

CRISP. CLEAN. CRUSHABLE.

... and now **CHARITABLE** too!

MORE FLAVOURFUL THAN MAINSTREAM LAGERS.

- Made with all premium, all Canadian, all natural ingredients & double-filtered water.
- No adjuncts, additives or artificial ingredients. Just barley, yeast, hops & water. Pure refreshment!
- Appeals to a lighter taste palate yet a fulsome lager style.

THIRST-QUENCHING & EASY DRINKING.

Only 10 IBUs – so never hoppy or bitter – yet full of fresh lager flavour.

Satisfies without filling you up and doesn't bloat you.

Light citrus notes & uber crispness make this a really crushable beer.



THE 1ST IN OLD TOMORROW'S BREW AID CHARITY SERIES

**BE A GAME CHANGER -
HELP SHUTOUT HOMELESSNESS!**

Score an assist with Old Tomorrow Beer, who's donating **25 cents of every can** of Home Ice Advantage premium craft lager to Hockey Helps the Homeless, a Canadian charity working with local agencies to provide emergency shelters, affordable housing and support programs. Help us change the game for Ontario's homeless.



PRODUCT DETAILS

Alcohol:	4.5%
IBUs:	10
Availability:	LCBO, Grocery, Licensees
Serving Suggestions:	Great thirst quencher on its own! Pairs well with just about any food – especially salty snacks, pizza, spicier fare like nachos, tacos, Thai & Asian foods, sushi and lighter pastas. Great for BBQ's & brunches especially with burgers, steaks, wings & fish and chips. Nice contrast to creamy cheeses.

**OLD
TOMORROW**
BREW AID CHARITY SERIES
BREWED TODAY TO
HELP TOMORROW

RETAIL INFORMATION

LCBO#:	18322	Format:	473 ml, 24cs
Retail Price:	\$3.25	Distribution:	Direct - Distributor Code 4275
Brewery:	Old Tomorrow	Agent:	United Craft



UNITED CRAFT
orders@unitedcraft.ca

Call: 416-792-6553 or 1-855-HOP-LOVE (467-5683)



On any given night,
over **12,000** people are
experiencing homelessness
right here in Ontario. Source: CBC News

IN SUPPORT OF



Together, we can change this statistic.

At Hockey Helps the Homeless (HHTH), we believe that every Canadian should have a safe place to call home and the supports needed to thrive. Since 1996, HHTH has been hosting pro-am hockey tournaments to raise funds for homeless support agencies across local communities. To date, they've granted over \$18 million to help break the cycle of homelessness through the funding of emergency shelters, affordable housing projects, and wraparound support programs for those in-need.

THE STATE OF HOMELESSNESS

- **The need for funds is greater than ever.** Shelters are facing increasing costs including additional staffing to support the higher volume of guests utilizing the system, added cleaning and sanitation protocols, purchasing of personal protective equipment, and higher food supply costs.
- **With the cancellation of annual fundraising events, donations have decreased while the demand for critical support is increasing.** Previously underfunded even before the pandemic, their operations have become more strained with less resources, funds, and a limit on the amount of volunteers coming through.
- **Our partners have reported that they are at or nearly at capacity for beds every night.** Some have even opened a second emergency shelter in vacant buildings to keep up with the demand.

Old Tomorrow Beer wants to change the game for Ontario's homeless, so 25 cents of every can of Home Ice Advantage purchased will go directly to HHTH to help shutout homelessness!

GET INVOLVED TODAY. BE A GAME CHANGER.



HOCKEY HELPS THE HOMELESS
#THISGAMEMATTERS

For more info on HHTH's impact, visit hhtth.com.



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www.oldtomorrow.com