

FOOD AND NUTRITION

Ontario Craft Breweries Stimulate Local Growth (359 words + 1 photo)

(NC) The craft brewing industry is an important sector of Ontario's economy. With over 150 operating breweries and more in planning, the industry is creating jobs and economic benefits in communities across Ontario.

"Craft brewing is an exciting industry with great potential for growth," says Cameron Heaps, co-founder of Steam Whistle Brewing and Chair of Ontario Craft Brewers. "I know I speak for all Ontario Craft Brewers when I say that if we are provided with the right retail opportunities to keep growing, craft brewers can double or even triple the number of jobs we create and the communities we benefit."

Ontario Craft Brewers currently provide over 1,000 direct brewery jobs and thousands of indirect brewery jobs, accounting for over 30 per cent of the direct brewing jobs in the province.

When a craft brewery opens in a community, there are economic benefits aside from just jobs. Local breweries use local ingredients and suppliers whenever possible. They refurbish old buildings, host events in their breweries and sponsor local fund raising events, festivals, programs and teams. They attract visitors and tourism dollars and build relationships with local chefs and restaurants, adding to the culinary appeal of a community.

"Given the right retail growth opportunities, our industry will flourish," says Heaps. "If there is a craft brewery that directly employs ten or fifteen people in a community, it means another



twenty or thirty good jobs will be created right in that community. It also means many others, whether they be carpenters, electricians or graphic artists, will indirectly benefit from the growth of a brewery in their community."

Craft beer continues to be the fastest growing segment within the LCBO's beer category, with sales increasing nearly 220% since 2010. As of 2013, Ontario's Craft Brewers' share for premium priced brands was almost 4% of the beer volume sold. With improved access

to retail, the number of jobs and market share could double or triple.

"With over 150 Ontario Craft Breweries now operating in Ontario right now and more on the way, it makes sense to give us the right opportunities to grow," says Heaps.

For more information on Ontario Craft Beer, visit www.ontariocraftbrewers.com

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Summer's Hot Trend: Local Craft Beer & Cheese Tastings (418 words + 1 photo)

(NC) With Ontario craft brewing on the rise, pairing beer with food is a big trend right now. Hosting your own Ontario craft beer and cheese tasting is a great way to introduce a new flavour experience to your guests and support the artisan producers in your community.

"Craft beer is a more natural pairing for cheese than wine," says Canada's first Master Cicerone Mirella Amato, of *Beerology* and host of Ontario Craft Brewer podcasts. "The carbonation of craft beer cuts through the rich creaminess of the cheese. And the cheese will bring out flavours in the beer that weren't there before. Guests will love it."

Quick tips for proper planning:

- Choose the best quality local products available. Ontario Craft Beer is fresh and handcrafted in small batches using high quality ingredients and no preservatives.
- When choosing cheeses, stick with superior quality products like those with a 100% Canadian Milk symbol.
- An ideal cheese tray has three to five different products to be paired with several different craft beers.

Basic beer pairing suggestions:

- Golden lagers, blonde ales and pilsners highlight rich buttery notes in Havarti and

grilling cheeses. The cheeses bring out soft fruity notes in the golden ales and herbal notes in pilsners.

- The toasty, malty flavours in dark lager, ale or stout tie into caramel, nutty and smoky notes in cheeses like gouda, aged cheddar and firm, smoked cheeses. Most of the cheeses will taste creamier and more buttery when paired with dark beers.
- Pairing hoppy beers, like an India, American or English pale ale with a gorgonzola cheese or cheese with savoury spices will really make flavours pop! Rich cheeses tone down hop bitterness while intensifying the floral, resinous or citrus flavours. The sharp bitterness and carbonation in these beers will accent the richer notes in the cheeses.
- Save high alcohol beers for last. Intense flavours of a barley wine, imperial stout or imperial IPA require an equally intense cheese. A sharp five year aged cheddar or strong blue will bring out caramel and fruit notes in the beer. The warm alcohol flavours cut through the richness and sweet flavours in the cheese.
- Switch it up and have your guests try each cheese with a different beer to see how it brings out different flavours.



"The main thing to remember is to match the intensity of your beer with the intensity of the cheese," says Amato. "With all of the amazing flavours and aromas of craft beer and cheese, there are so many combinations to try."

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Top Five Reasons to Choose Ontario Craft Beer (249 words + 1 photo)

- 1. It's Hot.** Ontario Craft Beer is experiencing a renaissance, taking us back to the day when there was a craft brewery in every community. Today, there are approximately 150 craft breweries in Ontario and the industry provides over 1,000 direct brewery jobs and thousands of indirect jobs. With the right retail growth opportunities, the number of jobs in towns with a craft brewery could double or triple.
- 2. It's Fresh.** Local craft beer is handcrafted in small batches using the freshest possible, high quality ingredients and no preservatives. Most craft beer has a shelf life of three to six months for optimal flavour.
- 3. It's Local.** Ontario Craft Brewers create jobs and stimulate local development in communities across the province. The many spin off benefits

of having a craft brewery in your community are: they hire local people, use local suppliers and equipment, and sponsor local events, fund raisers and teams.

- 4. It's Flavourful.** Craft beer has more flavour and complexity than other beverages in the alcohol sector. Take your pick from any style of lager, pilsner, ale, wheat, porter, bock and stout and drill down to find IPAs, dark, pale, amber, bitter and milds. Craft beer goes great with food.
- 5. It's Innovative.** Ontario Craft Brewers produce hundreds of different brands in multiple styles and pack sizes. They add excitement and innovation to their brews. Some of the latest trends include: cask conditioned ales, barrel aging, wet and dry-hopping and sour beers fermented using wild yeast strains.



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How to Give Dad the Best Father's Day (210 words + 1 photo)

(NC) Are you tired of giving the typical engraved pens and neck ties for Father's Day every year? Looking for a fun way to celebrate with dad? This year, give a gift that will show your thoughtfulness and give you a chance to spend quality time together. For a unique Father's Day experience, introduce him to the exciting world of Ontario Craft Beer during Ontario Craft Beer Week 2015. Running from June 12 – 21st, the sixth annual OCB Week features hundreds of craft beer-themed events in cities and towns throughout the province.

"Ontario Craft Beer Week offers lots of opportunities to honour Dad," says Darren Smith, Chair, Ontario Craft Beer Week 2014 and President of Lake of Bays Brewing. "It's a way for people to visit breweries, try craft

beer and meet the passionate people making the beer."

The craft brewing industry in Ontario is growing, with over 150 craft breweries throughout the province and more in planning. This year's craft beer week promises a variety of amazing craft beer experiences in cities and towns across the province, including:

- Father's Day barbecues
- brewery tours
- beer and food pairings
- free pint glass for dad specials
- large-scale tasting festivals
- pub crawls, and
- beer tasting/education sessions.

Check out OCB Week event listings at www.ocbweek.ca



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This isn't your mama's Mimosa (263 words + 1 photo)

(NC) No brunch gathering is complete without bubbly thirst-quenchers. In fact, why not make them a brunch focal point? Set up a DIY Mimosa Bar where guests can mix their own. Here are some simple, low-stress tips to pull it off in style:

- 1. Start with the basics:** A true Mimosa only requires orange juice and champagne but where's the fun in that? Encourage guests to be creative by laying out an array of juices, sparkling wines or champagne and sparkling water. Go trendy. Don't feel compelled to use champagne flutes. Sugar-rimmed mason jars or martini glasses are a much more creative option.
- 2. Mix it up:** Set out an array of chopped herbs and fruit for guests to mix and muddle into their Mimosa. Tasty options include the combination of rosemary and perhaps a slice of orange peel along the rim as décor, or

muddled strawberries with some added basil. The options are endless so lay it out there and let guests get creative.

- 3. Lighten things up:** For guests who are looking for a lighter option, serve Simply Orange with Coconut Water. At 80 calories per serving, which is 25% less calories than the leading orange juice, and with no preservatives, this never sweetened juice mixes deliciously with champagne or sparkling water and will ensure everyone is part of the fun.

- 4. Final touches:** Easily add some glam to your DIY Mimosa Bar by placing fresh blooms, a simple tablecloth and fun cocktail napkins on your dining room table.

For more brunch inspiration or to share your creations, visit @Simply_Canada on Twitter.

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