



MEDIA KIT

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ABOUT DOUBLE TROUBLE BREWING CO.



The story of Double Trouble Brewing Co. began on a university campus in 1998. After becoming fast friends at Trent University, Claude Lefebvre and Nathan Dunsmoor serendipitously ended up working at a small craft brewery together. It was then that the pair promised, likely over a pint, to open a brewery one day. They would brew all for the love of beer.

Over the next 10 years both Claude and Nathan continued to work in breweries, developing their skills and furthering their love of a good craft brew. Slowly, the friends began dreaming of what they would create. Dreams became strategies, strategies became legitimate plans and in 2012 the bottles aligned and Double Trouble Brewing Co. was launched.

From there the duo began drinking with a sense of purpose - they had to unlock the right tastings and refinements, working to create something special. The company's flagship brew, Hops and Robbers, launched in Feb 2013. This same care goes into the development of every brand Double Trouble Brewing Co. introduces.

Claude and Nathan set out to create small batch craft beer they love. Something well suited to all Canadians, Double Trouble Brewing Co. beers are enjoyed by craft brew enthusiasts and everyday beer drinkers alike. Double Trouble Brewing Co. beers were created to be sessionable, flavour packed brews that awaken the senses of beer drinkers everywhere. Complex and fun, just like Claude and Nathan.

The key to pint after pint of goodness? Claude and Nathan keep it simple. They started from the bottom with no investors, scraping together what they could in order to hold true to their commitment to well-made craft beer for the sake of a good drink. Taking a chance to do what you love and believe in is the core of Double Trouble Brewing Co. It's how everything good starts. These guys don't want to make a fortune, they want people to enjoy a delicious beer that tastes like love when it flows down your gullet.



DOUBLE TROUBLE BREWING CO. FOUNDER PROFILES



Claude Lefebvre

Claude began working with Kawartha Lakes Brewing Co (KLB) in Peterborough on the bottling line. From there he moved to a sales role at KLB, transitioning into other management roles at various independent breweries before opening his own importing agency, North American Craft, in 2011. Around the same time, Claude founded Double Trouble Brewing Co. with Nathan and hasn't looked back since.



Nathan Dunsmoor

In 2000 he became the youngest person to run for mayor of Pickering. Nathan has worked for independent breweries since 2001, travelling through the US doing tastings and developing his palate in 2003. In 2005 Nathan took a year to travel Australia and continue his brewery tasting adventures. The greatest adventure so far? Founding Double Trouble Brewing Co. with Claude.



ABOUT DOUBLE TROUBLE BREWING CO

THE BEERS



HOPS AND ROBBERS AN EXTRA DELICIOUS IPA

The brew that started it all. Wherever they travelled, Claude and Nathan found themselves on the hunt for their next great IPA discovery. Somewhere along the lines their mission became clear: create their own great IPA.

Hops and Robbers features a great balance, aroma and 50 IBU's. Made with pride and panache, Double Trouble Brewing Co.'s flagship brand, Hops and Robbers, is refreshingly delicious.

Tasting notes: This golden IPA features exceptionally rich, complex character. Fruity aromas of lemon with hints of pineapple combine crisply with toasty caramel flavours and a tasty malt backbone. Dry hopping with cascade hops ensures more hop aromatics are retained in the finished beer. Golden in hue.

ABOUT DOUBLE TROUBLE BREWING CO

THE BEERS



PRISON BREAK DRY HOPPED PILSNER

Prison Break will break you out of the same old lagers you've been drinking. Aged for 30 days, Prison Break's unconfined flavour demonstrates just how good lager can taste. It's full of aromatic and balanced hopping for maximum flavour security. This breakout pilsner will set palates free of uninspiring lagers.

Tasting notes: Prison Break features a rich aroma with complex malt and a spicy, light floral hop bouquet. Taste is clean, crisp and refreshing. Aesthetically, the brew features a very pale to deep burnished gold colour, brilliant to very clear, dense, long lasting, creamy white head.

ABOUT DOUBLE TROUBLE BREWING CO

THE BEERS



FIRE IN THE RYE ROASTED RYE PALE ALE

Single hopped, unfiltered and delicious.

Tasting notes: Fire in the Rye combines the smouldering aroma of rye with the floral notes of centennial hops. Landing at a flavourful 60 IBU's, this is Double Trouble Brewing Co's boldest beer yet. Deep amber colouring.

ABOUT DOUBLE TROUBLE BREWING CO

THE BEERS



REVENGE OF THE GINGER THE ONLY GINGER RED IPA AROUND (seasonal)

Revenge of the Ginger is a strong pale ale at 6.2% abv.

Tasting notes: This boisterous, fiery red ginger is kicking back! It's a rich, strong IPA that'll delight palates with extra delicious flavour. A one-of-a-kind beer, it combines refreshing ginger taste with a flavourful hop finish. A brilliant amber hue is appealingly capped with a crisp white head, with a fine balance of malt and fresh ginger flavour. Great on its own or with spicy food.

ABOUT DOUBLE TROUBLE BREWING CO

THE BEERS



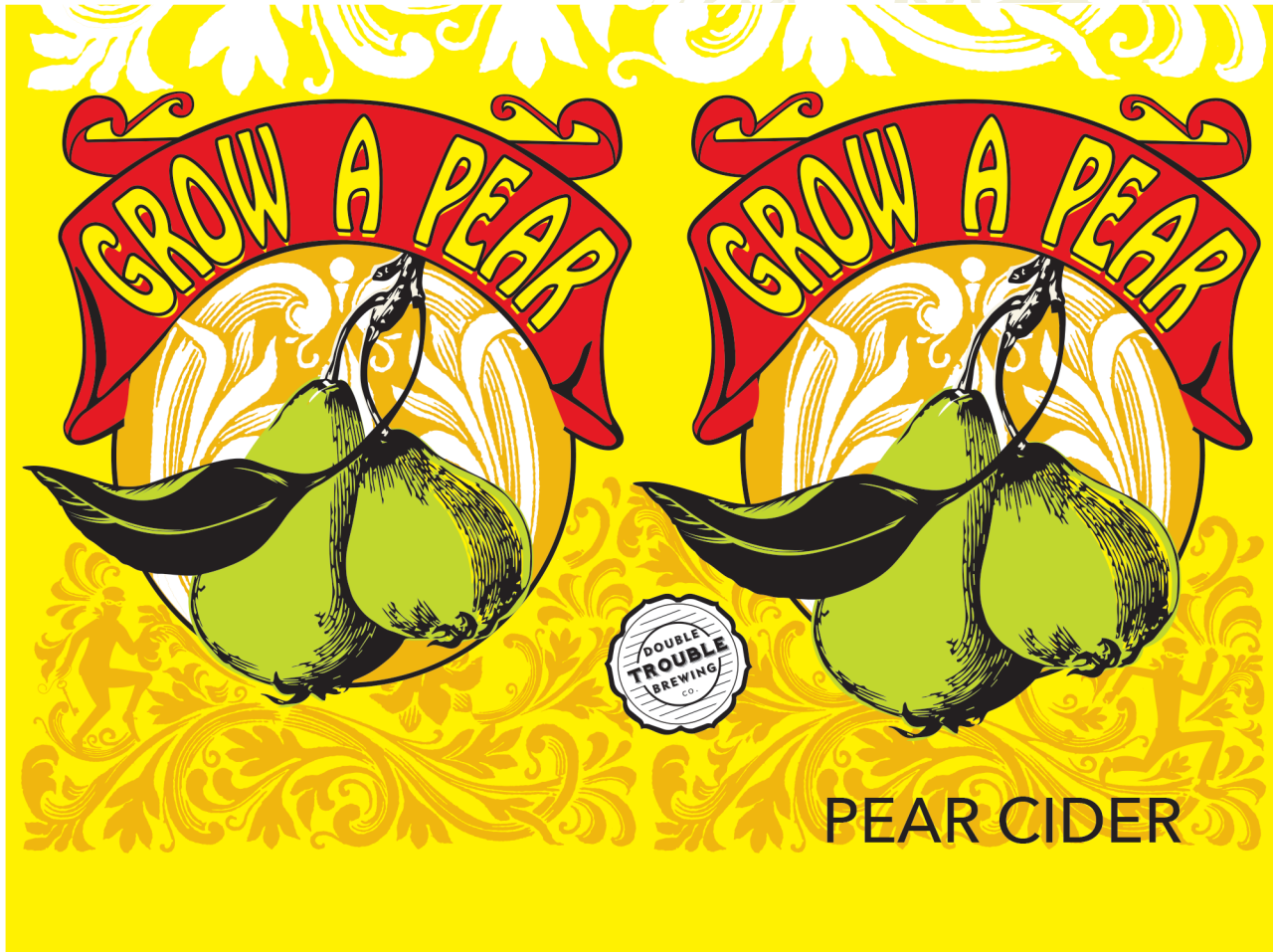
FRENCH PRESS VANILLA STOUT (seasonal)

French Press is for stout fans looking for enhanced flavour. Double Trouble Brewing Co.'s first seasonal beer, this brew makes appearances during the colder months.

Tasting notes: French Press features a flourish of coffee and vanilla flavour with a creamy finish in every sip. Dark colouring.

ABOUT DOUBLE TROUBLE BREWING CO

THE BEERS



GROW A PEAR PRESSED 100% ONTARIO PEAR CIDER

A deliciously balanced pear cider.

Tasting notes: juicy, juicy pears.

DOUBLE TROUBLE BREWING CO. BEVERAGES ARE SOLD:



Cans of Hops and Robbers, Prison Break, Fire in the Rye, French Press (seasonally) and Revenge of the Ginger (seasonally) are available:

- LCBO
- The Beer Store
- New Brunswick Liquor Corporation (Alcool NB Liquor)
- Nova Scotia Liquor Corporation
- Manitoba Liquor

Double Trouble Brewing Co. beverages are on tap:

In Toronto:

- Allen's
- Betty's
- Brass Taps
- C'est What
- Dora Keogh
- Duke's Refresher & Bar
- Fairmount Royal York
- Fionn MacCool's
- Reds Wine Tavern
- The Corner Place
- The Loose Moose
- The Only Café
- The Rebel House

In Ottawa:

- Brookstreet Hotel
- Cafe Nostalgica
- Central Bieurhaus
- CFS Leitrim
- Chateau Lafayette
- Chez Lucien
- D's BBQ
- Jack Astor's - Lansdowne
- Lord Elgin Hotel
- Lunenburg Pub
- Pub Italia
- SGTS MESS
- Sir John A Bar
- Southern Cross Grill on Queen

- Canyon Creek Restaurant (Burlington)
- Rib Eye Jacks (Burlington and Mississauga)
- The Grad Club (Kingston)
- Imbibe Food 'n Drink (Kitchener)
- The Morrissey House (London)
- Live Bait Ale House (Milton)





HOW DOUBLE TROUBLE BREWS

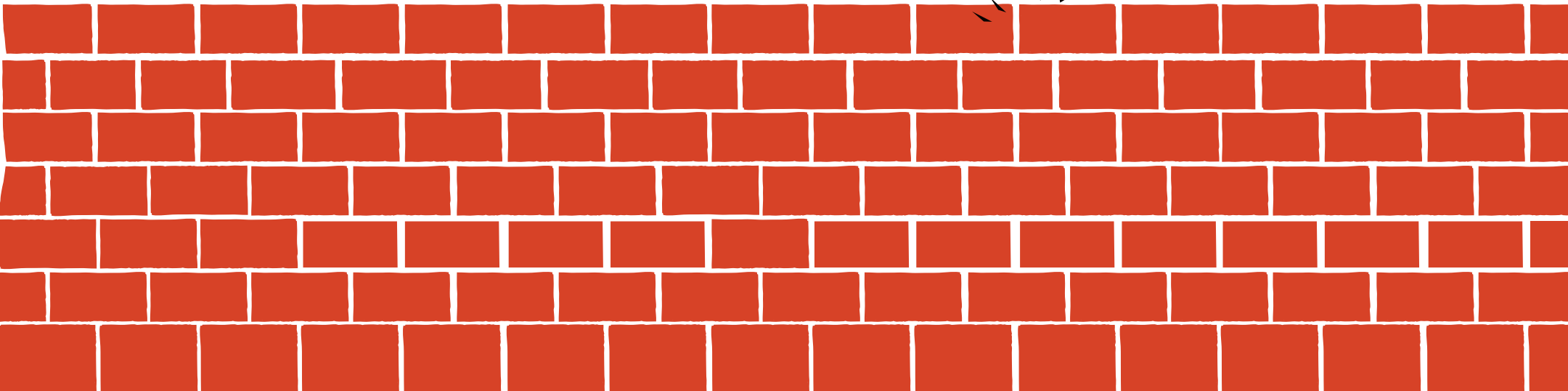


Double Trouble Brewing Co. is happy to work with craft beer legend Paul Dickey.

Paul met Claude and Nathan years ago at Pepperwoods Beerfest. When Claude and Nathan decided to create Hops and Robbers, they reached out to Paul and worked for months through test batches, tweaks and adjustments, until the perfect flavour profile was born. Paul continue to work with Claude and Nathan on the development of their brands. He' a long-time friend and mentor to Double Trouble Brewing Co.

Why is Paul a legend?
Because he makes awesome beer.

Paul Dickey began brewing in 1986. By 1987 he'd won four medals and the Best of Show at The Great Canadian Homebrew Competition. The legacy has only grown since then.



DOUBLE TROUBLE BREWING CO.'S DESIGN NOTES

Double Trouble Brewing Co. works with Margaret Hanson Design Co. to create the artwork for the packaging of all their brews



Ever the beer created by two friends, to enjoy with friends, co-founders Claude and Nathan are iconized on all their packaging.

Claude and Nathan can be seen on packaging depicted as two silhouetted cat burglars. More than that, they represent any person who wants more craft beer than what's available in the market.

The can designs are bright and dynamic action scenes showing the cat burglars robbing hops, escaping the confines of prison to make Prison Break, rescuing rye for Fire in the Rye, mirroring the dark, mysterious gaze of Claude on French Press, and plotting humorous revenge on Revenge of the Ginger. On Grow a Pear, the can design is a little different with the robbers blending into the background pattern, the show stealer is the pears. That is, until you notice the robbers.

LITHO LIMIT (8.29")
TYPE LIMIT (7.71")

LITHO LIMIT (5.81")
TYPE LIMIT (5.62")

TRAIL EDGES OF THE DESIGN WILL OVERLAP IN THIS SHADED AREA

LEADING EDGES OF THE DESIGN WILL OVERLAP IN THIS SHADED AREA

REVENGE OF THE GINGER
KICKIN' GINGER RED IPA

DOUBLE TROUBLE BREWING CO.

473 mL 6.2% alc./vol.
STRONG BEER/BIÈRE FORTE
WITH NATURAL GINGER FLAVOUR/AVEC ARÔME DU GINGEMBRE NATURELLE

ARTWORK DESIGN COPY REVISED 01-11-13

INK COVERAGE
COLOR %

REXAM BEVERAGE CAN GAPP
CONTROL DATE COLORS CUSTOMER

ARTWORK

APPROVED BY

DATE

SEPARATION

COPY

The party signing above ("Customer") agrees that Rexam Beverage Can Company ("RBCC") will not be responsible, after the return of black and white proofs, color separations and color proofs with a Customer signature, for any errors, omissions, and etc. overlooked by the Customer. RBCC assumes no responsibility for such approved proofs and separations, or for services / products made using them, regarding noncompliance with local, state or Federal laws and regulations, but not limited to, the Federal Food, Drug and Cosmetic Act, the Federal Fair Packaging and Labeling Act, tort claims or for conflict with the rights of third parties in connection with trademarks, designs, labels, and artwork. The Customer agrees to indemnify and hold RBCC harmless for any and all damages sustained by RBCC as a result of any actions, including by a third party, based on such grounds.

DOUBLE TROUBLE BREWING CO.'S PROMISE

Double Trouble beverages should feel like love and fun as they pour down your gullet. It's as simple as that.



Fact sheet

- 🍷 Double Trouble Brewing Co. was founded in 2012
- 🍷 Founded by two friends who wanted to produce small batch craft beer the best way they knew
- 🍷 No outside founders or stakeholders
- 🍷 Double Trouble Brewing Co. makes small batch craft beers
- 🍷 Flagship brew, Hops and Robbers, arrives in market February 2012
- 🍷 Prison Break arrives in market June 2013
- 🍷 Fire in the Rye arrives in market October 2013
- 🍷 French Press arrives in market November 2014
- 🍷 Revenge of the Ginger arrives in market May 2015
- 🍷 Brewed in Guelph, ON
- 🍷 Over 80,000 cases of beer shipped in 2014
- 🍷 Available in Ontario, Manitoba, Nova Scotia and New Brunswick
- 🍷 Members of the Ontario Craft Brewers Association since March 2015
- 🍷 Upon entering the market in Spring 2015, Revenge of the Ginger is the only ginger red IPA in the Canadian market
- 🍷 Double Trouble Brewing Co. is also the brewer of the Fairmont Royal York's 1929 Cream Ale, a 5% abv cream ale crafted using ingredients and methods indicative of the 20s time period



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