

For Immediate Release

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Latis Gets BOON Lambic Beer Import Rights

Brouwerij BOON is a joint venture with the PALM Breweries

Ridgefield, CT (August 27, 2009) – Latis announced today it has added KRIEK, FRAMBOISE and GEUZE BOON lambic brews to its portfolio of authentic Belgian beer. The historic Brouwerij BOON in Lembeek, Belgium owned by Frank Boon in partnership with PALM Breweries, is well known for its strict adherence to traditional lambic brewing methods.

“Frank Boon is an icon in the Belgian beer industry and we could not be more pleased to bring his beloved lambic beers to the U.S.,” says David van Wees. “Frank is a true artisan brewer and it shows in his lambics. BOON’s beers are all 100 percent lambic based, no sugars, syrups, or concentrate fruit juice added. His fruit beers have only quality fresh fruit and the air in Lembeek makes them unique.”

Latis will begin importing FRAMBOISE BOON (raspberry lambic), KRIEK BOON (cherry lambic) and OUDE GEUZE BOON (traditional bottle-conditioned lambic) in the beginning of October 2009. The brews will be sold in bottles and on draught. It will be available in PALM beer markets in the Northeast from Rhode Island down to Philadelphia and Washington D.C. It’s also available on the West Coast in San Diego up through Orange County. The beer will become available this fall in other U.S. cities. Additionally, Latis hopes to add mariage parfait and faro lambics to its U.S. portfolio sometime in 2009-10.

“It’s very comforting to know my lambics are in the hands of such knowledgeable beer professionals,” says Boon. “David and Anthony have shown a keen interest in all of the traditional brewing details of Brouwerij BOON and that will be very helpful to pass along to the U.S. consumer.”

BOON joined forces with Jan Toye and his PALM Breweries in 1989 so that he could preserve his brewery and continue the tradition of lambic brewing. Toye, known for his philanthropy and interest in preserving Belgian traditions, took on BOON as a “cultural project” and the brewery has had the freedom to brew its 100 percent spontaneously fermented lambics ever since.

History of BOON

In 1978 Frank Boon acquired the small “R. De Vits” Lambiek brewery that dates back to 1680. He relocated the entire brewery in 1986 to the center of Lembeek, the former “free city” between the Duchies of Brabant and Hainaut, where no taxes were levied on beer manufacturing. The legal definition of lambic stipulated

that it must be 100% spontaneous fermentation, however that was amended in 1993. Boon, together with three other lambic brewers ranging in size from small to large, waged a 10-year battle to gain protection of traditional lambics and in 1997 they succeeded - the European protection of gueuze (lambic) "GTS" was passed, protecting traditional methods of brewing the beer. Under this protection word "oude" meaning, "old style," is reserved strictly for 100% spontaneous fermented gueuze.

BOON comes to the U.S. courtesy of Latis Imports, a Ridgefield Connecticut based company founded by former InBev executives David van Wees and Anthony Giardina.

In September 2007 Latis signed an agreement to be the American importer for a rich selection of PALM Breweries' brands. PALM Breweries, the largest independent brewer in the Belgium, made its U.S. debut in Manhattan in November 2007

About Latis:

A collective 25 years of experience in the U.S. and global markets leading brands like Rolling Rock, Labatt Blue, Beck's, Bass, Stella Artois and Hoegaarden drove David van Wees and Anthony Giardina to create a company that mirrored their passion for developing premium beer brands. And so the idea for Latis was born and given life in Connecticut's diners and well-equipped, free wireless public libraries. At the heart of Latis is a mission to build a portfolio of authentic, craft beers from independent brewers with rich history, traditions and pride. Latis imports PALM, Belgium's best selling amber from the country's largest independent brewer. The company is headquartered in Ridgefield, CT. For more information www.latisimports.com or www.PALMbreweries.com.