



NEWS RELEASE

For Immediate Release – June 1, 2015

COAST TO COASTER: TASTE YOUR NATION **GET YOUR TASTE BUDS READY FOR CANADA'S CRAFT BEER REVOLUTION!**

Manitoba's passionate love affair with craft beer is kicking into high gear with the launch of *Coast to Coaster: Taste Your Nation*.

This four-week summer promotion (June 15 – July 12, 2015) features craft beers from over 30 breweries in nine provinces. Just a few of the participating breweries include Yukon Brewing (Yukon), Vancouver Island Brewery (British Columbia) and Picaroons Traditional Ales (New Brunswick), all of which have never been seen in the Manitoba market before.

Not to be outdone, Manitoba producers Fort Garry Brewing Company and Half Pints Brewing Company have brewed up special beers for the *Coast to Coaster: Taste Your Nation* promotion that will be available in both single-serve format, as well as growlers.

"Manitobans have always been beer fans, but it's exciting to see the exploding interest in craft beer and especially in local craft beers produced by Fort Garry, Half Pints and Farmery. This event, along with our other initiatives to support craft breweries, should help fuel the craft beer revolution underway in Manitoba." said Ron Lemieux, Minister responsible for the Manitoba Liquor & Lotteries.

Craft beers brought in for *Coast to Coaster: Taste Your Nation* will be available at select Liquor Marts, liquor vendors, beer vendors, bars and restaurants across Manitoba. To view product information and availability at Liquor Mart locations, please visit www.liquormarts.ca.

Can't wait until June 15 to taste some of these specialty craft beers? Select products will be available for sampling at the Flatlander's Beer Festival, a fundraising event in support of the Winnipeg Jets True North Foundation taking place June 4 and 5, 2015.

Cheers!

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#CoasttoCoaster