

## Press Release

For Immediate Release: October 7, 2019

### Saltbox Brewing Company and HazzBerry Farms

Saltbox Brewery of Mahone Bay, Nova Scotia and HazzBerry Farms, a partnership of 28 Maritime haskap berry growers announce today their agreement to produce and market cobranded drink products. This includes a range of alcoholic beverages such as cider, wine, beer and soda drinks.

“This is a very exciting development for us”, said Andrew Tanner, Head of Sales and Marketing and a Founder of Saltbox Brewery. “Haskap products are well known in Nova Scotia and working with HazzBerry Farms gives us guaranteed access to a high-quality supply of fruit and joint marketing opportunities at home, in Europe and Asia.”

Joe Piotti, President of Haskap Marketing Group (HMG) agreed and said that the berry growers wanted to ensure they partnered with a company that was dedicated to innovative product development and local enterprise. “The haskap berry has great potential in a variety of uses and we will be exploring many applications together” said Piotti.

The first joint product of this new venture will be a haskap cider, available at Saltbox Brewery and King Street Beer Company and in cans and kegs through bars, restaurants, and Halifax distributors. Discussions with the NSLC about product placement in their stores is in progress.

The haskap berry already has an established following in Japan and is gaining recognition for its many health benefits in Canada and the rest of the world. Haskap berries contain high levels of Vitamins A, C, potassium and fiber as well as being uniquely delicious! HazzBerry Farms markets a variety of haskap preserves, juice, dried, powdered and frozen berries. Development of other products continues.

Saltbox Brewery opened in Mahone Bay in 2016 and has quickly gained a reputation for good beer, innovation and research. Last year, for example, Saltbox partnered with Acadia University biologists and Nova Scotia Business Inc. to develop local yeast products suitable for use in the beer brewing process. Saltbox also grows some of its own hops through High Tide Hop Farms in Dayspring, Nova Scotia.

Commercial Customers wishing to pre-order Haskap Cider should contact:

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