

from the brewmaster

Greetings to all. I hope everyone enjoyed the best of the season. I'd like to take this opportunity to wish everyone a healthy, happy and hoppy New Year, full of peace, love and good beer.

It's been pretty crazy here with our launch of four products in 1 L flip-top growlers (Wexford Wheat, Yellowbelly Pale Ale, St. John's Stout, and Fighting Irish Red Ale) into a few local NLC (Newfoundland Liquor Corporation) stores here in St. John's. The response has been tremendous and perhaps a little overwhelming. A nice problem, but a problem nonetheless.

We are redoubling our efforts to keep up. We have a new assistant, Chris, who is largely focused entirely on production of bottled product. It should get better soon. To any customers who have experienced stock-outs, you have my regretful apologies. Please keep your eye out for our beers when you're next at the NLC as stock is being refreshed as quickly as possible. You can check for stock here if you wish. Just search by the name of the particular beer you're interested in.

For those of you interested in bread of the non-liquid variety, the good folks at Auntie Crae's are making a beer bread which utilizes both our beer and spent grains. It is yummy and seems to have developed quite a regular following.

The weather here is pretty unbelievable at the moment. Earlier this week it was warmer in St. John's than Daytona Beach. Go figure.



Liam McKenna

We've Got Good Times

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The mercury has hovered around the freezing point for weeks now. I know we cannot escape the snow forever but, strangely, I'm anticipating it in a positive way. It'll be here soon enough. My family and I want to do some cross country skiing for the first time in many years. Never thought I would look forward to the snow. That's Newfoundland for you.

I find the weather incredibly mild here. Even in the depths of winter. Everything is relative, I suppose. Neither the subequatorial heat of July nor the subarctic cold of Toronto in February can be found here on the Avalon. Ideal, if you ask me. The continually changing weather here affords one no excuse to hibernate. And, sure, why would you want to. It is a rare privilege to be surrounded by such awesome beauty. I find myself revisiting places in different light and weather conditions and having a whole new set of impressions; frequently breathtaking.



Enjoy the snow.

Pax.

Liam

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