

History In The Making - PEI Beer Is Alberta Bound

August 09, 2013

For the first time in history, beer brewed in Prince Edward Island is heading to Alberta.

The Prince Edward Island Brewing Company announced today that Gahan Ales and Beach Chair Lager will be available for sale this week throughout the Province of Alberta.

“We are very pleased to announce that PEI beer has arrived in western Canada”, said Jeff Squires, President of the PEI Brewing Company. “We are working with Thirsty Cellar Imports, a highly regarded sales agency in Calgary to represent our brands in the Province of Alberta.”

Marlene Howard, President of Thirsty Cellar Imports, is excited about the opportunity. “We have been looking for a quality line of craft beer to add to our portfolio”, says Howard. “Gahan Ales and Beach Chair Lager are the perfect fit. They are handcrafted, premium quality, and they are made in PEI – all attributes that Albertans value. We also know that there are many Maritimers currently working in our region. They will be happy to see a great Maritime beer available in Alberta”, says Howard.

The partnership of Thirsty Cellar Imports and the PEI Brewing Company is off to a great start. Sobeys Liquor will be offering the beer in 39 Sobeys stores in Alberta. “PEI products are known for their quality, and we were impressed with the brands brewed by the PEI Brewing Company”, says Pierre Corriveau, Category Manager - Sobeys Liquor. “Sobeys is pleased to welcome the PEI Brewing Company as one of our newest suppliers”.



The PEI Brewing Company and Thirsty Cellar Imports will be promoting a contest in Alberta during the month of August that will see a lucky winner and guest flown to Prince Edward for an “all expenses paid” Island Dream Vacation. The winner will receive complimentary return airfare from Edmonton or Calgary to Charlottetown, free accommodations, meals, and golf during their stay. The contest is available to Albertans of legal drinking age only.

Please visit www.peibrewingcompany.com for more information.

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