



Media Contact: Kate Holcomb, APR  
Daytona Beach Area Convention and Visitors Bureau  
[kholcomb@daytonabeach.com](mailto:kholcomb@daytonabeach.com)  
386.255.0415, ext. 125

## FOR RELEASE

### **DAYTONA BEACH ALE TRAIL OFFERS DISTINCTIVE CRAFT BREWS, ARTISAN SPIRITS**

*20<sup>th</sup> Daytona Beach area location opened in January 2018*

**DAYTONA BEACH, Fla.** (February 7, 2018) – Daytona Beach has a distinct flavor — and it's one with heavy hints of adventure, a dash of fun and a hearty splash of salt air. Experience the essence of the area on the Daytona Beach Ale Trail. With a wide variety of craft beers, artisan spirits and delicious food offerings, the Ale Trail features a number of local microbreweries and tap houses.

The area's craft beer scene has exploded in recent years. You can easily spend an afternoon or a couple days making your way down the list of Ale Trail pit stops. In 2015, the Ale Trail originally featured nine locations and has since grown to 20 with the January 2018 opening of the newest addition, the Rock Bottom Restaurant and Brewery. Below are a few can't-miss stops — for a full list of countywide locations, visit [DaytonaBeachAleTrail.com](http://DaytonaBeachAleTrail.com).

#### [Ormond Brewing Company](#)

This Ormond Beach beer garden brews flavorful beers on-site, and they can be enjoyed inside or by the outdoor fire pit. There's often live music on tap in the relaxed atmosphere, which also features a photo collection of beach automobile and motorcycle racing's glory days.

#### [Tomoka Brewery](#)

Considered an original beachside treasure in Ormond Beach, this sour lab produces truly unique ales such as the Mexicali Blues, brewed with lime, agave nectar, and sea salt. And, the Ormond Beach Food Truck Rally is on the premises every Thursday from 5 to 9 p.m.

#### [Daytona Beach Brewing Company](#)

Stop by this off-the-beaten-path tap room in Daytona Beach for some of the best beer brewed for the 'World's Most Famous Beach.' Open since 2014, this home-grown brewery offers its famous Daytona Blonde Ale along with a wide selection of other brews that's constantly changing but always made from the best ingredients.

#### [Rock Bottom Restaurant & Brewery](#)

Daytona Beach's newest addition to the Ale Trail, Rock Bottom Restaurant & Brewery opened in January 2018 in ONE DAYTONA, the area's newest retail, dining and entertainment district located directly across from Daytona International Speedway.

#### ***About the Daytona Beach Area***

Discover the new Daytona Beach and its surrounding area, a resurging destination along Florida's East Coast comprising eight distinct communities. Recognized worldwide for its annual events including Bike

#### **Daytona Beach Area Convention & Visitors Bureau**

126 East Orange Avenue Daytona Beach, Florida 32114

ph: 386.255.0415 fax 386.255.5478 800.544.0415

[www.DaytonaBeach.com](http://www.DaytonaBeach.com)



Week, Biketoberfest<sup>®</sup>, the Rolex 24 At DAYTONA and the DAYTONA 500, Daytona Beach's famed heritage also claims the headquarters of LPGA and NASCAR -- and is home to Daytona International Speedway, the 'World Center of Racing.' With more than 12,000 beds, the destination boasts accommodations for all lifestyles and budgets from 4-star resorts, to hotels, B&Bs and everything in between. Ranked #1 in Travel Channel's 2017 "**Top 10 Attractions in Florida**", and one of TripAdvisor's 2016 "**10 Most Affordable Beach Vacations on Florida's East Coast**" and "**25 Most Popular Summer Vacation Rental Spots in the US.**" Visitors can enjoy experiences beyond the beach by choosing from a surprising list of outdoor adventures, family-friendly attractions, cultural venues and a colorful culinary scene. With 23 miles of world-famous beaches ideal for swimming and surfing, it is no surprise Daytona Beach was chosen as a **Best Florida Attraction and Best Spring Family Beach Break Destination** in the Top 10 Best Readers' Choice travel award contests sponsored by *USA TODAY*. To order a complimentary comprehensive Official Visitors Guide or book a stay, visit [DaytonaBeach.com](http://DaytonaBeach.com). For real-time updates, visit [Facebook.com/DaytonaBeach](https://www.facebook.com/DaytonaBeach) or [Twitter.com/DaytonaBeachFun](https://www.twitter.com/DaytonaBeachFun).

###

Links Included:

<https://www.daytonabeach.com/listings/ormond-brewing-company/1478/>

<https://www.daytonabeach.com/listings/tomoka-brewery/1490/>

<https://www.daytonabeach.com/listings/daytona-beach-brewing-co/1465/>

<https://www.daytonabeach.com/listings/rock-bottom-restaurant-%26-brewery/1943/>

**Daytona Beach Area Convention & Visitors Bureau**

126 East Orange Avenue Daytona Beach, Florida 32114

ph: 386.255.0415 fax 386.255.5478 800.544.0415

[www.DaytonaBeach.com](http://www.DaytonaBeach.com)