



NSERC Canadian Integrated
Multi-Trophic Aquaculture Network

Réseau canadien d'aquaculture
multitrophique intégrée du CRSNG

CIMTAN *Snippets*

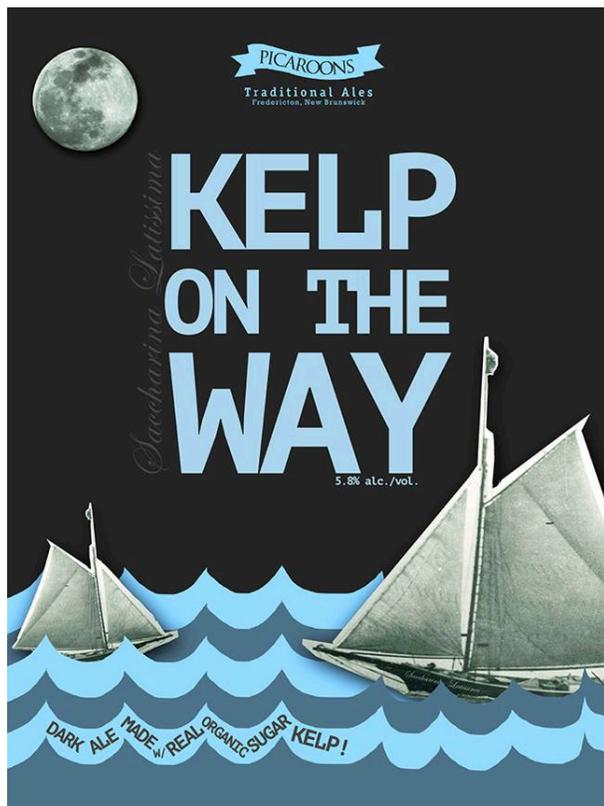
For immediate release from



Traditional Ales

"KELP ON THE WAY",

our newest beer experiment, has landed!



This dark and smokey ale has been brewed with a generous helping of real ORGANIC SUGAR KELP (*Saccharina latissima*) cultivated off the shores near St. George, New Brunswick, by way of Dr. Thierry Chopin of the University of New Brunswick in Saint John. The kelp is heavily blanketed by a strong malt backbone of roasted and smoked malts, and balanced out by a gentle hopping of Fuggles and Goldings hops. At 22 IBUs, and 5.8% ABV, it's like drinking a dark, malty, smokey beer, right after a cool brisk swim in the Bay of Fundy.

The idea came about when Dr. Chopin approached us ("*challenged us*") to make a beer using kelp as per some beer he had seen in Scotland. His team's kelp had just become Certified Organic last spring, and knowing our love for all things local, innovative, organic, and just plain fun, he just had to contact us. Of course our brewers happily stepped up to the challenge and now "*KELP ON THE WAY*" is here!

About this particular Sugar Kelp (*Saccharina latissima*):

Produced by Cooke Aquaculture Inc., at its Cove IMTA farm site near Back Bay, New Brunswick, this particular kelp is now being marketed under the True North Salmon Company brand after gaining Organic Certification in the spring of 2014. Sugar kelps, with superior sweetness and flavour, are rich in proteins, trace minerals, phytochemicals and vitamins, and are low in fats. Because of their composition and attributes, some nutritionists believe that, in fact, kelps should be recognized as being on par with other well-known superfoods.

...We just thought it would be fun to try and make a beer with it.

KELP ON THE WAY is now on sale exclusively at THE BREWTIQUE in Downtown Fredericton.

**WHILE SUPPLIES LAST*