

FOR IMMEDIATE RELEASE

## London Brewery goes Organic

### London Brewing Releases Certified Organic Beers

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LONDON, ON – With the release of two organic beers London Brewing becomes one of two independent craft breweries in Ontario who are certified to brew organic beer. The London Organic Lager is now available in local LCBOs and Beer Stores and the Front Porch Organic Session IPA will be hitting shelves before the end of November. These beers are also available on tap and in the brewery's retail store at 521 Burbrook Place.

With the motto of “worker-owned, locally grown”, the brewery has been leading the way in producing environmentally-friendly brews made with ingredients grown in Ontario. With the introduction of two certified organic beers they are giving more options to Londoners interested in making sustainable choices in their lives. What's more, even if organic and local don't pique the interest of all customers, the taste of the quality ingredients certainly will. As Jeff Pastorius, Sales Manager notes, “Most people haven't tasted organic. Once they taste it – they get it. And then they can appreciate that better tasting beers come with using quality ingredients.” Because London Brewing works with local farmers the ingredients used are also incredibly fresh.

The requirements for certification reflect the quality and care that goes into the beers crafted by London Brewing's Head Brewer, Aaron Lawrence. There are rigorous and detailed processes to ensure that from plough to pint all the ingredients are organic and that the appropriate quality and care is in place to ensure sustainable efforts. “This certification means we are now part of a select group of breweries who have taken the steps to prove we care enough about quality ingredients and the organic process”, Lawrence states. “We believe now, more than ever, this is a critical component for our food system”.

These two beers are only the beginning with more certified organic brews in development and awaiting certification. Working with farmers and maltsters and moving towards a complete line of organic products is part of the additional work that is central to London Brewing's mission of using local and sustainable ingredients and investing in Ontario's farming communities.

#### **Contact**

Tim Stewart at 226-667-6363, [tim@londonbrewing.ca](mailto:tim@londonbrewing.ca)  
London Brewing Co-Operative  
521 Burbrook Pl., London, ON

**London Brewing**, winners of the 2019 London Chamber of Commerce Agribusiness Award, opened in 2014 in the Root Cellar Restaurant in London's Old East Village. Now located at 521 Burbrook Place the brewery is a destination featuring 12 taps including ciders and wine, locally made pub snacks, weekly live concerts, brewery tours, 100-person capacity taproom with summer-time patio, and all-around good times.

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