



POLARIS PALE ALE FROM BEAU'S TO LAUNCH IN TORONTO ON SEPTEMBER 19

TORONTO, ON – Wednesday, August 24, 2016

Beau's Brewery has partnered with Canada's Polaris Music Prize to create a custom, limited-edition beer for 2016 Polaris events leading up to, and including, the Gala on Monday September 19. The beer, called Polaris Pale Ale, was brewed by Beau's to honour the artists and albums nominated for the 2016 Polaris Music Prize, and to offer a tip of the hat to the uniquely Canadian award for artistic merit.

"I am very proud that we're able to make this beer to honour Canadian musicians," says Beau's co-founder, Steve Beauchesne. "Polaris does an excellent job of highlighting the diversity and quality of Canadian talent, and challenged us to do the same in creating Polaris Pale Ale."

Polaris Pale Ale is brewed with 40 kilograms of wild-harvested spruce tips, Québec-grown hops, and Ontario wheat. The 5% ABV ale pours a light orange with a frothy white head. A predominantly woodland aroma of spruce also offers subtle notes of citrusy hops. The flavour is mildly peppery, and zesty spruce is echoed here too. A medium malt backbone holds it all in place, and the finish is clean and snappy. The 600 mL bottles of Polaris Pale Ale feature Polaris-inspired artwork from Beau's award-winning graphic design team.

"Our relationship with Beau's is more than just a sponsorship. In the spirit of Polaris it is a collaboration," explains Polaris Founder and Executive Director Steve Jordan. "Steve Beauchesne and the team were adamant about involving us in every decision and not just slapping our logo on a pre-existing product. We're delighted with the result and think Polaris Pale Ale pairs excellently with deep listens to our long and short lists," he adds.

Toronto craft beer fans interested in trying the new Polaris Pale Ale from Beau's can do so September 19 from 8-11 p.m. while enjoying a Polaris-themed music playlist and a simulcast of the Polaris Music Prize Gala at The Drake Hotel (1150 Queen St. W.) A similar event will be held at the same time and date in Prince Edward County at The Drake Devonshire Inn (Wellington, ON).

Attendees of the Polaris Music Prize Gala taking place in Toronto on September 19 will be able to enjoy Polaris Pale Ale at a pre-gala event from 5-7 p.m. at Drake One Fifty (150 York St.), and also later that evening at the gala itself, taking place at The Carlu (444 Yonge St., 7th Floor). Beau's Brewery will make a limited number of bottles of Polaris Pale Ale available in Eastern Ontario and Québec later in September.

Beau's Polaris Pale Ale (bottle photo) http://beaus.ca/design/polaris-bottle.jpg

Beau's Polaris Pale Ale (label art) http://beaus.ca/design/Polaris-pale-ON.jpg

About the Polaris Music Prize

Polaris Music Prize, produced by Blue Ant Media, is a not-for-profit organization that annually honours and rewards artists who produce Canadian music albums of distinction. A select panel of music critics judge and award the Prize without regard to musical genre or commercial popularity.

Website: www.polarismusicprize.ca

Twitter: @polarismusicprize

Facebook: <u>facebook.com/polarismusicprize</u> Youtube: <u>youtube.com/polarismusicprize</u>

Instagram: @polarismusicprize

Aboute Beau's

Beau's All Natural is an employee-owned and totally independent Canadian craft brewery. Founded in 2006 by father and son Tim and Steve Beauchesne, Beau's brews interesting, tasty beers using best-quality certified organic ingredients & local spring water. In addition to flagship Lug Tread Lagered Ale, Beau's portfolio of award-winning beers include the "Wild Oats", "Farm Table" and "Gruit" Series. Beau's has been a recipient of more than 85 awards for brewing, packaging design and business practices, including 2 Gold medals at Mondial de la Bière (Strasbourg, France, and Montréal, Québec); 6 Gold medals at the Canadian Brewing Awards, 7-times "Best Craft Brewery in Ontario" and 7-times "Best Regularly Produced Beer in Ontario" at the Golden Tap Awards. As a Certified B-Corporation, Beau's meets higher standards of social and environmental performance, transparency, and accountability. Beau's beer is available in Ontario, Québec, New Brunswick, Manitoba, PEI, and New York, and is coming soon to Alberta and British Columbia. Beau's is the Official Brewery of Ottawa 2017. Oh yeah!

Website: www.beaus.ca

Twitter & Instagram: @beausallnatural

Facebook www.facebook.com/beausbrewery

-30 -

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