

Media Release

Perennia | Good Robot

For Immediate Release

April 21, 2022

Nova Scotia food development agency helps local brewery diversify its product line

Halifax, Nova Scotia – Perennia has worked with Good Robot Brewing Company create the company’s first line of flavoured sparkling water.

In early April, Good Robot launched the canned beverage Fancy Waters in the flavours Moon Mist and Lime Rickey.

Perennia Food and Agriculture is the province’s food sector development agency working in agriculture, seafood, food and beverages and cannabis. Good Robot is a Halifax-based micro-brewery known for its quirky brand and unique flavoured beer.

“Our mission when working with Perennia was to replicate our famous alcoholic Moon Mist seltzer flavour into a nonalcoholic version and also come up with a second flavour that our sober friends can enjoy in place of a soda or mocktail,” says Amanda MacAvoy, Good Robot’s Trade Marketing Manager. “Safe to say, we nailed it with the support of Perennia who advised us and helped us narrow down and select the flavorings and make sure the recipes were perfect.”

Perennia has four food scientists with Chelsea Meisner focused on brewing, beverages and cannabis edibles.

“It was so great to work with Good Robot to create new products that support the low or non-alcoholic market in the province and also diversify their line,” says Meisner. “They are a great example of the food and beverage companies we can help through our expertise but also through Nova Scotia specific funding programs.”

Good Robot’s development of Fancy Water was supported through the Nova Scotia Food and Beverage Business Accelerator Program funded under the federal/provincial Canadian Agriculture Partnership. The program supports Nova Scotia food-based businesses with the development and improvement of products and with implementing food safety systems. The goal is helping local companies get more products on the market and reach new markets to increase revenues.

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ABOUT PERENNIA

Perennia Food and Agriculture Inc. is a provincial development agency with the mission to support growth, transformation and economic development in Nova Scotia's agriculture, seafood and food and beverage sectors. It offers services and programs in agriculture, seafood, product development, food safety and cannabis.

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Please note: high resolution photos of Good Robot's Fancy Water and photos of Chelsea Meisner in the product development lab are available upon request