

Vanilla Cream Ale Has Cats Purring

Rebellion Brewing has partnered with cat lovers to create the next delicious beer in our Community Tap Series: Cat's Got the Cream Ale. A dollar from every sale of the vanilla cream ale will go to the Regina Cat Rescue (RCR).

"We put the call out on social media for our fans to submit a recipe or style of beer they'd like to make and to tell us which charity or community group they want to nominate," said Mark Heise, Rebellion Brewmaster and Vice President.

More than twenty submissions came in, but one caught the eye of the Brewmaster – a vanilla cream ale.

"Having the opportunity to brew that beer with the team at Rebellion was an amazing experience," said guest brewers Rachel Molnar and Ashley Martin. "We're both supporters of Regina Cat Rescue – and beer lovers! - so this was a perfect opportunity to combine our love of beer and cats."

The Regina Cat Rescue

"Regina Cat Rescue is thrilled to be the beneficiary of the latest beer in Rebellion's Community Tap series," said RCR President Sabrina Cataldo. "It's wonderful to see a local business make a major contribution to a charity like ours. This partnership will not only help us pay our vet bills, but it will also raise awareness about the many abandoned cats and kittens on Regina's streets."

RCR is a non-profit organization and registered charity dedicated to caring for Regina's abandoned cats and kittens. It operates two programs – a foster home program for tame cats and a trap-neuter-release program for feral cats. So far in 2015, RCR has rescued 255 cats, coordinated the adoptions of over 200 cats, and currently has 145 cats in its care.

As an entirely volunteer-run organization that receives no government funding, RCR relies on its own fundraising activities and on generous support from individuals and businesses like Rebellion Brewing Co. All funds raised through the sale of Cats Got the Cream Ale will be used to cover veterinary expenses for cats in RCR's care. For more information on RCR, please visit reginacatrescue.com.

The Beer

Cat's Got the Cream Ale is a rich, creamy beer that offers complex flavours of vanilla and caramel, similar to vanilla-cream icing. Based on a malty amber ale, and gently dosed with high quality Mexican Vanilla, which lends an aroma comparable to lightly spiced carrot cake.

The Community Tap Series

Spreading the love of craft beer and being plugging into the local community are two parts of the Rebellion philosophy. The Community Tap Series is an ongoing project to teach local people how to brew and share proceeds from the sales with a charity or community group of choice.

For Media

When: Tuesday, August 25 at 12:00 p.m.

What: Beer launch and tasting for guests and media.

Where: Rebellion Brewing, 1901 Dewdney Ave.

Snacks and refreshments will be served after opening remarks. Mark, Ashley, Rachel will also be available for comment.

Links:

www.rebellionbrewing.ca

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