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PEI Brewing Company Wins Medals at 2012 Canadian Brewing Awards

Charlottetown, PE – For the second year in a row, the PEI Brewing Company has won a Gold Medal at the Canadian Brewing Awards held recently in Montreal, Quebec.

Over 400 beers were judged in the 2012 competition. The Prince Edward Island Brewing Company brews and distributes the Gahan line of craft ales, and last week launched its newest product - Beach Chair Lager, to rave reviews from Island consumers.

The PEI Brewing Company collected both a Gold and Silver medal at the 2012 Edition of the Canadian Brewing Awards. Gahan Iron Horse Brown was the Gold Medal winner in the Brown Ale category, and Gahan Sir John A's Honey Wheat was the winner of the Silver Medal in the Wheat Beer - North American Style category.



The Canadian Brewing Awards are the premiere competition for judging the quality of Canadian brewed beer. The contest is the only truly national competition that invites breweries of all sizes from across the country to compete in a blind tasting to see who brews the best beer in 31 style categories.

A Canadian Brewing Award medal is now a widely recognized symbol of brewing excellence in Canada. A panel of approximately 20 Certified Beer Judges (BJCP) considers five criteria: aroma, appearance, flavour, mouth-feel, and overall impression.

“We are extremely proud of these awards” says Jeff Squires, President and CEO of the PEI Brewing Company. “It’s a testament to the exceptional quality of products produced at our new brewery, the craftsmanship of our employees, and the loyalty of Island customers. As we speak, we are working on an expansion plan in order to meet consumer demand. It proves,

once again, that Prince Edward Island can produce world-class premium products. This award will inspire us to grow, and to develop new Island products for the Canadian marketplace.”

Gahan Ales and Beach Chair Lager are available at fine restaurants and Liquor Commission outlets in Prince Edward Island and New Brunswick.

For more information on the Canadian Brewing Awards or TAPS; The Beer Magazine, please contact Kristina Santone, Canadian Brewery Awards Liaison - kristina@tapsmedia.ca

For more information on the PEI Brewing Company, please contact Jeff Squires, President & CEO – jsquires@peibrewingcompany.com or visit www.peibrewingcompany.com