

## Cold Front on Tap

Beer splashes and foams through Canada's history.

Now it also flows south; one out of three drinkers of imported beer in the United States drinks a Canadian brew.

In this issue of CANADA TODAY/  
D'AUJOURD'HUI we look through golden glasses at Canada's history, drinking habits and U.S. trade.



*Canada's brewers make a wide variety of ales, lagers, malts, porters and stouts for every taste.*

*Cover photo: Canada's share of the imported beer market in the U.S. has increased from 14.7 per cent in 1970 to 33.5 per cent in 1980.*

## Beer Is a Many Splendoured Thing

Beer is the general name for all beverages that result from the fermentation of malt and cereal brew.

Most Canadians drink ale. Most Americans drink lager. The Irish drink stout and porter. The English drink ale and bitter.

They all have the same ingredients, malted barley or some other starchy grain, water, hops and yeast. They vary in colour, taste and alcoholic content—ales have about 4.1 per cent alcohol by weight, "malt liquor" goes as high as 6.3 per cent.

ALE is aromatic, golden, fuller-bodied and more bitter than lager. It may have a slightly higher alcoholic content. Ales are top fermented, which means that the fermenting yeast does not sink to the bottom of the tank.

LAGER is a light, bright, sparkling, aged beer. Lager means aged, but that distinction has blurred since all malt beverages sold in North

America are aged.

MALT LIQUOR varies. Some brands are pale, some darkish, some quite hoppy, some mildly so. The essential characteristic is its higher alcoholic content.

BOCK is a special full-bodied beer, somewhat darker and sweeter than regular brew. It is brewed in the winter for sale in the spring.

STOUT is a darker, sweeter ale with a maltier flavour and a strong taste of hops.

PORTER is a still (non-carbonated), darker, fuller-bodied ale distinguished by a rich, creamy foam. It is based on a strongly roasted malt and is sweeter and hoppier than regular ale. The name is derived from Porter's Ale, and it was originally the favourite drink of porters working in London's Covent Garden markets.

BITTER is a very dry, heavily hopped ale sold in the British Isles, usually on draft.