

Flying Monkeys Craft Brewery Profile

Independent and family-owned since 2004, the Flying Monkeys are always imagining something new in their miraculous downtown brewery nestled on Barrie's waterfront (with the funkier taproom this side of Kempenfelt Bay). Unwavering in their mission to Brew Fearlessly, the individualistic Brewery where "Normal is Weird" is also renowned as the brewery that Brands Differently. In addition to brewing the number one, best-selling craft beer in Ontario, Juicy Ass IPA, this creative brewery never fails to deliver delicious, great quality beer flawlessly packaged in bright-coloured cans that radiate the Flying Monkeys' vibrancy and offbeat humour.

Peter Chiodo, Flying Monkeys' Founder & President, sums up the Brewery's longevity and industry success this way, "We play to our strengths, and we know who we are. We learned 18 years ago that we like to be what the market doesn't already have, so sometimes that's a creatively-hopped juicy IPA, a fresh modern lager, a jammy fruited sour --or sometimes that's packaging with a cat shooting rainbow lasers out of its eyes. We brew it all with the same discipline, intensity, and creativity." Serious about the absolute joy of meticulous craft brewing, there's a wink and a wisdom to everything the Flying Monkeys do. "Craft Beer is supposed to be fun, after all. We're serious about not taking ourselves too seriously," Chiodo quips. Yet, in the next breath, he takes serious pride in mentioning that the brewery's lab rivals the sophistication of any in North America and that the Flying Monkeys' bourbon barrel-aged Imperial Stout, Invictus, is the highest-rated craft beer in Canada. As founding members of the Ontario Craft Brewers Association in 2003, the Flying Monkeys stay involved with industry innovations sharing knowledge and resources with fellow Ontario Craft Breweries. With years of brewing awards, the Brewery has taken a break from



entering the circuit. "We quit feeding the ego-beast around 2016 and leave the beer competitions to the younger breweries rising in our industry," says Sebastian MacIntosh, the brewery's Director of Brewing & Operations. But the Flying Monkeys are nothing if not proud. Seb notes, "We are most proud that we are a debt-free, independent craft brewery. We have the number one selling IPA in the LCBO and bring over 65 good, full-time jobs to our waterfront community, and I'm especially proud that over fifty percent of our management team identify as women."

Patty Gardner, VP of Sales, is thrilled to share the Brewery's diverse craft beer selection and brand creativity on Ontario's grocery shelves. This year's Flying Monkeys' Grocery Line-Up includes Ontario's best-selling, number-one IPA (Juicy Ass IPA); a new, fresh-and-friendly modern lager (Raving Loops of Computer Music Amber Lager); the just-released, fruit-infused IPA (Crowd Surf Motel Passion Fruit IPA); the style-busting innovation of their Cold IPA (Quantum Hugs Cold IPA); the return of our wonderful fruited sour (Velvet Bubble Lord Blueberry Sour); a light, hop-forward session IPA (The Mutants Are Revolting Crushable IPA); the ubiquitous craft beer fall pumpkin seasonal (Theatre of Madness Pumpkin Lager); and, for the first time, the creation of the all-new Brain Cube Flying Monkeys Multi-Pack.

LCBO GROCERY OPERATIONS

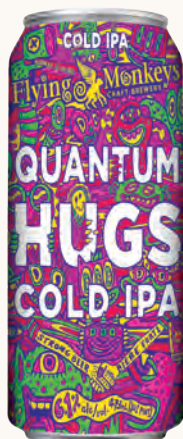
Website: www.flyingmonkeys.ca

Contact: Patty Gardner, VP of Sales patty@flyingmonkeys.ca

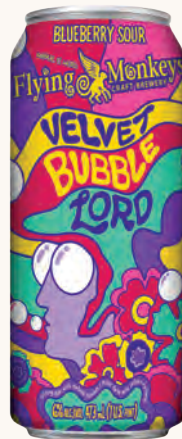
Flying Monkeys Craft Brewery products available on the Grocery Catalogue:



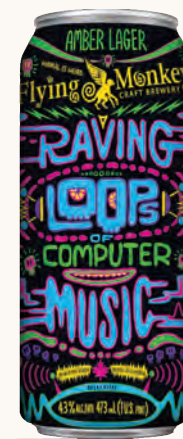
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Supplying Source:
Direct



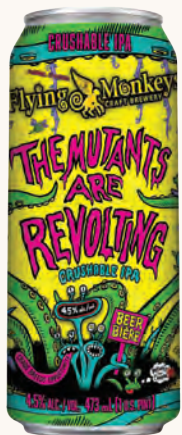
Product Name:
Quantum Hugs
Cold IPA
LCBO# 25665
Volume: 473 mL
Supplying Source:
Direct



Product Name:
Velvet Bubble Lord
Blueberry Sour
LCBO# 25664
Volume: 473 mL
Supplying Source:
Direct



Product Name:
Raving Loops of
Computer Music
Amber Lager
LCBO# Coming soon
Volume: 473 mL
Supplying Source:
Direct



Product Name:
The Mutants
Are Revolting
Crushable IPA
LCBO# 15717
Volume: 473 mL
Supplying Source:
Direct



Product Name:
Theatre of Madness
Pumpkin Lager
LCBO# 22621
Volume: 473 mL
Supplying Source:
Direct



Product Name:
Juicy Ass IPA
LCBO# 508572
Volume: 473 mL
Supplying Source:
Direct



Product Name:
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LCBO# 22930
Volume: 2838 mL
Supplying Source:
Direct