



FOR IMMEDIATE RELEASE

Hopyard Launched and Planted by Garrison

Halifax, NS – June 2, 2009 – Award-winning Halifax microbrewer, Garrison Brewing Co., has come up with a unique way to deal with a worldwide hops crisis and launch their new summer brew – by planting their own hopyard!

“We’re trying to lead by example,” comments Brian Titus, President of Garrison Brewing Co. “And demonstrate the potential of a Maritime hop-growing industry”. Hops were a common sight out east in the early 1900’s, and the climate inland and through the Annapolis Valley is well-suited for this crop. “The goal is a brew made with 100% local ingredients, and this will bring us closer”.

The idea of planting a hopyard came about after noticing wild hops on the property at Ross Farm Museum. “Hops have grown here for as long as anyone can remember,” said Lisa Wolfe, Director of Ross Farm “the project has created a lot of interest among our staff, they’re pretty excited.”

Using organic rhizomes (root cuttings) from Lazy Acres farm in the Valley, 20 Willamette and 20 Cascade hops were planted at the end of May. Farm workers in period costumes used scythe, oxen and plow to clear and till the soil. Through the season, visitors will be able to watch staff tend the hop vines and track their growth. In mid-summer, hops can grow 12 inches in one day and up to 30 feet overall! The roots establish themselves in year one with the first harvest in year two or three.

Garrison is marking this moment by releasing a new summer seasonal. *Hopyard Pale* is a deep golden, medium-bodied and nicely bitter ale exceptional in the West Coast style. Generous hopping in the boil and further dry-hopping in the fermenter (a uniquely traditional technique) produce a fruity/floral aroma and refreshingly bitter finish. The result is a truly thirst-quenching summer seasonal brew (5.3% alc/vol) that is particularly suited to most grilled and spicy foods.

Hopyard Pale has been quietly sampled over the past few weeks to strongly positive initial reviews. The beer will be released in 6-packs and on tap, with distribution throughout Nova Scotia and New Brunswick.

For more information:

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About Garrison

Garrison Brewing Company is an award-winning independent microbrewery located in the Halifax Seaport, producing distinctive, unpasteurized, all-natural ales in small batches. Now in it’s 12th year, Garrison distributes widely throughout the Maritimes in both bottled and draught format.



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