

March 04, 2013

PEI Brewing Company Launches Beach Chair Lager in New Brunswick



The Prince Edward Island Brewing Company announced today that their flagship brand, Beach Chair Lager, will now be available in New Brunswick.

Beach Chair Lager will be delivered to New Brunswick Liquor stores this week, after nine months of requests from New Brunswick consumers. “Our fans in New Brunswick have been asking for Beach Chair Lager since we launched it last summer in PEI”, says Jeff Squires, President of the PEI Brewing Company.

“We applied for a listing last year, and we are pleased to announce that the New Brunswick Liquor Commission, ANBL, has responded. Beach Chair Lager will be available in ANBL Stores beginning March 05, 2013. We want to thank all New Brunswickers for their patience and their support. We can’t wait to have them ‘grabbing a chair’ at their local ANBL store”, says Squires.

Beach Chair Lager was the top selling brand of the PEI Brewing Company last season and has the distinction of being the first canned craft beer ever brewed in Atlantic Canada. Brian Watson, a world-renowned global brewer and beer judge based in New Zealand, describes Beach Chair Lager as “a crisp, refreshing, hand-crafted lager that combines Canadian Pilsner malt and the subtle spicy aroma of noble hops - a truly enjoyable craft lager experience!”

The Prince Edward Island Brewing Company is expanding operations in Charlottetown to meet the growing national demand for its product line. “We are opening a world-class brewery at 96 Kensington Road in Charlottetown in May of 2013. We look forward to brewing more great beer for the Canadian marketplace and hosting visitors at our exciting new location this spring” says President Jeff Squires.

Please visit www.peibrewingcompany.com for a complete list of ANBL store locations selling Beach Chair Lager.

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