



FOR IMMEDIATE RELEASE:

Stormcloud Brewing Company's Rainmaker Ale Wins Silver in Brussels

FRANKFORT, MI (December 3, 2023) - Stormcloud Brewing Company's Rainmaker Ale was just awarded a silver medal at the 2023 Brussels Beer Challenge - a competition that offers brewers from around the world a unique opportunity to compete with the best Belgian beers.

The 12th edition of the Brussels Beer Challenge took place October 29-31, 2023 in Turnhout, in the heart of the Antwerp Campine, Belgium. The results were revealed this Monday, November 20, at the Horeca Expo in Ghent. This year, 1,811 beers from 37 different countries participated in the Brussels Beer Challenge.

For three days, a panel of 90 renowned international judges evaluates the participating beers. These beers are grouped into coherent series based on their origin, typicality, and style. They are evaluated according to strict and objective criteria. Only the top 3 (or 4) beers in each category receive a gold, silver, or bronze medal. Rainmaker's category was Pale & Amber Ale: Belgian-Style - Spéciale Belge.

Rainmaker Ale is a Belgian-style Pale Ale, and happens to be Stormcloud's flagship beer. It's a special beer for head brewer/co-owner Brian Confer, a homebrewer turned professional brewer. He remembers being in his basement all those years ago, determined to brew Belgian-style beers. Rainmaker was one of his first brews:

"I knew I wanted our flagship to have some of the complexity of Belgian Ales, yet be an accessible, easy drinker, that went great with food and a lower ABV than some of the traditional Belgian beers. Rainmaker Ale was the result of my trials and exploration."

When asked his thoughts about earning a medal in the Brussels Beer Competition, Brian shared,

"The Stormcloud brewing team is trying hard to make world class Belgian-style ales and earning a silver medal in Belgium shows we're on the right track. We were beaten out for gold by Duval Mortgaat, one of the biggest and best breweries, not only in Belgium, but in the entire world – so we're incredibly proud of this accomplishment."

Rainmaker Ale is a well balanced, medium bodied easy drinking ale. Caramel maltiness and hop bitterness meet in the middle with neither dominating. It has a mild spice note derived from Stormcloud's house yeast - making it a great companion with food.

This beer can be found on tap and to-go at Stormcloud's pub in downtown Frankfort, MI. It is also distributed on tap and in six-packs in 50+ counties across Michigan. To find their beer near you, head to their beer finder tool on their website: StormcloudBrewing.com/find-our-beer

For more information on the Brussels Beer Challenge, including a complete 2023 winners list and photos, BrusselsBeerChallenge.com/en/

About Stormcloud Brewing Company

Stormcloud Brewing Company opened in June 2013 just two blocks from Lake Michigan in the coastal city of Frankfort, located in northwest lower Michigan. A small brewery specializing in Belgian inspired brewing, Stormcloud's downtown pub offers 16 taps in addition to a full menu. In 2018, Stormcloud expanded brewing operations with the opening of a nearly 13,000 square-foot production brewery, located on the east side of Frankfort near the gateway arch on M-115. The brewery is home to Stormcloud's Parkview Taproom, which features 12 taps, indoor/outdoor seating, and an outdoor beer garden with space to host food trucks. Stormcloud currently distributes to 50+ counties across Michigan. In 2022 they were named the USA Beer Ratings Brewery of the Year.

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