

Canada's Oldest Independent Beer Company Celebrates 150 Years of Family Brewing

Moosehead Breweries will mark sesquicentennial with promotional packaging and a full year of celebrations



STAMFORD, Conn., April 27, 2017 /PRNewswire/ -- When Susannah Oland opened the Army and Navy Brewery in 1867, she hoped to create a business that could be passed down to her sons. Six generations later, her legacy – and the company eventually renamed as Moosehead Breweries – lives on. This year, the company is celebrating its 150th anniversary.

It hasn't always been an easy path for the brewery, which has endured two fires, Prohibition, the Halifax Explosion and two wars as it expanded across Canada, into the US and eventually, around the world. The brewery shares its anniversary with the country of Canada, which is celebrating its own 150th birthday this year.

"It's fitting that we share our anniversary with the country we call home," explains Andrew Oland, President, Moosehead Breweries. "Like Canada, we've faced challenges along our path, but – like Canada - we've risen to the challenge time and time again to not only endure, but thrive. And through it all, we've been able to remain fiercely independent and stay true to our own ideals."

To celebrate the anniversary, Moosehead will launch new 150th-themed bottle labels for Moosehead Lager and introduce Moosehead Radler in draft in the US. Several anniversary-themed consumer promotions are also planned.

Georgia Homsany, US Brand Director for Moosehead added, "We hear again and again from our customers and fans across the United States, who adore Moosehead for its authenticity, its independence and, of course, its great beer."

Moosehead Lager won a Silver medal in the Lager category at this year's New York International Beer Competition. At last year's competition, Moosehead Radler won a gold medal and "Specialty Beer of the Year." Moosehead and Moosehead Radler are imported by United States Beverage and distributed nationally throughout the US.

About Moosehead Breweries Limited

Moosehead Breweries Limited is headquartered in Saint John, New Brunswick, Canada but traces its roots to 1867 when the Oland family started brewing beer. Today Moosehead is still family owned and is operated by the fifth and sixth generations of Oland family members. Moosehead is the last privately owned major brewery in Canada. The company brews and sells its award-winning Moosehead lager across Canada, in the United States, and in a number of countries around the world.

About United States Beverage

United States Beverage (USB) is a premium craft and imported beer sales and marketing company located in Stamford, Connecticut. USB provides a national distribution network for a portfolio of premium brands including: Moosehead Lager & Moosehead Radler from Canada; Innis & Gunn from Scotland; Super Bock from Portugal; Sonoma Cider from Healdsburg, CA; the Grupo Damm portfolio of brands from Spain: Estrella Damm, Inedit Damm, and Daura Damm; Czechvar and Czechvar Dark from the Czech Republic; Tona Cerveza from Nicaragua; Kalik from the Bahamas, 1911 Cider from Lafayette, NY, and Empire Brewing from Cazenovia, NY. 2017 commemorates United States Beverage's 20th anniversary of representing premium craft and import brands. www.unitedstatesbeverage.com.

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