



FOR IMMEDIATE RELEASE

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### **BC Ale Trail Launches in Maple Ridge**

**Maple Ridge, BC:** The Maple Ridge Ale Trail, which is part of the self guided BC Ale Trail, will be launching on Saturday, September 21 at the Haney Farmers Market in Memorial Peace Park, 10:00 am to 2:00 pm. Citizens are invited to celebrate the local craft brewers and sample special 'collaborative beer' created to celebrate this launch.

"It's appropriate that we are kicking off the new Maple Ridge Ale Trail at the Haney Farmers Market," said Mayor Morden. "The market has championed our community's growing culinary culture and celebration of the incredible local craft brewers adds just one more layer to experience. I look forward to sampling the 'Alouette Berry Saison' and celebrating the launch with BC Minister of Tourism, the Honourable Lisa Beare, and representatives of the BC craft brewing industry."

Local craft breweries include Foamers' Folly Brewing, Maple Meadows Brewing, Ridge Brewing and Silver Valley Brewing, with a new brewery planned for 2020.

Your local brewmasters have created a collaborative Maple Ridge Ale Trail Oktoberfest brew that will be tapped for tasting at the market and throughout the Oktoberfest season, which runs September 21 to October 6. As part of the local launch, participants can obtain a commemorative stein and passport that includes a self-guided tour map for local craft beer establishments and the three participating neighbourhood pub partners: the Black Sheep Pub, The Reach Neighbourhood Pub & Grill and Kingfishers Waterfront Bar and Grill.

A series of Oktoberfest-themed events and activities will be part of the two week celebration and include entertainment, music trivia, bingo, brewery tours and pairing seminars at participating establishments.

Look for posts on social media with the hashtags #discovermapleridge and #bcaletrail and we encourage citizens to share their visits to local craft brewers using the #MRAleTrail hashtag as part of the passport promotion.

## Background Information:

The BC Ale Trail initiative is a marketing campaign that highlights our world-class breweries amid British Columbia's spectacular wilderness scenery. The event is an opportunity to learn more about the booming BC craft brew industry that is destined to be home to 200 small craft breweries by the end of 2019. Maple Ridge is sure to inspire travelers with cozy craft beer tasting rooms, excellent farm-to-table cuisine, and numerous opportunities for outdoor adventure and urban cultural experiences. [For more information on the program visit https://bcaletrail.ca/ale-trails/maple-ridge/](https://bcaletrail.ca/ale-trails/maple-ridge/)

A special Maple Ridge Ale Trail brand has been developed as a collaboration between Maple Ridge Tourism and the local craft brewers:



MAPLE RIDGE  
ALE TRAIL

The Alouette Berry Saison beer is limited to 50 kegs. Here is the schedule of when the beer will be tapped at the local craft breweries:

- September 21: Haney Farmers Market, 9:00 am – 2:00 pm and Silver Valley Brewing: Second Anniversary Celebration
- September 22-24: Foamers' Folly Brewing
- September 25-26: Silver Valley Brewing
- September 27-29: Ridge Brewing
- October 2 - 4: Maple Meadows Brewing
- October 5: Silver Valley Oktoberfest event