

Deschutes Brewery Assigns Chesbay Distributing in Eastern Virginia

Deschutes Brewery chooses Chesbay as distributor for the Tidewater region

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[Deschutes Brewery](#) announced today they will introduce their brands to the Tidewater region of Southeast Virginia, including; Norfolk, Suffolk, Chesapeake, Hampton, Portsmouth, Virginia Beach, Newport News and Williamsburg. The brewery is partnering with Chesbay Distributing, an east coast division of the Reyes Beverage Group, headquartered in Norfolk, VA. Earlier this year, Deschutes Brewery announced that Roanoke would be the site for its future East Coast brewery location, 280 miles away from the Tidewater region.

Chesbay Distributing will launch Deschutes Brewery's beers in six-packs and draft in early January 2017. The

brewery will launch with fan favorites; Fresh Squeezed IPA, Black Butte Porter, Mirror Pond Pale Ale, Red Chair Northwest Pale Ale, and their Variety 12-pack. The brewery will also roll out their newest year-round brand, which will be announced next month, for this launch.

Partnering with Chesbay Distributing will complete Deschutes' expansion in the Commonwealth of Virginia, making Deschutes Brewery's products available in 100% of the state by January 2017.

About Deschutes Brewery

Named as OUTSIDE's Best Places to Work for the last three years in a row and winner of the 2015 Oregon Sustainability Award, Deschutes Brewery was founded in 1988 as a brew pub in Bend, Oregon. Still family and employee owned 28 years later, the brewery is known for brewing a diverse line-up of award winning beers including the popular Fresh Squeezed IPA, Black Butte Porter, and Mirror Pond Pale Ale. From the beginning, the focus has been on crafting the best beer and food using thoughtfully curated ingredients. With a second brew pub in Portland's Pearl District that has become a popular destination for craft beer lovers from around the world, Deschutes Brewery now ships beer to 28 states, the District of Columbia, and internationally from its main brewing facility located on the banks of the Deschutes River. To find out more, visit www.DeschutesBrewery.com.

About Chesbay Distributing Company



Chesbay Distributing is an east coast division of the Reyes Beverage Group. On November 29, 2012, Chesbay Distributing Company was acquired by Reyes Holdings, L.L.C., and renamed Chesbay Distributing, L.L.C. Since the acquisition The Reyes Beverage Group has grown the company to include 215 professionally trained employees that distribute 7,100,000 cases of quality product annually. The Reyes Beverage Group is the nation's largest beer distribution group, selling more than 150 million cases annually. The Beverage Group currently operates distributorships in Southern California, Chicago, Florida, Washington DC, Virginia, Maryland and South Carolina. In addition to the beer business, Reyes Holdings owns Martin-Brower, which is the largest McDonald's distributor nationwide, as well as Reinhart Foods, a broad line food services company.

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