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**PRESS RELEASE**

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## **CRAFT BEER MARKET HEADS EAST Announces Ottawa Location**



**Calgary, AB** – CRAFT Beer Market has its sights set on Eastern Canada as they announced today that they are opening in Ottawa. They have secured a location in the sought after Lansdowne Park development adjacent to TD Place and hope to open later this year or early 2016.

“We’ve been keeping our eye on the Ontario market for a couple of years and see so much potential for a concept like ours,” says PJ L’Heureux, President and Founder of CRAFT Beer Market. “There are a lot of great things happening in the Ontario craft beer community and we are excited to help spread the word and be part of such a great community.”

CRAFT Beer Market is a premium casual restaurant with three locations in Calgary, Edmonton and Vancouver. Ottawa will be their first foray into Eastern Canada. Located in The Glebe neighbourhood of the city, the restaurant is part of the new *Shops at Lansdowne* development. The area was one of the city’s first suburbs and is known for great shopping and restaurants.

“Although all of our restaurants are corporately owned, we get people from all over that love the concept and want us to open a location in their city,” says L’Heureux. “We did some research and after a couple of visits I fell in love with the area. We are very excited to be a part of this historic development.”

True to its name, CRAFT offers an extensive selection of beers and serves up everything from local craft breweries, to North American and European brews. Each location has over 100 beers on tap, with Vancouver boasting 140 taps and BC's largest selection of draft beer. It's not uncommon find Imperial stouts and sour ales on the menu alongside more well-known styles such as lagers and pilsners.

"We take a lot of time when we are building our beer menu because it is important to us to have a list as diverse as our clientele," says Rob Swiderski, Manager of Beverage Operations for CRAFT Beer Market. Swiderski admits that his palate has come a long way since he first started enjoying beer. "We all started drinking whatever beer was in our parent's fridge and that usually meant a light lager so it's just as important to represent those styles of beer as it is the more obscure ones that beer enthusiasts want to come in and try."

While the word "beer" is in their name, what may surprise some is the great food program that CRAFT has built the concept around.

Corporate Chef Paul McGreevy has created a menu billed as "New North American Classic Cuisine". "These are timeless comfort dishes and traditional pub favourites mixed with modern fare and innovative combinations," says McGreevy. "We pride ourselves on making all of our dishes in house from scratch and work with local producers and farmers as much as possible to serve only the freshest and most sustainable ingredients available."

Pair great food and craft beer with a beautifully designed room and you have the formula that CRAFT has been using to achieve success in Western Canada. All three locations feature a central island bar with an endless fleet of taps and steel draft towers cascading from the ceiling. This design element has become part of the signature look for the restaurant.

### **Venue Features**

- Open architecture, high ceiling and casual vintage feel
- Open concept kitchen
- Private room and mezzanine level for special events
- Largest [LEAF](#) Certified restaurant in Canada (*Leaders in Environmentally Accountable Food Service*)
- Seating capacity 500 with a full wrap around patio on Bank Street
- Located adjacent to TD Place in The Shops of Lansdowne

### **Beer Features**

- Ontario's largest selection of draft beer with over 120 beers on tap
- Central island bar with steel draft towers that connect the bar to the keg room
- Custom built, glass enclosed keg room that holds up to 250 kegs in house that hold 5000 gallons of beer (over 19,000 liters of beer!)
- Twinned, thinner than average, draft lines to maintain the freshness of the beer
- State of the art draft system

### **Menu Features**

- New North American Classic Cuisine
- Locally sourced produce and meats
- Gluten free, lactose free and vegetarian options
- Signature menu items like Fast food sushi and Beer Can Chicken

- Weekend brunch
- With a family friendly dining experience
- Extensive wine list and cocktail menu

“Our goal is to create an approachable environment for the community to come together and enjoy great food and great craft beer under one roof,” says L’Heureux. “We are very community focused and look forward to getting to know our neighbours in Landsdowne and Ottawa. It’s important for us to find out what are the unique needs of the community where we open our restaurants, how do we fit into that space and most importantly how do contribute positively as a business.”

The Calgary based company opened the doors to its first location in Calgary’s Beltline district in 2011. They followed up with locations in False Creek, Vancouver and downtown Edmonton in 2013. More recently they announced a joint venture with First Growth Holdings which will see them open five locations in China. The first location in that expansion is set to open in Shanghai at the end of this year.

Keep up to date on the opening of CRAFT Beer Market by visiting them online at [www.craftbeermarket.ca](http://www.craftbeermarket.ca) where you can subscribe to the e-newsletter. Follow them on Twitter [@CRAFTOttawa](https://twitter.com/CRAFTOttawa) or like them on Facebook [/CRAFTBeerMarketOttawa](https://www.facebook.com/CRAFTBeerMarketOttawa).

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