

## Four Points by Sheraton Appoints Arizona Ale Aficionado as Chief Beer Officer

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New CBO Scott Kerkmans Moves into Executive Suite to Champion Four Points' New Best Brews<sup>SM</sup> Program

Who said drinking beer wouldn't get you anywhere? Starting today, CEO's and COO's will have to step aside and make room in the executive suite for its newest chief as Scott Kerkmans, Four Points by Sheraton's new Chief Beer Officer [CBO], starts his job -- and the day's trading -- by ringing The Opening Bell<sup>SM</sup> at the NYSE. As CBO, Kerkmans will serve as an ambassador for the brand's newly-launched Best Brews program and show the masses the pleasure of a perfectly poured glass of beer. In keeping with Four Points' commitment to spreading the gospel of life's Simple Pleasures<sup>SM</sup>, Kerkmans will share his in-depth knowledge of the wide world of beer. He will also help cultivate and promote Best Brews' offerings at brewery tours, beer festivals, and on bar stools across the country.

Kerkmans earned a seat at the Four Points boardroom table by impressing not only the brand's executives, but also the beer-loving public. Nearly half of the 12,759 people from around the world who cast their vote for their favorite finalist felt Kerkmans was the perfect fit for this fabulous opportunity. Since the night his brother gave him a home brewing kit, Kerkmans has been extremely passionate about everything beer, from its production and pairings to sampling stouts and sharing his rich knowledge. This unique and all-consuming commitment to crafts helped him successfully beat out over 7,500 applicants from more than 30 countries - and three other highly-qualified finalists - for this once-in-a-lifetime opportunity.

Kerkmans has dedicated both his professional and personal life to beer. This 27-year old Phoenix resident and former Head Brewer / Brewery Manager spent the past year starting and growing DRAFT, a national lifestyle magazine focused on beer and beer culture, in which he reviews this glorious libation on a weekly basis. He is also a certified beer judge who spends much of his free time seeking out new brews.

"It is an honor to be Four Points first-ever CBO," said Kerkmans. "I look forward to sharing my love for beer with the thirsty public and introducing this fun beverage to those who have yet to discover the joy that can be found in a perfectly poured cold one. Being named the Four Points CBO and working with the brand on its outstanding Best Brews Program is the job of a lifetime."

Four Points received more applications for this opportunity than any other job in the brand's history. Applications immediately flooded in with the position's announcement in mid-November. The diverse pool of applicants represented six continents, all 50 states, Washington, DC and Puerto Rico.

### **Raising a Glass**

On Monday, March 26th, Kerkmans will officially pull his bar stool up to the boardroom table and meet his new Four Points by Sheraton colleagues in White Plains, New York. Starwood executives and hundreds of associates will be on hand to lead the Four Points team and its newest chief in a celebratory toast.

Over the next few months, Kerkmans will collaborate with the Four Points by Sheraton team to work on the Best Brews program, host 'happy hours' at select Four Points properties across the country, as well as attend high-profile beer festivals as the company's representative.

'We are thrilled to have Scott join us as CBO,' said Four Points' Vice President Sandy 'Suds' Swider. 'We took our search for our newest executive very seriously, and Scott's passion for beer and brew eloquence is truly unparalleled. We look forward to working with him to further develop the Best Brews program and spread the word about this wonderful simple pleasure in the year ahead.'

### **Offering Best Brews**

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 crafts.

For additional information on Best Brews and Four Points by Sheraton, including room rates and availability, please visit [www.fourpoints.com](http://www.fourpoints.com). For more information about Four Points Best Brews, including beer myths, food pairings and more, visit [www.fourpoints.com/beer](http://www.fourpoints.com/beer).

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