

AUGUST 5TH, 2024

FOR IMMEDIATE RELEASE:

NW IOWA BREWERY WITH ROOTS IN SCHLESWIG PRODUCE A BEER FOR THEIR HOMETOWN'S QUASQUICENTENNIAL – FAT'S FINEST LAGER

Schleswig, IA graduates Matt ('91) and Michaela ('92) Matthiesen are owner operators of West O Beer, a microbrewery in West Okoboji. They were quick to reply and honored to help when asked by Schleswig's quasquicentennial committee to brew and can a signature beer for their celebration September 13-15. "I remember our former principal saying, 'Never forget who you are or where you came from,' that's always stuck with me," stated Michaela. "We love Schleswig and everything that comes along with its heritage, this is the perfect way for us all to celebrate."

Included on the West O team is their Sales Manager of nine months, Ian O'Brien. Ian also has strong ties to Schleswig, he lived there for several years of his early childhood. His father, Pat O'Brien, was a former teacher and coach in Schleswig before their family relocated to Clarion, IA. "I can't be more excited about my roll at West O Beer," Ian said. "In just a few short months I've had the pleasure of spreading the word about beers like Coco Stout and Ames Lager. Now I get to help design a beer and its can graphics for this year's celebration in Schleswig."

The beer style was chosen quickly, a German Style Lager with 4.5% ABV. The name took some time, though. After a multitude of ideas, it took an O'Brien family brainstorm to come up with FAT'S FINEST. End of discussion. FAT'S FINEST is in reference to a historical landmark of a bar formerly located in downtown Schleswig. "We just wanted a fun, easy-drinking beer for everyone that weekend. I promise that's what it is, and we can't wait to share it," said Matt.

West O Beer opened in 2013, and is open year-round at 503 Terrace Park Blvd in West Okoboji, IA. They have a full-service taproom with 14 beers on tap, along with wine and house-made seltzer. West O also offers made-from-scratch Italian Brick-Oven Pizza, along with a private event space that welcomes groups of up to 50 people.

For inquiries, please contact Matt Matthiesen via email: matt@westobeer.com