

### ELMIRA'S RETRO STYLE FINDS A FITTING HOME AT STEAM WHISTLE BREWING Northstar Refrigerator Featured in the Prominent Toronto Brewery

ELMIRA, Canada (July 2010) –Accentuating their retro branding, [Steam Whistle Brewing](http://www.steamwhistlebrewing.com) recently selected an Elmira Northstar fridge to feature in the popular Toronto, Canada brewery. With a name inspired by an icon of the 1950s working class, Steam Whistle has an affinity for retro style, from their brewery location to their delivery trucks. [Elmira Stove Works](http://www.elmirastoveworks.com) has been manufacturing vintage-styled appliances in Canada since 1975 and the Elmira Northstar refrigerator was a fitting choice to store Steam Whistle Brewing's pilsner.



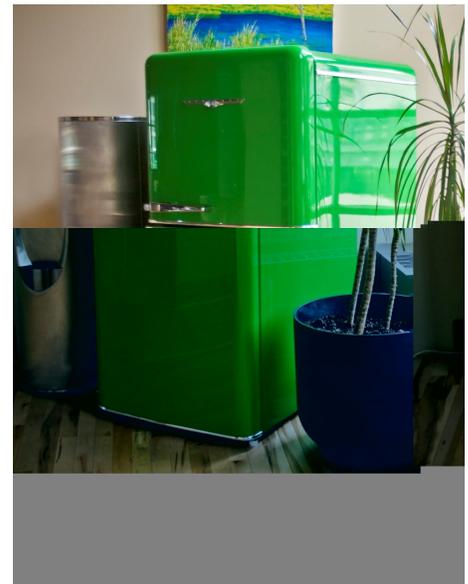
Steam Whistle has always used antique fridges in its brewery, hoping to complete their retro brewery with a vintage refrigerator. However, the compressor systems in antique fridges were not up to date and the fridges were using far too much energy for eco-minded Steam Whistle Brewing. For this reason, Steam Whistle chose the Elmira Northstar.

“The partnership with Elmira Stove Works has been ideal, as Elmira’s Northstar combines the retro imagery we were looking for with better quality and convenience,” commented Greg Taylor, co-owner of Steam Whistle Brewing. “Both companies share a commitment to quality construction and retro appeal, understanding that consumers have an appreciation of hard work and simple pleasures.”

Elmira’s Northstar appliance line offers 1950s inspired appliances, including ranges, microwaves and refrigerators. Available in nine colors as well as a custom color option, the Elmira Northstar refrigerator has been acclaimed by many prominent kitchen designers and cooks as the ultimate in retro kitchen style. With chrome trim, bright colors and smooth lines, the Northstar line instantly creates a retro transformation, offering a quick and easy remodeling option.

Steam Whistle Brewing also chose to custom color match the Elmira Northstar with the celebrated Steam Whistle green. Elmira Stove Works’ custom coloring process produced a “perfect” fridge, with the retro design, modern technology and the exact green hue.

“We are thrilled to have partnered with Steam Whistle Brewery on this unique project,” said Brian Hendrick, vice president of Elmira Stove Works. “The Northstar collection instantly creates an atmosphere of fun and relaxation, and we think it is a great fit with Steam Whistle’s overall approach to business.”



For more information on Elmira’s Northstar refrigerators, extensive Northstar appliance line or the company’s Antique product line, visit [www.elmirastoveworks.com](http://www.elmirastoveworks.com) or call 800.295.8498.

#### About Steam Whistle Brewing

Steam Whistle, an independent brewery housed in Toronto's historic John St. Roundhouse, has a singular focus of making just one beer of exceptional quality that Canadians can be proud of. They brew their refreshing Pilsner with traditional brewing methods and only four, natural ingredients. Steam Whistle Pilsner is packaged in signature green glass bottles, cans and draught, and is shipped fresh across Ontario, Alberta and more recently BC to Beer and Liquor Stores as well as licensed bars and restaurants. Steam Whistle welcomes more than 95,000 visitors to the brewery each year to the on-site retail store, for a tour, or to attend one of the many on-site events and art shows. Highly awarded for its premium beer, its business success, community support and environmental practices, Steam Whistle Pilsner is now one of the top selling premium beer brands in Ontario.

#### About Elmira Stove Works

Elmira Stove Works has been manufacturing vintage-styled ranges since 1975, and offers full lines of "circa-1850" and retro 1950s appliances, including ranges, refrigerators, microwaves, wall ovens, range hoods and wood-burning cookstoves. Elmira appliances are sold through dealers across North America. Elmira Stove Works is a privately owned company based in Elmira, Ontario, Canada.

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