



For more information, contact:
Ginger Johnson
ginger@WomenEnjoyingBeer.com
515.450.7757

Beer Dinner Offers a Kaleidoscope of Flavors

Event Co-Hosted by Women Enjoying Beer and Kaleidoscope Pizzeria & Pub

Ashland, OR—January 3, 2011— Women Enjoying Beer, an Ashland based business, along with Kaleidoscope Pizzeria of Medford are partnering to “Bring Beer To Life” by offering a beer dinner for both women and men at the local restaurant. The event is scheduled for Tuesday, 1.11.11, from 7 – 9 p.m.

Ginger Johnson of Women Enjoying Beer helped hand select the beers that will be paired with the five course customized menu. For this dinner William Estrada, chef at Kaleidoscope Pizzeria, branched out beyond the menu normally offered to patrons.

With Johnson as the ring leader of the night’s dinner, guests will learn how to enhance their appreciation of beer using their senses and experiencing how the flavors of the food and beer can complement each other. “One of the goals of a food and beer pairing,” says Johnson, “is to create new flavor experiences that you would not get by eating or drinking the food and beer separately. You’ll have A-Ha moments of flavor discovery.”

The event gives William Estrada an opportunity to play with flavors outside of the day-to-day kitchen routine. “We created a menu that is definitely different from what people usually expect when coming to Kaleidoscope to eat. While pizza and beer are a standard favorite, we wanted to highlight other food and beer pairing possibilities,” said William Estrada.

Beer and food pairing is a continuing trend. With over 1500 craft breweries in the United States both brewers and chefs are exploring the wide array of possibilities that beer brings to the table. Johnson through her company Women Enjoying Beer helps educate people about beer being a part of an enjoyable food experience. “To quote Julia Herz of the Brewers Association, WEB is helping beer reclaim its rightful place at the table,” says Johnson.

The educational beer and food tasting dinner is \$35 per seat. Tickets can be purchased in advance by January 7, 2011 at www.WomenEnjoyingBeer.com.

This press release and other media information can be found at WomenEnjoyingBeer.com/media-kit/

Women Enjoying Beer (WEB) is in the business of developing and serving the female beer consumer. WEB partners with the beer industry to help it grow by authentically and accurately marketing to the female beer enthusiast. WEB also works with women directly to encourage their beer enthusiasm. WEB does this work through marketing, focus groups, workshops, and events. For more information about Women Enjoying Beer and its focus on a ripe opportunity, please visit WomenEnjoyingBeer.com or [Facebook.com/WomenEnjoyingBeer](https://www.facebook.com/WomenEnjoyingBeer)

Kaleidoscope Pizzeria and Pub is the brainchild of Jake, Kristi and Ben. They took their passion for great dining and coupled it with experience and created a lively and thriving restaurant. They serve the Rogue Valley community and share their vision of an exciting kind of pizzeria and pub. Kaleidoscope Pizzeria and pub is located in Medford, Oregon and is also online at KaleidoscopePizza.com

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