

**May 17, 2013**

***PEI Brewing Company Opens New Brewery in Charlottetown***

**Charlottetown, PE** – The Prince Edward Island Brewing Company will officially open their new brewery tomorrow at 96 Kensington Road in Charlottetown. The 25,000 square foot facility has been under construction since October 2012, and is now among the finest breweries in Canada.



The new facility contains a state-of-the-art 50 hectolitre brew house, fermenting and cold storage space, meeting and hospitality rooms, event spaces, a retail showroom, a bar, and a cold beer store section. Brewery tours will also be available, effective immediately.

“We are so proud to announce the opening of this new brewery”, says Jeff Squires, President of the PEI Brewing Company. “We have been working toward this day for years – and it’s finally here”. “We hope that all Islanders will stop in for a tour of the facility – it truly is world-class”, says Squires.

The PEI Brewing Company was founded by Kevin Murphy and Jeff Squires. The company brews and distributes the Gahan line of handcrafted ales, and Beach Chair Lager – the first canned craft beer ever produced in Atlantic Canada. The company has won medals for the last 3 years at the Canadian Brewing Awards; a Gold medal in 2011, Gold and Silver medals in 2012, and a Silver medal at the 2013 Canadian Brewing Awards held last week in Victoria, B.C.

“This expansion will allow us to reach our goal of becoming a national beer company”, says founder Kevin Murphy. “We are now selling Island beer in New Brunswick, Nova Scotia, Newfoundland, and as we speak, we are working on British Columbia and Alberta. We couldn’t possibly have met the demand for our beer without this expansion. We’re excited about the future and pleased to announce that there will be 30 people working out of our new brewery this summer – with more to come as we continue to expand into new markets”.

“Our success to date has been a result of the support of Islanders, the support of our employees, and the support our licensee partners on the Island”, says President Jeff Squires. “We hope to continue to earn their trust and loyalty.”

The grand opening will begin at noon tomorrow, and will feature brewery tours, live entertainment, and information sessions throughout the day and evening.

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