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**LIFT BRIDGE BREWING CO. AND 93X LAUNCH COLLABORATION BREW**

*Top-Rated Half Assed Morning Show and Local Craft Brewery Partner to Bridge Beer and Rock*

**(STILLWATER, MINN.)** - [Lift Bridge Brewing Company](#), Stillwater's first craft brewery since Prohibition, and 93X's [Half Assed Morning Show](#) have partnered to release a collaborative brew to celebrate the most rockin' fans of the show and beer lovers across the state. The 93X Brotherhood Beer will launch at the station's [Brotherhood Ball](#) on March 12.

Lift Bridge's highly skilled team of brewers headed by Brew Master Matt Hall worked closely with the 93X crew to develop the Brotherhood Beer (ABV: 4.5% IBU: 15), a true American lager brewed with locally sources malts, pure water and the finest quality hops for a crisp aroma and finish.



"We are elated to have the opportunity to partner with the top morning show in Minnesota," said Brad Glynn, co-founder and COO of Lift Bridge. "Lift Bridge has become a staple of the Minnesota craft beer experience and this partnership will allow us to introduce a new audience to our high-quality craft beers."

Brotherhood Beer will be available starting March 12 at 93X's Brotherhood Ball at Myth featuring Megadeth and Suicidal Tendencies. It will also launch at select off-premise locations in 16 oz. 4-packs and on-premise at select bars and restaurants throughout the state.

93x Rocks!

A portion of the profits from the Brotherhood Beer will benefit the [Minnesota Military Family Foundation](#) (MMFF), a community-supported fund that financially supports deployed Minnesota military personnel, their spouses and children with grants during times of extraordinary financial hardship.

To learn more about Lift Bridge and this collaboration, visit [www.liftbridgebrewery.com](http://www.liftbridgebrewery.com).

## **About Lift Bridge Brewing Company**

Lift Bridge Brewing Company creates quality craft beers that supply adults with what they need to slow down and enjoy life. Through every can, bottle or tap pull, Lift Bridge wants drinkers to taste: the history of Stillwater, the pride and fun the company has in its creation and the uncompromising natural ingredients used during the brewing process. Ultimately, the company hopes to provide consumers with an experience that makes them proud to call themselves a "beer drinker." Log on to [www.liftbridgebrewery.com](http://www.liftbridgebrewery.com) or follow the company on [Facebook](#) and [Twitter](#) for more information.

KXXR (93X, 93.7 FM) is an active rock radio station broadcasting to the Minneapolis-St. Paul metropolitan area. It is owned by Cumulus Media.

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