

M A S C O T  B R E W E R Y

November 27, 2023

To whom it may concern,

I am writing to you on behalf of Mascot Brewery, King Street. My name is Kristen Morrison and I am the General Manager.

We absolutely loved hosting the Pedal Pub groups this summer/fall season. They always had the greatest energy and it was awesome meeting so many new people from all over Toronto, and the world!

Being a small black owned brewery in Toronto, it is important for us to have positive engagements with all our clientele. We have seen repeat customers from Pedal Pub Toronto tours, which has been amazing. They have helped boost our sales (roughly \$42,500 in revenue). In total just this year we've hosted over 230 tours and served over 2,600 guests! We can't wait to see what next year brings us.

If you have any questions, please feel free to contact me.

Sincerely,

Kristen Morrison
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