

News from the Brewery

March 2018



Hello Pioneers,

We thought that you might like to hear occasionally about our plans.

The market for craft beer is very strong but so too is the competition. At Saltbox we have been fortunate to have a strong base of support in the community and also to produce beers that people like. This has allowed us to grow from our start as a 30 barrel system to a 70 barrel system this year. You can see the new tanks when you come into the Brewery, They look great. You may also have noticed that we are converting the old car wash to extra storage space and adding a large second cooler to store our beer.

Our winter beer line up was well received. We continue to brew our barrel-aged beers leading off with Whiskey Jack in January. Once this is sold out we will be following with a second barrel aged beer -cherry stout. It should be out by mid-March. Many of you know Kirk Annand, the retired Moosehead brewer who acts as a consultant to us and who designed the on-line brewing course for the renowned Seibel Institute in Chicago. He and Jeremy Fehr worked together to produce Storm Surge Maritime Pale Ale. It went fast but it will be back in the fall.

Also popular -it sold out in a week - was the Batch beer we brewed with Horton Ridge Malt. We received national and international attention for our lobster beer, Crustacean Elation, which we brewed for the Lobster Crawl. Another batch of the Loyalist is in the works for you to enjoy. We think of the winter months as time for experimentation and new releases. We still have one or two surprises for you in the months ahead including some releases we are working on with other breweries.

Summer is a slightly different story. During this time we must concentrate our production efforts to ensure sufficient supply for our customers. We will be focused on our core summer beers, Holy Mackerel, Nun on the Run, Jeezus Murphy and Dynamite Trail Ale. Many of you have asked us to make an IPA and we plan to do just that in the weeks ahead. A Pioneers tasting night will be held for this beer to be called "Make and Break - Full Throttle". Also we are looking at a second IPA offering, New England IPA, which is very popular in the United States.

There are other exciting events to tell you about. We will be distributing Holy Mackerel to the top 35 NSLC stores in the Province beginning in April. Calls for a Release Day Party, don't you think? Also, we have a special blue grass weekend coming up. We are teaming up with Atlantica, Rebecca's, Mateus and the Barn for this. The main event will be Old Man Luedecke and Jennah Barry at Atlantica on April 14th. Tickets are on sale now. The performance will be preceded by blue grass bands playing at the Brewery, the Barn and Rebecca's, Mateus and Atlantica on April 13th And later on June 15 we will be hosting the first annual Saltbox Soapbox Derby. This event is open to all ages (6 and above) and is generating lots of interest. Stay tuned for details on that.

Finally, just a reminder that we sponsor the Blues Connection program on COVE-FM 88.7 at 11 am each Saturday. If you like blues music this is a terrific show.

Feedback is always welcome.

All the best and remember,

Think Social, Drink Local

~ George and the Team at Saltbox