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BEER VENDOR NOW AT BEVERLY HILLS FARMERS' MARKET

State Law Passed This Year Allows Sale of Packaged Beer at Certified Farmers' Markets

Beverly Hills, Calif. – This Sunday, September 13, the Beverly Hills Farmers' Market will introduce craft beer maker, Solarc Brewing to their list of regular farmers and prepared food vendors. Assembly Bill 2004, signed into law in January of this year, allows the sale of packaged beer at certified farmers' markets.

Solarc Brewing is a Los Angeles based company founded in 2014 by two crafters, Archie Carey and Saul Alpert-Abrams. "We make small-batch specialty beers that experiment with alternative ingredients while keeping a well-balanced, strong drinkable brew," said co-owner Alpert-Abrams. "We manifest our imaginations in many ways and treat every aspect of Solarc Brewing as our art." Solarc will be selling three styles of beers: a Belgian-style golden ale; a cross between an English stout and California IPA; and, a Belgian-style Saison.

Greta Dunlap, Manager of the Beverly Hills Farmers' Market, said, "We are so excited to introduce craft beer to our list of vendors. Local breweries rely on the local support to grow their businesses and being able to sell at a farmers' market where they can engage with customers brings them an advantage that they didn't have before."

The Beverly Hills Farmers' Market is a weekly outdoor certified market and has been a community meeting place for over 21 years. Every Sunday, from 9 a.m. to 1 p.m., extraordinary farmers and food purveyors provide the finest California-grown, fresh and seasonal fruits and vegetables, juices, breads, specialty items and more. The Market is located at the 9300 block of Civic Center Drive, between Third Street and Santa Monica Boulevard. Free two-hour parking is available in the Civic Center Parking garage located off of Rexford Drive. For more information on the Beverly Hills Farmers' Market, visit www.beverlyhills.org/FarmersMarket.

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