

# CANADA

TODAY / D'AUJOURD'HUI

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## 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.

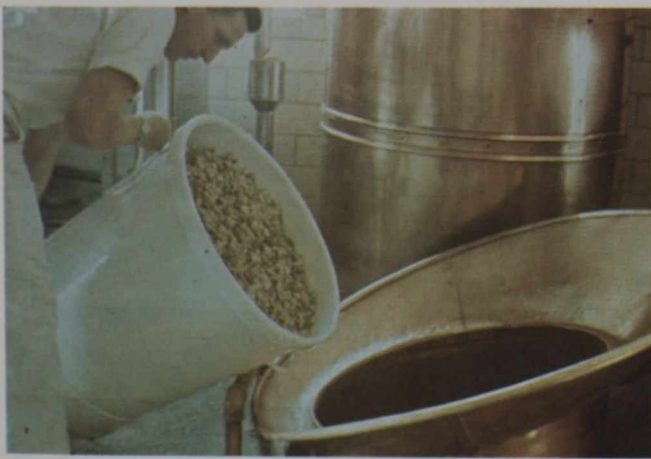
## How to Make a Proper Brew

Kernels of barley are soaked in water and allowed to sprout under carefully controlled temperatures. This process, malting, is stopped at the appropriate time by applying heat.

The malted barley is dried in special kilns and lightly roasted—this gives beer its mellow flavour.

It is then stored in huge silos, cleaned, screened and conveyed to a mill where it is passed through a series of rollers which crush it. The size of the grains affects the strength and quality of the brew.

A measured amount of the malted barley is added to pure water in large mash tubs. The water and barley are stirred slowly at carefully controlled temperatures to form a mash. The mash is strained and the resulting amber liquid is called wort.



*The wort is brought to a boil in copper kettles.*

*Hops are added to the boiling wort, giving the brew its distinctive taste and aroma.*

*The wort must be cooled before the yeast is added.*

*With the addition of the yeast the fermentation begins, seen at right through the sight glass of an enclosed fermenter.*

The wort is brought to a boil in huge copper kettles (in major breweries the kettles hold 20,000 gallons each) and measured amounts of hops are added at intervals. Hops, the dried flowers of the hop vine, give the brew its distinctive flavour. There are many kinds of hops, and they may be added in various quantities at varying intervals.

A separator removes the hops from the wort which goes to settling tanks and then travels through three-by-four-foot coolers, at about 300 gallons a minute. In the process the temperature drops from just below boiling to slightly over 60° F., the right temperature for fermentation.

Fermentation changes wort to beer. The transformation takes place in large standing tanks. About 500 pounds of yeast are added to every 20,000 gallons of wort, and the yeast cells multiply rapidly under carefully controlled temperatures. The yeast does not become part of the brew, but for reasons which no one fully understands it affects the grain liquid in a way that produces alcohol and carbonation.

The fermentation continues in larger tanks. Brewers watch it constantly and taste it frequently and examine the colour and consistency of the yeast mass (foaming on top for ales, at bottom in beer). In ale brewing the surplus yeast is skimmed off. At the proper moment, when the brew is cooled, the fermentation stops.

After cooling, the brew is filtered, then rested in storage tanks, then cooled further and filtered again. It is then lagered, or aged, for several weeks at temperatures close to freezing.



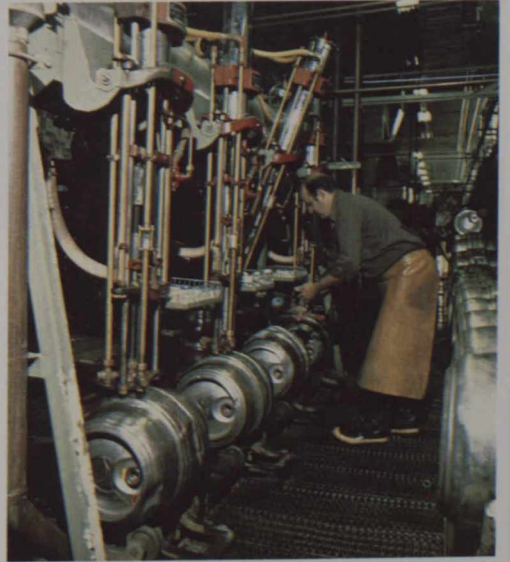
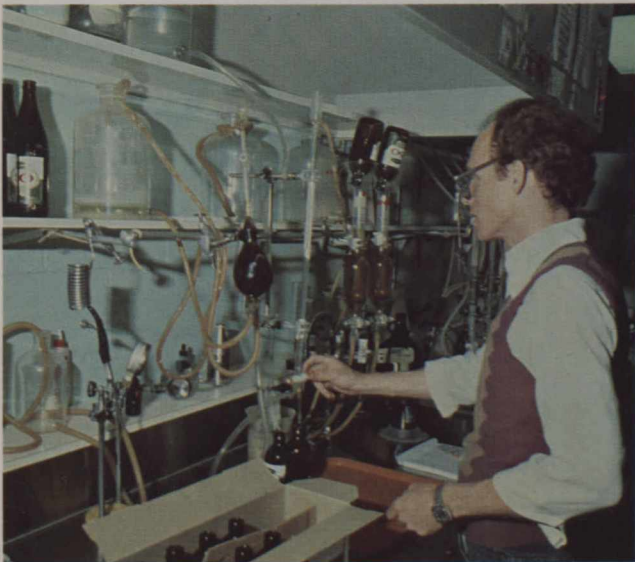


*After the fermentation stops, the brew is filtered to remove the yeast.*

*Export bottles on the assembly line.*

*The brew is continuously tasted and tested for flavour, colour and consistency.*

*Kegs of draught beer.*



## Who's on First

The fourth ingredient in Canadian beers (after malted barley, hops and water) is sports.

Sports fans, in both Canada and the United States, are more likely to drink beer than Scotch, Campari or Perrier water, not only when they're sitting in the stands but also when they're watching TV.

Canada's big breweries are much involved with professional sports, baseball, football and hockey. This summer Labatt and Carling O'Keefe will be locked in a crucial baseball series all season long. Labatt owns forty-five per cent of a major league baseball team, the Toronto Blue Jays, and sponsors their games on TV, and Carling O'Keefe sponsors the Montreal Expos.

Labatt will present the Jays on TV as well as two league championship series, the World Series and the popular feature program, "This Week in Baseball."

Carling will offer the Expos, which may give them an edge since the Expos are much more likely to get into the series than the Jays, and fans prefer to watch winners.

The rivalry between the breweries has been going on for years. From 1969 through 1977 Carling sponsored Expos' Canadian Broadcasting Corporation games in both French and English.

In 1977 Labatt began to sponsor the CBC broadcasts of the new Blue Jays. Then it bought Canadian TV rights for the Expos and sold them to the CBC with itself as sponsor, leaving Carling with only six scattered games a season on the French network.



Last year Carling moved back in. It outbid Labatt by offering \$31.5 million for the broadcast rights to the Expo games for five seasons, six times the price Labatt had paid.

Labatt kept the Blue Jay games but moved them to CTV, a privately owned network, probably to avoid the possibility of having the low-standing Jay's games bumped by CBC to make room for the high flying Expos.

Each sponsor hopes, of course, to shift the allegiance of sports fans to their beer. The stakes are high since a one per cent shift in the market is worth some \$4 million a year in sales.

### A WORD FROM THE RINK

"Hockey is a sport of the people—the lunch bucket crowd, guys who slug their guts out all week long and whose only enjoyment is a few beers and a hockey game."

Derek Sanderson.

## The Import Scene

The overwhelming majority of American beer drinkers drink American beer.

The United States produces more beer by far than any other country in the world. Some 172 million American barrels were sold in 1979.



The import market is tiny by comparison—4.4 million barrels—and holding steady, but there is a sharp competition among the 225 foreign brands that share the market.

The principal rivals—in first, second and third

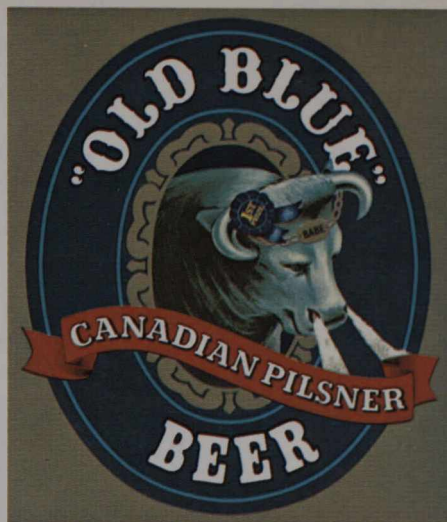


places—are Heineken's of Holland and Molson's and Labatt's of Canada. Moosehead, also of Canada, which was in seventh place last year, is moving up. Canada's share of the imports has increased steadily, from 14.7 per cent in 1970 to 33.5 per cent last year. Only the Netherlands, with 39.2 per cent, is higher. West Germany (the home of Beck's) has 10.5 per cent, Mexico has 7.2 per cent and the United Kingdom has 2.2.

Heineken's is sold in all of the United States except Hawaii and Alaska, Molson's in thirty states and Labatt's in seventeen. Molson's started in the northeastern states about ten years ago and then went south and west, leapfrogging to Florida and California. It now adds two or three new states a year.

Moosehead adopted a different strategy, spreading out across the country. It is now sold in forty-nine states (the exception is Utah, which prohibits the sale of beer with an alcoholic content of more than 3.2 per cent). It rose to tenth place among the imports in nineteen months, and took over seventh place from Carling's last year.

Uncle Ben's Brewery of Red Deer, Alberta,



began exporting its *Old Blue* only this year. It can be found in California, Washington State, Illinois, Wisconsin, Texas and Mississippi.

## Comparisons

### How Strong Is Canadian Beer?

(An excerpt from *The Great Canadian Beer Book*, edited by Gerald Donaldson and Gerald Lampert, published by McClelland and Stewart Ltd. in 1975.)

"How strong is Canadian beer? Some assert it is stronger than American beer while others claim that British beer is strongest.

"There are three ways to assess the alcoholic strength of beer. The first of these, most commonly used, is the 'alcoholic content by weight'—the amount of absolute alcohol by weight in any given volume of beer. By weight the alcoholic strength of ale and lager in Canada is 4 per cent, while the average American beer contains about 3.7 per cent. British beers average between 3.4 and 3.6 per cent.

"Beer may also be measured by 'alcoholic content by volume' and by this measure Canadian ale and lager have an alcoholic strength of 5 per cent. Some idea of what this means is seen when you consider that the alcoholic strength of table wine ranges between 10 and 14 per cent and that of liquors about 40 per cent."

### The Canadian Taste

"If I had to use a specific word to describe the taste of Canadian beer as compared with European, for

instance, I'd say it's milder, less bitter. You can taste the hops more in European beer. The Canadian hop character is more delicate. That's pretty much a nationwide characteristic. There's more fullness in our beers than in American beers. By fullness I mean, well the feeling of having a real mouthful."

Les Jessop, former Brewing Chief of Canadian Breweries and past President of the North American Master Brewers Association.

### Ale or Beer

In Quebec and Nova Scotia ale is the choice of 95 per cent of the drinkers. In Alberta, Saskatchewan, Manitoba, and British Columbia lager is preferred by the same percentage. In Ontario and the rest there are plenty of customers for both.

Where ale is preferred the early brewmasters were English or Irish. Where lager leads they were German.

In the United States, where 97 per cent drink lager, the Germans were in a clear majority.

### Not So Heavy

West Germans and Czechoslovakians drink more beer than anyone.

The per capita consumptions top thirty-two gallons a year in both countries. Behind them are Belgium, Australia, Luxembourg, Ireland, Denmark, New Zealand, East Germany, the United Kingdom and Austria.

Canada comes in twelfth with some nineteen gallons a head and the United States thirteenth, with seventeen. Chile is in twenty-ninth place,

with 4.4.

The consumption in Canada and the U.S. rose at a moderate but steady rate after World War II. In 1952 Canadians drank 12.85 gallons per capita and by 1973 the figure had risen to 17.96.

The highest consumption in Canada is in the Yukon, with Quebec and Ontario in second and third places. Prince Edward Island is last.

## The Founders

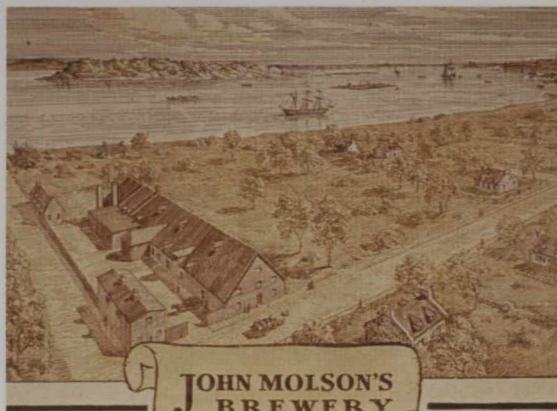
### John Molson and His Sons

"In the history of the country the name of Molson recalls the breath of steamboats, the ringing of gold pieces on the cashier's desk in the bank, the subdued whispering in the college library, the shrill whistle of the first locomotive and the great joyous cries from the stadium. With all this the Molsons have been intimately linked—often as inspirers, always as activators, rarely as simple observers—in the life of the Montreal community."

Stephen Leacock

The first John Molson had a good head for business.

In 1782 he arrived at Quebec City, age nineteen, and went almost immediately to Mon-



*An artist's rendition of Molson's original brewery in the late 1700's. The company's present Montreal brewery is located on the same site.*



*Molson's president, Eric H. Molson, is a sixth-generation descendant of the company's founder and a master brewer.*

treail in a schooner.

An orphan, raised by his maternal grandfather, he had an inheritance, his father's estate in Lincolnshire called Snake Hill, which he intended to convert into investment capital. There were some immediate difficulties since he was still a minor, but he secured as much money as he could and became a partner in a small brewery with a fellow Lincolnshire man named Thomas Loid. In 1785, in full possession of his inheritance, he bought out Loid. The next year he began producing Molson's Ale.

The first Molson brewery in Montreal was on the same site as the present one. John Molson was six feet tall and, according to legend, in September of '86, dressed in the blue toque and working clothes of the time and place, he stood by the brewery door and paid five pounds to Joseph Bernard, a farmer, for forty-one bushels of grain. Two days later he began the malting of thirty of the bushels and hired his first assistant, Christopher Cook, for four dollars a month.

On December 13 he wrote home to his Lincolnshire attorney, Philip Ashley: "The speculation now is beginning to show in good ale and table beer—can acquaint my friend that my beer has the readiest sale—orders are by one-half more than can execute. There is nothing less required than enlarging the office which will only brew four hogsheads per week full employed."

A hogshead, then and now, equals fifty-four gallons. Molson would sell it for the equivalent of five cents a quart, and by 1787 he was reporting to Lincolnshire that "My beer has been universally well-liked beyond my most sanguine expectations."

Other plans were also brewing. He invested in farms and lumber and started a foundry and a cooperage, all enterprises associated with brewing, and began banking in a small way.

In 1808 he expanded into the transportation business; with the aid of two skilled artisans from England, John Jackson and John Bruce, he began the construction of Canada's first steamboat, less than a year after Robert Fulton had sent one from New York to Albany on the Hudson.

The *Accommodation* was launched broadside

into the St. Lawrence in 1809, and in November it began a regular run to Quebec City.

The *Accommodation* was followed by other vessels, and the St. Lawrence Steamboat Company, familiarly known as the Molson Line, was formed in 1822. In 1836 John was a major shareholder in Canada's first railroad, the Champlain and St. Lawrence.

The Molsons, father and sons, kept busy through the first half of the nineteenth century, building and managing the first permanent theatre and luxury hotels and expanding the brewery. John the elder and John the younger served in the Legislative Assembly. Thomas built a church and a college. William devoted his energies to banking.

The Founder died in 1836, the year the first trains ran between St. John's and Laprairie, linking Montreal to Lake Champlain and the United States. The Molson's Bank was in full operation by 1837 and was chartered by a special act of Parliament on October 1, 1855. Things went well, and in the next century the Molson Companies Limited became a progenitor of twentieth century diversification. Molson's is now much involved in retail selling, with a chain of franchised Beaver hardware stores, and in the production of chemical specialties, office and educational products and appliances, as well as beer and ale.

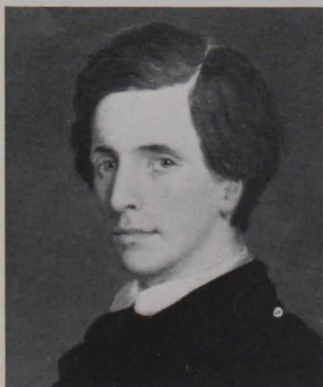
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### Other Great Canadian Brewing Names (in order of their appearance)

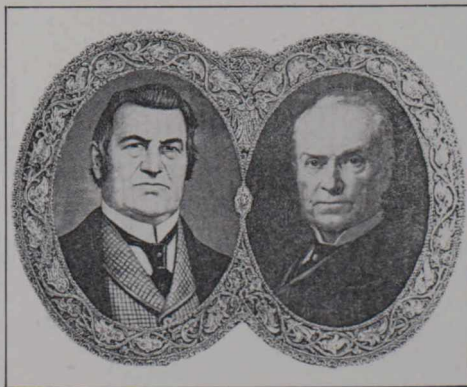
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**Tom Carling:** Tom Carling, a resident of Upper Canada (the future Ontario) began brewing in what is now London, Ont., in 1840. After he died in 1845 his sons William and John carried on. John entered politics and became MP representing London. During the 1860s he offered the brewery workers seventy-five cents a day and all the beer they could drink.

**John Labatt:** John K. Labatt, age 30, arrived in London, Ont. from Ireland. In 1847 he and Samuel Eccles, an experienced brewer, bought and rebuilt



John Molson



Tom Carling and Eugene O'Keefe



George B. Oland



the Simcoe Street brewery which had burned down. In 1853 Labatt bought out Eccles and renamed the company Labatt's Brewery. In 1866 Labatt died and his son John, who had picked up a recipe for India Pale Ale in West Virginia, took over.

**Eugene O'Keefe:** Eugene O'Keefe came to Canada from County Cork in 1832 at the age of five. He grew up and became first a banker and then, in partnership with Patrick Cosgrave, a brewer. In 1862 Cosgrave left to form his own brewery and O'Keefe became the sole proprietor of O'Keefe and Company. It was the first company in Canada to produce lager as well as ale and porter.

**John James Dunn Oland:** John Oland and his wife Susannah came to Halifax from England in the early 1860s. John helped to organize the Intercolonial Railroad in Nova Scotia and Susannah taught her sons how to brew brown October ale. This led naturally to the establishment of the Army and Navy Brewery at Dartmouth, with John in partnership with one Capt. DeWinton. John managed the plant, producing "good saleable ale and porter," and when he died Susannah took over, bought out her partners and renamed the company S. Oland & Sons & Company.

**George B. Oland:** After the Halifax explosion in 1917 destroyed the Oland brewery, Susannah's grandson George took his share of the insurance money to Saint John, New Brunswick, where he established the forerunner of the Moosehead Breweries. The other Olands rebuilt the Halifax brewery, and the two branches of the family were rivals for the Maritime market until 1971 when Labatt bought out the Oland Brewery in Halifax. George's son and grandsons now run the Moosehead Brewery, which remains totally family-owned.

**Ben Ginter:** Ben Ginter, a former bulldozer operator from Prince George's, British Columbia, has also been involved in pulp mills, logging and newspaper publishing. He is Canada's most recent brewer, having started in 1971. *Uncle Ben's* is brewed and sold in Alberta. Its label carries a picture of bearded Ben himself in a bright red shirt. *Old Blue* is exported to the U.S.



Ben Ginter

## A Variety of Suds

In addition to its national and international breweries such as Molson's, Labatt's and Carling O'Keefe, Canada has a good many regional independents. Beer cannot be sold across provincial lines—a company must have a brewery in a province in order to sell within that province.

Together the nationals and independents produce more than a hundred different labels, including *Duffy's Stout*, *Alexander Keith's India Pale Ale*, *Kiewel's Ale*, *Kakabeka Cream Lager*, *Haw Eaters' Brew*, *Ten-Penny Old Stock Ale*, *Gentle Ben Beer* and *Pelissier's Banquet Ale*.

Some 155,000 men and women work for 44 breweries in 350 communities, and about 65,000 others are involved in selling, offsale and on.

## The Great Post-War Expansion

The big Canadian breweries expanded mightily after World War II, and the most spectacular expansion involved Labatt's.

In 1953 John Labatt Ltd. bought Shea's Winnipeg Brewery Ltd. and a controlling interest in Kiewel's and Pelissier's. In the fifties and sixties it acquired Lucky Lager Breweries in British Columbia and Bavarian Brewing in St. John's, Newfoundland.

In 1964 (their most active year) the Labatt family sold thirty-nine per cent of the company shares to Joseph Schlitz Brewing Company (Schlitz was later bought out by a Canadian group), and the company was reorganized as Labatt Breweries of Canada, Ltd. In the same year Labatt joined Allied Breweries of Great Britain, Pripp Breweries of Sweden and Unibra of Belgium as partners in an international company which would brew and market a beer called *Skol* around the world.

In 1971 Labatt's acquired Oland and Son Ltd.'s breweries in Halifax, Nova Scotia, and Saint John, New Brunswick, and in 1973 Labatt and Brascan joined with a Portuguese group to produce *Skol Caracu* in Brazil.

## Some Simple Beery Dishes

**Montreal Mushrooms:** Remove the stems from one pound small white mushrooms and place the mushrooms in a large jar. Combine 2/3 cup olive oil, 1/3 cup beer, 2 tablespoons lemon juice, 2 tablespoons instant minced onion, 1 tablespoon chopped parsley, 1/4 teaspoon crushed oregano, 1/4 teaspoon crushed salad herbs, 1/2 teaspoon

salt, 1/8 teaspoon pepper, 1 large clove garlic, cut into small pieces. Pour the marinade over the mushrooms and allow them to stand for 2 hours at room temperature. Store in refrigerator.

**Cape Breton Bisque:** Melt 1/4 cup butter. Sauté 1 small chopped onion, 2 small finely chopped carrots, 1/2 cup finely chopped celery until golden. Stir in 1/3 cup all purpose flour. Gradually stir in 3 cups of light cream and 2 cups of beer. Cook over low heat, stirring constantly until slightly thickened. Add 2-1/2 cups grated sharp cheddar cheese until cheese is melted. Beat hot soup into four egg yolks. Return to heat and season with salt and pepper. Serve with daubs of sour cream sprinkled with chives.

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### One Difficult Recipe for the Dead of Winter

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**Baked Buffalo and Beer Pie:** Cut four pounds of buffalo leg meat into one-inch cubes. Season with salt, pepper and sage. Roll the meat in flour and brown in a heavy pan in very hot oil. Transfer to a braising pot. Cut up 3 medium onions, 3 stalks of celery and 3 potatoes into 1/2 inch cubes. Sauté these in the same hot oil for a few minutes, then throw them in the pot with the meat. Add 4 tablespoons of flour to the hot oil.

Brown the meat in the oven.

Heat 2 pints of beef stock. Add 2 tablespoons of tomato puree and one pint of beer. Blend this into meat slowly. Add an herb bag containing 1 clove garlic, 1 bay leaf, parsley stems, 3 cloves, 1 pinch thyme.

Simmer until meat is tender. Remove herb bag. Separate the sauce from the meat. Put meat and vegetables in individual pie plates. Season the sauce and add it to the meat. Cover the pie plates with pastry tops and bake until a golden brown.

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### One or Two for the Road

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**Calgary Red-Eye:** Fill half a glass with beer and the other half with tomato juice.

**Prairie Oyster:** Crack a raw egg into a glass of beer. The white will dissolve and the yolk will sink to the bottom. Sip slowly until you swallow the slightly pickled yolk.

**Ale Posset:** Heat (but do not boil) one quart of ale, four tablespoons of brown sugar, three whole cloves, 1/4 teaspoon ground cinnamon. Beat four eggs into a bowl and add the ale mixture, stirring as you do. Beat with rotary beater and serve hot in mugs.

## Oktoberfest



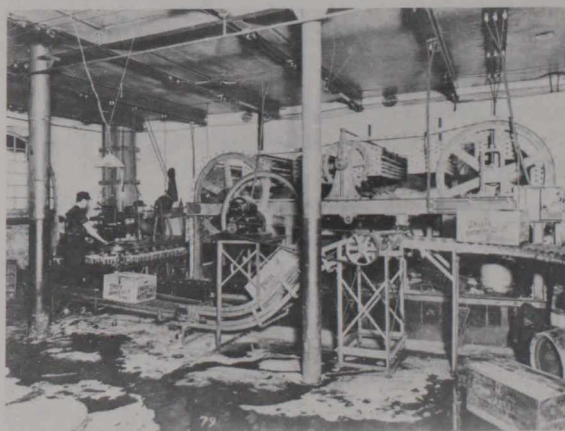
The biggest beer party in Canada lasts nine days each October in Kitchener, Ontario. Kitchener was named Berlin until World War I.

In the course of events some 300,000 people drink 230,000 gallons of beer and eat 120 tons of sausage. There is an opening day parade featuring beer wagons, German bands and schupplatter dancers in dirndls and lederhosen, as well as a variety of sporting events.

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### Canadian History Viewed through Golden Glasses

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**1620:** Denis Jamet, a Recollet missionary, wrote home from Quebec to say he and his fellows hoped to raise enough grain to make their own "bread and beer" within two years.

**1627:** The Hébert family, Quebec's pioneer agriculturists, were in proud possession of a large brewing boiler.

**1646:** Brother Amboise, a Jesuit, was occupied as the order's North American brewer.

**1650:** Forty Iroquois tried unsuccessfully to burn down the Brewery of Montreal.



A replica of the original Labatt Brewery, built in 1828 in London, Ontario.

**1786:** John Molson, an Englishman, founded Canada's oldest continuing brewery in Montreal.

**1828:** John Labatt, an Irishman, founded a brewery in London, Ont.

**1850:** Revenues from beer and liquor excise taxes brought in \$90,388. The duty on beer was one cent a gallon. It went up to three cents in 1862.

**1867-68:** The consumption of beer, which had been rising steadily for two decades, plunged when Great Britain withdrew its troops from Canada.

**1878:** Canada passed its first prohibition law, the Scott Local Option Act. Within eight years prohibition was in effect in parts of Quebec, half of Ontario, nearly all of New Brunswick and Nova Scotia and all of Prince Edward Island.

**1898:** A national plebiscite on prohibition disappointed its sponsors; less than twenty-three per cent of the voters wanted it. In Quebec it was favoured by only eight per cent.

**1902:** The voters of Ontario voted down prohibition by an overwhelming margin but, as the *Western Brewer* noted, "the constant agitation of this question by the extremists of the Dominion has operated seriously against the general prosperity of the brewing industry."

**1903:** Ontario produced nearly 12 million gallons of beer in a year, double the amount produced in Quebec. The O'Keefe Brewery unveiled a 50-ton ice machine.

**1916-1919:** The War Measures Act prohibited the sale of alcoholic beverages. After the war prohibition continued in all provinces except Quebec. It was provincial and/or local and it came and went at different times to different provinces and towns. In Ontario the provincial law was passed in 1916 and repealed in 1927, but some Ontario counties remained legally dry until the late 1940s.



An arrest under prohibition.

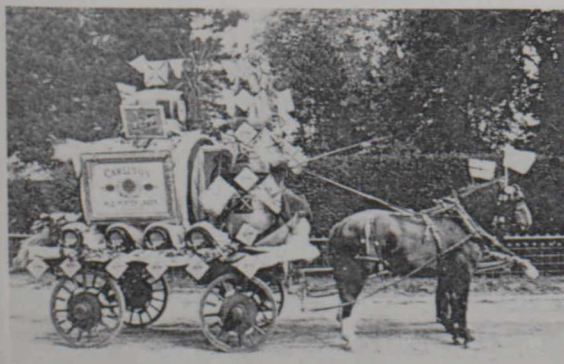
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## Cooling It in 1794

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A Swedish traveller named Peter Kalm visited Canada in 1794 and published his observations in *Travels in America*.

"Some of the people of quality make use of ice-cellars to keep beer cool in during summer and to keep fresh flesh which would not keep long in the great heat. These ice-cellars are commonly built of stone, under the house. The walls of it are covered with boards because the ice is more easily consumed by stones. In winter they fill it with snow, which is beat down with the feet and covered with water. They then open the cellar holes and the door to admit the cold. It is customary in summer to put a piece of ice into the beer to be drunk."





*Canadian beer is exported in green bottles. Beer sold in Canada comes in stubby brown bottles.*

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## CANADA

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