Amsterdam Brewery

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**New Amsterdam Auburn, released just in time for Beer Fest**

TORONTO, Ont. - Amsterdam Brewery is adding to its line of blonde and brunette beer with the new delicious Amsterdam Auburn, to be released on the first day of Toronto’s Beer Fest, Friday, October 2.

“We have finally realized that there is an entire untapped market that we’re missing out on…Redheads!” said brew master and President of Amsterdam Brewery, Theo Van Gogh.

“This new beer has a nutty flavor with hints of caramel and chocolate malt imported from Germany. The flavours blend together to create a medium bodied brew; a perfect compliment to a lovely autumn day,” Van Gogh commented.

The beer’s introduction will be officially announced during a press conference at the historic Amsterdam Brewery in the Distillery District. The conference will kick off what promises to be a fun, beer-filled weekend.

 Beer Fest is Toronto’s answer to Germany’s famous Oktoberfest, with numerous beer-themed events taking place at the CNE grounds. Passes for the weekend can be purchased at the CNE gates for $35.

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