

June 07, 2012

PEI Brewing Company Launches Beach Chair Lager



The Prince Edward Island Brewing Company officially launched their inaugural product, Beach Chair Lager, into the growing Canadian Craft brewing industry.

Beach Chair Lager was delivered to all PEILCC stores last week, and will be available at over 30 restaurants this week. Brian Watson, a world renowned global brewer based in New Zealand helped the brewers of the Prince Edward Island Brewing Company develop the right combination of malt, hops, yeast and water.

“This liquid is really world class! It has great smoothness and drinkability and is not watery like many popular brands. I can think of nothing more enjoyable than drinking an ice cold Beach Chair lager on a hot PEI summer day.” That was Bob Armstrong’s, former CEO of Corona Canada, first reaction after sampling his first can of Beach Chair Lager.

The Prince Edward Island Brewing Company started off a year ago with three employees and has already grown to twelve for this summer and is projecting fifty by 2014. Kevin Murphy, founding partner of the brewery, commented "The beer industry on PEI is at a real crossroads, it has evolved into this craft brewery that will be exporting across Canada in the coming months, we are very proud of the quality of the beer that we have developed and look forward to creating more PEI handcrafted beers in the coming years."

Jeff Squires, partner and President/CEO who joined the company last September commented “We are creating a world class brewery here on PEI, we are building on the brand of PEI, creating jobs and looking forward to having PEI Beer in every province by 2014, it is amazing the excitement that has been created in less than a year”.

Allen Roach, Minister of Innovation and Advanced Learning, said the government of Prince Edward Island will work with PEI Brewing Company to help them explore new markets. “This

company has the potential not just to be a great brewery, but to be a great employer and exporter. We've been happy to work with Kevin Murphy and Jeff Squires as they take this step.”

The Prince Edward Island Brewing Company is hosting numerous Launch Parties around town on the evening of June 9th. There will be live entertainment all around town including Tim Chaisson at Marc's Studio. Please visit www.peibrewingcompany.com for complete schedule.

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