



**UNDER THE BRETON SKY:** CRAFT BEER AND EVENTS



# Breton Brewing Co.

- **Opened in 2015**
- **Products**
- **Availability**



# Craft Beer Industry

- **Growing Industry**
- **Craft Beer and Tourism**
  - **Visitors to the Brewery**
  - **'Craft Beer Tours'**



# Under The Breton Sky

- **Launched in 2018**
- **Canada Day Weekend**
- **Festival Experience**
  - **Local Vendors & Experiences**



# Under The Breton Sky

- **Attendance**
  - **63% Local**
  - **37% From Away**
    - **14% Halifax/Dartmouth**
    - **7% Truro**
    - **7% Montreal**
    - **Remainder predominantly around Nova Scotia**



# The Future

- **Growing the Festival**
  - **Attracting more tourists and locals alike**
  - **Bigger Acts**
  - **More experiences**