
NEWS RELEASE

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Ministry of Agriculture

Local brewer promotes B.C. beer and spirits, thanks to government support

SURREY – Local neighbourhood company Central City Brewers & Distillers is sharing their passion for locally crafted beer and spirits with British Columbians all over the province, serving products that honour the age-old traditions of the craft.

Minister of Agriculture Lana Popham learned more about the Surrey company's B.C.-made products, as well as their approach to marketing within the province, while touring Central City's 6,000-square-metre (65,000-sq.-ft.) facility.

"As part of the community in Surrey, Central City Brewers & Distillers is sharing their passion for the craft with their neighbours," said Popham. "Their contribution to B.C.'s alcohol-producing sector is helping to support the province's agricultural industry, and putting a face to the B.C. products you can find on tap and on the top shelf."

Central City Brewers & Distillers is receiving more than \$73,000 in matching funding from the provincial government through the Investment Agriculture Foundation of B.C. to expand the local market for their craft beer and spirits. The cost-shared funding aims to promote local foods or beverages that are grown, raised, harvested or processed in B.C. The company is using the funding to attend tradeshow, festivals and events, and to create new labelling, packaging and other promotional materials to help increase awareness of their locally brewed and distilled beverages.

"We are proud to be a leader in B.C. craft beer, and the funding program has allowed us to expedite many of our plans around building local awareness and community engagement," said Dustan Sept, marketing director, Central City Brewers & Distillers. "This program is of great benefit in helping to share our message and create future business opportunities."

The B.C. government is taking a three-pillared approach to support the province's agriculture, seafood, and food and beverage processing sectors and to encourage the consumption of B.C. products. An enhanced Buy BC marketing program will help local producers like Central City Brewers & Distillers market their products to grow their businesses. Feed BC will also be established to increase the use of B.C. foods in hospitals and other government facilities, and Grow BC will be created to help B.C. producers expand local food production.

Learn More:

For more about Central City Brewers & Distillers, visit: <http://centralcitybrewing.com/>

Contacts:

Jill Milne
Government Communications and Public
Engagement
Ministry of Agriculture
778 676-4460

Dustan Sept
Marketing Director
Central City Brewers & Distillers
604 202-8726

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