

PRESS RELEASE UNDER EMBARGO UNTIL APRIL 26, 6:00AM ET
IGNITE GROUP OF BRANDS AND SCHLEGEL URBAN
DEVELOPMENTS ANNOUNCE NEW JOINT VENTURE:
STOCKYARDS BEVERAGE COMPANY

New community-minded company to include Stockyards Coffee, Stockyards Brewery and plans for new 70,000 sq. ft manufacturing, hospitality, catering and event space at St. Jacob's Farmer's Market District

Kitchener, ON, Under Embargo until April 26, 6 a.m. ET—**Ignite Group of Brands** (<https://www.ignitegroup.ca>) and **Schlegel Urban Developments** (<https://www.rbjschlegel.com>) today announced the launch of their joint venture – **Stockyards Beverage Company**.

“Both of our families have strong entrepreneurial spirit and deep roots in the area and our partnership with Schlegel Urban Developments is about just that; investing in the community’s future. Stockyards Beverage Company brings an exciting chance to create something special in Waterloo Region.” said, Willy Huber Jr., CEO of Ignite Group of Brands. “The expansion of our existing brewery and roastery into the St. Jacobs Market District provides us the rare opportunity to join and enhance an already prominent destination by adding jobs, supporting our incredible neighbours and creating a unique craft experience for our customers.”

“The Schlegel family is proud to partner with the Huber family to launch an exciting new chapter in our three-generation family business story. The thread which stitches together our various endeavours in the RBJ Schlegel organization is the consistent desire to build healthy and vibrant communities. Stockyards Beverage Company and the creation of a unique brewhall and coffeehouse experience at the St. Jacobs Market District is a creative and enjoyable way to bring people together. This project will take one of Ontario’s most beloved and iconic farmers markets to a new level as a unique family destination,” said James Schlegel, CEO, Schlegel Urban Developments/RBJ Schlegel

As Stockyards Beverage Company expands its focus on new ventures within the Waterloo Region and surrounding community, it will continue to craft beer and coffee at their existing brewery and roastery located within Catalyst137:

Stockyards Coffee – OPEN NOW!

- Coffeehouse and Roastery officially opens April 26 (take-out only due to Covid-19 restrictions)
- Location: Inside Catalyst137, 137 Glasgow Street, Unit 390, Kitchener

Media Contact: Saskia Brussaard
saskia@cravepr.com / 905-634-2430

- Led by Roastmaster, Chris Johnston.
- The roastery will introduce some new blends and single origins, along with signature roasts.
- Website: www.stockyardscoffee.co
- Instagram: @stockyardscoffee

Stockyards Brewing - OPEN NOW!

- Brewery officially opens April 26 (take-out only due to Covid-19 restrictions)
- Location: Inside Catalyst137, 137 Glasgow Street, Unit 385, Kitchener.
- Led by Brewmaster, Brett Croft.
- Stockyards Brewing will offer a variety of award-winning beers, along with limited release and collaborative brews.
- Stockyard Brewing Iron Horse Trail IPA will be available at select LCBO stores in the Kitchener-Waterloo area in May.
- Website: www.stockyardsbrewing.co
- Instagram: @stockyardsbrewing

Coming Soon: Stockyards Beverage Company, St. Jacob's Market District

- Plans are underway to construct a new experience at the St. Jacob's Market District
- Location: St. Jacob's Market District – St. Jacobs, Ontario
- The new space has yet to break ground but plans are underway to build a 70,000 sq ft. hyper local, community-minded and craft centric brewery, and roastery, as well as a brewhall, coffeehouse, and 2nd floor catering/events space.
- Opening currently scheduled for Summer 2022.

History of the Farmers Market:

Mercedes Corp was founded by entrepreneurial brothers Ross Shantz and the late Milo Shantz. Together through the 1950's and 60's the Shantz brothers built and ultimately sold the Hybrid Turkey breeding company, producing and selling turkey genetic stock world-wide. Milo and Ross Shantz went on to establish a real estate business in the Village of St. Jacobs and Farmers' Market area. Since 1975 the Farmers' Market land has been home to the Ontario Livestock Exchange (OLEX), and the St Jacobs Farmers' Market with more than 350 year round vendors. Today the second generation of Shantz entrepreneurs operate and partner in the farmers' market, restaurants, furniture stores, hotels and other business enterprises. The Farmers' Market and Village of St. Jacobs are now an international destination attracting over one million visitors to the area each year.

About Ignite Group of Brands

Established in 2015, Ignite Group of Brands has defined itself by creating unique products and inclusive establishments that are built on a mixture of culinary traditions and modern hospitality experiences. With a hyper local, community-minded perspective, our spaces and offerings vary in approach but always stay true to our collaborative nature and passion for our community. Brands include Crowsfoot Smokehaus, Graffiti Market, The Rich Uncle Tavern, and Wilhelm's Provisions.

Ignite Group of Brands is led by Willy Huber Jr., CEO, Ryan Lloyd-Craig, Chief Operating Officer, and Neil Huber, Chief Creative Officer.

About RBJ Schlegel Holdings

Owned and operated by the Ronald Schlegel family, the Schlegel family group of companies are actively involved in a wide variety of businesses, including mental health and addiction services across Canada, seniors care across Ontario, as well as urban development and agri-business more locally. One of the portfolio entities, Schlegel Urban Developments, is a Kitchener based real estate company recognized for its master-planned residential subdivision projects and unique commercial developments, the most prominent being the St. Jacobs Market District.

-30-

MEDIA: Photography available upon request.

To book an interview or for more information, please contact:

Saskia Brussaard, Crave PR

saskia@cravepr.com