

What's the big Firkin deal?

If you've never frequented a Firkin pub, you're missing out on more than fine Firkin fare and fine Firkin ale — you're missing out on one of the hottest pub experiences the GTA has to offer.

Voted this year's best pub by you in the Toronto Sun's 12th Annual Readers' Choice Awards, the Firkin Group of Pubs has more to offer than your typical T.O. pub or watering hole.



It all began with two South Africans, Stanley Adelson and Ian Fisher, and their vision to build a group of friendly neighbourhood pubs where people could relax and enjoy a variety of beer and spirits as well as a wide menu selection, which now includes salads, sandwiches, pastas, burgers and Firkin's signature pub fare dishes.

Today, the Firkin is North America's fastest growing English-style pub chain, boasting more than 30 pubs across Canada and now three in the United States. But the story doesn't end there. A whopping 125 are in development for the Land of the Free, soon to be known as the Land of the Firkin.

But what makes the Firkin Group of Pubs so successful? As its name suggests, the Firkin is a cheeky home away from home where patrons can just be themselves. Building on the traditional English pub concept, it's the perfect combination of good food, good pints and good Firkin fun that happens to be just around the corner. And while you can find all these qualities in each Firkin, every one is a little different. The beauty is, one's just right for you.

Virtually every pub in the GTA sports pool tables, darts and video games such as Golden Tee, but you'll also find such events as Firkin Idol and Dirty Bingo at a Firkin pub. It's these unique entertainment offerings that continue to set this fresh franchise apart. Holiday celebrations, Superbowl bashes, even St. Patty Day parties are done differently at a Firkin. In fact, every day is a little different there.

While it may be the trendy twenty-, thirty-, even forty-something hangout, the Firkin's principles (and principals) make it more than this year's hotspot. Every Firkin is a pillar in its community. With an offbeat yet philanthropic spirit, the Firkin sponsors many local sports teams and charities, the most notable of which is the annual Firkin Golf Classic. In just eight years, this popular event has raised more than \$1 million for Sunnybrook and Women's Health initiatives.

Award-winning, irreverent and off the wall. If you're still not sure what the big Firkin deal is all about, it's time you found out first-hand. For more information or to find a Firkin that's just right for you, visit www.firkinpubs.com. Until then, cheers.

Gold Winner: Favourite Pub

The Firkin Group of Pubs