their own beers like Ragtime in Neptune Beach, Zeta in Jacksonville Beach, Seven Bridges on the Southside and the River City Brewing Company in Downtown Jacksonville.

We hope to see you out on the **Jax Ale Trail**, now go Drink Your Trail Off!!! (Responsibly, of course)

Follow this link for a DropBox folder with logos, media release, and more information:

<https://www.dropbox.com/sh/4aock2161rniroh/AAAD36v2p2tseVJEZUHjgEuya?dl=0>

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About Visit Jacksonville

Visit Jacksonville is a nonprofit marketing organization contracted by the Duval County Tourist Development Council (TDC) to champion the growth of business and leisure tourism in Northeast Florida. Along with its nearly 400 tourism partners, Visit Jacksonville supports a vital and growing component of the local economy – with tourism generating \$2.2 billion in direct and indirect economy impact annually and supporting 22,000 jobs that span every sector of the economy. For a closer look at all there is to see and do in Jacksonville, go to www.VisitJacksonville.com or contact 800-733-2668.

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