

NEW BELGIUM BREWING ANNOUNCES RICH RUSH AS NEXT CHIEF SALES OFFICER

America's largest craft brewery portfolio includes America's #1 IPA Voodoo Ranger, Fat Tire, Bell's iconic Two Hearted IPA, Oberon, and more

Fort Collins, CO. (April 26, 2024) – Today, New Belgium Brewing announced Rich Rush as the company's next Chief Sales Officer. An innovative and respected leader with more than 20 years of experience, Rush will guide New Belgium's industry-leading sales team to drive continued growth for the company's portfolio of brands.

Rush joined New Belgium Brewing in 2007, where he quickly proved his ability to develop high-performance teams and meaningful relationships with distributors. Rush was instrumental in the successful expansion of New Belgium into Alaska, Canada, and fourteen other states in the Northeast during the company's growth to national distribution. In his most recent roles as Divisional Sales Director and Divisional Vice President of Sales in the Eastern United States and Canada, Rich and his team drove double-digit sales growth for the last four years.

"I'm excited to welcome Rich to the role of Chief Sales Officer," said New Belgium CEO Shaun Belongie. "With his extensive knowledge of New Belgium and proven success at navigating market challenges, Rich has a clear and ambitious vision to guide our best-in-class sales team."

"I'm honored to step into this role and continue building upon the industry-leading success of New Belgium's sales team," Rush said. "In an ever-changing market, our talented and passionate people continue to deliver impressive results, and I'm grateful for the opportunity to lead this team into the future."

Rich previously worked as a Sales Specialist at Diageo and as District Sales Manager for Deschutes Brewing Company. Rich served on the Flying Embers Board of Advisors from 2018 until their recent sale.

About New Belgium:

New Belgium Brewing was founded in 1991 in Fort Collins, Colo., by Kim Jordan, a social worker, who built her company the only way a social worker would: People first. Over the past three decades, New Belgium has turned that ethos into a unique Human-Powered Business model through practices that were and still are rare in the business world: fully paid healthcare premiums for coworkers who need the support, living wage compensation, open-book management, renewable energy sourcing, a free onsite medical clinic and physician, a deep commitment to philanthropy and advocacy, and much more.

New Belgium expanded to Asheville, N.C., in 2016 and Daleville, Va., in 2023, and in 2021 acquired Bell's Brewery, based in Kalamazoo, Mich. The business' people-centric model has led New Belgium to become the most popular and fastest-growing American craft brewer today. New Belgium is famous for Fat Tire Ale and Voodoo Ranger IPA (America's #1 IPA brand), along with year-round favorites like Dominga Mimosa Sour, La Folie Sour Brown Ale, an award-winning wood-aged sour program, and the addition of Bell's iconic brands including Two Hearted IPA and Oberon Ale. To learn more about New Belgium, visit <http://www.newbelgium.com>. To learn more about Bell's, visit www.bellsbeer.com.

