

POINTS EAST 
COASTAL DRIVE
50 BEACHES
PRINCE EDWARD ISLAND

IN PARTNERSHIP WITH



Points East Coastal Drive Brews & Views Tour



WELCOME TO PEI



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LAND ACKNOWLEDGEMENT

Red Earth Adventures recognizes that the land upon which it operates constitutes the traditional, unceded territory of the Mi'Kmaq people. We express our utmost respect for the rich history, spirituality, and culture of the Mi'Kmaq, who have inhabited this land for more than 15,000 years. As you explore PEI please respect the land on which you travel.

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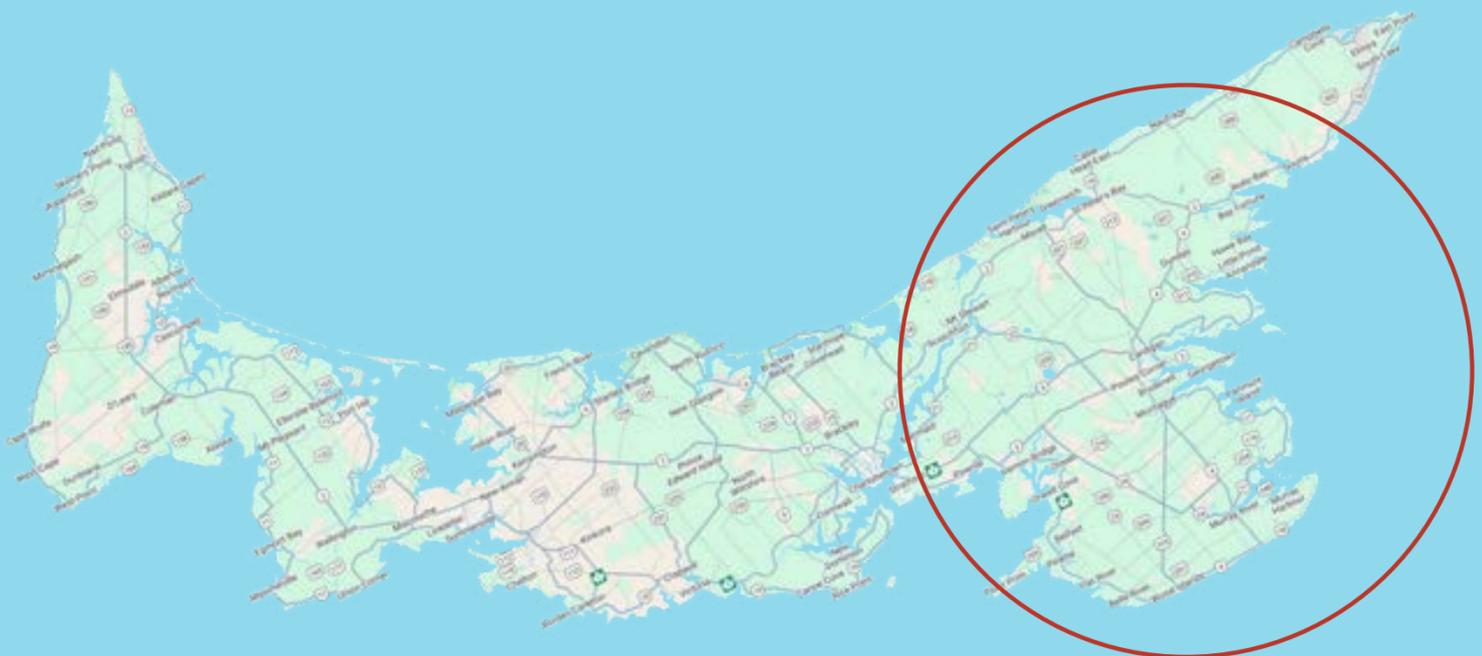
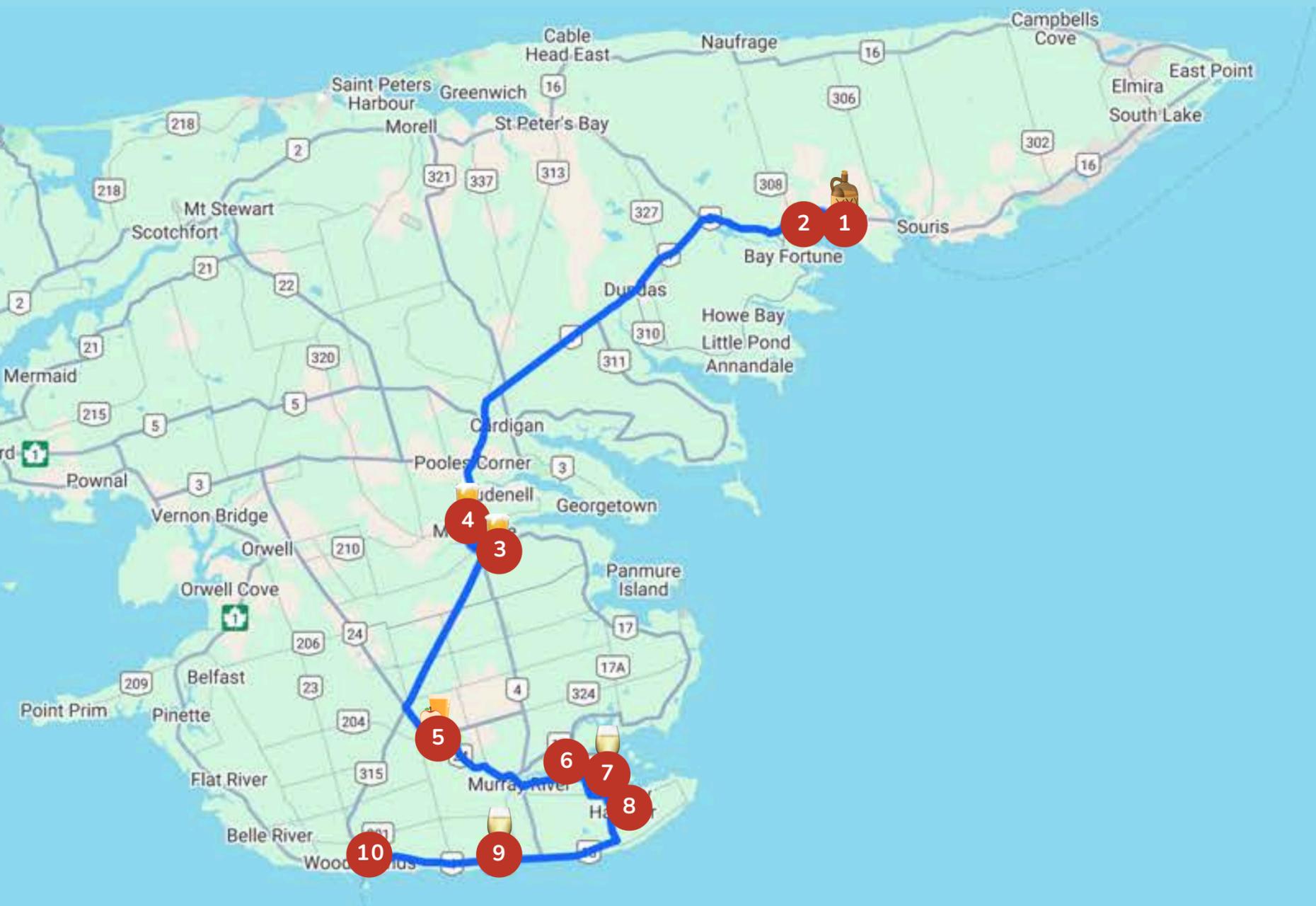
Recommendations: It is recommended to review and adapt the guide to suit your individual needs and circumstances. Additionally, obtaining appropriate insurance coverage for your trip is advisable.

SHARE YOUR TRIP WITH US!

As you use this guide on your vacation, please take us along with you. We'd love to see your photos!

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ITINERARY OVERVIEW



A LOCAL'S GUIDE TO PEI'S EASTERN BREWERIES

Prince Edward Island might be small, but we sure know how to raise a glass. Scattered across red-dirt roads and tucked into tiny villages, our craft breweries, cozy wineries, and off-the-map distilleries are full of flavour, and not just the kind you sip. These places are about people, stories, and that easygoing Island way of doing things.

Back when taverns were few and far between, Islanders made their own spirits (sometimes quietly, in the woods), and that DIY spirit still runs deep. Today, it shows up in citrusy pale ales, small-batch ciders, bold reds, and even legal moonshine that'd make your granddad proud. You'll find farm stands with burgers and beer gardens with yard games, breezy patios with live music, and cellar doors that welcome you like family.

This tour winds through the Points East Coastal Drive region and highlights 6 of our favourite stops to sip and savour, and 4 other interesting stops along the way. From riverside breweries to rolling vineyards, it's your perfect excuse to slow down, take in the view, and enjoy the Island—one pour at a time.

Designate a driver, pack some snacks, and don't be shy with your questions. Every stop has a story, and we've got a good feeling you'll want to hear them all.



POINTS EAST COASTAL DRIVE BREWS & VIEWS ITINERARY



1

MYRIAD DISTILLERY

📍 [1336 Route 2 Rollo Bay, PE COA 2B0](#)

Hidden behind vineyard trees in Rollo Bay, Myriad View Distillery keeps Island traditions alive with small-batch spirits and legal moonshine made from molasses and cane sugar—just like the old-timers used to brew. Stop in for a tasting, learn about PEI's spirited past, and see where magic happens. It's off the beaten path, but totally worth the detour.



2

TOBY'S FARM MARKET

📍 [1444 Veteran's Memorial Hwy, Souris, PE COA 2B0](#)

Just before you arrive at Myriad, you will be able to spot a giant tire dinosaur (aka Tobysaurus) and the Mega Slide at Toby's Farm Market & Fortune Bridge Farms. If you venture up this far we strongly recommend you stop in. This roadside stop is perfect for families: you can pick up some local produce, grab a delicious smash burger and hand-cut fries from the food truck, visit the kid-friendly Fun Park (ticketed), grab some ice cream and even wander through blooming lavender fields. Photo ops, snacks, and shopping? It's got it all.



3

COPPER BOTTOM BREWING

📍 [567 Main St, Montague, PE COA 1R0](#)

Right in the heart of Montague, Copper Bottom Brewing is where good beer and good vibes meet. Owned by a husband-and-wife duo, this spot has a laid-back taproom that pours 14 local brews and serves up great eats from their in-house kitchen. The real magic? Their sunny riverside patio—perfect for kicking back with a pint and watching the boats in Montague Harbour. Check their events calendar: Friday trivia nights and live local music are always a treat. Open Wednesday to Sunday, with later hours on the weekend.



4

BOGSIDE BREWERY

📍 [11 Brook St, Montague, PE COA 1R0](#)

Bogside Brewing is a true crowd-pleaser. With 22 taps pouring everything from beer and cider to seltzer, there's no shortage of choice. And the food? You've got options—BBQ from Crafter's Smokehouse, fresh seafood from Hooked, and Island-famous pizza from Famous Peppers - all three kitchens are right on site. There's plenty of room to stretch out in the taproom, covered patio, or the lively beer garden out back. On weekends, expect live music, yard games, and a great family-friendly atmosphere. Open daily, with late nights on Friday and Saturday.



POINTS EAST COASTAL DRIVE BREWS & VIEWS ITINERARY

5

DOUBLE HILL CIDERY

📍 [146 Billy MacDonald Rd, Caledonia, PE C0A 1R0](#)

Double Hill Cidery is the true definition of a hidden gem on PEI. Tucked into the rolling farmland of Caledonia, it is the kind of place you only find when you're really looking—or lucky. This cidery makes small-batch, French-style ciders using wild Island apples, and they're seriously something special. Grab a flight to get a taste of their range, from dry and crisp to full-on fruity. Their terrace bar is a dreamy spot for sipping cider, slurping oysters, and soaking in the peaceful views. If you're into the craft behind the pour, take the tour—it's worth it.



6

KINGS CASTLE PROVINCIAL PARK

📍 [1887 Gladstone Rd #348, Murray Harbour, PE C0A 1V0](#)

Kings Castle Provincial Park is a very cute stop if you are heading to Newman Estate Wineries. Tucked along Murray River, this whimsical park is a favorite with families. Kids love the storybook characters and playgrounds, while adults can relax by the river or on walking trails. Picnic tables, snack bar, change rooms, and washrooms are all on-site. Dogs welcome (on leash), and there are accessible features for everyone to enjoy.



7

NEWMAN ESTATE WINERIES

📍 [2404 Gladstone Rd, Murray River, PE.](#)

Built with heart and community hands, Newman Estate Winery is a family-run vineyard near Murray River. Winemaker Mike Newman crafts reds and whites with Island character, blending local roots and global know-how. Stop in on Saturday (11am-5pm) or Sunday (noon-5pm) to sip in the cozy tasting room, walk the peaceful grounds, and learn about the journey from vine to bottle.



8

HARBOURVIEW (MURRAY HARBOUR)

📍 [7 Mariners Lane, Murray Harbour, Prince Edward Island C0A 1V0](#)

If you need a great meal along your way, we recommend a stop at the Harbourview Restaurant. Right in the small fishing village of Murray Harbour, this family-owned gem is known for its award-winning chowder and laid-back vibe. Dig into lobster rolls, scallops, mussels, or fish and chips, or try their Fries with the Works – an Island favourite. Open for lunch or dinner (closed Mondays/Tuesdays). Dine in, take out, or enjoy it all outdoors on their picnic tables.





ROSSIGNOL ESTATE WINERY

[11147 Shore Rd, Murray River, PE C0A 1W0](#)

Just a short drive from the Wood Islands ferry, this scenic winery offers tastings of PEI-grown wines with views of the Northumberland Strait. The friendly staff, laid-back atmosphere, and live music make it a popular stop for travelers. Walk the vineyard, sip something local, and soak up the coastal charm. Perfect for an easy, scenic afternoon escape



THE SWEET COMPANY

[13056 Shore Rd, Belle River, PE C0A 1R0](#)

The last stop on this itinerary is just a quick drive from Rossignol and we added it to reward the driver in your group! The Sweet Company in Wood Islands is a little shop that's full of nostalgic treats and handmade goodies. It's been a go-to for locals and visitors since 2005. You'll find creamy fudge (we love the Slow Poke and classic brown sugar), ice cream, old-school candies, and quirky souvenirs. It's the kind of place that makes you feel like a kid again. It's open weekly from 9am to 7pm. Make sure you treat your designated driver!



BRAGGING RIGHTS EARNED



I did that! Check the box if you indulged in these classic Island things:

- | | |
|--|--|
| <input type="checkbox"/> Sampled Island-made moonshine | <input type="checkbox"/> Drank a flight on a vineyard patio |
| <input type="checkbox"/> Snapped a photo in a lavender field | <input type="checkbox"/> Chatted with a winemaker or brewer |
| <input type="checkbox"/> Tried a cider made from wild apples | <input type="checkbox"/> Discovered your new favourite lager |
| <input type="checkbox"/> Sipped wine with a view of the Strait | <input type="checkbox"/> Got live music with your pint |
| <input type="checkbox"/> Spotted Tobysaurus in the wild | <input type="checkbox"/> Shucked an oyster with your cider |
| <input type="checkbox"/> Played yard games at a brewery | <input type="checkbox"/> Found the best smash burger on PEI |
| <input type="checkbox"/> Tried a scoop of ADL ice cream. | <input type="checkbox"/> Best day sipping through Eastern PEI! |



RED EARTH ADVENTURES



Growing up on PEI, we knew there was something special about Island summers. We would never leave the Island during these months; that time was far too precious. We looked forward to regular summer visitors who became friends ‘from away’ and time spent at the beach in between jobs. We knew our community, our beaches, and the occasional trip to Cavendish.

Like many Islanders, we moved away for university and work, but eventually found ourselves being drawn back to the Island more and more - especially for those priceless summer months. This time has provided us with a newfound appreciation for all the Island has to offer. We became tourists on our own Island and found ourselves exploring new areas and identifying places we just had to return to again the next year.

We started to think about how much the Island has to offer beyond the major attractions and whether new visitors get to fully experience this place we love so much. Red Earth Adventures was born as the passion project of two friends that want to share the best beaches, sites, activities, shops, and cuisine that each region of the Island has to offer.

Red Earth Adventures is more than just an adventure guide; it's a curation of unique, authentic Island experiences that will allow you to maximize your time in this unforgettable place; and it's a guarantee you will make amazing memories that will leave you wanting more.

Welcome to a new way of discovering PEI – welcome to Red Earth Adventures.



WE HOPE YOU ENJOYED THIS ITINERARY!

Thank you very much for checking out this guide.
If you'd like more PEI itineraries, please visit our website:

reearthadventures.ca

-Mitchell & Wendy



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