

Press Release

For Release:
May 18, 2023,

A New Highway 3 Ale Trail Collaboration Brew Arrives at the Festival Square Anniversary Event!

LETHBRIDGE, Alta – The 8 Albertan breweries of the Highway 3 Ale Trail have created a new collaboration brew that will be launching at the Lighting up Festival Square 1st Birthday Celebration on June 9th.

The 8 Southern Alberta breweries of the Highway 3 Ale Trail are based in cities stretching from Medicine Hat, to Blairmore in the Crowsnest Pass, with stops in Lethbridge, Fort Macleod, and Lundbreck. Each Brewery offers their own unique spin on the classic and beloved bubbly drink of the prairies. This collaboration brew combines all their unique visions into one delicious drink!

All the breweries participating in the Highway 3 Ale Trail travelled to the trails far end, arriving at the Medicine Hat Brewing Company's facility to create this year's collaboration brew. Inside of the Medicine Hat Brewing Company's brewery, the brewers made a collaboration brew that will launch at the 'Lighting up Festival Square 1st Birthday Celebration!'

The brew will first be made available at the Festival Square first anniversary event. The brew can be found in the Highway 3 Ale Trail beer gardens, a free event open to the public; as well as the Festival Square long table event, which is a ticketed part of the anniversary celebrations. Afterwards, the brew will be in the taprooms of all 8 participating Highway 3 Ale Trail breweries. Check out the Downtown BRZ's website for more info [here](#), and get your long table tickets [here](#)!

While you may be wondering what a collaboration brew between the 8 might taste like, we would like to encourage you to take a taste of it for yourself, and see what you think the ultimate southern Albertan brew tastes like and let us know on social media with #Highway3AleTrail

For more information on the Highway 3 Ale Trail and all the brewers individually, check out our Highway 3 Ale Trail page on our website!

Please remember whenever consuming any alcoholic beverages to find a safe and reliable ride home. Tourism Lethbridge does not, and never will condone or endorse driving under the influence of any substances that could inhibit the ability to drive in any way shape or form.

Participating Breweries:

Medicine Hat:

- Hell's Basement Brewery
- Medicine Hat Brewing Company
- Travois Ale Works

Lethbridge:

- Spectrum Ale Works
- Theoretically Brewing

Fort Macleod:

- Stronghold Brewing Company

Lundbreck:

- Oldman River Brewing

Blairmore:

- The Pass Beer Company

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