# Elora Brewing Company receives $63,000 grant

By Jaime Myslik

ELORA – The Elora Brewing Company is expanding with the help of almost $63,000 from the federal and provincial governments.

This summer it was announced that the two levels of government were teaming up to provide $1 million to 20 craft brewery projects through the Canadian Agricultural Partnership.

Elora Brewing Company co-owner Jon Laurencic said the brewery applied to the grant last spring and learned it would be getting a cut of the grant towards the end of last summer.

The $62,903 grant has already been given to the Elora Brewing Company and was used to install the infrastructure needed to bring in four new 6,000-litre tanks.

"Since, it feels like, the minute we opened we started thinking about how to get more tanks in here and stuff like that," Laurencic said.

"So in order to ... continue to satisfy the demands for our products .... we know that this had to get done and we were going to make it happen one way or the other."

In order to bring in the additional tanks, which Laurencic said would more than double the brewery's production capability, the infrastructure needed to be in place.

The grant helped provide the brewery with all the equipment needed for the tanks: a glycol chiller needed to regulate the temperature of the beer, energy efficient piping, a new cleaning process and a chilling unit for the finished products in the warehouse.

"It's also going to be running a lot more energy efficient than what we may have been able to float before and same thing with ... all the associated piping," Laurencic said.

"It's high efficiency, there's not a lot of heat transfer associated with all that piping so the equipment that we did buy, it sort of helps us save water, save energy."

The Elora Brewing Company is owned by a close knit group of owners and they've been funding the brewery largely on their own.

"So this helps us continue to grow our business and invest back into the community with more job opportunities for people as we increase our capacity," Laurencic said.

"If we didn't have this grant it would definitely be a little bit more tricky kind of pulling the trigger on an expansion of this size."




"So this helps us continue to grow our business and invest back into the community ..."

- JON LAURENCIC, CO-OWNER, ELORA BREWING COMPANY

## ADDITIONAL TANKS

The additional tanks will allow the brewery to brew more beer.

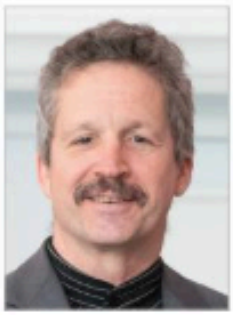
"That's going to help us be able to do sort of larger and more frequent one-off batches that will benefit our tap sales and retail sales here as well as that's going to help us push out to more bars and restaurants, more LCBOs and more grocery outlets as well," he said.

## FOUR FATHERS BREWING COMPANY LTD.

Four Fathers Brewing Company Ltd. received $9,599 for a brew clean system to manage its wastewater stream.

Though the brewery is now located in Hespeler Village in Cambridge, its roots are in Rockwood, where four dads began selling their beer in 2016 out of a refurbished barn.

# Estill finalist for EY Entrepreneur Of The Year award



JIM ESTILL

GUELPH-ERAMOSA – Jim Estill, CEO of Danby, has been selected as one of the EY (Ernst and Young) Entrepreneur of the Year finalists.

Estill was chosen as a finalist in the Ontario region for this year's program in the Business to Consumer Products and Services category after a long and rigorous evaluation process by an independent panel of judges.

Estill started his first company out of the trunk of his car while attending the University of Waterloo. He grew this company to $350 million in sales before selling to Synnex in 2004.

Estill then became CEO of Synnex Canada where he grew sales from $800 million to $2 billion in five years.

Throughout his career he has invested in over 150 companies — of those, 25 were sold.

In 2015, Estill purchased Danby and helped the company to expand into new markets (UK and Mexico) and develop innovative new product lines, like its award-winning smart mailbox, Danby Parcel Guard.

In addition to his business success and innovations, Estill has been the recipient of numerous awards and recognitions, including being named a member of the Order of Canada in March.

Estill is also regarded as a philanthropist and well known for his financial generosity and ongoing efforts to provide refuge to families fleeing from the civil war in Syria.

The Ontario finalists will come together on Oct. 24, in Toronto at the annual awards gala, where EY will name one winner in each of the nine categories.

For more program details and information on how to attend one the regional gala visit ey.com/ca/eoy.