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PEI Brewing Company Launches Beach Chair Lager in Nova Scotia

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

Beach Chair Lager will be delivered to Nova Scotia Liquor stores this week, after months of inquiries from Nova Scotia residents. “Our staff has been very busy fielding requests from Nova Scotians to have Beach Chair Lager come to their home towns,” says Jeff Squires, President of the PEI Brewing Company. “We are very pleased to announce that the Nova Scotia Liquor Corporation has approved Beach Chair Lager for sale in NSLC stores, effective immediately”.

Beach Chair Lager was launched in Prince Edward Island in March of 2012, and immediately became a favourite of Island consumers. The New Brunswick Liquor Commission, accepted Beach Chair into New Brunswick in March of 2013. “We are happy to announce that all Maritimers now have a chance to ‘Grab a Chair’ in their own province”, says Squires. “Starting this week, Beach Chair will be on the shelves in all major centers in Nova Scotia.”

Beach Chair Lager was the top selling brand of the PEI Brewing Company last season and holds 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 PEI Brewing Company won gold medals at the 2011 and 2012 Canadian Brewing Awards, and as a result, they are expanding operations in Charlottetown to meet the growing national demand for their product line. “We are opening a world-class brewery at 96 Kensington Road in



Charlottetown later this month. We have some exciting announcements coming up at the PEI Brewing Company. We look forward to brewing more great beer for the Canadian marketplace and hosting Islanders and visitors at our brand new location”, says Squires.

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

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