



NEWS RELEASE

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GROWLER BARS LAUNCH IN MANITOBA

Manitoba Liquor & Lotteries today launched in-store *Growler Bars* at five Liquor Mart and two beer vendor locations in Winnipeg and Brandon.

Commonly found at breweries and brewpubs across North America, growlers are becoming an increasingly popular way to enjoy craft beer.

"It's no secret that Manitobans are beer enthusiasts," said Ron Lemieux, Minister responsible for Manitoba Liquor and Lotteries. "Our government is a strong supporter of our local brewers and the introduction of Growler Bars to the marketplace provides Manitobans with a new way to enjoy some fantastic craft beers."

For the duration of the six-month pilot, Growler Bars will offer both core and seasonal listings from local brewers Fort Garry, and Half Pints. Currently on tap at Growler Bars are Fort Garry's Das Munchen Oktoberfest and Fort Gibraltar and Half Pints' Punk'n'Fest and Little Scrapper IPA.

"We are excited to play our part in the evolution of craft brewing in Manitoba," said Dave Rudge, Half Pints President and Brewmaster. "The growler format is widely accepted in local breweries nationwide, and we can't think of a better way to grow the industry right here at home."

Orest Horechko, General Manager at Fort Garry sees the value of having their beers in the Growler Bars. "It really provides us with a great opportunity to showcase our brewmaster series of beers. We are thrilled to be part of this initiative."

"We have been hard at work developing the growler pilot project," said Robert Holmberg, Vice-President, Liquor Operations. "We are thrilled to launch this new initiative with beers from Fort Garry and Half Pints. We are confident that Manitobans will enjoy taking home local craft brews in these new refillable containers."

Growler Bars can be found at the following locations:

- Kenaston Crossing Liquor Mart
 - St. Vital Square Liquor Mart
 - Northdale Shopping Centre Liquor Mart
 - Spring Meadow Square Liquor Mart
 - Brandon 10th & Victoria Liquor Mart
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- Assiniboine Gordon Inn, Winnipeg
 - Keystone Motor Inn, Brandon

To see what's currently on tap at their local Growler Bar, Manitobans are encouraged to visit www.liquormarts.ca/growler.

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