

FOR IMMEDIATE RELEASE:

**Local collaboration results
in surprising product:
Beer Soap**

Montreal, Quebec – October 11th, 2011
What do an all natural skincare company and local brewery have in common? Well beer soap of course!

“It actually makes total sense” says Charles Bierbrier, president and founder of Bierbrier Brewing. “My beer is all natural, full of good ingredients and hey, who *doesn’t* want to smell like beer?!”



“In fact, it doesn’t make you smell like you passed out in a pool of beer”, says Julia Sinclair-Smith, co-founder and product formulator of Smith Farms skincare, “Although appealing to some, we realize that might not be what everyone wants”.

Its unique subtle aroma is actually one of its selling points. “Since we haven’t used any additional fragrance, it smells like its ingredients, which I chose both for their qualities in the soap, and how I thought they would complement the beer, scent wise. The rich smells of the coconut oil, cocoa butter and the honey tones of the beeswax work really well with the hoppy aroma of the beer.

So why make soap with beer? “It was Charles’ idea; he had read about a brewery using excess beer to make their own soap” explains Julia. “He told me about it and I was intrigued. Becky (her sister and co-founder of Smith Farms) and I were planning to add a second soap to our line, and this just seemed like a neat idea”. And so she researched it, wondering what benefits beer would bring to soap. “There are lots of good things in beer”, Adds Bierbrier. Aside from nutrient rich grains, aromatic hops, and preservative effects, it produces soap that soothes irritated skin, is rich in proteins and has preservative effects. This is due to the protein rich malt, antioxidant properties of the hops, and skin-softening amino-acids.

“I’m not sure what part is the beer and what part is the other ingredients, but as a whole it makes a great soap” Says Bierbrier “I absolutely love it, and not just because it’s made with my beer”

How much beer is actually in a bar of soap? According to Sinclair-Smith “It comes out to about one tenth of a bottle of beer per soap bar”

Aside from the qualities of the soap itself, the marketing potential was not lost on them. “When I relayed the idea to my Becky, she instantly loved it and saw its potential as a basis for our future men’s line. “Of course I thought it was a great idea, I mean, a soap made with beer, what’s not to love?” adds Becky. Similarly, Bierbrier saw it as a novel, yet practical promotional item and useful gift for beer lovers

So what is the real connection between soap and beer? Bierbrier and Sinclair-Smith (Julia) knew each other at McGill University in the early 2000’s then reconnected when the sisters attended a Montreal entrepreneurship conference, where Bierbrier was a panellist.

Future collaborations? “We’ve talked about the possibility of a beer shampoo, but for now we’ll start with the beer soap and see where it goes”.

Bierbrier Brewing Inc. is an independent brewery situated in the heart of downtown Montreal. Founded in 2005 by Charles Bierbrier, the brewery was established as a result of his desire to follow in his passion for beer and to brew a world class beer in Montreal. For more information, please visit: www.bierbrier.com

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Smith Farms is all natural skincare company founded in 2009 by Julia and Rebecca Sinclair-Smith. The sisters have made it their quest to create effective skincare products that are completely natural, containing no synthetic or hazardous ingredients. All their products are manufactured and packaged on the family farm in St. Polycarpe, Quebec where Julia now resides. For more information, please visit: www.smithfarmsproducts.com

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