

Brick Brewing raises the bar on beer quality.

WATERLOO, ON, January 11, 2012 /CNW/ - Brick Brewing Company (TSX.BRB) was today officially certified under British Retail Consortium (BRC) Global Standards for Food Safety, one of the highest and most internationally recognized standards for safe food production. "This recognition is the culmination of an ongoing focus to provide the highest quality products we can to our hardworking customers." said Russell Tabata, Chief Technical Officer, Brick Brewing Company. "For us, quality starts with ensuring our products meet, or exceed, the highest standards for food safety. Achieving an A-rating, the highest certification score possible, is a clear testament to Brick's ongoing commitment to achieving this standard."

Brick Brewing Company has been a craft brewing industry leader since it established the category in 1984. "We are the only craft brewer in Canada to be certified under the BRC Global Standard for Food Safety." offered George Croft, President and CEO, Brick Brewing Company. "I am incredibly proud of the team here at Brick Brewing for their unwillingness to accept *good enough*. Our customers deserve the highest quality beer we can possibly make and the global food safety certification is proof of that commitment."

The BRC Global Standard for Food Safety was established in 1996 to create a single, internationally recognized standard for food safety. "There is no higher standard for food safety than this global food safety certification. For the most part, large global companies participate in this program, but we wanted to be certified because nothing matters more to our team than the quality of our products. We wanted to prove that we're world-class." said Bill Henry, Director of Brewing, Quality and Logistics, Brick Brewing Company.

Over the past three years Brick Brewing Company's focus on quality has produced numerous Ontario, Canadian and Global Brewing awards and this certification is further evidence of that track record.

About Brick Brewing

Brick Brewing Co. Limited is Ontario's largest Canadian-owned and Canadian-based publicly held brewery. The Company is a regional brewer of award-winning premium quality and value beers. The Company, founded in 1984, was the first craft brewery to start up in Ontario, and is credited with pioneering the present day craft brewing renaissance in Canada. Brick has complemented its Waterloo brand premium craft beers with other popular brands such as Laker, Red Baron, Red Cap and Formosa Springs Draft. Brick trades on the TSX under the symbol BRB. Visit us at www.brickbeer.com.

Forward-Looking Statements

All statements in this press release that do not directly and exclusively relate to historical facts constitute forward-looking statements as of the date of this press release. Forward-looking statements generally can be identified by the use of forward-looking terminology such as "may", "will", "expect", "intend", "anticipate", "seek", "plan", "believe" or "continue" or the negatives of these terms or variations of them or similar terminology. Although the Corporation believes that the expectations and assumptions reflected in these forward-looking statements are reasonable, undue reliance should not be placed on these forward-looking statements, which are not guarantees and are subject to certain risks, uncertainties and assumptions, which may cause actual performance and financial results to differ materially from such forward-looking statements. The forward-looking statements included in this press release are made only at the date of this press release and, except as required by applicable securities laws, the Corporation does not undertake to publicly update such forward-looking statements to reflect new information, future events or otherwise.

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