



**THINK CRAFT. DRINK CRAFT.**



## **TRIDER'S CRAFT BEER NAMED "MOST CANADIAN".**

In the kick-off event to **Propeller Brewing Company's 20th Anniversary** this past weekend, a group of 12 proud Canadians (widely considered above reproach) were empanelled as judges in Propeller's Canada 150 project. Entitled #BrewPatriotLove, the initiative was a nation-wide challenge to determine once and for all who makes the **MOST Canadian of Canadian beers**.

While allegations of "provincial bias" will surely be levelled by breweries behind the many submissions from British Columbia & Ontario, the judges final scoring made it clear that they believe **Trider's Craft Beer's "Brew-deau Canadian Cream Ale"** is the most patriotic beer in the land.

Unlike traditional beer judging events in which highfalutin judges with "trained palates" use international style guidelines to evaluate – the beers in this competition were scored by complete-and-utter amateurs (REAL CANADIANS!) based on six specific-but-ambiguous criteria:

- |               |                 |                           |
|---------------|-----------------|---------------------------|
| (1) Name      | (2) Back Story  | (3) Uniquely Canadian [?] |
| (4) Packaging | (5) Ingredients | (6) Flavour               |

When reached for comment on "Canuck Pale Ale's" 2nd Place finish, Troy Burch of Toronto's Great Lakes Brewing's asserted "Second place?!?! Gordie Levesque (character on the can) doesn't do second place... great, now I have to go and deal with him on this." After taking a minute for tempers to cool, Troy followed up to say "In all seriousness, **this was fun to be a part of this and great to work with Propeller as they celebrate 20 years of craft beer while we at Great Lakes celebrate 30.**"

**From the Prime Minister's** (whose name and likeness are alluded to in packaging) **inner circle**, Halifax MP Andy Fillmore fawned over the leadership role of Nova Scotia Craft Beer and the artistic importance of the PM's likeness adorning the side of a beer bottle, saying ""Well, Nova Scotia may have the highest tides in the world, but they are no match for what **appears to be yet another Trudeau wave sweeping across Atlantic Canada, this time in the form of a sunny Canadian Cream Ale called Brew-Deau.**"

On the win, **Trider's Scott Parker** simply offered, "Super pumped on this win! Just goes to show that **the best beer is brewed right here in Nova Scotia. East Coast – BEAST COAST!**"

Any brewery challenging the validity or impartiality of #BrewPatriotLove 2017 is welcome to submit their beer in **May of 2018 when Propeller will play host to #BrewPatriotLove2.0 during the Canadian Brewing Awards in Halifax, Nova Scotia.**

Propeller Brewing Co would like to thank all of the judges and breweries that took the time to help us mark Canada 150 through this tribute to Canadian Craft Beer.

Additional brews were submitted by:

- Central City Brewing – Vancouver, BC
- Great Lakes Brewing – Toronto, ON
- Hoyne Brewing, Victoria, BC
- Lighthouse Brewing – Victoria, BC
- Sawdust City Brewing – Gravenhurst, ON
- Moosehead Brewing – Saint John, NB
- Parallel 49 Brewing – Vancouver, BC
- Phillips Brewing – Victoria, BC
- Postmark Brewing – Vancouver, BC
- Propeller Brewing – Halifax, NS
- The Trailer Park Boys (Freedom35) – Guelph, ON
- Tofino Brewing – Tofino, BC
- Townsite Brewing – Powell River, BC
- Wellington Brewing – Guelph, ON
- Wheelhouse Brewing – Prince Rupert, BC



#### ABOUT PROPELLER BREWING COMPANY:

Celebrating twenty-years of operations in 2017, Propeller Brewing Company is Halifax's original North End craft brewery. Independently owned & operated by founder, John Allen, Propeller specializes in making high-quality, consistent craft beer using only all-natural ingredients. Propeller is currently available at NSLC stores in Nova Scotia, ANBL stores in New Brunswick, LCBO stores in Ontario, at Propeller's Gottingen & Windmill cold-beer stores – along with some of the greatest bars, restaurants and kitchen refrigerators throughout the East Coast of Canada.

#### ABOUT CANADA 150:

2017 marks the 150th anniversary of Confederation in Canada. Community groups of every shape & size are hosting events to celebrate the milestone and spotlights the things that make "Canada", "Canada" for them. Propeller Brewing Company is celebrating through beer, but we encourage you to honour the moment through the things that define your personal Canadian experience. Do you. Have fun with it.

