

**FOR IMMEDIATE RELEASE**

**Wasaga Beach Brewing Company  
Brings Its Award Winning  
BEACH ONE CERVEZA CRAFT BEER  
Mobile Beach Party To You**

FOR IMMEDIATE RELEASE: Wasaga Beach, Ontario (May 11, 2021) - Wasaga Beach Brewing Company is pleased to announce its acquisition of the ultimate, state-of-the-art, mobile experiential event trailer. The trailer is unrivalled in size and transforms into a mobile pop-up beach bar that will promote the company's award winning craft beer, BEACH ONE CERVEZA, launch new products and sell its branded merchandise.

"This is an incredible opportunity to promote our brand, generate excitement, engage audiences and drive revenue. Our one-stop entertainment beach bar experience is unlike any other," said Company President, David Cubitt.

Only one of four in North America, this party on wheels will, "Bring the beach to you," said Business Partner Peter Wilkins, and heighten the presence of BEACH ONE CERVEZA in its hometown of Wasaga Beach and across Ontario. "Our vision is to partner with food vendors and live entertainment," Peter says.

The trailer boasts a full bar, draft taps, a serving fridge and walk-in cooler that chill's 200 cases. The hydraulic fold-out stage deck floor and roof-top-patio accommodate seated guests and an intimate live performance area. Commercial grade BBQs, food refrigeration and a prep area culminate in a fully-functional kitchen. The high-end entertainment system includes TVs and an ultra-large projection screen for sporting and entertainment events, with an integrated sound system.

This initiative further elevates the Wasaga Beach Brewing Company brand in the craft beer category. When the trailer is not on the road attracting crowds at beer festivals, fairs, holiday celebrations and sponsored corporate events, it will serve as a destination location and tourist attraction, providing static and mobile marketing opportunities for Beach One Cerveza, its promotional partners and strategically aligned brands.

"As ambassadors for Wasaga Beach, we look forward to serving as a unique area attraction that has the flexibility to serve our community and those in the surrounding areas, as well as the option to take the Beach Bar on the road" said President, David Cubitt.

## **About Wasaga Beach Brewing Company**

Wasaga Beach Brewing Company has been pouring our light BEACH ONE CERVEZA beer with 4.5% alcohol volume since early 2016. Proud winner of the prestigious Ontario Brewing Association's GOLD AWARD in 2020, and SILVER AWARD in 2018 and 2019, BEACH ONE CERVEZA is an uncomplicated sipper that is perfect for summer, and enjoyed all year round. With its pale yellow colour and fine head, BEACH ONE CERVEZA's enticing mild aroma of light barley malt, hops, sweet corn, citrus overtones, and soft tropical fruit notes make it crisp, refreshing and easy to drink. BEACH ONE CERVEZA embodies a summer, beach lifestyle, and is recognized as Ontario's only Craft Beach Beer. Wasaga Beach Brewing Company's mandate is to continue to be an integral part of its beloved beach town community through exciting and innovative events and promotions.

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