



## **FOR IMMEDIATE RELEASE**

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## **Urban Oyster Announces the Launch of Fermented NY Craft Beer Crawl in the East Village**

**New York, NY, March 15, 2011** — [Urban Oyster](#) brings its popular [Fermented NY Craft Beer Crawl](#) to Manhattan starting this April. The Williamsburg, Brooklyn version of the tour has been going strong for the past year and has entertained and informed hundreds of residents and visitors on the joys of craft brewed beer and the local businesses that supply New York's thirst. Now, Urban Oyster is making its way across the East River to another one of New York's spectacular beer neighborhoods - Manhattan's East Village.

The Fermented NY Craft Beer Crawl plugs into the recent explosion in the number of craft brewers in the U.S. With over 1,600 breweries operating nationwide, the beer choices available at restaurants and on store shelves has become similar to wine in terms of complexity. Sensing that people want to learn more about the beer they could be drinking, the crawl aims to provide a solid base of knowledge so they can navigate the myriad choices available. While we guarantee to pump up the beer IQ of anyone that joins us, it's a pub crawl after all and makes for a fun, if not tipsy, night out on the town with friends.

The crawl will visit traditional beer bastions such as [Jimmy's No 43](#) and [d.b.a](#) and also hits new establishments, including [Good Beer](#), the most recent addition to the East Village craft beer scene. With a flight of beers at each stop, participants will learn how to appreciate the frothy beverage like a professional taster does, pair beer with cuisine, and properly select and serve beer. This is a pub crawl that demystifies beer as a beer tasting class would, but keeps you moving from bar to beer store to bar, meeting new people, and discovering new places. Perfect for friends, couples, after-work happy hours, birthday parties, bachelor and bachelorette parties, or even just on your own. All of Urban Oyster's tours are kept small so that you get to know your fellow participants and make new friends as you raise your glass to the best fermented beverage ever invented.

### **Vital Stats:**

When: Tuesday and Thursday evenings 6:30-9:30pm  
How Much: \$60/person – includes all beer and food on the crawl. (10+beers and dinner)  
Where: East Village



**About Urban Oyster:**

Founded by [Cindy VandenBosch](#) and [David Naczycz](#), professional tour guides, amateur historians, and urban enthusiasts, Urban Oyster believes that the local businesses and community organizations of New York City's neighborhoods need to be nourished and cultivated so that we all may continue to enjoy the wonderful things they have to offer for years to come. Urban Oyster's tours are designed to connect people with these neighborhoods in a way that promotes their growth and long term sustainability.

The company's name comes from the history of New York harbor which at one time may have contained half the world's oysters. Over time, however, the oyster beds disappeared due to pollution and over-consumption. Learning from this history, Urban Oyster was founded on the belief that, like oysters, the mom and pop businesses and community organizations of New York are treasured resources that require nurturing and cultivation in order to survive and flourish.

All of Urban Oyster's tours focus on local business, community leadership, history, and diversity because those are key ingredients, in our mind, for healthy and thriving cities. "We hope that all our tours we can help people see aspects of the city differently and that in addition to having a great time and learning something new, they can shift their own perspective on the importance of issues like local production and consumption, diversity, and valuing the history of a place." said Co-Founder and Tour Guide David Naczycz.

**Other Tours Offered by Urban Oyster:**

[Brewed in Brooklyn](#)

[Food Cart Tours of Midtown and Downtown](#)

[Fermented New York Craft Beer Crawl](#),

[Brooklyn Navy Yard](#)

[Group and Private Customer Tours](#)

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