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**Urban Oyster Offers Special New Tours for NY Craft Beer Week**

**Brooklyn, NY, September 7, 2011** – [New York Craft Beer Week](#) kicks off next week, and [Urban Oyster](#) is offering a full slate of experiences that are sure to be highlights at this year's festival – and will appeal to more than just beer drinkers. In addition to our regular lineup of beer-themed tours, Urban will offer two exciting new events this year – a [special Brewed in Brooklyn tour](#) featuring stops at Brooklyn's largest and smallest commercial breweries, and a [Craft Brewery, Winery and Distillery Tour](#) of Williamsburg.

The [Brewed in Brooklyn Tour](#) tells the story of Brooklyn's beer brewing past and present by combining a historical walking tour with a brewery tour and beer tastings, allowing visitors to explore the sights, stories and tastes from Brooklyn's German beer boom of the mid-19<sup>th</sup> century through its resurgence as a craft beer center today. Urban Oyster runs this tour weekly throughout the year, but for Craft Beer Week only, we will be offering a special expanded version (Sunday, September 18, 12:00pm-5:00pm) that takes visitors to two breweries, Brooklyn's largest ([Brooklyn Brewery](#)) and smallest ([Coney Island Brewery](#)). [Brooklyn Brewery](#), which sparked the borough's beer rebirth when it opened in 1987, is currently expanding its Williamsburg facility to produce more than 100,000 barrels annually, placing it among the country's 20 largest craft brewers. On the other end of the production scale, the [Coney Island Brewery](#) produces beer in one-gallon batches in a storefront that opened this summer near the famous boardwalk, making it the world's smallest commercial brewery. Produced by Shmaltz Brewing Company, Coney Island Craft Lagers pay tribute to New York's iconic seaside playground, and though the vast majority of their beer is produced at a brewery in upstate New York, they opened the small storefront space to showcase their commitment to both the preservation of Coney Island's unique culture and to the homebrewing-inspired ethics of craft beer. By visiting both these facilities, tour attendees will get an inside look at how beer is made on both the industrial and homebrew scale. In addition to tasting the wide range of high-quality beers offered by both brewers, visitors will learn the broader historical context of New York's (and America's) rich brewing heritage and how it has shaped the beers we make and enjoy today.

The sensibilities of craft beer extend to other libations, and that will be the focus of the [Craft Brewery, Winery and Distillery Tour](#) (Saturday, September 24, 12:00pm-3:30pm). Williamsburg has become a major center of the craft and artisanal food movement, and this tour will take visitors behind the scenes at three of the neighborhood's producers of high-quality alcoholic beverages. At [Brooklyn Brewery](#), we will tour the company's brand new production facility, hear the story of how it went from a homebrew operation to an industry leader, and taste their diverse and constantly expanding catalog of beers. We usually picture winemaking at a pastoral vineyard, but at [Brooklyn Winery](#), visitors will experience wine



production in the city. By importing grapes from across the world, the company is able create a wide array of wines in one urban location, and they even offer customers the chance to create their own custom-made barrels of wine. Finally, the tour will stop at [Kings County Distillery](#), where we will sample some bourbons and whiskeys that aren't only locally crafted, but are made with locally-sourced ingredients. Along the way, visitors will get the chance to meet the people who operate these companies, learn about the history of the beverages they produce, and get plenty to drink, fresh from the factory.

Both tours include lunch, and tickets are \$79 per person. Tickets for these events and all of our other tours can be purchased on our web site at [www.urbanoster.com](http://www.urbanoster.com) or by calling 347-618-TOUR (8687).

During Craft Beer Week, Urban Oyster will be offering its regularly-scheduled [Brewed in Brooklyn Tour](#), which includes a visit to the Brooklyn Brewery, on Saturday, Sept. 17, and Sunday, Sept. 25. We will also offer our [Fermented NY Craft Beer Crawls](#), which take visitors to some of the city's best beer bars. While you enjoy great beer and food, you will learn about the process of beer making, how to distinguish different styles, pairing beer with food, and a wealth of other topics from our knowledgeable guides. The Williamsburg Crawl will be offered Saturdays, Sept. 17 & 24, and the East Village Crawl will run on Tuesday, Sept. 20 and Thursday, Sept. 24.

### **About Urban Oyster:**

Urban Oyster is a Brooklyn-based tour company that was founded in 2008 and leads multi-sensory, theme-based tours of New York City's neighborhoods. These experiences aim to reveal the stories behind the people and places that make the city's neighborhoods unique, vibrant, and sustainable. Urban Oyster offers a variety of regularly-scheduled and private tours on themes ranging from food carts to beer brewing to immigration history that are enjoyed by native New Yorkers and tourists alike and that aim to promote a deeper sense of appreciation for local business, history, diversity, and sustainability in communities.

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### **Other Tours Offered by Urban Oyster:**

[Brewed in Brooklyn Tour](#)  
[Eat Like a Local Tour of Carroll Gardens](#)  
[Food Cart Tours of Midtown and the Financial District](#)  
[Fermented New York Craft Beer Crawls of Williamsburg and the East Village](#)  
[Brooklyn Navy Yard Tours by Bus or Bicycle](#)  
[Immigrant Foodways Tour](#)  
[Group and Private Tours](#)

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