

Invest Kootenay and brewers partner for anniversary pack

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Naomi Lugwig performs an aerial dance during a benefit concert by the Dharmas at the Waldorf School May 20.

When the Nelson Brewing Company releases its limited edition 20th Anniversary Pale Ale this fall, it won't just be beer fans who benefit.

Regional economic development group Invest Kootenay will have its logo printed on the bottom of every six-pack of the Northwestern style ale, set to be released September 1.

The ale will be available around the region, making it one of Invest Kootenay's largest promotions to date.

Executive director of the Nelson Chamber of Commerce Tom Thomson says the group is excited about the partnership.

"They're a good local company. They're another solid success story for Nelson. They started off just brewing a small batch of beer at one time, and now they're a solid regional force in their industry and great ambassadors for the city."

Thomson says the design for the six-pack bottoms will likely feature skiing and mountains, playing on Invest Kootenay's slogan, "where opportunity meets lifestyle."

Nelson Brewing Company director of marketing Al Mcleod says it makes sense to run the promotion when the company is celebrating its own business success in the region.

"Twenty years of independence is a pretty stellar thing to say," he adds. "A lot of smaller breweries have been bought out by larger corporations, and we've been able to duck that and continue to be a small, community brewery."

Mcleod says he's also seen smaller craft breweries in Washington state use their packaging to promote local development groups.

"[It] felt like it was a good fit for both us," he says.

Only 1,500 flats of the 20th anniversary beer will be produced. Mcleod says drinkers can expect an ale that's "a little bit bitter with Cascade Hops, but light in body."

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