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**WASATCH AND SQUATTERS  
TO FEATURE "DESSERT FOR THE DESERT" TO SUPPORT  
THE SOUTHERN UTAH WILDERNESS ALLIANCE**

**Salt Lake City – (April 1, 2017)** – Squatters and Wasatch Brew Pubs, as well as the Utah Brewers Cooperative, will again be teaming up for their 2017 "Guilt-Free Dessert" campaign, which will run during the entire month of April.

"Guilt Free Dessert" is an annual sales contest where all five pubs, as well as the Beer Store, join forces in a friendly rivalry to raise money for a chosen non-profit. During this year's contest, 100% of the proceeds from the sale of "Guilt Free Desserts" will go to the Southern Utah Wilderness Alliance to support the defense and preservation of Utah's remaining wilderness quality lands. And in homage to the southwestern roots of SUWA, this year's featured \$5 dessert will be a Southwest Brownie with a Chipotle Chocolate Sauce.

"Given the potential loss of the Outdoor Retailer conventions over land use in Utah, Squatters and Wasatch want to show solidarity with those who love and are working to protect our incredible public lands. We can think of no better recipient for this year's campaign than SUWA," says Doug Hofeling, Chief Operating Officer. "Last year's promotion raised over \$20,000," notes Hofeling, "and with the help of Nicholas and Company, who have again generously agreed to donate all of the ingredients to make the desserts, we are hoping to increase that amount this year."

"SUWA is honored to be the recipient of this year's "Guilt Free Dessert" fundraiser, and excited to have the opportunity to work with Squatters and Wasatch Brew Pubs to spread the message about protecting Utah's public wildlands," said Karin Duncker, SUWA's Associate Director. "Now more than ever we need to band together to defend our red rock wilderness from oil and gas development, unnecessary road construction, rampant off-road vehicle use and other threats to Utah's lands, so that these amazing resources remain intact for all to enjoy for generations to come."

**About Wasatch & Squatters Pubs & Beers**

In 1986, Greg Schirf opened Utah's first microbrewery, Wasatch Beers and Brewpub in the resort town of Park City. A few years later Jeff Polychronis and Peter Cole founded Squatters Pub Brewery Salt Lake's original brewpub in 1989. The company currently operates five brewpubs and a wine and ale house. In 2000, Squatters Craft Beers and Wasatch Brewery merged their microbrewery operations for draft and bottle production, creating Utah Brewers Cooperative. To date, Squatters and Wasatch have brought home 17 World Beer Cup Awards and 30 Great American Beer Festival Medals. In 2010, Utah Brewers Cooperative received the prestigious *U.S. Mid-size Brewery of the Year* award from the Brewers Association.

### **About Southern Utah Wilderness Alliance**

The mission of the Southern Utah Wilderness Alliance is the preservation of the outstanding wilderness at the heart of the Colorado Plateau, and the management of these lands in their natural state for the benefit of all Americans. Membership consists of concerned citizens from Utah and throughout the nation who share the common goal of preserving Utah's remaining desert wild lands, and since 1983, SUWA has been the only independent organization working full-time to defend America's redrock wilderness.