



FOR IMMEDIATE RELEASE

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Muskoka Brewery takes a “Detour” to the east coast

Muskoka Brewery introduces an approachable India Pale Ale to Nova Scotia



MUSKOKA, ON – Venturing off the beaten path Muskoka Brewery introduced a sessionable IPA in early 2014. Craft beer enthusiasts were instantly drawn to the brew with its crisp, tropical fruit aromas and a fresh finish, designed for easy drinking.

On Feb. 23, 2015, Muskoka Brewery, one of Ontario’s most innovative craft brewers and creators of the best-selling IPA, Mad Tom, is bringing Detour to Nova Scotia.

Detour is brewed with a unique twist and opens the gateway to IPA enjoyment for those intimidated by big hop flavour.

“We wanted to create an approachable IPA; a beer that embodies the taste of adventure, showcases the skill that is craft brewing, and is both refreshing and easy-to-drink,” says Gary McMullen, founder, Muskoka Brewery. “Detour does just that. It’s an IPA for beer drinkers who want a taste of something new and different.”

Detour far exceeded the brewery’s 2014 forecast. By June, 207 per cent of the year-to-date volume forecast had already been shipped.

“The call for craft beer is on the rise right now,” says McMullen. “Muskoka Brewery is bringing the flavour back into the beer Canadians drink. We’re re-exploring the authentic roots of what it means to create beer, and we’re excited for the passion behind this movement to evolve and continue.”

Detour was chosen as one of the LCBO’s top 10 beer picks in 2014:

<http://www.lcbo.com/content/lcbo/en/catalog/beer/top-ten.html>

Give your taste buds an extra boost by pairing Detour with lighter fare, like a fresh sesame chicken salad or simple shrimp cocktail. Detour could also be used as a steak marinade. More food pairings and recipes are available at muskokabrewery.com.

Enjoy your first Detour, available in select NSLC locations across Nova Scotia on Feb. 23, 2015. Detour is sold in packs of six 355 ml bottles for \$15.99.

Unmatched and Unfiltered

The difference in Detour begins with a complex and distinctive hopping process, one which achieves full-bodied flavour within a simply delicate drink. Detour reflects Muskoka’s unbound knowledge in craft brewing, to develop a refreshing, well-balanced IPA. Created with only three

ingredients – water, malted barley a delicate blend of hops – Detour is an all-natural, unfiltered and a one-of-a-kind taste profile from Muskoka Brewery. Detour comes in at just 4.3 per cent alcohol content.

Detour's rewarding aroma and pleasant flavour come from the combination of its unique hopping process, plus the added dry hopping. This essence-building process involves adding hops to the keg after fermentation, leaving a fresh, appealing scent. Then, unlike most typical sessionable beers, Detour takes a u-turn away from filtration in preference and deference to its centrifuge process, resulting in delicious, palatable flavours and a clean, smooth finish. The entire practice works together to shape the final product and its undeniably distinguished taste characteristics.

About Muskoka Brewery

Nestled in the heart of Muskoka Region, Muskoka Brewery handcrafts premium beers as unique and refreshing as the region they're from. Founders Gary McMullen and Kirk Evans opened the Muskoka Brewery doors in Bracebridge, Ontario in 1996 with the flagship Muskoka Cream Ale. Today, the brewery employs a passionate band of craft beer lovers over 75 strong and is one of the fastest-growing craft breweries in Canada with an award-winning beer portfolio and the spirit of the Canadian outdoors. Find out more at muskokabrewery.com.



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For more information, images and interviews please contact:

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