

Mercedes-Benz Chooses Littleton, New Hampshire and Schilling Beer Co. as Destinations for Media Day Test-Drive

Mercedes-Benz hosted national media for the launch of their 2017 C300 Coupe, which included a two-day stop in Littleton's desirable downtown at its artisan brewery, Schilling.

Littleton, NH ([PRWEB](#)) June 08, 2016 -- Mercedes-Benz invited auto industry journalists from around the country to Portland, Maine to test drive the new 2017 Mercedes C300 coupes, but their tour, seeking authenticity and “locations that reflect the car,” according to spokesman Christian Bokich, ultimately followed winding roads and mountain passes to Littleton, New Hampshire's thriving downtown and acclaimed craft brewery.

While Portland's chic seaport provided a fitting backdrop to the equally sublime C300 Coupe, the White Mountain town of Littleton and its riverside microbrewery, Schilling, also attracted the luxury automaker's attention. If Portland is the “luxury two-door couple of American cities,” as claimed by the Portland Press Herald, then it may not be a stretch to suggest that Littleton is the apogee of North Country revivalism and mountain town pride—at least in the eyes of Mercedes-Benz.

With Portland as their base, the folks at Mercedes toured the writers and their coupes through the White Mountains to Littleton, roughly two hours due northwest. Littleton is recognized by publications such as Fodor's and Outside as one of the best small towns in America, given its classic New England Main Street, boutique shops, access to the mountains and vibrant riverside culture. It was these attractions, in combination with what Yankee Magazine called 2015's best new brewery, Schilling Beer Co., which brought the automaker north.

After parking their C300s on the south bank of the Ammonoosuc River, the auto enthusiasts walked across a covered bridge to visit Schilling, an anchor business in downtown Littleton. Schilling offers its progressive European-style beers in a carefully renovated and repurposed 18th-century grist mill, situated right on the Ammonoosuc River. Besides its highly rated beers, Schilling offers rustic, locally influenced foods, including Neapolitan-style wood-fired pizzas, as well as other dishes that pair perfectly with their craft beer. Owned and operated by The Cozzens Family and life-long friend, Head Brewer John Lenzini, Schilling adds to Littleton's uniqueness and sense of community through its nationally recognized products, one-of-a-kind location, educated staff and civic involvement.

“Schilling Beer Co. was a great fit because it exemplifies some of the same elements Mercedes prides itself on: innovation, quality and creativity,” said Kristin Gates, a spokesperson for Mercedes-Benz. “We also thought that the modern repurposing of the gristmill building was a great story and loved how the character and history were updated in an authentic way.”

“It's exciting to work with Mercedes-Benz,” said Head Brewer John Lenzini. “Although I'm a little partial to German inspiration, having lived in German-speaking Europe for almost a decade, our brewery strongly identifies with their attention to detail and ultimate concern for product quality.”

CEO Jeff Cozzens echoed similar thoughts: “Mercedes makes incredibly innovative and precise automobiles that make people happy. We're honored that they identify with Schilling and our spectacular town of Littleton.”



With its mountain backdrop, unique palate-pleasing venues like Schilling Beer Co. and specialty shops such as Chutter's, the world's longest candy counter, Littleton's lively downtown is a 'must-visit' destination for anyone traveling throughout New England. Just take Mercedes-Benz's word for it.

For more information on Littleton, New Hampshire, and its brewery, Schilling Beer Co., visit www.golittleton.com or www.schillingbeer.com.



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