



RED RACER AND PARALLEL 49 BREWING ANNOUNCE ALPINE ADVENTURE PACK

The highly anticipated winter collaboration includes 12 Red Racer and 12 Parallel 49 beers in one advent-style mixer pack

FOR IMMEDIATE RELEASE

SURREY, BC – Red Racer and Parallel 49 Brewing collaborate once again on their new holiday mixer: The Alpine Adventure Pack.

The winter collaboration between this popular pair of BC breweries is a winter tradition among beer enthusiasts across Canada.

For the fifth annual release of this variety pack, Red Racer and Parallel 49 Brewing each created 12 beers to make this winter 24-pack special. Look inside to find creative new beers brewed just for the pack, as well as old favourites to help bring on the nostalgia.



The Alpine Adventure Pack will hit liquor stores in BC, Alberta, Saskatchewan, and Manitoba starting the last week of October. By including multiple styles, flavours, and strengths of brews, Red Racer and Parallel 49 ensure there is a beer for everyone in the Alpine Adventure Pack!

Like a traditional advent calendar, each date in the Alpine Adventure Pack reveals a new beer that is kept secret until the day it is opened. The pack is also an excellent way to try new beers, or to bring to your next winter party and be the talk of the season, long after the holidays are over!

“For the fifth winter mixer pack with Parallel 49 we decided to start fresh,” says Gary Lohin, Brewmaster at Red Racer. “We got the whole team together and came up with 12 brand new recipes so people will be surprised with each beer they try.”

Craft beer fans will not be disappointed with 12 beers from each brewery in this winter mixer pack. What’s inside may remain a secret until you first crack the box-top, but eager fans will find plenty of styles, from session ales, to barrel aged beers, sours, and everything in between.

Look out for Alpine Adventure Pack tap takeovers around Vancouver to join in the fun and help celebrate the launch of the Alpine Adventure Pack!

About Parallel 49 Brewing Company:

Parallel 49 Brewing Company is an East Vancouver microbrewery brewing up some of the most unique and high-quality craft beers in Canada. Since opening in 2012, their cheekily named brews have become staples amongst craft beer enthusiasts worldwide. Staples include Filthy Dirty IPA and Ruby Tears Northwest Red Ale, along with their newest addition, Trash Panda Hazy IPA. Parallel 49 Brewing Company's Craft Lager won gold at the 2016 Canadian Brewing Awards, in addition to winning first place for both Bodhisattva and 187 On an Undercover Hop at the 2016 BC Beer Awards.

Visit Parallel 49 Brewing Company's tasting room at 1950 Triumph Street and at liquor stores across the lower mainland to purchase 12 and 6 pack bottles. Growlers and growler fills are also available at the tasting room.

<http://www.parallel49brewing.com>

Follow Parallel 49 Brewing on social media at:

Instagram: <http://instagram.com/parallel49beer>

Twitter: <http://twitter.com/parallel49beer>

Facebook: <http://facebook.com/parallel49brewing>

About Red Racer:

Central City Brewers + Distillers is a craft brewery and distillery in the business of developing, producing and selling international award-winning, premium craft beer and high quality distilled spirits, brewed without compromise. Based in Surrey, British Columbia, CCBBD was voted Canada's Brewery of the Year in 2010 and 2012. Their Red Racer brand has become a cult icon among craft beer enthusiasts throughout North America. Founded in 2003 as a brewpub and liquor store in downtown Surrey, CCBBD celebrated its 10th anniversary in 2013 with the grand opening of a brand new, 68,000 sq. ft. brewery and distillery on Bridgeview Drive. It opened a second restaurant in downtown Vancouver, Central City on Beatty, in 2015.

Follow Red Racer on social media at:

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