

BC AGRICULTURE AND BUSINESS UNITE TO LAUNCH LIMITED RELEASE BEER

Thursday, October 12, 2017 – Beer loving Vancouverites can look forward to a unique new brew to celebrate BC Craft Beer Month this year. On October 12th, Vancouver Island's Phillips Brewing and Malting Co will launch Lumberjacked, a fresh hop pale ale, produced with BC Hop Co's locally grown Lumberjack™ hops and served exclusively at Tap & Barrel Restaurants. The collaboration will be the first of its kind in the province.

Phillips Brewing and Malting Co was established in 2001 and is considered one of British Columbia's best breweries, dominating the craft beer market. Their brews are made especially delicious with the addition of their own house-malted barley, harvested from Vancouver Island. Matt Phillips, Owner of Phillips Brewing says, "We are thrilled to be part of such an exciting collaboration. The opportunity to combine an exclusively grown hop with our house-malted, Vancouver Island grown barley was something we just couldn't pass up, and the results are delicious."

Lumberjack™ hops provided Phillips the inspiration for the name which pays homage to Canada's forestry roots. The hops are unique to BC Hop Co's Sumas Prairie farm which boasts a world class processing facility. The signature hops are described as predominantly bitter with notes of melon, sweet citrus and hints of clove and allspice. "We are excited to see one of the premier brewers in North America embrace our locally grown Lumberjack™ hop," says Dwayne Stewart, General Manager of BC Hop Co. "We look forward to seeing what other brewers can do with this amazing local product."

Prominent Vancouver restaurant group, Tap & Barrel, pride themselves on their support of local product so they were quick to hop on board as sole distributor of Lumberjacked. Their three stunning locations at Olympic Village, Coal Harbour and Lower Lonsdale, along with Tapshacks in Coal Harbour and under the Burrard Bridge will serve the beer until it runs out. Fresh hopped beers are only available in the Fall because they require newly harvested hops. "By building strong relationships with our partners we're able to develop unique and exclusive products and act as a platform to showcase the best talent our province has to offer," says Daniel Frankel, Owner of Tap & Barrel. "We have a long standing relationship with Phillips and the opportunity to collaborate with BC Hop Co and create a true BC pale ale was very exciting and on-brand for us."

Lumberjacked was made possible by the Provincial and Federal Government's Growing Forward Program and Abbotsford Community Foundation's agricultural innovation initiative, both providing support for the growth and processing of Lumberjack™ hops. "The BC government is developing policies and programs that encourage British Columbians to buy BC products," says Lana Popham, BC Government Agriculture Minister. "That is what today is about: BC beer, BC agriculture and BC businesses all working together and understanding the appeal of providing locally sourced ingredients to their consumers."

The 650mL bottles are available for a limited time in the Lower Mainland and Greater Victoria from private, craft-focused liquor stores.

To find out more about the Lumberjacked collaboration, please see below.

Media Contact:
Donna Dixon

m) 604.614.2123 e) sales@bchop.co