



For Immediate Release

April 1, 2016

The Muse & The Golden Promise

Penticton, BC. Cannery Brewing's latest beer, The Muse & The Golden Promise, will envelope your heart and soul and draw you in enticing you to savour another sip.

Jeff Canada, lead brewer for this Artisan Creation beer explained, "The Muse & The Golden Promise is a blend of Golden Promise malt, California ale yeast, and Simcoe hops. This Extra Pale Ale is our most recent Artisan Creation release. With 35 IBU's and 6.5% alc./vol., it has the drinkability to enjoy with friends, paired alongside a meal or while on the patio soaking up some sunshine. In the future, this beer will roll into our regular line-up and will be available on an ongoing basis."

All of the beers in Cannery Brewing's Artisan Creations series feature labels that are artistically designed to match the artistry of the beer. Canada explained, "The very talented Okanagan-based artist and designer Myron Campbell (www.notsosimpleton.com) illustrated and designed this label with us as a reflection of the strength and beauty of the women in our lives."

The Muse & The Golden Promise is available in 650ml bottles at craft-beer focused stores throughout BC and Alberta, on tap at select restaurants, and in our taproom. For a list of stores carrying The Muse & The Golden Promise, see <https://www.cannerybrewing.com/beer/muse>.

For more information on Cannery Brewing or any of its fine hand-crafted ales and lagers, visit www.CanneryBrewing.com, follow them on Facebook, Twitter, YouTube and Instagram, call 250.493.2723 or drop by and see them in their new taproom and brewery, which is located in beautiful downtown Penticton, at 198 Ellis Street.

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For further information, contact:

Kim Lawton

Marketing Director

Cannery Brewing

250.488.0878

marketing@cannerybrewing.com