



---

## Country Malt Group, Cholaca, and Asher Brewing Partner for Earth Day Regeneration Beer!

### FOR IMMEDIATE RELEASE

**Vancouver, Washington & Boulder, Colorado (April 8<sup>th</sup>, 2018)** – Cholaca, the producer of pure liquid cacao, is working with their strategic partner Country Malt Group, North America’s leading distributor of craft beverage ingredients, to create a sustainable initiative aimed at growing back the rainforest. Inspired by the craft beer movement towards helping causes in need—in particular, the excellent work done by Sierra Nevada Brewing Co. with their Resilience IPA—Cholaca and Country Malt Group are collaborating with Asher Brewing in Boulder, Colorado to create an organic recipe using Great Western Malting’s new Organic Pilsen malt and Cholaca’s pure liquid cacao. The result is the Conscious Cacao Chocolate Porter.

Beginning the month of April in honor of Earth Day, they are asking breweries to take the #CholacaChallenge and “Sign Up for Sustainability.” In doing so, breweries will commit to donating 10% of the beer sales for the Conscious Cacao Chocolate Porter. 100% of the proceeds will go to “Liter of Light”, a global foundation dedicated to improving conditions for isolated communities around the world, where it will be used to fund cacao farmers during their gap years in which they transform their farms back from cattle fields to cacao farming. To do their part, Cholaca and Country Malt Group will also be donating 10% of malt and cacao sales for the Conscious Cacao Chocolate Porter to “Liter of Light”.

With the initiative launching this month, the Conscious Cacao Chocolate Porter by Asher Brewing will be showcased at the 2019 Craft Brewers Conference in Denver, CO from April 9<sup>th</sup> - 11<sup>th</sup>. The brew will be poured at the Country Malt Group beer station in booth 3113 at the BrewExpo America® tradeshow, adjacent to Cholaca’s exhibit booth where brewers can sign up to be a part of this cause.

Michelle Boyd, VP of Brand Marketing for Cholaca had this to say, “We are excited to offer breweries across North America the opportunity to easily 'Sign up for Sustainability' and do their part to help combat climate change through supporting organic and regeneratively farmed ingredients in the brewing process. By brewing our collaboration beer, every brewery and craft beer consumer has the unique chance to contribute to saving our rainforests. Why? Because only the BEST cacao can be grown in the rainforests. So, the more 'conscious cacao' Cholaca purchases, the more rainforests we grow back. That’s why at Cholaca we say, 'Every sip saves our rainforest'.”

To learn more about how to be involved with the Conscious Cacao Regeneration Beer initiative, visit [Cholaca.com/Regeneration/](http://Cholaca.com/Regeneration/)

---

#### About Asher Brewing:

*Asher Brewing Company is an independently owned brewery in Boulder, Colorado. Their mission is to produce the highest quality ales using only organic ingredients, while also following environmentally sustainable and socially responsible business practices. [www.asherbrewing.com](http://www.asherbrewing.com)*

#### About Cholaca:

*Boulder, Colo. based Cholaca was founded in 2012, by Ira Leibtag, with one dream in mind: to bring healthy, organic and regeneratively farmed liquid cacao to the world, while curating sustainable economic partnerships with farmers throughout Peru and Ecuador. Cholaca is pure, 100% cacao made from one of the planet’s most nutrient-rich superfoods. Cholaca is offered in a few varieties, and is made from only three ingredients, with no preservatives, emulsifiers or additives, and is also vegan, gluten free, dairy free and paleo friendly. Find out more at [www.cholaca.com](http://www.cholaca.com).*

#### About Country Malt Group:

*A division of GrainCorp, Country Malt Group has grown to be one of the leading providers of quality ingredients and supplies to the Craft Beer Industry. Spanning the United States and Canada, CMG has eleven distribution centers located strategically across North America. More information on Country Malt Group can be found at [www.countrymaltgroup.com](http://www.countrymaltgroup.com)*

#### Cholaca Contact:

Michelle Boyd  
Cholaca PR  
303.264.9761  
[michelle@cholaca.com](mailto:michelle@cholaca.com)

#### Country Malt Group Contact:

Jason Rogers  
Marketing Manager  
360.696.8356  
[jrogers@countrymalt.com](mailto:jrogers@countrymalt.com)