



FOR IMMEDIATE RELEASE

MAISON FILS DU ROY INC LAUNCHES PROUD MARITIME MALTHOUSE

PETIT-PAQUETVILLE, FEBRUARY 8th, 2022 – New Brunswick craft alcohol producers can now source local malt made from barley grown by N.-B. farmers and processed in Petit-Paquetville. As grain crops in Western Canada are severely impacted by the extreme weather conditions of the past few years, local malt makes for a strong link in the supply chain for the province's craft alcohol producers.

This Thursday February 10th at 11am, Maison Fils du Roy inc. officially launches Proud Maritime Malthouse at 599 ch. Principal, Petit-Paquetville. For this event, a variety of products featuring local malt, brewed by different companies in the province, will be available for tasting.

Enthusiasm for local malt is high as brewers and distillers across the province are adopting Proud Maritime Malthouse products. "Graystone Brewing is pleased to announce that Fils du Roy will provide us with the malt we depend on to create our MacAfee Lager. We know we can depend on them to help us deliver on our promise of quality and consistency in everything we do," says Ashley Ward, Marketing Director at Graystone Brewing in Fredericton, NB. Les Brasseurs du Petit-Sault, in Edmundston, has recently launched a new beer brewed with 100% NB grown and processed ingredients. "The malt we received from Proud Maritime Malthouse was outstanding. The brewers are very happy with the product and the beer itself is very promising," says owner André Léger.

Farmers are thrilled about a new local market for malting barley, which lends itself particularly well to being grown in rotation with potato crops. Eddy Robichaud, of Ferme J.-B. Robichaud et fils, sees a growing market and high potential for the province's grain producers. Robichaud says, "20 years ago, it was the beginning of the blueberry industry in New Brunswick and now, it's an important sector of agriculture for the province. That's what's coming with malting barley as well. » Robichaud, who is also vice-president of the NB Grains Commission, firmly believes in environmentally friendly practices and sees the benefits of using local agricultural products. "We know what's in barley that is grown here, unlike barley coming from large crops in the western provinces," says Robichaud. That's part of what encourages Jeff Janiszewski, of Houblon Pêcheur Microbrewery in Village des Poiriers, to source local malt. According to Janiszewski, « We're always looking for healthy, fresh, local ingredients for our products, so we are very happy to be able so source such high quality malt locally."

At harvest time, Proud Maritime Malthouse receives, dries, cleans, and stores malting barley that will be processed over the course of the year into base malts used to produce beer and spirits such as whisky. The malting process takes about a week and the company has the capacity to produce five tonnes of malt per batch. Josée Boudreau, Ph.D., co-owner of Maison Fils du Roy Inc., is responsible for the malting

operations. "Malting is more than a job, it's a lifestyle. Even with state-of-the-art equipment, it requires monitoring 24 hours a day, seven days a week. The grain doesn't stop germinating because it's Sunday, there's a snowstorm or a motor fails in the middle of the night. You always have to be ready to react quickly to the unexpected," says Boudreau.

To include craft malt in their recipes, brewers must be confident that the product can consistently meet high quality standards, as too much variation could affect the taste or quality of their product. Sébastien Roy, co-owner of Maison and Distillerie Fils du Roy Inc. explains how the company's business model addresses some of the normal variations associated with using different batches of barley. According to Roy, "One of our advantages is that we use a lot of malt ourselves in our whiskey production. There's more flexibility with whiskey because the product is distilled several times and only the spirit of the grain is recovered. This allows us to reserve the best batches for beer production and for our customers."

Michaël Dubé, co-owner of Novum Boreas, a new microbrewery about to open in Saint-Quentin, is proud to have access to local malt. Dubé says, "We are proud to use Fils du Roy malts to build our recipes. Looking for a unique flavor that is representative of our terroir, we found it with their products." The same is true for the Crooked River Distillery of Memramcook, which takes great pride in using malt produced from barley grown by long-time friends and collaborators to produce its spirits. Co-owners Guy and Guylaine Gauvin say, "We take pride in producing local products here in NB, which is why it is so important for small businesses to work together."

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About Maison Fils du Roy inc.

Incorporated in 2019, Maison Fils du Roy's mission is to substitute products that would normally be imported from outside the province or country, while working to leave the smallest environmental footprint possible. With the construction of a malt house in 2020/2021, hundreds of tons of malt that were imported annually from Western Canada will be substituted by local agricultural products. Other activities of Maison Fils du Roy inc. include a research and development laboratory where they work on the production of local yeasts and the development of new products.

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