



# FACT SHEET

- To launch the 2015 summer beer season, Manitoba Liquor & Lotteries is inviting customers to taste our nation's craft beer.
- *Coast to Coaster: Taste Your Nation* is a four week province-wide promotion running from June 15 – July 12, 2015 featuring craft beers from across Canada, many of which have never been available in Manitoba before.
- The promotion is taking place at select Liquor Marts, liquor vendors, beer vendors and licensed premises across Manitoba.
- Participating in *Coast to Coaster: Taste Your Nation* are over 30 breweries from nine provinces. Products offered include single serve, seasonal and limited release beers.
- Manitoba producers Fort Garry Brewing Company and Half Pints Brewing Company have brewed special beers for this promotion that will be available in both single-serve format as well as growlers.
- The Flatlander's Beer Festival, taking place June 4 and 5, 2015 at the MTS Centre in Winnipeg will be your first chance to taste-test a selection of the products that will be featured in *Coast to Coaster: Taste Your Nation*. The Flatlander's Beer Festival is a fundraising event in support of the Winnipeg Jets True North Foundation.
- During the *Coast to Coaster: Taste Your Nation* promotion, customers at all participating locations in the province can scan product QR codes with their smart device and vote for their favourite beer. Share on Twitter for the opportunity to win prizes including Liquor Mart gift cards, tickets to sporting events or the grand prize of a private tour, tasting and dinner at a local brewery.
- The official Twitter hashtag for the promotion is #CoasttoCoaster.
- For those unsure of what beer to try, Liquor & Lotteries recently launched 'Beer 101' in all Manitoba Liquor Marts. This interactive educational campaign invites customers to discover their beer taste profile and to identify the styles of beer they may find enjoyable.

600 km

400 mi

YUKON  
BREWING

Glutenberg

