



PRESS RELEASE

QUEER BEER KICKOFF

May 7, 2012, Winnipeg, MB – After the overwhelming success of retailing Queer Beer last year, Pride Winnipeg and Half Pints have teamed up again. It will be available at Half Pints' retail store at the brewery, and four MLCC LiquorMarts: River and Osborne, Portage and Burnell, Hargrave and Ellice, and Grant Park, as well as select locations catering to the queer community including Gio's, Fame, and Club 200. A portion of the proceeds from the sales will be donated to Pride Winnipeg.

The Queer Beer kickoff event, which is open to the public, will be held at Half Pints' brewery located at 550 Roseberry Street on Saturday, May 19 from 12 pm to 4 pm. This will include samples beginning at noon, a toast with words from Half Pints and Pride Winnipeg at 12:30 pm, and an optional brewery tour at 1 pm. Members of the media are encouraged to attend between 12:15 pm and 12:45 pm, but are welcome to stay longer. The tasting room will stay open until 4 pm.

Queer beer will be available at the above-noted LiquorMarts on Tuesday, May 22. For the first time ever, the beer will be available in 6/341ml packs and will cost \$12.52 plus taxes and deposit. This year, it also features a fresh and bold new look. Queer beer is brewed in the style of a helles, which is a German pilsner. It is mild with a slight fruity aroma derived from the zythos hops. It will be a great session beer to celebrate the 25th anniversary of Pride Winnipeg.

Half Pints is once again a proud sponsor of the Pride Festival, and will be serving Queer Beer in the beer tent at The Forks after the parade on June 3.

Media Note – To arrange an interview with Nicole Rudge at Half Pints, please call 204- 832-7468 or email nicole@halfpintsbrewing.com; for Scott Carman at Pride Winnipeg, please call 204-805-3553 or email media@pridewinnipeg.com.