

October 24, 2012

PEI Brewing Company Launches New Product

Charlottetown, PE – PEI’s award winning brewery, the Prince Edward Island Brewing Company has announced the launch of a new “limited release” product.

Gahan’s Sydney Street Stout will be offered for sale in 500 ml bottle format in all PEI Liquor Commission outlets in the Province, starting next week. This will be the 5th Gahan Ale to be bottled and distributed by the PEI Brewing Company. Sydney Street Stout is a full-bodied ale with roasted barley overtones and a dark creamy head.

“This newest ale is a favourite of patrons at the Gahan Pub on Sydney Street” says PEI Brewing Company President Jeff Squires. “We are offering Sydney Street Stout as a limited release bottle this fall in PEI and New Brunswick. We have brewed only one special batch of this great stout – when it’s gone – it’s gone.”

The PEI Brewing Company won both Gold and Silver Medals at the 2012 Canadian Brewing Awards held in Montreal, Quebec. 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.

For more information on the release of Gahan’s Sydney Street Stout or the PEI Brewing Company, please contact Jeff Squires, President & CEO – jsquires@peibrewingcompany.com or visit www.peibrewingcompany.com