



LICENSEE MATERIALS 2011



BEER BARONS
ONLY THE FINEST BEVERAGES

FOR INFORMATION OR TO ORDER:
PHONE: 1-877-965-0995 | 905-859-5464
EMAIL: SALES@BEERBARONS.COM
WEB: WWW.BEERBARONS.COM

Weihenstephan Hefeweissbier

(Pronounced 'Y-en-steffan')

FLAVOUR CHARACTERISTICS:

A cloudy wheat beer with a smooth malt background, wonderfully rich yeast flavours, spicy, with fruity banana overtones.

FOOD PAIRINGS:

Pair with salads, crab, lobster and pork.

BEER.COM RATING: 99

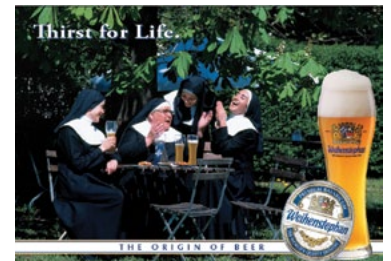
KEY INFORMATION:

COUNTRY OF ORIGIN	Germany (Bavaria)
MALT	Dark & light barley malt, wheat malt
HOPS	Hallertauer Perle, Hallertauer Magnum
YEAST STRAIN	Top-fermenting
FILTRATION	Non-filtered
ALCOHOL / VOLUME	5.4%
AVAILABLE FORMATS	Bottle: 500ml Keg: 30L
GLASSWARE	0.3 L / 0.5 L
KEG FITTINGS	Provided (German Slider)
LINE CLEANING	Provided
PRODUCT AVAILABILITY	Draught: The Beer Store Bottle: Select Beer Stores / LCBO Stores
CSPC #	75291
RETAIL PRICE	

ABOUT THE BREWERY:

As the German Reinheitsgebot prescribes, Weihenstephan beer contains only malt, hops, yeast and water - and always only the best. The world's oldest brewery, founded almost 1,000 years ago, adds the art and knowledge of the world's best brew masters to create some of the world's best beers. This is confirmed both by many international awards and by beer connoisseurs in over 30 countries around the world every day.

BRAND IMAGERY:



GOLD
Australia Int'l
Beer Awards
2005, 2008, 2009

GOLD
Int'l Beer
Challenge, UK
2009, 2010

**SUPREME
CHAMPION**
Int'l Beer
Challenge, UK
2009

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Weihenstephan Hefeweissbier Dunkel

(Pronounced 'Y-en-steffan')

FLAVOUR CHARACTERISTICS:

A medium-dark wheat beer that is supple, malty and mellow.
Memorable for its perfectly blended flavour.

FOOD PAIRINGS:

Substantial salads, roasted vegetables, grilled chicken or sausage.
Perfect with appetizers of light cheeses and pecan or banana desserts.

BEER.COM RATING: 95

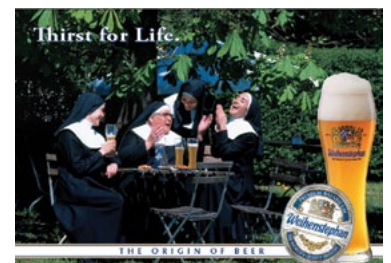
KEY INFORMATION:

COUNTRY OF ORIGIN	Germany (Bavaria)
MALT	Dark barley malt, wheat malt
HOPS	Hallertauer Perle, Hallertauer Magnum
YEAST STRAIN	Top-fermenting
FILTRATION	Non-filtered
ALCOHOL / VOLUME	5.3%
AVAILABLE FORMATS	Bottle: 500ml Keg: 30L
GLASSWARE	0.3 L / 0.5 L
KEG FITTINGS	Provided (German Slider)
LINE CLEANING	Provided
PRODUCT AVAILABILITY	Draught: The Beer Store Bottle: Select Beer Stores / LCBO Stores
CSPC #	125435
RETAIL PRICE	

ABOUT THE BREWERY:

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BRAND IMAGERY:



**CHAMPION
LARGE BREWERY**
Australia Int'l
Beer Awards
2010

**BEST DARK
WHEAT BEER**
World Beer
Awards, UK
2009

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King Brewery Pilsner

FLAVOUR CHARACTERISTICS:

An authentic Czech-style Pils Lager brewed with only 100% imported Bohemian malts, Saaz hops and a true strain of Czech yeast.

King Pilsner is bright golden coloured, full-bodied beer with a refreshing taste. It delivers a soft texture, complimented by the proper balance of malt and Saaz hops. Its flavour begins with a pleasing malty taste, imparts a dry bitter tang, and finishes very cleanly. Consumers are quoted saying "there is not a beer in Canada that tastes like King Pilsner", and "this beer tastes like the true Pilsners in Europe".

FOOD PAIRINGS:

King Pilsner pairs well with a wide variety of foods, and has enough body to compliment even the heaviest of meals.

KEY INFORMATION:

COUNTRY OF ORIGIN	Canada
MALT	Bohemian Pilsner
HOPS	Czech Saaz
ALCOHOL / VOLUME	4.8%
AVAILABLE FORMATS	Bottle: 341ml Keg: 30L, 50L
GLASSWARE	Available
KEG FITTINGS	Provided (Domestic Coupler)
LINE CLEANING	Provided
PRODUCT AVAILABILITY	Draught: Contact Beer Barons For Delivery Bottle: Select Beer Stores / LCBO Stores
CSPC #	911388
RETAIL PRICE	

ABOUT THE BREWERY:

King Brewery, located in Nobleton, Ontario, officially opened in July of 2002 with one of the only authentic German decoction brewhouses in Canada. Committed to brewing stylistically authentic, ultra premium beer, the brewery has earned immediate recognition with both discerning beer drinkers and critics alike.

King Brewery offers an unprecedented combination - the craftsmanship and heritage of Old World brewing, combined with the freshness of a local product. With it's leading edge thinking and technology, King continues to produce beer that rivals the best imports in both taste and quality.

GOLD
Canadian
Brewing Awards
2003, 2004, 2005
2010

PEOPLE'S CHOICE
Ontario
Brewing Awards
2009, 2010

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King Brewery Dark Lager

FLAVOUR CHARACTERISTICS:

Our authentic brewing technique, using only the finest imported Dark Munich Malt and Noble German Hops, gives this beer King's trademark "true to style" aroma and flavour. This deliciously dark lager is red-brown in colour, with a thick tan coloured head and a rich, full palate. It delivers a complex yet clean bready taste with a hint of toasted chocolate, and leaves elegant lace lines to the bottom of the glass.

Extremely flavourful, balanced and refreshing, our Dark Lager can be truly appreciated from the very first taste.

FOOD PAIRINGS:

Pairs well with all European continental style foods and cheeses.

KEY INFORMATION:

COUNTRY OF ORIGIN	Canada
MALT	German Dunkel
HOPS	German Hallertauer
ALCOHOL / VOLUME	4.8%
AVAILABLE FORMATS	Bottle: 341ml Keg: 30L, 50L
GLASSWARE	Available
KEG FITTINGS	Provided (Domestic Coupler)
LINE CLEANING	Provided
PRODUCT AVAILABILITY	Draught: Contact Beer Barons For Delivery Bottle: Select Beer Stores / LCBO Stores
CSPC #	698399
RETAIL PRICE	

ABOUT THE BREWERY:

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GOLD
Canadian
Brewing Awards
2006, 2009

SILVER
Canadian
Brewing Awards
2010

PEOPLE'S CHOICE
Canadian
Brewing Awards
2009



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King Brewery Vienna Lager

FLAVOUR CHARACTERISTICS:

This true to style Vienna Lager, brewed with Vienna malt, noble hops and classic European brewing methods, delivers an authentic taste and complex flavour profile.

King Vienna is an amber coloured, medium bodied beer with an exquisite palate, complimented by a gentle creaminess and slight malt sweetness. The enticing toasted malt nose and gentle hop flavour rival the world's very best Vienna Lagers. It finishes with amazing toffee malt flavour and crisp bitterness that dries smoothly on your palate without becoming too sweet.

FOOD PAIRINGS:

Due to its unique flavours and aromas, King Vienna pairs well with almost any menu item, especially Canadian and German.

KEY INFORMATION:

COUNTRY OF ORIGIN	Canada
MALT	Vienna
HOPS	German Hallertauer, Czech Saaz
ALCOHOL / VOLUME	4.8%
AVAILABLE FORMATS	Bottle: 341ml Keg: 30L, 50L
GLASSWARE	Available
KEG FITTINGS	Provided (Domestic Coupler)
LINE CLEANING	Provided
PRODUCT AVAILABILITY	Draught: Contact Beer Barons For Delivery Bottle: Select Beer Stores / LCBO Stores
CSPC #	
RETAIL PRICE	

ABOUT THE BREWERY:

King Brewery, located in Nobleton, Ontario, officially opened in July of 2002 with one of the only authentic German decoction brewhouses in Canada. Committed to brewing stylistically authentic, ultra premium beer, the brewery has earned immediate recognition with both discerning beer drinkers and critics alike.

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Thornbury Premium Cider

ABOUT THE CIDER:

Thornbury Premium Cider is a truly original Canadian cider that tastes like a traditional English cider: dry, crisp and premium. It's made with 100% fresh-pressed local apples (not from concentrate), and crafted in the 100 year old Thornbury Village Cidery in Georgian Bay, giving this cider it's unique character.

FLAVOUR CHARACTERISTICS:

Fresh apple aroma and flavour. A light body with a refreshing balance of sweetness and slight acidity. The flavour remains bright and distinct throughout a long sparkling finish.

FOOD PAIRINGS:

A light and refreshing cider, it pairs well with a wide range of foods, but is especially great with BBQ ribs, chicken, salmon, seafood and pork. Enjoy with a splash of orange juice for a unique brunch experience.

KEY INFORMATION:

COUNTRY OF ORIGIN	Canada
APPLES	Carefully selected blend of locally sourced, fresh-pressed apples. Not from concentrate.
YEAST STRAIN	Low temperature fermenting Champagne yeast
FILTRATION	Ice cold filtered to retain maximum aroma and flavour
ALCOHOL / VOLUME	5.3%
AVAILABLE FORMATS	Bottle: 6 x 341ml
AVAILABLE GLASSWARE	0.5L
KEG FITTINGS	U.S. Sankey (provided upon request)
LINE CLEANING	Provided
PRODUCT AVAILABILITY	Bottles: Available in June through LCBO stores
CSPC #	
RETAIL PRICE	

ABOUT THE BREWERY:

Thornbury Premium Cider is traditionally crafted in small batches from locally sourced, fresh-pressed apples in our historic location in Thornbury, Ontario - the heart of apple country. The apple packing industry began in Thornbury in the 1880's, and in 1932, John Mitchell, of Mitchell Brand apple products, built one of the first large apple processing facilities in Canada, which is now home to the Thornbury Village Cidery.

We are proud of our 100% Canadian cider, and we know you'll enjoy it.

New packaging available in June 2011.

*Naturally Gluten Free and suitable for Celiac & Vegan diets.