

FOR IMMEDIATE RELEASE

May 1, 2023

## FERNIE BREWING CO. TO LAUNCH A NON-ALC LINE

*Fernie, BC (May 1, 2023)* – Just like the best adventures, they may take time to plan but are always worth the wait. Fernie Brewing Co.'s latest adventure is no different. After lengthy market exploration, recipe testing, and brand development, Fernie Brewing Co. is excited to announce the arrival of their new non-alcoholic brand hitting shelves next month. Raise a glass to your newest adventure-bud, **LOGO™ by FBC®**.



The addition of a non-alc line to FBC's portfolio perhaps comes as little surprise, from a brewery who is best known for their mountain-fresh, adventure-led brand, tied to their small, active mountain-town in the Rockies.

While the non-alc craft beer segment has been seeing exponential growth, FBC has been working up a sweat behind the scenes on the creation of this new brand. From start to finish, they had two clear goals in mind – to ensure the beer tasted as good as their full-flavoured, alcohol containing counterpart; and that the brand spoke to the active and athletic mountain-town adventurer.

As such, two popular styles will hit market this June, a **Pilsner**, and a **Hazy IPA**, both of which are 0.5% and will be available in 6-packs, in BC and Alberta.

Their **Pilsner** is as refreshing as it gets, promising the perfect pairing to a day in the mountains. With Saaz hops, and Sup Pils, Munich and Carapils malts, it's light, clean and refreshing, with slight malt flavour. A refreshing go-to for the adventure lifestyle enthusiast.

While their flavoursome **Hazy IPA** won't stop you from going out and getting after it. All the hop yet none of the alcohol, it's an accessible, hop-forward option that ensures no one gets left behind. With Idaho 7, Enigma and Mosaic hops, and Sup Pils, Wheat Flaked Oats and Chit malts, it's both fruity and delicious.

**The official launch date of LOGO™ is June 1<sup>st</sup> in FBC's Tasting Room**, before it makes its way over mountains, through valleys, and across lakes, into thirsty adventurers' hands, throughout BC and Alberta. In the meantime, be sure to follow FBC on social or sign up for their newsletter, to stay up to date on all things **LOGO™**.

Mountain-brewed, non-alcoholic craft beer that goes the distance. **Whatever your adventure, take us with you. HERE WE GO.™**

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