

# FIRST KEY CONSULTING ACTS AS ADVISOR TO DOUBLE TROUBLE BREWING IN ITS SALE TO OLD TOMORROW

First Key Consulting Inc., a firm specializing in the brewing industry, announced that it acted as the advisor to Double Trouble Brewing in its sale to Old Tomorrow Limited. Ian Macdonald of Tricapital Solutions acted for the buyer. Terms of the transaction were not disclosed.

Double Trouble, an Ontario company, founded by Nathan Dunsmoor and Claude Lefebvre, came on the scene in 2011 creating a variety of unique brands including Hops & Robbers IPA, Grapefruit IPA, Pecan Porter and Pear Cider, made with 100% Ontario pears. Old Tomorrow will continue to run Double Trouble as a separate entity.

“It was absolutely essential having First Key as our transaction advisor”, said Nathan Dunsmoor, co-founder of Double Trouble Brewing. “Having their deep brewing industry knowledge and understanding of our business really was the key to the success of the sale. They helped us to make informed business and financial decisions throughout the whole process.”

“It was a pleasure to work with Double Trouble and help find them a buyer to take their brands to the next level,” “We wish all the best to Nathan and Claude in their future endeavors,” said Paul Woodhouse of First Key Consulting, who acted for the vendors.

## About Double Trouble

Launched in 2011, the company was co-founded by Nathan Dunsmoor and Claude Lefebvre, who shared a strong foundation in grassroots craft. They created a wide variety of unique brands, with the flagship “Hops & Robbers” now a top-selling IPA in Ontario. ([www.doubletroublebrewing.com](http://www.doubletroublebrewing.com)).

## About Old Tomorrow

Founded in 2014 by mother and son team Pat and Ian Macdonald Jr, Old Tomorrow is dedicated to creating distinctive, easy-going beers that celebrate the greatness of Canada. It recently won an Ontario Brewing Awards GOLD medal for its Track 85 Altbier “German style” lager and its feisty but polite CPA (Canadian Pale Ale) previously won Bronze. It also markets Monty’s Aged Ryed Ale, a popular whisky-infused beer developed in collaboration with Olympic champion Jon “Monty” Montgomery, Honev Ginger Shandy, Ontario’s first ever canned shandy, and Light’er Up, a low alcohol/low calorie craft ([www.oldtomorrow.com](http://www.oldtomorrow.com))

## About First Key Consulting

First Key is a full-service consulting firm to the brewing industry. They have been in operation for over 30 years and have worked with clients in over 50 countries. Working with breweries of all sizes, First Key offers a complete range of technical, commercial, supply chain, and financial services. Information about their people, services, client references, and sample projects can be viewed on their website at [www.firstkey.com](http://www.firstkey.com).

## Acquisitions and Divestitures

---