



FOR IMMEDIATE RELEASE

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***Get Ready to Be Shinnicked This Winter***

*Muskoka Brewery Releases Their Winter Survival Pack, Featuring New Shinnicked*

ONTARIO- According to the Canadian Farmers' Almanac, it's going to be any icy cold and snowy winter. To help get us through the deep freeze, Muskoka Brewery is bringing back their Winter Survival Sampler that will feature their newest brew – Shinnicked Stout.

Shinnicked is that numbing, gasp-for-breath feeling you get when you plunge into a Muskoka lake for a chilly late-night dip in the fall or walk outside on a -20 winter day.



To warm you up afterward, Muskoka Brewery created Shinnicked Stout - a rich, velvety beer brewed in collaboration with local coffee company Muskoka Roastery, using their signature Lumberjack coffee. Shinnicked is infused with flavours of dark chocolate and hints of coffee, toffee and dried fruit.

“Muskoka Roastery handcrafts coffee and we handcraft beer,” says Gary McMullen, founder and president of Muskoka Brewery. “Shinnicked was a natural collaboration of two Muskoka born brands that share the same values and commitment to the community. We worked closely with Muskoka Roastery from the brew stage to tasting to select the right roast to infuse Shinnicked with the perfect hint of coffee.”

This year, the Winter Survival Sampler is available in a six pack with 473 mL tall cans (in addition to 341 mL bottle twelve packs) and features Winterweiss, Cream Ale, Craft Lager, Detour and Mad Tom, along with the new Shinnicked Stout. Look for the Winter Survival Pack at the Beer Store, LCBO and grocery stores. Shinnicked Stout will be available as a stand-alone release in December.



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### **The Muskoka Roastery Coffee Co.**

The Muskoka Roastery Coffee Co. has been handcrafting Canada's best premium coffee in Huntsville, Ontario since 2000. As the first coffee roaster in Canada to source green beans exclusively from Rainforest Alliance Certified farms, the Muskoka Roastery has a long commitment to sustainable practices. Reinventing the single serve coffee segment in 2016 with the introduction of the world's first 100% compostable pod is further evidence. The Muskoka Roastery's signature coffees include Black Bear, Howling Wolf, Loon Call and Muskoka Maple.

### **Muskoka Brewery**

Celebrating 20 years of craft brewing, founders Gary McMullen and the late Kirk Evans opened Muskoka Brewery in Bracebridge, Ontario, in 1996 with their flagship Muskoka Cream Ale. Today, the brewery employs a passionate team of craft beer lovers over 100 strong and is one of the fastest-growing craft breweries in Canada, with an award-winning beer portfolio and the spirit of the Canadian outdoors.

Find out more at [muskokabrewery.com](http://muskokabrewery.com) and venture off the beaten path by liking the Muskoka Brewery [Facebook](#) page and following Muskoka Brewery on [Twitter](#), [Instagram](#) and [Tumblr](#).

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