



Gulf Islands Brewery LTD. - 270 Furness Road, Salt Spring Island, BC V8K 1Z7

MEDIA BACKGROUNDER

Salt Spring Island Ales: Drink Beer With Nature

Salt Spring Island Ales is truly a 'Cottage Brewery'. We are 100 per cent locally owned and operated, with a tiny staff of four. Our business is committed to supporting local farming and other cottage industries by keeping our suppliers and production as close-to-home as possible. With this in mind:

- 100% of our production happens at our small brewery on Salt Spring Island.
- We brew exclusively with our own natural spring water from the mountain behind our brewery. This not only produces a better-tasting beer, but also eliminates chemical impurities (chlorine) and does not draw on public water resources.
- We partner with local farmers to grow hops on Salt Spring Island. Currently, these hops are featured seasonally in our Salt Spring Golden Ale.
- In the spring of 2009, we planted our own certified organic crop of Nugget and Cascade hops in the Fulford Valley on Salt Spring Island.
- We 'close the loop' by donating our spent grain to Salt Spring cattle farmers, mushroom growers and bakeries.
- We brew with other local ingredients such as Salt Spring honey and heather grown on nearby Vancouver Island.
- We partner with Butchart Gardens to brew their exclusive 'Heatherdale Ale' which uses Heather flowers grown at the world-famous Butchart Gardens.

Our Beers:

- Are made with natural spring water from the mountain spring behind our brewery.
- Are made and bottled entirely by hand in small batches by traditional, unhurried methods (we are probably the smallest commercial brewery in the Gulf Islands, maybe even in BC).

- Are unpasteurized - preserving the natural flavours and nutritional benefits of traditionally-made ales.
- Have won major Canadian brewing awards:
 - Our popular Golden Ale has been named as a gold medal winner in the Cream Ale category at the 2009 Canadian Brewing Awards.
 - The Golden Ale also won the gold medal for Best Cream Ale at the 2004 Canadian Brewing Awards. It was also declared the best in class, which made it the Best Cream Ale in Canada.
 - Our Pale Ale also won a Silver Medal at the Canadian Brewing Awards in 2004.
- Our regular brews include: Salt Spring Golden Ale, Salt Spring Pale Ale, Salt Spring Porter, Salt Spring Whale Tail Ale (a German-style Altbier) and Salt Spring India Pale Ale.
- Our seasonal and specialty brews include our Heather Ale, which is about to be released outside of Butchart Gardens this fall, and our ever popular Fireside Winter Ale.
- Our brews are available on tap at a wide a variety of establishments on Salt Spring and Vancouver Island.
- Currently, our Golden Ale, Pale Ale and Porter are also available in 650ml Bottles.

Our People:

Our small-but-mighty four person team is passionate about creating the finest natural ales using local ingredients wherever possible.

Brewmaster: Murray Hunter

- Has been brewing professionally since 1996.
- Has won the honorable distinction of two Gold medals at the Canadian Brewing Awards, including 'Best in Class' for our Golden Ale in 2004 - making him the brewer of Canada's best Cream Ale.
- Has a degree in Mathematics.
- Plays concert-level trumpet in several big band, jazz and orchestral ensembles.
- Makes incredible Porter Pancakes.

Business info:

- Business Name: Gulf Islands Brewery LTD.
Trade Name: Salt Spring Island Ales
- Gulf Islands Brewery is:
Murray Hunter - Brewmaster
Neil and Becky (Julseth) Cooke-Dallin - Owners/ Sales/Marketing/Administration
Steve Miles - Brewery Technician

- Gulf Islands Brewery was incorporated by Bob Ellison and Murray Hunter in May of 1997 and began brewing in August of 1998. All our recipes were created by Murray based on his experience at "Murray's Brewplace", which at the time was the only all grain Brew-on-premises in BC and perhaps in Canada.
- In early 2009, previous owner Bob Ellison sold his interest in the company to family friends Becky and Neil Cooke-Dallin. New owners Neil Cooke-Dallin and Becky Julseth are based out of Victoria, BC and have a shared background in business, marketing and music and the arts. Neil and Becky are passionate about good beer and local food and aim to continue the brewery's commitment to producing the finest natural ales using local ingredients wherever possible. The couple owns and operates Breakwater Media, an award-winning graphics, brand creation and marketing firm based out of Victoria. With the addition of this marketing and strategy capability, we hope to expand our market reach, while keeping all production and farming partnerships Salt Spring-focused.
- New owner Neil Cooke-Dallin is also a musician. He plays guitar in a popular Victoria Rock band and runs a recording studio. Brewmaster Murray Hunter plays trumpet on Neil's forthcoming album.
- New owner Becky Julseth is a proud member of the 'Pink Boots society' for Women in the Brewing industry. <http://www.pinkbootssociety.org/Becky%20Julseth.html>
- Our Brewery offers tours by appointment.

Media Contacts:

Becky Julseth, Co-Owner, Director of Marketing, 250.858.1893
becky@gulfislandsbrewery.com

Melinda Jolley, The Tartan Group, 250.592.3838
Melinda@tartangroup.ca