

Come Join Us for Pizza *and* Beer!

Summer's here, folks, and nothing hits the spot on those hot, muggy nights quite like a nice cold one. Opa Opa is this month's spotlight. Don't forget to stop in for our Berkshire Brewing and Opa Opa tastings, as mentioned in News & Events.

This month we are holding our tastings on Fridays, which coincides with Friday Night Pizza. Why not order a pizza and have a taste of beer while you're here? Mention this month's newsletter any time in July to get a free topping (that's a \$1.75 value). Speaking of toppings, this month we introduce three new ones: salami, broccoli, and anchovies. Finally, the votes are in for a second pizza night – and Thursday is the winner! So come by any Thursday or Friday night – or call in advance and we'll have it ready when you arrive.

Rick

Rick Oliver, Proprietor



Regional Vendor Spotlight:
**OPA OPA BREWING CO. &
YIANNIS DISTRIBUTING CO.**

'Always keep coming up with good beers to offer. That's my approach.'

By John DeWitt & Jake Ware

You may have noticed this month's spotlight vendor, Yianni Mirisis,

delivering Opa Opa growlers and six-packs to New Salem General Store. He is a member of the family which owns the Opa Opa Brewery, and owns his own distribution company which services eastern Massachusetts. New Salem General Store is the first stop on his route.

Q: *Opa Opa has grown very rapidly. How big has your business become now?*

A: Opa Opa started as a restaurant brewery in September of 2004. On August 26, 2007, we started selling beer on the market. Right now, we distribute in four states: Massachusetts, Connecticut, Pennsylvania and Florida. Every year we're doubling the business. Last year, we brewed 6,500 barrels; this year our goal is 10,000 barrels. But our beer is very fresh – we're still more like a micro brewery.

Q: *Beer is a family business for you. What appeals to you about the industry?*

A: I like beer. I used to be the bar manager at the restaurant, and I loved it. I like meeting new people and I always like trying new beers. That's why I started in this business.

Q: *With all the different brands of beer available today, how do you make Opa Opa's beers stand out?*

A: It's local and people like to buy local beers. We also have a nice variety. Including our seasonal beers, we make 24 different varieties of beer. Always keep coming up with new flavors to offer. That's my approach.



News & Events

Friday, July 10
BBC Beer Tasting
4:30-6:30 p.m.

Join us Friday evening to taste a wide variety of beer from the Berkshire Brewing Co., including Shabadoo Black & Tan, Steel Rail Ale, Lost Sailor IPA, Coffeehouse Porter, Gold Spike, Berkshire Traditional Pale Ale, and Hefeweizen.

Friday, July 17
Opa Opa Beer Tasting
4:30-6:30 pm

Selecting from its 24 varieties of beer, Southampton's Opa Opa will be offering six different beers for sampling, including the seasonal Watermelon Ale. Also try their Red Rock Amber, IPA, Raspberry Wheat, Belgian White, and Kix Ale.

Saturday, July 18
Old Home Day
All day long, Town Common

Support the business community in New Salem, Wendell, and Shutesbury. Visit the Hilltown Business Club Pavilion under the big tent at New Salem's annual Old Home Day. For more info and a complete schedule of events visit:

www.hilltownconnect.com