



MEDIA

Pride Winnipeg Inc.
1-866-611-5546
media@pridewinnipeg.com
170 Scott Street, Winnipeg, MB R3L 0L3

PRIDE WINNIPEG ANNOUNCES NEW QUEER BEER PRODUCER

Winnipeg, August 30, 2021 – Pride Winnipeg is pleased to announce a new two-year agreement with Little Brown Jug as the new “Queer Beer” producer for the 2022 and 2023 festival years. After completing a competitive proposal and evaluation process with several local breweries earlier this year, the Pride Winnipeg selection committee recommended Little Brown Jug as the successful candidate.

“Pride Winnipeg is very excited for this new partnership with Little Brown Jug. LBJ has been a huge supporter of various GSRD (Gender, Sexual, and Relationship Diverse) events in Winnipeg and we look forward to trying out their new Queer Beer recipe and release in 2022,” said Barry Karlenzig, President of Pride Winnipeg.

Each festival season is made complete by the addition of Queer Beer, a limited-edition beer produced by a local brewery reflecting the distinct flavour of Pride Winnipeg and the city’s GSRD community.

“Little Brown Jug is absolutely thrilled to be working with Pride Winnipeg on the 2022 and 2023 production of Queer Beer. Supporting GSRD initiatives in this way is a huge honour, and we’re so grateful for this partnership,” said Kristen Sheffield, Head of Corporate Operations with Little Brown Jug.

Pride Winnipeg – the Pride of the Prairies – is one of the largest celebrations of the GSRD community between Toronto and Vancouver. A tenet of Pride Winnipeg is to affirm the lives of all those generating and participating in events that celebrate the history, culture, spirit, and pride of the GSRD community in Winnipeg, while collaborating with like-minded organizations like Little Brown Jug.

Winnipeggers can look forward to seeing the premier of Little Brown Jug’s special-edition Queer Beer in April 2022, just in time to celebrate Fierté Canada Pride.

ABOUT PRIDE WINNIPEG

Pride Winnipeg’s mission is to live in a society in which all gender, sexual, and relationship diverse individuals can live their lives without fear or oppression for being themselves. Pride Winnipeg creates an annual festival that is reflective of our values, advocates for equality, and celebrates Winnipeg’s GSRD communities. Winnipeg is the host city for 2022’s Canada Pride national celebration. For more information about Pride Winnipeg, please visit www.pridewinnipeg.com.



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ABOUT LITTLE BROWN JUG

Little Brown Jug makes and sells beer. While we're at it, we work to make things better for our people, customers, and community. We started small but with the right tools. Our few employees turned into many. Training opportunities, professional career paths and a healthy workplace grew. We consider the needs of our customers and our planet through our building design and emphasis on social gathering. We invest in our community through partnership, sponsorship and collaboration. For more information about Little Brown Jug, please visit www.littlebrownjug.ca.

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FOR MORE INFORMATION, PLEASE CONTACT:

Barry Karlenzig,
President, Pride Winnipeg
866-611-4456
bkarlenzig@pridewinnipeg.com

Rebekah Grism
Media Contact, Little Brown Jug
rebekah@littlebrownjug.ca