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Buffalo Wild Wings to Introduce New Craft Beer from Lagunitas Brewing Company

Fandom Ale Available for a Limited Time in All Buffalo Wild Wings® Restaurants

MINNEAPOLIS--(BUSINESS WIRE)-- Today, Buffalo Wild Wings, Inc. (NASDAQ: BWLD) announced it will offer fans a brand new craft beer brewed by Lagunitas Brewing Company and designed as the perfect complement to eating wings and watching sports. *Fandom Ale* is a hoppy pale wheat ale that will be available on tap in all Buffalo Wild Wings locations throughout the United States for a limited time beginning today.

"Everything we do, from our food to beverages and in-restaurant viewing experience, is for our love of the sports fan," said Todd Kronebusch, vice president of guest innovation at Buffalo Wild Wings. "We're upping our game in craft beer innovation by offering this limited release from Lagunitas Brewing Company, which was designed with the sports fan in mind."

Surveys with Buffalo Wild Wings Guests showed they enjoy balanced, easy-drinking beers with full flavor, specifically wheat beers and pale ales. As a result, *Fandom Ale* is a full-flavored fusion of wheat beer and pale ale, with a rich dark gold color. It features a citrus aroma and just the right balance of malt sweetness and hop character that stands up to hot, spicy wings without overpowering the palette. *Fandom Ale* also pairs well with Buffalo Wild Wings' other sauces, seasonings and burgers. With an alcohol by volume of 5.5 percent, *Fandom Ale* allows fans to drink responsibly while watching their favorite sporting events.

"*Fandom Ale* is the 39th of our 'Fusion' craft beers, a special series in which we brew unique recipes in batches with very special limited releases that reflect a true fusion of the creativity and ideas of our brand," said Karen Hamilton, director of communications for Lagunitas Brewing Company. "We worked to come up with something approachable, interesting and fun for sports fans. We're excited that *Fandom Ale* will be the first Fusion to be distributed to every state in the country."

With more than 1,200 locations in North America, Buffalo Wild Wings serves more draft beer than any other restaurant in the country. In 2013, Buffalo Wild Wings was the first to offer another limited-time craft beer called *Game Changer*, which quickly became a Guest favorite.

About Buffalo Wild Wings

Buffalo Wild Wings, Inc., founded in 1982 and headquartered in Minneapolis, is a growing owner, operator and franchisor of Buffalo Wild Wings® restaurants featuring a variety of boldly-flavored, made-to-order menu items including its namesake Buffalo, New York-style chicken wings. The Buffalo Wild Wings menu specializes in 21 mouth-watering signature sauces and seasonings with flavor sensations ranging from Sweet BBQ™ to Blazin'®. Guests enjoy a welcoming neighborhood atmosphere that includes an extensive multi-media system for watching their favorite sporting events. Buffalo Wild Wings is the recipient of hundreds of "Best Wings" and "Best Sports Bar" awards from across the country. There are currently more than 1,200 Buffalo Wild Wings locations across the world.

To stay up-to-date on all the latest events and offers for sports fans and wing lovers, follow Buffalo Wild Wings on [Facebook](#), [Twitter](#) and [Instagram](#) and visit www.BuffaloWildWings.com.

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