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## **King Brewery Launches Vienna Lager and Doubles Capacity to Meet Growing Demand**

NOBLETON, ON – May 16, 2011

Beer Barons announced the launch of King Brewery's Vienna Lager to the Ontario beer consumer today on the heels of winning the gold medal at the Ontario Beer Awards for Top Amber Lager on May 8<sup>th</sup>. King Brewery has doubled capacity and increased staff to support the expected demands for the new award winning brand.

Phil DiFonzo, the Brew Master, "I am really proud of our team here at King. We have taken great care in producing Ultra Premium beers. King's Vienna Lager is a true to style Vienna Lager brewed with Vienna malt, noble hops and classic European brewing methods. We think it will rival the world's very best Vienna Lagers. This award is recognition of our efforts. The public and beer opinion leaders are standing up and taking notice and we are now ready to share it with the province".

Troy Taylor, Beer Barons' National Director of Sales and Marketing added, "The Gold award for the Vienna Lager could not come a better time for King. We have been testing our Vienna Lager with key licensees to glowing reviews. We knew we were brewing something the public would enjoy but this type of early recognition is a testament to our dedication to brewing excellence".

The LCBO has approved King's Vienna Lager for listing which will hit LCBO shelves May 18th.

The award-winning King Brewery, based in Nobleton Ontario has been in operation since 2002. The Brewery operates a state of the art decoction brew house unique to Canada and delivers ultra premium lagers that rival the best in the world.

King Brewery has won many awards for its true to style, Czech Pilsner, including Gold at the 2010 Canadian Brewing Awards for Canada's best European Style Pilsner. King's Dark Lager also took home Gold and the People's choice award in the Dark Lager category at the 2011 Ontario Brewing Awards. The Brewery has distinguished itself among critics as one of the premier craft brewers in Canada.

King Brewery currently produces the King Pilsner, Dark Lager and Vienna Lager plus the Pilsbock on a seasonal basis. King Brewery has been recognised nationally, winning over 17 awards in both the Canadian and Ontario Brewing industry since 2002. Its accomplishments include being selected as the 2003 Beer of The Year by the Food and Drink magazine, Toronto Star's Best Beer of the Year, and has been awarded Gold at the Canadian Brewing awards from 2003 - 2006.

**For more information contact:**

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**More About King Brewery**

Since its official opening in July of 2002, King Brewery located in Nobleton, Ontario has enjoyed great success with both premium beer drinkers and critics' alike, turning heads with its one of a kind true to style, Czech Pilsner.

King Brewery is a market leader in brewing stylistically authentic, ultra premium lagers. It combines the true premium nature of old world brewing with the freshness and accessibility of a local product. King is dedicated to providing Canadian beer drinkers with locally produced beers that rival the world's best beers.

**King Brewery Awards**

<u>Award</u>	<u>Beer</u>	<u>Organization</u>	<u>Year</u>
Gold	Vienna Lager	Ontario Brewing Awards	2011
Gold	Dark Lager	Ontario Brewing Awards	2011
People Choice	Dark Lager	Ontario Brewing Awards	2011
Gold	Pilsner	Ontario Brewing Awards	2010
Silver	Dark Lager	Ontario Brewing Awards	2010
People Choice	Pilsbock	Ontario Brewing Awards	2010
People Choice	Pilsner	Ontario Brewing Awards	2010
Gold	Pilsner	Canadian Brewing Awards	2010
People Choice	Pilsner	Ontario Brewing Awards	2009
Silver	Pilsner	Ontario Brewing Awards	2009
Gold	Dark Lager	Ontario Brewing Awards	2009
People Choice	Dark Lager	Ontario Brewing Awards	2009
Bronze	Pilsner	Ontario Brewing Awards	2007
Silver	Dark Lager	Canadian Brewing Awards	2006
Gold	Dark Lager	Ontario Brewing Awards	2006
Gold	Pilsner	Canadian Brewing Awards	2005
Gold	Pilsner	Canadian Brewing Awards	2004
Gold	Pilsner	Canadian Brewing Awards	2003

**More about Beer Barons**

Beer Barons imports and distributes selected high quality specialty beers to Canada from leading brewers around the world. Brewery partnerships including Weihenstephan, the world's oldest brewery, Brasserie Lefebvre and Oud Beersel.