



# Just the Facts

## YOUR BEER ADVENTURE STARTS IN FAYETTEVILLE

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The Fayetteville Visitors Bureau launched the Fayetteville Ale Trail – Arkansas' first craft beer tasting adventure featuring only local breweries – in August of 2013. This self-guided craft beer tour gives visitors and locals alike a glimpse into the unique craft brewery culture of Northwest Arkansas.

Participants can pick up a passport at participating locations, and then collect stamps at each brewery location. After a few years the ale trail, has garnered national media attention and a boom in culinary tourism in the area.

The Fayetteville Ale Trail currently features ten breweries: Apple Blossom Brewing Co., Bentonville Brewing Co., Bike Rack Brewing Co., Columbus House Brewery, Core Brewing & Distilling Co., Fossil Cove Brewing Co., Ozark Beer Co., Saddlebock Brewery, New Province Brewing Co. and West Mountain Brewing Co.

More than 30,000 passports have been printed so far, with 2,000 given out in the first two weeks and 10,000 in the first eight months.

There is no cost to participate, and those interested can pick up a Fayetteville Ale Trail passport at the Visitor Center on the Downtown Square, located at 21 S. Block Ave., or at any of the participating breweries. Completed passports can be mailed or brought to the Visitors Bureau for a free prize.

For more information and updates about the Fayetteville Ale Trail, profiles of each brewery and their social media, visit [www.fayettevillealetrail.com](http://www.fayettevillealetrail.com).

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**Media**

**Hazel Hernandez**

Marketing Projects Manager, Fayetteville Visitors Bureau

[hhernandez@experiencefayetteville.com](mailto:hhernandez@experiencefayetteville.com) or (479) 521-5776

21 S. Block Ave., Fayetteville, AR 72701

**Contact**