



BIG ROCK
BREWERY

PRESS RELEASE

April 23, 2018—CALGARY, AB // Big Rock Brewery Inc. (TSX: BR) has launched a large integrated campaign to promote their recently redesigned Rock Creek cider series, just in time for patio season.



With irreverent copy and a visual twist sure to draw double takes, the campaign highlights the cider's natural fruit flavours and slick new cans and packaging, which rolled out in March. This disruptively bold tone aligns with Big Rock's long-established brand while simultaneously carving out a distinct identity for Rock Creek.

Cider has long been considered a perfect summer drink and a nice substitute for beer, even though it's often marketed with a little less bravado. Given this longstanding perception and the cider category's steady growth over the last few years, Big Rock teamed up with Calgary's C&B Advertising to develop the new packaging and a campaign that would fly in the face of these clichés while making consumers look at cider with a fresh perspective.

"Cider as a category has been experiencing double-digit growth year-over-year for a while now. Our cider is award-winning, rounds out our portfolio of great beers, and we really wanted to celebrate it" says Shelley Girard, VP of Marketing.

The campaign, which includes OOH, paid social (Facebook, Instagram, Twitter), geo-fenced banners and washroom advertising is in-market starting April 9th for 8 weeks.

About Big Rock Brewery Inc.

In 1985, Ed McNally founded Big Rock to buck the time's beer trends. Three bold, European-inspired offerings—Bitter, Porter and Traditional Ale—forged an industry at a time heavy on easy-drinking lagers and light on flavour. Today, our ten signature beers, ongoing seasonal offerings, four ciders (Rock Creek Cider® series) and custom-crafted private label products keep us at the forefront of the craft beer revolution, still proudly bucking the time's beer trends. Big Rock brews in Calgary, Alberta; Vancouver, British Columbia; and Toronto, Ontario.

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