

# BEEF & BEER PAIRING *Beyond The Plate*

## A LOVE OF LOCAL

*“The intricate relationship between our brewery and Jay, as a local beef farmer, is important. Programs like this align with our core values and keep us connected to our communities.”*

- **Todd Lewin (left), President and co-owner, Muskoka Brewery**



We know that beef and beer have amazing food-pairing capabilities, but did you know their relationship extends far beyond the plate? Cattle farmers like **Jay Lewis**, of **Lewis Land and Stock** in Grey County, incorporate nutritious spent grains from Bracebridge’s **Muskoka Brewery** into the diets of their cattle. Spent grains are a by-product of brewing and can consist of barley, wheat, or oats. Once they’ve been used to flavour the beer, their job at the brewery is done. But rather than going to a landfill, these spent grains feed area cattle, creating a winning solution for the brewery, animals, farmers, and environment.

In recent years, the word sustainability has become part of everyone’s lexicon, but the concept is nothing new to Canada’s beef farmers and ranchers. For decades, they’ve focused on producing wholesome and delicious beef for beef-loving Canadians—all the while continuing the tradition of respect for the cattle, land, and water resources in their care. **“A strong commitment to sustainability has allowed our farm to thrive for generations, providing for our family, as well as 15 other families in the community,”** says Lewis.

Canadian beef is a natural alongside Muskoka Brewery’s innovative beers—as those who appreciate both local and high-quality foods are one in the same. Pair your next Canadian beef-focused meal with some refreshing, crafted-in-Muskoka premium beers: It’s a recipe you can always count on.

**Canadian beef. Quality beef that’s raised right here.**

## *Cheers to a perfect pairing!*

We’re raising a glass to our strong relationship built on quality and sustainability.



**TREAD LIGHTLY** (LCBO #15415, \$3.00)  
Venture to a place where light beer makes no sacrifice on flavour. At 110 calories\*, make Tread Lightly your go-to beer for the game, for the BBQ, for 5pm Friday.

**DETOUR** (LCBO #404368, \$3.45)  
Detour is crafted for those who want to stray from the everyday. At 4.3%, this easy-drinking Session Ale delivers on big flavour and aroma. Welcome to the taste that’s less travelled.

\*110 calories per 355mL can.



Scan for pairings & more.