

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

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About 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

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