

Four Points by Sheraton Taps Four Finalists For Chief Beer Officer Post

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Public to Help Select World's First-Ever CBO at www.fourpoints.com/cbo

Four Points by Sheraton announced today that four ale aficionados have been tapped to compete for the coveted position of Chief Beer Officer (CBO). Though the four finalists successfully beat out over 7,000 applicants to reach this point, they now have only two weeks to show Four Points - and the beer loving public - that they are ready to be the world's first-ever CBO and take their seat in the 'executive suite.'

And just who will occupy the coveted corner office? Will it be the creator of Bourbon Barrel aged Amber Ale served on nitro? Or the finalist who's license plate reads 'kegmstr' and has visited hundreds of breweries around the world? Could the executive suite's newest occupant be a self-proclaimed 'househusband' who just visited his 300th brewery? Or will it be the 27-year old who decorates his house with beer barrels?

Once chosen and in office, the CBO will act as an independent, part-time consultant for the hotel chain's newly-launched Best BrewsSM program and help cultivate, curate and promote the program's offerings at brewery tours, beer festivals, and on bar stools across the country.

Step Up to the Bar and Help Choose the World's First CBO

Four Points invites beer lovers around the world to help select the first-ever CBO. The winner will be determined not only by a panel of judges, but also by the amount of votes his/her video application and personal profile receive online. Four Points encourages all beer buffs to vote for their favorite finalist at: www.fourpoints.com/cbo.

Though they have vastly different backgrounds and personalities, all four applicants demonstrated a true love for, and 'thirst-hand knowledge' of beer.

With two finalists hailing from California, it looks like the state can no longer just be considered wine country. Brad Ruppert from Huntington Beach might be a Certified Information Systems Security Professional, but he's also clearly qualified to talk about Best Brews' extensive beer portfolio, having consumed 2,800 different beer varieties in the past decade and visited 340 breweries/brewpubs in 19 countries. Web developer Chris Nelson, meanwhile, holds hops close to his heart in Carmel Valley, with two dachshunds named Porter and Stout. Nelson has spent immeasurable hours in a bar where his wife worked in order to sample their local beers - and of course to spend more time with his spouse.

Although she keeps busy as Brewmaster at Squatters Pub Brewery, Jennifer Talley is also the Research and Development Director at the Salt Lake Brewing Company in Utah. In her spare time, she attends numerous beer festivals and has received several medals from the Great American Beer Festival and World Beer Cup.

'I believe this to be the craft brewing revolution, and it has been my mission in life to spread our gospel wherever I can,' said Talley. 'The Best Brews program has a strong emphasis on crafts, and so I immediately jumped at the chance to apply when I heard about the CBO opening - it's a dream job.'

Last but certainly not least, Scott Kerkmans from Phoenix, Arizona, has dedicated both his private and personal life to beer. This former Head Brewer / Brewery Manager has spent the past year starting and growing a national lifestyle magazine dedicated to beer and beer culture, in which he reviews this glorious libation on a weekly basis.

'We're thrilled to have four amazing finalists - their passion for beer is truly unparalleled,' said Four Points Senior Vice President Hoyt 'Hops' Harper. 'This will be a difficult decision for us, so we encourage everyone to go online, vote for their favorite and help us pick our new CBO.'

Four Points received more applications for this opportunity than any other job in the brand's history. Since the position was announced in mid-November, the diverse pool of over 7,000 applicants represented six continents, all 50 states, Washington DC, and Puerto Rico. MBAs (both Masters of Business and Beer Administration), self-proclaimed beer snobs, certified beer judges, beer journalists and hundreds who have traveled the globe in search of the world's best brews have all applied for the position.

Offering the Best in Brew

Four Points by Sheraton is pleased to offer a wide selection of brews featuring imports and North American craft beers, each chosen for their unique flavors, popularity and quality ingredients. The Brewers Association helped develop the overall program and Four Points by Sheraton has been designated the Association's preferred hotel provider.

Through Best Brews, each Four Points hotel around the world will provide a selection of local, regional and imported craft beers from the extensive list of almost 300 available brews in bottles, and on tap. Participating properties will offer a minimum of four draught beers and a selection of up to 20 bottled beers, including imports representing Belgium, Germany, England and the Czech Republic, as well as regional craft beers.

For additional information on Best Brews and Four Points by Sheraton, including room rates and availability, please visit their website at www.fourpoints.com. For information about the Brewers Association and their work to promote and protect American craft brewers and their beers, please visit www.beertown.org.

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