

WHAT: Vendor Profile Copy

WHO: New Seasons Market e-Commerce Delivery Service Website

WHEN: 2006

FULL SAIL BREWING COMPANY

This little beer company works its magic in the majestic landscape of Hood River, Oregon, and boy do they ever work it well. We think their brews are just wonderful, perfectly bottling up the delicious flavors of the Northwest.

Way back in 1987, the Full Sail founders set their eyes on the future home of the brewery. A then defunct old cannery, they saw visions of barley being roasted, yeast being fermented and golden ales flowing. With rusted debris, and pigeon families to remove, they began working on transforming the old structure into something great – and they succeeded.

With a killer crew of brew aficionados, they churned out an impressive 287 barrels of brew that year. They haven't stopped since.

After getting the brewery up and running, the next step to glory was bottling the stuff. After they mastered that art, then they started showing off their craft and winning awards. The first one came in 1989 at the Great American Beer Festival for their ever-so-tasty amber (yes, we sell it by the truck load). Their brews have won countless awards and metals at brew festivals and competitions all over the country. One sip of their delicious blends will easily convince you why they're so darn popular.

Speaking of popular, we think their environmental practices deserve some of the attention too. Being surrounded by the windy river, snow capped mountains, and crystal blue sky easily makes you appreciate your surroundings. They do so by operating their very own water treatment plant; distributing the used grain to nearby farmers; using a sustainable filtration system; packaging their products in recycled paperboard; and became a founding member of the Hood River Greensmart taskforce. And wait, Full Sail gets even cooler on the company scale by dividing up the ownership between all of their employees.

So next time you crave a premium lager like their Session, or a pale ale like the Rip Curl, sip knowing you're supporting quite a cool operation near by.