



THE ONTARIO CRAFT BEER ROUTE

The Ontario Craft Beer Route offers visitors opportunities to taste great beer, tour the 29 Ontario Craft breweries and experience the culture of local communities—from Ottawa Valley to Windsor and from Niagara-on-the-Lake to Bracebridge.

The Ontario Craft Beer Route's five designated craft brewing regions are: the Capital Region (Ottawa and surrounding area), the Golden Horseshoe (the area around Toronto from Niagara Falls to Pickering), Lake Country (Barrie and Muskoka areas), Greater Southwest (Guelph to Windsor) and Toronto. The five regions offer a variety of breweries, communities, scenery and cultural experiences throughout the year.

The Ontario Craft Beer Route is the first phase of the Ontario Craft Brewers' Tourism Initiative, which was launched in 2005. This initiative was part of the Ontario Craft Brewers' ten -year strategic plan to increase awareness of the Ontario craft beers and grow their share of the Ontario beer market from 4% in 2005 to 12% by 2014. Now in the third year of the plan, the OCB member breweries employ more than 450 people in Ontario, making up over 20 per cent of the overall brewery employment in the province. Since 2005 the Ontario Craft Beer Route has expanded to include over 50 unique day trips that showcase the region of the each brewery. By partnering with the local brewery visitors are able to explore all the local culture of the surrounding area. The brewers recommend local cuisine, art galleries, sporting and cultural activities for one to enjoy when visiting the surrounding area of an Ontario Craft Brewery

Since the launch of the Ontario Craft Beer Route, visits to craft brewers throughout the province have increased significantly. The Ontario Craft Brewers are active members of their communities, and contribute to local job creation and economic development.

Tourism to Ontario Craft Brewers has contributed to economic development in the brewers' local communities. The Ontario Craft Brewers' Tourism Initiative is supported by \$5 million in funding from the Ontario government, as initiated in the 2004 Ontario Budget.

The Official Guide to the Ontario Craft Beer Route is an in-depth guide to daytrips to the 29 Ontario Craft Brewers, including maps, tour and contact information for all breweries. It is available at breweries, provincial tourism information centres, LCBO stores, hotels, motels, bed & breakfasts and key tourism attractions. More than 250,000 Craft Beer Route maps will be distributed this summer.

Information on the Ontario Craft Beer Route, including a downloadable map and more than 100 daytrip suggestions, can be found on the Ontario Craft Brewers' website at www.ontariocraftbrewers.ca. Here's just a sampling of the daytrips to the five craft beer regions:

Capital Region

Breweries: Beau's All Natural Brewing, Barley Days Brewery, Heritage Brewing and Scotch Irish Brewing

Tee time for beer

The area surrounding the Vankleek Hill area is home to a number of gorgeous golf courses. Enjoy a game of golf in Hawkesbury at either La Cite or Hawkesbury Golf and Curling Club. After a morning round, keep on gaming at lunch, Deja Vue offers the competitive spirit to continue with pool and air hockey tables. To keep the good times flowing take Hwy 34 up to Vankleek Hill and head to Beau's All Natural Brewing Brewery for a tour and a sample of their Lug Tread Ale. If your legs are still up for walking, pop into the Review on Main St. to pick up a self guided walking tour of Vankleek Hill.

The Mill of Kintail

Discover the natural beauty and historic grandeur of the Mill of Kintail Conservation Area, which offers hiking trails, a museum and a seasonal schedule of events. Situated along the Indian River, the Mill of Kintail Conservation Area is known for its remarkable beauty and historical significance. The site features a museum that explores the life of Dr. Robert Tait McKenzie, world-renowned sculptor, physician and physical educator. After a day of exploration and hiking, be sure to relax with a cold refreshing craft beer at Heritage Brewing.

A Tasting Adventure

Discover all the wonderful tasting experiences awaiting you in Prince Edward County. Log on to www.tastetrail.ca and take the Taste Trail to restaurants, cheese makers, wineries, farm gate stalls, and Barley Days Brewery. Stop for a tasting and tour of the brewery and learn about the proud history of barley and hops production in the County. Nearby, The Waring House offers accommodation, casual and fine fare, plus live entertainment Wednesday to Saturday evenings as well as Sundays on holiday weekends. There's lots of Barley Days brew on tap at The Waring House.

Golden Horseshoe

Breweries: Black Oak Brewing Company, Cameron's Brewing Company, Niagara's Best Beer, Old Credit Brewing Company, Taps Brewing Company, Nickel Brook Beers and Trafalgar Brewing Company

Taps Brewery and the Wineries

Taps Brewing Company is nestled in the heart of Niagara Wine Country. Come and enjoy a fabulous outing driving past beautiful vineyards, and tasting Niagara's wonderful wines. Then visit Taps Brewery for a tour and a taste of its great beers.

Beer and The Art of Theatre

Niagara-on-the-Lake is a picturesque Victorian village, just minutes down the road from Niagara's Best Beer. This historic town, once the capital of Ontario, is nothing short of breathtaking. It's worthy of a visit and stroll, no matter what the season. It's also home to the Shaw Festival, rated as one of North America's best theatre experiences. Be sure to include a tour of the local Niagara's Best Beer before or after taking in some world-class theatre.

The Royal Canadian Golf Association Museum

Located at the world famous Glen Abbey Golf course just five minutes from Trafalgar Brewery, this museum is a golf lover's paradise. And what better way to complete your museum visit than a stop at Trafalgar for a tour and pint. Fore!

Lake Country

Breweries: Hockley Valley Brewing Company, Lakes of Muskoka Cottage Brewery and The Robert Simpson Brewing Company

Historic Downtown Barrie

The Robert Simpson Brewing Company is located on the shores of Kempenfelt Bay on Lake Simcoe. Enjoy a friendly tour of the stunning lakeshore brewhouse, a refreshing taste of Confederation Ale and a browse around the brewmaster's shop (all complimentary of course). Then stroll along the lakefront boardwalk, take in the award-winning landscaped parks, and amble down the pedestrian-friendly streets of Barrie lined with shops. Savour the inviting aromas of the restaurants, from "fun food" to critically acclaimed fine dining. It's an elegant and rejuvenating experience less than three kilometres from Highway 400.

Muskoka by Water

Lakes of Muskoka Brewing Company is located in Bracebridge, home to the Lady Muskoka, a 300 passenger vessel offering sightseeing tours of the beautiful Muskoka region. Experience Muskoka from the water while you travel the Muskoka River and Lake Muskoka on this two-hour tour. Or visit nearby Gravenhurst and the Muskoka Steamship Museum where you will discover 135 years of steamship history in the region. There are several hands-on and interactive exhibits and artefacts from the famous Segwun and her sister ships. Stop by Lakes of Muskoka Brewing Company after your tours for samples of its refreshing craft beer!

Greater Southwest

Breweries: Brick Brewing Company, Neustadt Springs Brewery, Stratford Brewing Company, Walkerville Brewing Company and Wellington Brewery

Take In Stratford - The Brewery and The Festival

Set on the banks of the Avon River, Stratford is a charming city with world-class theatre and world-class beer. Visit Stratford Brewing the next time you visit the Stratford Festival. The famous repertory theatre runs from April to November and has hosted such renowned actors as Christopher Plummer, Megan Follows and Brent Carver.

Fall Colours/Winter Wonderland

Plan a tour to Neustadt Springs Brewery and enjoy the beautiful local countryside along the way. Grey County is known for its brilliant fall colours—reds and golds that come alive in the Beaver Valley and Saugeen River Watershed. Fall is also harvest time and in the apple district you will come across many Mennonite fruit stands, small town festivals and events. In winter, Saugeen River Country offers a whole new world of things to do and see. Events like the Annual "Christmas in the Country", which is the largest Festival of Lights in the area, is held the second weekend of December. Enjoy the sights and sounds of the festive season set in the picturesque, magical Saugeen Valley Conservation Headquarters.

Beer & Sports: What More Could You Ask For?

After your visit to the Brick Brewing Company, drive to the outskirts of Kitchener where you'll find Sportsworld. It's open year-round for family entertainment. Indoor attractions include the region's largest indoor golf driving range, batting cages, Higher Ground rock climbing centre, arcade, and Moose Winooski's and Outback restaurants. Sportsworld also offers golf lessons and golf clinics from our C.P.G.A. professionals. Sportsworld also boasts a Twin Pad Ice Facility where ice rentals are available year round.

Sampling for the Senses

Windsor is called the "Rose City" because of its gardens. After visiting the award-winning Walkerville Brewery, head to the Canadian Club Brand Heritage Centre (just 1 block away) where you can sample their fine whiskey. Then indulge your sweet tooth with a trip to Walker's Fine Candies. Sample the chocolates or peanut toffee iced cream. And no visit to the Rose City would be complete without experiencing the gardens. Dieppe Garden in the city centre and the adjoining Ambassador Park provide great views of the Detroit skyline and the Ambassador Bridge. Windsor also has a beautiful waterfront sculpture garden spanning over one kilometre.

Discover Historic Neustadt

Discover Neustadt, named as one of the prettiest villages in Canada by Harrowsmith magazine. The amazing stone architecture, wealth of historic churches, quaint artisan shops, galleries, antique shops, restaurants and local history are a day-tripper's dream come true. Not only is it home to the oldest operating Brewery building in Ontario (built in 1859), Neustadt is the birthplace of the 13th Prime Minister John Deifenbaker, and home to an Annual Craft show in November. Meander a little further and explore the scenic lanes of southern Bruce and Grey Counties, renowned for their outstanding natural beauty. Then finish off your day with a cold glass of Neustadt Craft Beer the perfect conclusion to a memorable day trip.

Art and Beer

Have a taste for beer and art? Visit the Wellington Brewery in beautiful Guelph Ontario. Enjoy a tour of the brewery and a tasting of our award winning beers. While in town check out the many galleries located throughout the city of Guelph and County of Wellington. For more information on Guelph's art galleries, visit www.guelph.ca and click on Art & Culture to view a list of public & private galleries.

Toronto

Breweries: Great Lakes Brewery, Cool Beer Brewing Company, County Durham Brewing Company, Granite Brewery, King Brewery and Mill Street Brewery

Toronto's Historic Distillery District

Located in the heart of the Distillery District, Mill Street is one of the first commercial breweries to open in East Toronto in over 100 years. Come by on the weekend for a tour second to none and samples of the brewery's award-winning beers. The sounds, sights and especially the smells are absolutely delightful. Then, take in the Distillery District. It's a pedestrian-only village entirely dedicated to arts, culture and entertainment. Internationally acclaimed galleries, artists' studios and workshops, restaurants, bars and cafes, live music and more form this cultural hub. In addition to the history, arts and culture, the Distillery District has been the location for over 800 film and television productions in the past decade, including Chicago, X-Men, Against The Ropes and The Hurricane, making it the most popular film location in Canada.

A Little More Action

After your tour of the County Durham Brewery, why not travel a little further to Bowmanville for Mosport International Speedway? The races and events continue every weekend, well into the fall. Or travel a little further north to Port Perry and try your luck at the Blue Heron Charity Casino.

For more information on these and other daytrips, visit www.ontariocraftbrewers.ca.

The Ontario Craft Brewers

The Ontario Craft Brewers represent over 25 small brewers dedicated to brewing great tasting beer in Ontario. The Ontario Craft Brewers brew their beers locally in communities throughout Ontario – from Ottawa Valley to Windsor and Niagara Falls to Bracebridge. Ontario craft beers can be found at the breweries' retail stores, pubs, restaurants, and select LCBO and The Beer Store locations throughout Ontario. For more information on The Ontario Craft Brewers, visit www.ontariocraftbrewers.ca. A complete list of all Ontario Craft Brewers' award winning beers can be found on the web site under "Explore Craft Beer."

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