



FOR IMMEDIATE RELEASE
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FOR MORE INFORMATION
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MANITOBA OPERA ANNOUNCES LAUNCH OF BEER CELEBRATING COMPANY'S 50th SEASON

Manitoba Opera is pleased to announce that local craft brewery Sookram's Brewing Company has developed a beer to celebrate the company's 50th season anniversary. The limited release "Aria" is an Italian Pilsner.

Aria launches Friday, February 3. It is available at Sookram's (479 Warsaw Avenue) and will be rolling out in select Manitoba Liquor Marts and vendors next week. It will also be available at the Centennial Concert Hall this season for Manitoba Opera performances.

Aria Italian Pilsner is pale and crisp with a smooth bitterness from generous use of traditional Hallertau Mittelfruh and Spalter Select hops which feature an enhanced floral aroma from a dry hop addition.

"We are delighted to be partnering with the team at Sookram's in the creation of a beer in honour of our 50th anniversary," commented Larry Desrochers, General Director & CEO. "Beer and opera have both been enjoyed for hundreds of years and having an 'opera beer' is a wonderful way to salute our anniversary."

WHAT IS AN ITALIAN PILSNER?

This style was created by brewers in Italy, which is a take on a classic German pilsner with a dry hop addition from classic Noble hops. The dry hop addition is not normally done with a traditional pilsner and this additional step adds another layer of complexity to the flavours and aromatics in the beer.

2. Beer Launched in Celebration of 50th Anniversary

ARIA IS AVAILABLE AT THE FOLLOWING LOCATIONS: (While quantities last)

- Sookram's Brewery: On tap and by the can
- Manitoba Liquor Marts: Grant Park, St. Vital, Kenaston, Eastwinds, Portage & Burnell, River & Osborne, Southdale, and many more. For stores, check online at <https://www.liquormarts.ca/>
- Vendors: Quality Inn Beer Store, Econo Lodge Beer Store, Beer Boutique, Charleswood Beer Market, Oui Got Beer, Riverside Beer Store
- Centennial Concert Hall: 50th Season Anniversary Concert, February 25, and all performances of *Così fan tutte* (April 22, 23, 25)

BEER TASTING AT SOOKRAM'S: SUNDAY, MARCH 19 1 PM – 3 PM

Learn about craft beer making and sample a variety of ales.

Includes:

- Guided tour of the brewery
- Beer flight (4 samples)
- A can of Aria to take home
- Personal snack packs
- Entertainment

Tickets: \$28 plus GST (Advance purchase only)

Call 204-944-8824 Online www.mbopera.ca

ABOUT SOOKRAM'S BREWERY

Sookram's serves Winnipeggers modern craft beer at a family-friendly taproom and brewery located at 479 Warsaw Avenue (two blocks south of Confusion Corner).

Founder Andrew Sookram decided to pursue his passion and open his own brewery after years of homebrewing - and winning multiple awards - fulfilling a dream of creating a socially conscious, family-owned business, and most importantly: brewing beer everyone will love.