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Local beer to feature in film, Cayman Went

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A Caybrew beer on Seven Mile Beach.

Cayman Went LLC, the entertainment company currently in pre-production on the feature film Cayman Went, said last week that it had signed a partnership agreement with the Cayman Islands Brewery to feature their locally brewed beer, Caybrew, in the upcoming film. The partnership includes product placement and joint marketing opportunities.

"Caybrew was launched just under one year ago and as we approach our first anniversary we are excited to see that Caybrew is fast becoming recognized as the national beer of Cayman."

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are excited to see that Caybrew is fast becoming recognized as the national beer of Cayman, said Allen Chu Fook, General Manager of the Cayman Islands Brewery.

"We make and package the beer at the brewery in Prospect, Grand Cayman and distribute across the whole of the Cayman Islands. It is a great boost to be working with the makers of Cayman Went and we look forward to being able to introduce Caybrew to a wider international audience as well as contributing to the local pride that this film is sure to bring Cayman."

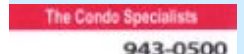
Cayman Went is set almost entirely in the Cayman Islands and includes several scenes in the fictional bar "The Sand Bar", where members of the community meet to socialize and discuss local news and events. Caybrew will feature prominently in these scenes where point of sale materials, signage, and the increasingly recognizable green, red and blue-labelled bottles will be on display.

"Cayman Went depicts Cayman as a special place with the power to impact all those who visit," said Gil Wadsworth, Cayman Went's producer. "To reflect its unique charm, it is important to portray the destination as authentically as possible. This means featuring locally made products, including, of course, Caybrew."

Production on the film is set to begin mid-February. Principal photography will start on Cayman Brac and move to Grand Cayman before heading to New York for final filming.

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