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## **Sprecher Brewing Company, Inc., Receives 2004 Wisconsin Manufacturer of the Year Special Award for *Quality and Tradition***

Glendale, WI -- One of eighteen Wisconsin companies to receive a 2004 Wisconsin Manufacturer of the Year Award for manufacturing excellence, Sprecher Brewing Company, Inc., was presented with the Special Award for *Quality and Tradition*..

The first micro-brewery established since Prohibition, Sprecher Brewing is now in its 20<sup>th</sup> year of brewing fine European-style beers and gourmet sodas.

President and founder Randal Sprecher accepted the award on behalf of the company. He remarked, "This award is both unexpected and deeply appreciated. The honor really means a lot to me and our entire staff. It recognizes twenty years of hard work fulfilling my dream, and the great people who continue to support us.

"Ninety-eight percent (98%) of my employees are from Wisconsin; 90% of the ingredients we use are indigenous or come from Wisconsin-based suppliers including malt, honey, ginseng and cranberries. We've been able to maintain the Wisconsin tradition of quality brewing thanks to our hard working employees, our suppliers, our distributors, and our loyal customers."

This is the 17<sup>th</sup> year of the Wisconsin Manufacturer of the Year Awards. Special Awards are presented to companies for achieving excellence in any one area. Categories are based on information provided in nomination forms. Fifty-two (52) manufacturers were nominated for this year's awards. The annual competition is co-sponsored by Michael Best & Friedrich LLP; Virchow, Krause & Company, LLP; and Wisconsin Manufacturers and Commerce. An independent panel of judges, including leaders in business, government, education and the business media evaluated the nominations.