

The Clydesdales Are Coming, The Clydesdales Are Coming!

Eugene won't have the traditional snowy backdrop covering a forest of pine trees that immediately comes to mind when you think of the Budweiser Clydesdales. But, nonetheless for the first time since the 80's the world famous Clydesdales, the symbol of quality and tradition for Anheuser-Busch since 1933, will be in Eugene as part of a very proud moment in the Western Beverage Company's History.

Western Beverage Company, founded by Weir McDonald in 1928, began as a wholesale candy business and grew into a major wholesale food and beverage company that now employs 385 people and distributes Anheuser - Busch, Widmer, Redhook, and Kona brands. Earlier this year Western Beverage relocated to a new state of the art, \$12.5 million refrigerated warehouse and office building in Greenhill Technology Park. The new location has received EWEB's Energy Award for energy efficiency in new construction projects and has been called "one of the most energy efficient facilities of its kind" by EWEB engineer, Dan Morehouse.

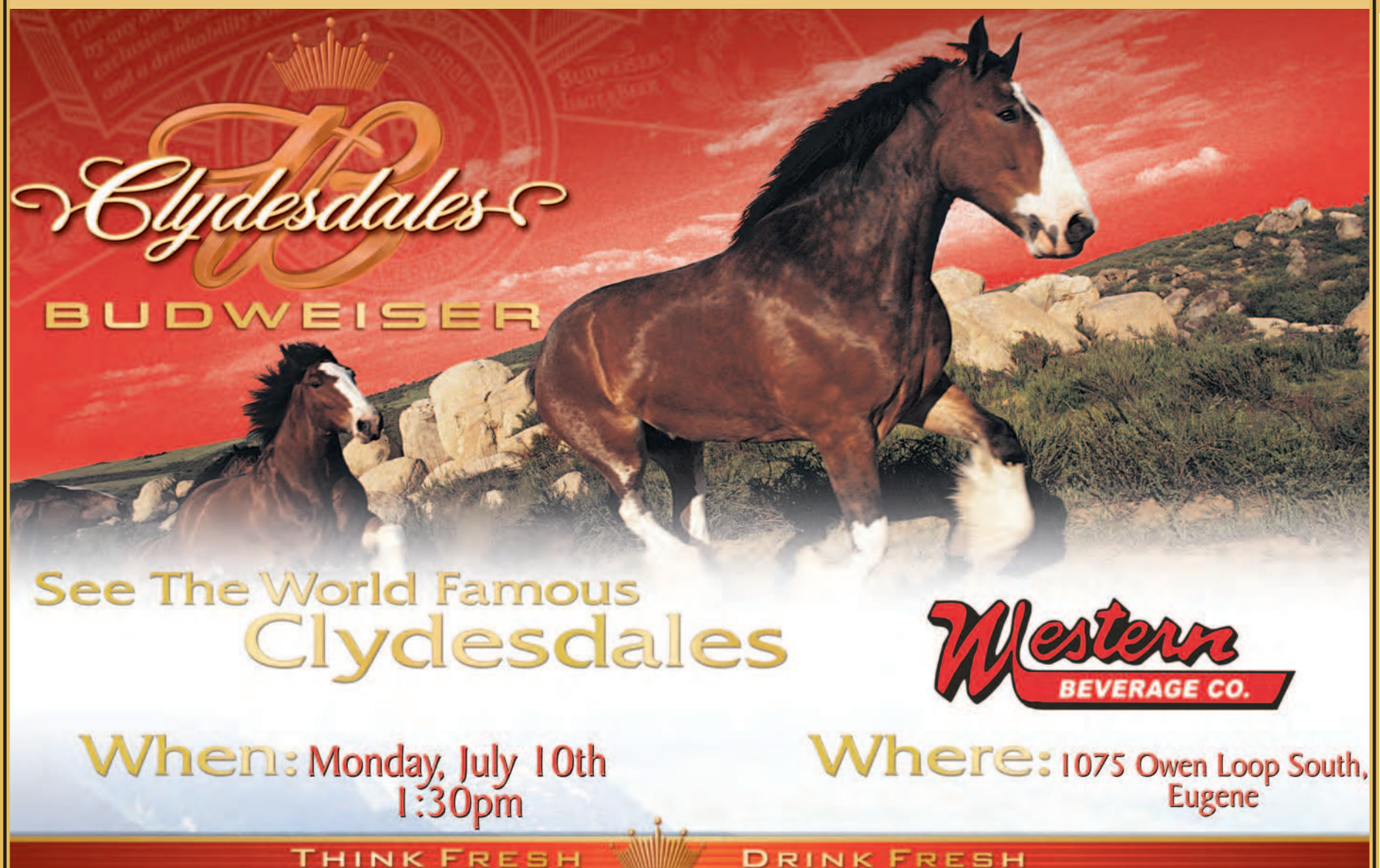
To show off its new facility, Western Beverage is inviting the public to a grand opening celebration on Monday, July 10th beginning at 1:30 PM. There will be an official flag raising, special guest speakers, and an up-close and personal showing of the Budweiser Clydesdales followed by the Clydesdale Hitch Parade. The festivities will be held on the grounds of the new facility at 1075 Owen Loop South in Eugene. Vice President and General Manager, Kent Huey encourages Eugenians young and old to take advantage of this rare opportunity to meet the famous Clydesdales.

The Clydesdales' appearance in Eugene is one of 300 made annually by the five traveling hitches. Canadians of Scottish decent brought the first Clydesdales to America in the mid-1800's. Today, the giant draft horses are used primarily for breeding and show.

Horses chosen for the Budweiser Clydesdale Hitch must be at least three years of age, stand approximately 18 hands - or six feet - at the shoulder, weigh an average of 2000 pounds, must be bay in color, have four white stockings, and have a blaze of white on the face and a black mane and tail. A gentle temperament is essential, as hitch horses often meet millions of people each year.

Each hitch travels with a Dalmatian dog. In the early days of brewing, Dalmatians were bred and trained to protect the horses and guard the wagon when the driver went inside to make deliveries.

For more information about the grand opening celebration and your chance to meet the Budweiser Clydesdales visit, www.westernbeverageco.com or call (541) 345-7126.



Clydesdales
BUDWEISER

**See The World Famous
Clydesdales**

**When: Monday, July 10th
1:30pm**

**Where: 1075 Owen Loop South,
Eugene**

**Western
BEVERAGE CO.**

THINK FRESH DRINK FRESH

Directions: Beltline to W. 11th. Turn right and proceed to Terry Street. Turn right on Terry and turn left on Ed Cone Blvd. Turn left on Owen Loop South. Parking may be limited. The Clydesdales will be available for viewing while hitching to the wagon prior to the mini-parade around Owen Loop. There will also be an Up Close and Personal show from 2:00-3:30. Parade starts at 2:30pm. For more information, please check out our website at www.westernbeverageco.com or call 541-345-7126.