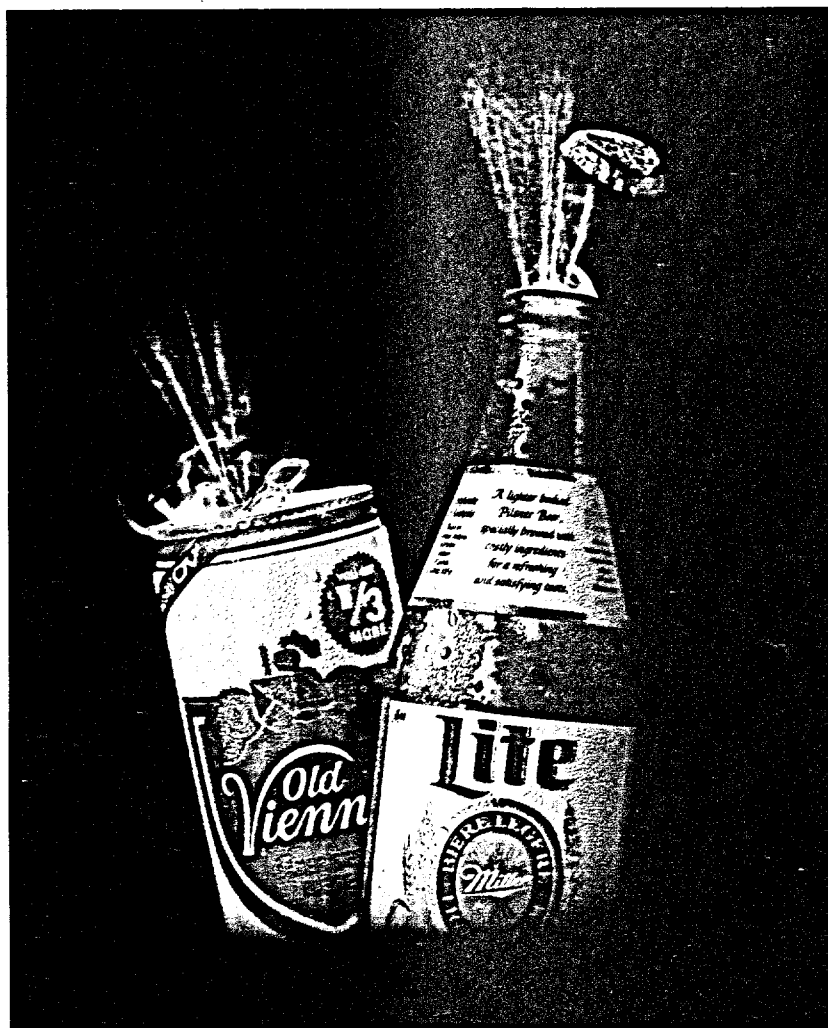


## CANADIAN BREWERIES: competitive, quality brands

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**T**he French explorers brought to the New World a long-standing tradition as brewers; Intendent Jean Talon founded the

first commercial brewery in Canada in 1668, to combat the excessive use of alcoholic beverages in the young colony.



According to historians, the first settlers in New France came from regions of France where beer, rather than wine, was used for daily consumption.

Beer is one of the oldest beverages known and its popularity has continued on down through the centuries.

For some reason, in Canada lager and ale are both called beer in their respective areas of popularity.

In Quebec, ale is the favourite brew and it is commonly called "beer" whereas in other parts of the country such as British Columbia and the western and Atlantic provinces, lager is the favourite and it is called beer. In Ontario, both types are popular and both are called "beer" by their consumers.

The types of beer that are currently on the market in Canada are generally classified as follows:

Extra-light beers

1.1-2.5% alcohol by volume

Light beers

2.6-4.0% alcohol by volume

Regular beers

4.1-5.5% alcohol by volume

Malt liquors

5.6-7.0% alcohol by volume

Porter and stout

dark beers, sweet tasting with regular alcoholic strength

These alcohol by volume specifications vary somewhat by province but can be used as a general guideline to Canadian beer.

Extra light, light beers and malt liquors are brewed as lager beers to their own special recipes, except in Quebec where the basic brewing method is ale.

Bock beer is a darker beer that is especially brewed to celebrate the coming or arrival of spring. It is regular strength.

Porter and stouts are regular strength products that are dark in colour and sweeter tasting than regular beers.

Over 98 per cent of the beer consumed in Canada is produced by Canadian brewers in 39 plants operating in every province except Prince Edward Island. The brewing