

# The Bar Towel

Specialty Beer Imports | Cecktor Limited - Agent

## THE BAR TOWEL ANNOUNCES ITS APPOINTMENT AS EXCLUSIVE ONTARIO AGENT FOR GARRISON BREWING OF HALIFAX, NOVA SCOTIA

TORONTO, March 19 - The Bar Towel, through its partner corporation Cecktor Limited, is proud to announce that it has been appointed the exclusive agent in Ontario for Garrison Brewing Company of Halifax, Nova Scotia.

“We are thrilled to announce this exciting new venture for The Bar Towel and our new relationship with Garrison,” said Cass Enright, President of The Bar Towel. “The Bar Towel has always stood for promoting craft beer in Ontario, and now we will be able to help contribute to this directly with one of Canada’s premier breweries in Garrison,” he continued.

The Bar Towel intends on doing things a little differently as a brewery agent in Ontario. All dealings with the LCBO and other regulatory bodies will be documented on Free Our Beer ([www.freeourbeer.org](http://www.freeourbeer.org)), a web site begun by The Bar Towel in summer of 2008 to raise awareness about the challenges craft beer drinkers face from a retail point-of-view. “We believe that Ontarians deserve the best that the beer world has to offer,” said Cass. “And we intend on shedding some light, from the inside, what it’s like to be in the beer business in Ontario.”

A private order will be the first way that beer lovers in Ontario can try Garrison’s ales. Starting immediately, consumers can join a private order to purchase full cases of the following:

- The multiple-award winning **Imperial Pale Ale**
- The new seasonal **Sugar Moon Maple Ale**
- A mixed-six of different brands including **Irish Red Ale, Tall Ship Amber Ale, Nut Brown Ale, Raspberry Wheat Ale, Martello Stout Ale** and **Jalapeno Ale**.

Consumers interested in being a part of this order can find out more information and apply online at [www.bartowelimports.com](http://www.bartowelimports.com).

“This represents a big leap forward not only for The Bar Towel, but for beer lovers of Ontario as well,” Cass continued. “Hopefully passionate beer fans will be able to try some new beers as a result of this,” he concluded.

Garrison Brewing Company is an award-winning independent Halifax microbrewery, producing distinctive, unpasteurized, all-natural ales in small batches. Now in it’s 11th year, Garrison distributes widely throughout the Maritimes and has nearly doubled sales since moving to the Halifax Seaport three years ago.

The Bar Towel is Ontario’s premier online destination for craft beer lovers in the province. The Bar Towel is the founder of the Golden Tap Awards, a leading awards event recognizing beer achievements in Ontario and Free Our Beer, a web site dedicated to craft beer retail reform.

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