



PRESS RELEASE

FOR IMMEDIATE RELEASE – September 5, 2022

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Hazel FEST to Benefit Hazel's Hope, Serving Families with Special Needs

- **Hazel's Way Beer Release to benefit Hazel's Hope**

ONCO Fermentations (ONCO), Tully's brewery and tasting room, is inviting the public to their next charitable beer release event, Hazel FEST, to be held September 11, 2022 from 1pm-6pm at the brewery located at 397 NY Rt 281 in Tully.

The event is being held to support Hazel's Hope, Inc., a foundation dedicated to supporting families of children with special needs.

ONCO will be releasing a beer brewed specifically for the event, called Hazel's Way, with a portion of draft and can sales from the sale of this beer going to Hazel's Hope.

Hazel FEST is a family friendly event, with ONCO'S 159 food truck and an ice cream truck scheduled to be in the beer garden. There will be wine and cider along with other beer selections and non alcoholic options in addition to the Hazel's Way beer.

In addition to the beer release, there will be a basket raffle and donation jars and Musician Amanda Lee Peers, from Rochester and a finalist on Season 7 of the Voice, performs at 3 pm.

Hazel's Hope is a local not-for-profit established in memory of Hazel Elizabeth Shaw (2007 – 2021), with a focus on providing financial assistance to families of children with special needs. The Shaw family has been huge supporters of ONCO, not only through their assistance as general contractor, but also simply because they are humble, generous, and kind members of the community.

On November 7, 2021, ONCO hosted a dedication ceremony for Hazel's Way, a new road in the Town of Tully across from the brewery. It is only fitting that ONCO's annual beer for Hazel FEST is to be named Hazel's Way, with different styles planned each year in conjunction with the family's desired style for the year.

This year's Hazel FEST beer is a New England IPA brewed with copious amounts of Citra Lupomax and Citra Hop Hash, and the label features a drawing by Hazel selected by her parents, Colleen and Jason Shaw. The beer will only be available at the taproom and will not be available for distribution.



For more information about the event itself, please reach out to Erin at onco@oncoferment.com. For information on donating toward the event or donating to the foundation in general, please reach out using the form found at <https://hazels-hope.org/>

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About ONCO Fermentations: ONCO Fermentations, Inc. is an award-winning nanobrewery and tasting room with indoor and outdoor beer gardens located at 397 NY Rt 281, Suite O, Tully, NY 13159. Formed by Brian and Erin Bullard in 2018 and opened to the public in March, 2019, the company is community focused and releases many beers that are tied to an individual (usually for fun) or for a charitable cause (with a portion of beer sales going to that cause).

Past releases (focused on causes) have included:

- "All Together" (a nationwide collaboration to support the hospitality industry during the pandemic) with a portion of proceeds going to support keeping staff employed at three local restaurants;
- "Curtain UP" (a nationwide collaboration supporting the arts). ONCO donated a portion of the proceeds to local musicians struggling during the pandemic;
- Two "Fire & Pipes" (red ale) release parties raising funds for the Tully Hose Company;
- "Future Generation" (a Pilsner) with a portion of funds raised donated to the Tully Free Library); and
- "Heiberg Sugar Shack" (an imperial brown ale brewed with ESF maple syrup) with a portion of funds from sales donated to ESF's internship program.

ONCO is planning a similar release effort and event October 1, called Rock Steady Round ONE, with a beer release planned (called Knockout) to support Empower Parkinson's Inc.

Attachment: IMAGES:

The community support for the Hazel's Way road dedication ceremony.JPG

Hazel's family at Hazel's Way road dedication ceremony.JPG

Hazel's Way beer.JPG

Flyer.PNG



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