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Muskoka Brewery named one of Canada's 10 Most Admired Corporate Cultures

ONTARIO – Muskoka Brewery has been named one of Canada's 10 Most Admired Corporate Cultures of 2016 by Waterstone Human Capital. The annual program recognizes organizations whose cultures have helped to enhance their performance and sustain a competitive advantage.

Muskoka Brewery was one of over 600 Canadian organizations nominated for the program. Winners were chosen based on detailed and thoughtful submissions, as well as nominee interviews.

“At Muskoka Brewery, we're here to make our mark. We're unique in our vision and mission,” says Gary McMullen, founder, Muskoka Brewery. “As a team, we stay true to why we are here, the values that create our powerful and meaningful culture and the communities in which we engage. We're honoured to have been recognized by Waterstone for just that.”

Muskoka Brewery's core values, which serve as the cornerstone to their culture, have always been the driving force behind their actions. With a 100 per cent commitment to their established values, Muskoka Brewery kicks the doors open to true innovation, shared creativity and organic beer development by fostering an empowered team through coaching and guidance.

Earlier this year, Muskoka Brewery, in partnership with The Poverty Reduction of Muskoka Planning Team (PROMPT), became the first Ontario certified Living Wage employer and the first Canadian brewery to adopt a living wage for its employees. The initiative's primary goal was to create a better standard of living for its employees and the people in Muskoka.

The full list of Canada's 10 Most Admired Corporate Cultures of 2016 can be found online and in print in the December 1 issue of the [National Post](#).

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About 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 more than 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 and venture off the beaten path by liking the Muskoka Brewery [Facebook page](#) and following Muskoka Brewery on [Twitter](#), [Instagram](#) and [Tumblr](#).



For further information: news@muskokabrewery.com

About Waterstone Human Capital

Waterstone Human Capital is a leading retained executive search firm specializing in recruiting for fit and cultural talent management for entrepreneurial-minded, high-growth organizations across North America. The Canada's 10 Most Admired Corporate Cultures and Canada's Most Admired CEO™ programs (<http://canadasmostadmired.com>) are founded and presented by Waterstone Human Capital. These national programs, annually recognize best-in-class Canadian organizations and CEOs for fostering cultures that enhance performance and sustain a competitive advantage. Program winners will be celebrated at the annual Canada's Most Admired Summit and Gala, to be held on Thursday, February 25th, 2016 at the Fairmont Royal York in Toronto (100 Front St W).

About Canada's 10 Most Admired Corporate Cultures:

This national program, now in its 12th year, annually recognizes best-in-class Canadian organizations for having cultures that enhance performance and sustain a competitive advantage. Forty winners are annually chosen across four categories; three are based on revenue (growth and small cap, mid-market and enterprise) and one not-for-profit category (broader public sector). Organization's submissions are scored on 6 categories: vision and leadership, recruitment and hiring for fit, cultural alignment and measurement, retention, rewards and recognition, organizational performance and corporate social responsibility. The Canada's 10 Most Admired Corporate Cultures program creates a benchmark of success for all those who are nominated.