

THE CANADIAN BREWERIANIST

Vol.23 No 4
CHRISTMAS
2015

SAWDUST CITY BREWING MUSKOKA'S SUPER MICRO



Photo courtesy Karla Dudley of Sawdust City Brewing

**C. B. SUBSCRIPTION 2016 RENEWAL FORMS INSIDE
LABATT ON CROSS CANADA MICRO BREWERY PURCHASE BINGE
POSSIBLE CANNING CRISIS FOR SMALL BREWERS?
MOLSON SELLS HISTORIC B.C. BREWERY**

I did not realise when I began that many others were pursuing the same path, although I had often thought "Why not?"

SAWDUST CITY MUSKOKA'S MEGA BREWERY

C.B. Interviews co-owner Karla Dudley


He stumbles nervously through the awkward first date conversation. Things aren't going very well. He struggles for a connection, a spark to get things started. In desperation he tells a harmless little white lie. So what if he doesn't actually like her favourite band? He tells her he does and that ignites the conversation. They relax, the words flow freely, and their date continues ... for 29 years. Nice, nice, very nice!

FOMA
Blended Barrel-Aged Beer
Saison & Berliner Weiss
Beer / Bière - 750ml
4.2% alc. / vol.

WINEWOOD SERIES

SAWDUST CITY CO.
BREWING

Ingredients - Barley, Wheat, Hops, Yeast, Peaches, Lemon Zest, Pink Peppercorns

Why did you consider becoming involved in the brewing business?

We have been in TV production for over 20 years and have always been business owners. About 10 years ago we purchased a small publication called TAPS magazine and the Canadian Brewing Awards, which was a fledging competition. We built the Canadian Brewing Awards from about 72 entries to over 1,200 this year and magazine from a local publication to an National and International publication. During this time we met so many great, interesting, dedicated and fun people in the industry we knew we wanted to be more a part of the brewing industry.

How do you feel your backgrounds and experience would prepare you to operate your own brewing business?

My husband Rob is the quintessential entrepreneur and a pretty darn good business man. I have been working for myself for the last 30+ years so the experience just translates to a new business. There was a lot to learn about the different nuisances of the brewing business, but we like a challenge.

Why did you decide to have the Sawdust City brands contract brewed at Niagara College and Black Oak before you built your own brewery?

It was really just a matter of logistics. We wanted to get into developing our beers with brewmaster Sam Corbiel, there was a lot to learn and it isn't wise for someone to just go out and start spending big money on equipment and bricks and mortar until you have developed your recipes, tested the market and done some due diligence. We needed to develop a strong business plan, recipes and branding while we looked for a suitable location.

What did you learn from the contract brewing experience?

We learned a lot about the business and economics of brewing, supply chains, distribution logistics and how collaborations are important.

Why did you decide to make the jump from contract brewing to operating your own brewery?

We had always planned on building our own brewery, contract brewing was just a way to get there. It was a matter of finding the right building.

Why did you decide to build Sawdust City Brewing in Gravenhurst ?

We live in Gravenhurst and love being in Muskoka. Our brewmaster was born and raised in near-by Bracebridge and we believe in investing in our community

When I first saw your sign announcing Sawdust City Brewing was coming to Gravenhurst, it was for a location on the harbour. What site location process did you go through before coming up with this final ideal location?

Well, that was quite the process and it couldn't have worked out better. Originally we purchased a warehouse in the industrial park, but realized it was too far from foot traffic and we would soon outgrow it – which is one of the biggest mistakes a new brewer can make. We then purchased a lot on the Muskoka wharf, where the steamships sail from and one of the biggest attractions in Muskoka. Building from scratch and on the water was going to be long and difficult and by the time we had the plans done, we had already outgrown the space. So we sold it and kept looking while we contract brewed. We finally were able to purchase the 20,000 sq foot building on the main street of Gravenhurst and couldn't be happier.

What did you see as the opportunities this ex Canadian Tire building had for your new Sawdust City Brewing operation?

Size, infrastructure and location. It will be a while before we outgrow a building this size, there was already lots of power, loading docks, bay doors etc. and it is on the main street, so the location was perfect.

How did you select and obtain the equipment for your Sawdust City Brewery ?

We didn't want to purchase from China, we wanted to support Canadian manufacturers so we went with DME from PEI and our brewmaster worked with them to design the brewhouse.

On the brewing side what additional equipment have you added and why, since Sawdust City began brewing in Gravenhurst?

Two 60 barrel fermenters and a 60 barrel brite tank to increase our capacity by 50% and the canning line.

When and why did you make the switch from bottles to cans for Sawdust City brands? (*mention the special occasion bottles you still produce*)

We switched in the first year of operation in this location. Cans are better for the beer, lighter to ship, more environmentally friendly and we can produce more finished product as well as less waste. We still have a small bottler that we use for our specialty beers only available in our retail store. There are a series of limited-edition beers that are packaged in custom labelled bomber bottles.

Why did Sawdust City install its own canning line instead of using a contract canner such as Sessions, especially in light of all the storage space needed for empty cans?

Basically we have the space for a canning line and we have space to store truck loads of cans, so going out-of-house didn't make sense. Many many craft brewers do not have the luxury of space that we enjoy.

How did you come up with the brands that Sawdust City would produce?

We started by discussing what our core brands would be based on some market research, personal tastes and wanting to appeal to a wide variety of craft beer drinkers.

How do you maintain consistency in taste in Sawdust City products ?

Quality control, making sure the ingredients are the highest quality and following the our proven processes. Attention to detail is key.

How do you deal with a brewer's natural desire to explore and innovate ?

We simply let them and encourage it. As long as our core brands and new brands are being brewed in a quantity to satisfy demand, the brewing team is always coming up with new and innovative beers. There are always new beers on tap at the saloon.

Sawdust City Brewing has a huge and inviting tasting/ entertainment room. How does it operate and how does it help your business? (I wondered if it could also be a way to test the marketability of proposed new products)

We refer to it as The Saloon. Originally it was going to be a simple tasting room, but we had the space and it just kept growing and has become an important venue for the people of Gravenhurst, cottagers and businesses. We have live music Friday and Saturday nights, game night, trivia, open mike, yoga on Sunday morning, mug club events, parties and so much more. The retail store is open 7 days a week from 9am to 11pm and the Saloon is open from 11am to up to 1am. There are 12 beers on tap and a full bar and finger food. It has become a very important part of the business as it has connected us with the community in an amazing way.

Are there any new developments in the works for Sawdust City's brewery site?

Plans for a food component are in the works as well as a big licensed patio. We have lots of things we are working on – stay tuned.

What techniques are you using to promote Sawdust City brands, open new venues and maintain established sales opportunities?

We have a sales team of course, for licensees, social media, cohesive branding, festivals and events, collaborations with fellow breweries and best of all – word of mouth – which has been phenomenal!

How do you see Sawdust City's market developing in the future?

World domination! Just kidding, but we will be in the states and across the pond and across Canada as much as the archaic laws allow. The most important thing right now is to satisfy our local and Canadian markets before we start shipping far afield. Controlled growth and distribution is key to maintaining the quality of our product and brand.

Did you encounter any unexpected challenges along the way as you followed your business plan and if so how did you deal with them ? (eg new brite tank and additional storage tanks)

Yes, we sure did, everyone who has built a brewery will tell you that. You just have to roll with the punches from an over zealous fire inspector to finding out the LCBO tripled their order without notifying you of the new demand. Business plans are simply a guideline and you have to be fluid and not too set in your ways. We had to find a way to get more tanks and make it work way before our projections indicated. You have to think outside the box and find a way to make it happen.

Ed. Note: Sawdust City still does specialty beers such as the FOMA Blended Barrel Aged Beer for their anniversary, the 1606 Barrel Aged Raspberry Stout in this Suds Shop column and Until Tomorrow Ingrid Barrel Aged Cranberry Farmhouse Saison in 750 ml wine style bottles which are available at their beer store.

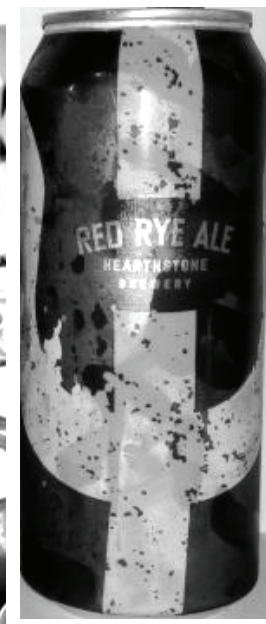


Sawdust City's all Canadian canning line feeds off this can stacker and runs along the back of their brewery.

Looking down the brewery we see the brewhouse, aging tanks and a multibarrel rack. All this is visible from their gigantic hospitality room through the wall of windows at the right



The Canadian Brewerianist CANNING LINE 6 Volume 23 Number 4



The Canadian Brewerianist CANNING LINE 7 Volume 23 Number 4



Vancouver's Hearthstone Brewery has 473 ml Bohemian Pils, Graham Cracker Ale, Red Rye Ale and Chocolate Milk Stout
 Walkerville has Easy Stout in 473 ml
 Lake of Bays had Wild North Pumpkin Ale in 473 ml
 Winterweiss 473 ml new from Muskoka
 Waterloo has Roggenbier and Dunkel in 473 ml
 New Ontario can is on their website but does it exist ?
 Spinnakers has this 355 ml Tour de Victoria can
 New Vancouver micro Postmark Brewing has Blonde in 355 ml
 Labatt has this 355 ml Budweiser Metallica can, see story in this issue
 New Dartmouth Nova Scotia micro Spindrift Brewing has 355 ml Coastal Lager
 Parallel 49 has Gypsy Tears in 355 ml
 Molson has four 473 ml Rickard's brands in special Movember cans.
 New Brock Street Brewing has their Blonde Beer, Porter and Irish Red in 473 ml
 Halifax's Rogues Roost Brew Pub closed but PEI/ Gahan makes this 473 ml IPA
 Big Rig has Tales From the Patch and Bock Me Gently Copperbock in 473 ml.
 Barkerville's first cans Mucho Oro Lager and Wandering Camel IPA in 473 ml
 Dark Side Schwarzbier 355 ml from Alberta. Anyone know the brewer etc.?

The Canadian Brewerianist CANNING LINE 8 Volume 23 Number 4



New Port Perry, Ontario micro Old Flame Brewing has Blonde , Red, Brunette, Dirty Blonde and Perry Loved Mary in 500 ml new size for Ontario
 Equilibrium Extra Special Bitter in 473 ml by Nickel Brook/Best Bitters Brewing
 Left Field's latest Eephus Oatmeal Brown Ale in 473 ml
 New from Bell City Lenoir Belgian Style Ale in 473 ml
 Tatamagouche has 4 more 473 ml cans, Lagerhosen, Little Russian Stout, Butcher Block Red Ale, and Sunrise Trail Session Ale
 Gahan/ PEI has 473 ml Victoria Park Pale Ale
 Big Surf Brewing has redesigned its 355 ml Tidal Wave Strong Lager

The Canadian Brewerianist CANNING LINE 9 Volume 23 Number 4



Collingwood has Rockwell Pilsner, Downhill Pale Ale and Fireside ESB in 473 ml

Lake of Bays has redesigned their Top Shelf Classic Lager 473 ml

Gananoque have their Naughty Otter in 473 ml

Hamilton's Collective Arts Brewing has Stash Blonde Ale 473 ml

Descendants added Renyard the Fox Golden Wet Ale to their 473 ml cans

Three 473 ml non main line brews from Sawdust City—Sägemehl Stadt Festbier, Winding Road Autumn Saison and Chinook Wet Hop Pale Ale



Among many treasures found at Larry Lemelin's Niagara Show was this Dow paper under glass in its original lettered frame and was picked up by Tom Hoffman,



Adam Jarzabek picked up this beautiful Regal Lager self framed tin sign that comes from the brewery in Hamilton, probably in the era of Kuntz ownership from 1873 to 1903.

This pewter Labatt drinking horn appeared on ebay and is an item I've never seen before. It is probably an award item perhaps for the London Hunt Club of which the Labatt brothers were members and patrons.





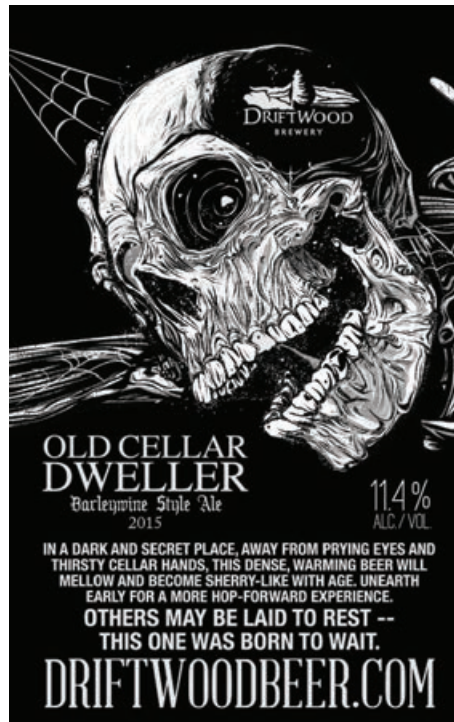
Creemore has Oktoberfest in 625 ml bottles

Vancouver's Red Truck Brewery had Firefighters' Friday Red Pilsner to show their support

Sawdust City had a special brew 1606 Barrel Aged Raspberry Stout at the brewery in 750 ml

Barkerville's White Gold Witbier came in 650 ml





New design for Driftwood's Old Cellar Dweller Barleywine Style Ale at a hefty 11.4 % alc/vol

Powell Street has Dunkelweizen in 650 ml

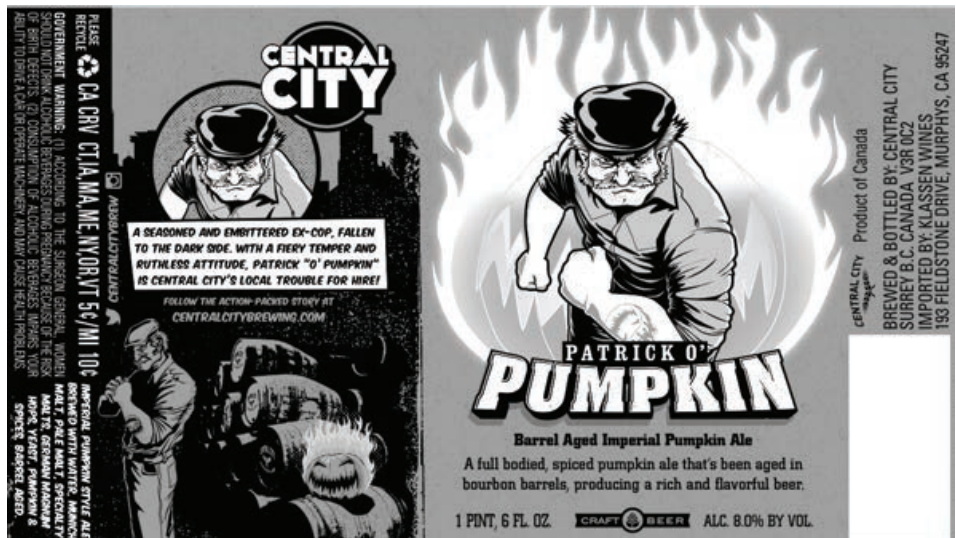
Wellington County celebrated with this 750 ml 10th Anniversary Ale

Grizzly Paw and collaborated on this 650 ml Walk A Mile in Her Shoes Hefeweizen, fundraiser

Two Niagara on the Lake micros Silversmith and The Exchange Brewery collaborated to produce Telephonique Belgian Table Beer in 650 ml

Mill Street's Tankenstein IPA seasonal is available in 750 ml wine style bottles





Spinnakers 650 ml Spiced Pumpkin Ale

Central City's newest was Patrick O'Pumpkin Barrel Aged Imperial Pumpkin Ale in 650 ml

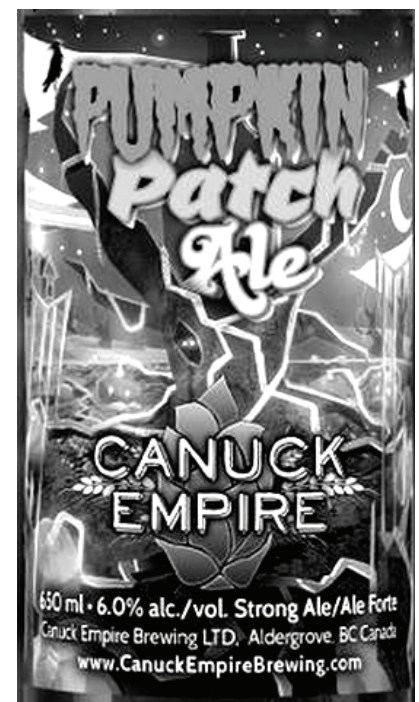


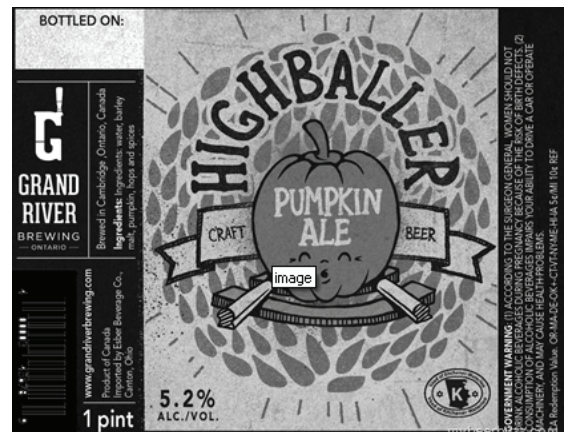
Canuck Empire had 650 ml Pumpkin Patch Ale

Rare Bird Pumpkin Ale in 650 ml

New design Lost Souls Pumpkin Porter in 650 ml from Parallel 49

Two seasonals from Alley Kat Pumpkin Pie Spiced Ale and Ein Prosit! Oktoberfest both in 650 ml





Rainhard Brewing had this Nosbeeratu Black IPA in 650 ml

Grizzly Paw had Jack O' Lantern Pumpkin Ale in 650 ml

Redesigned Highballer Pumpkin Ale label from Grand River

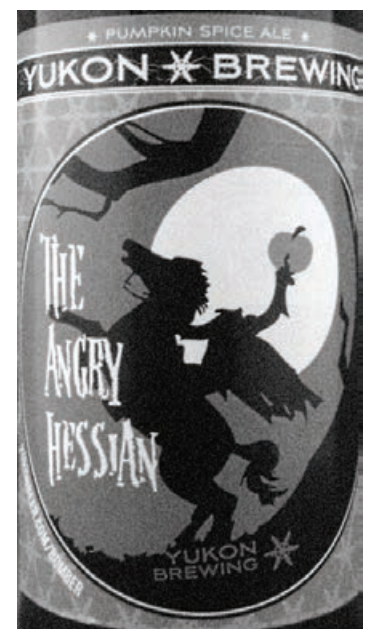
The Angry Hessian Pumpkin Spiced Ale came from Yukon Brewing

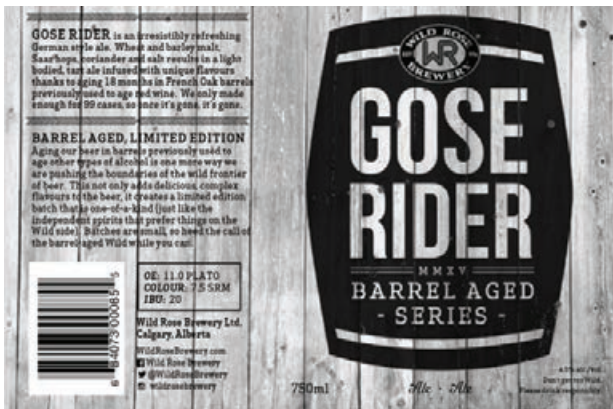
Two Sergeants has 650 ml Passion D'Alc Belgian Wit

Tatamagouche Lager Hosen came in 650 ml

Category 12 and Red Truck collaborated on this 650 ml Wet Hop Pale Ale

Mission Springs Spiced Pumpkin Ale 650 ml





Wild Rose had Gose Rider in 750 ml

Deepcove had 650 ml Shredder Blonde Ale as a tribute to the rescue medics

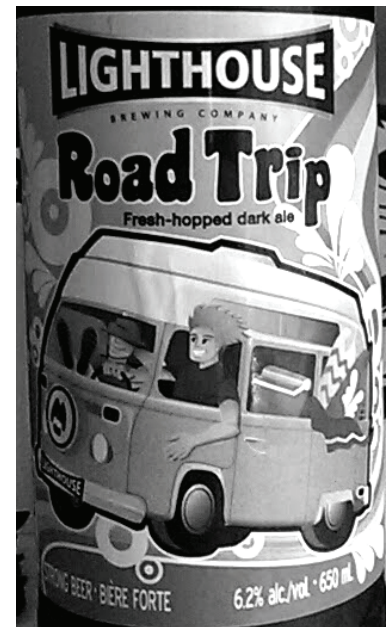
Bellwoods had Monogamy Brett Barrel Aged Centennial Hop Ale in 500 ml

Lighthouse Road Trip Fresh Hopped dark Ale comes in 650 ml

Garrison had Vulcan Ale for the Comicon event in Halifax

Red Arrow's latest is 650 ml Idle Hands Oaked Orange Ale

Persephone has Harvest Pale Ale in 650 ml



We try to stay busy. It helps keep us out of trouble. That's why we put as much time as possible into doing what we do best. Brewing quality, craft beer. Idle Hands pours chestnut brown and has subtle aromas of orange blossom and vanilla. The head is bone-white and reveals flavours of toffee malt, candied orange peel and a dash of vanilla bean.

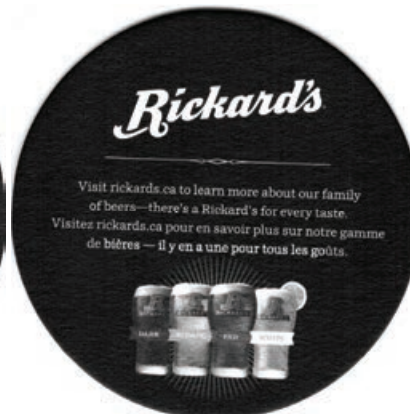
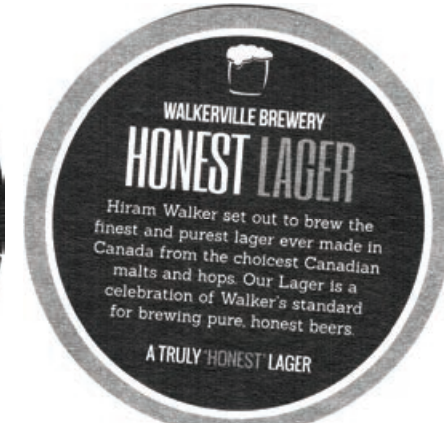
www.redarrowbeer.ca



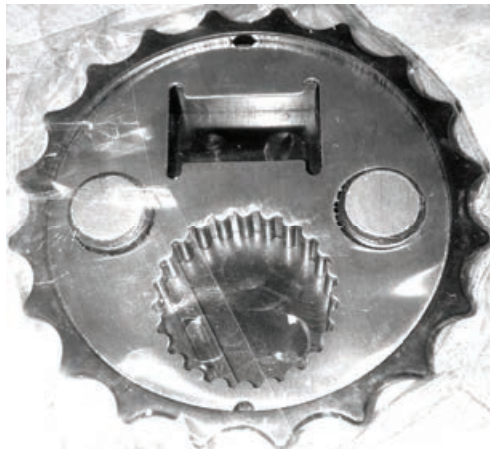
6 28432 81762 3



Return for Refund: Please apply to the relevant authority for a refund of the tax on this beer.



- Big Thanks to Ben Bromley
1. Outlaw Brewing Southampton ,Ont., one sided
 - 2 & 3. Kilannan Brewing Owen Sound, Ont., two sided one orange the other black
 - 4 & 5. Walkerville Honest Lager two sided
 6. Sawdust City two sided same both sides
 - 7 & 8. Refined Fool Brewing Sarnia two sided
 9. Molson Canadian retro coaster two sided French on one English on other
 - 10 & 11. Current Rickard's by Molson two sided



This large Okanagan Spring twist off type opener appeared at Larry Lemelin's Niagara Show

A series of these Labatt's openers featuring different brands in the plastic inserts in the handle showed up on ebay



Vancouver's Stanley Park Brewery has two different metal cast openers. The close up shows the ceramic insert in the handle.



WOLF BREWING CELEBRATES B.C. ARTISTS WITH ITS LABELS

Latest beer from Wolf Brewing in Nanaimo B.C. is this Black & Tan Dark Ale. Wolf has an ongoing art project to get B.C. artists to submit examples of Vancouver Island art to be used on the company's labels.

Shown here is the original painting by Victoria B.C. artist Linny D. Vine entitled "A New Adventure". It is a bright painting full of beautiful orange, yellow and green colours giving an Autumn feel.

"Whether Linny is painting en plein air or in studio, with oil or with acrylic, her expressive

brushwork and unique vision of the world combine to create paintings that celebrate the wonderful character and joyous imperfectness of life."

"Over the years Linny has been represented in galleries across Canada and the USA where she has enjoyed numerous successful solo and group exhibitions. Her paintings are treasured in private and corporate collections throughout the USA, Canada and Europe. And, the list of happy "Linnyland Collectors" continues to grow. "



View the limited edition artist series at
wolfbrewingcompany.com
Beer/ Biere, Ingredients: Water, malt, hops, yeast, raw honey
540 Old Victoria Road, Nanaimo, BC V9R 6Z8

Traditional British style dark ale skillfully blended for a balanced medium bodied beer that is very easy to drink but with no compromise on flavour.

BLACK & TAN


WOLF
BREWING CO.

WOLF BREWING COMPANY



650ml 5.5%Vol

VANCOUVER ISLAND, BC

001 Art by Linny D. Vine

NEW SIZED BEER CAN FOR ONTARIO



Port Perry's Old Flame Brewing was established in 2014 but has already brought a significant change to Ontario's beer scene. They installed a Cask Global Canning Solutions can line and package their beer in 568 ml that's one imperial pint, beer cans. So far they produce at least five different brands in beer cans Blonde Helles Style Lager, Brunette Munich Dunkel Style Lager, Red Vienna Lager, Dirty Blonde Kellerbier Style Lager and Perry Loved Mary West Coast IPA and are in some LCBO stores already.



CROWN PACKAGING REEVALUATES ITS CRAFT BEER BUSINESS

Just when we are seeing a gigantic surge in the number of Canadian micros producing their products in cans, an early October article in *Brewhound* may indicate future problems for Canadian micros who are canning or may intend to start canning. This includes even those who have their own canning line or are having their brands custom canned by another micro such as Wellington County. The numbers quoted in the article are for minimum orders available to U.S. micros. Here the minimum order is in the 20,000 to 30,000 can order, but the problem may be the same.

"After aggressively adding more than 350 craft beer clients in 18 months, Crown Beverage Packaging is now struggling to keep up with demand from the [very customers it sought](#), and is considering altering the ways it services craft customers. "

"Over the last week, Crown began informing a number of craft breweries that it would no longer be able to fill orders of printed aluminum cans," One brewer reported, "We were told that they wouldn't be able to reprint our cans at any time and that we needed to find a new supplier or a new package variety,"

"Over the years, Crown has allowed its smallest craft customers to purchase half-truckloads of aluminum cans — about 12 pallets or 100,000 cans. Competitor suppliers Ball and Rexam typically require customers purchase full truckloads."

At the heart of the issue are printed cans, a colorful representation of a craft brewery's identity, and sometimes the most important part of the brand when it comes to helping a smaller business stand out on the shelf.

"Every single one of our customers can still get Crown cans," said Nick Osborne, the business development and sales manager for Crown's craft division. "It is the printed can side that has put a strain on our business." "The alternative for brewers that have been shut out from receiving printed cans from Crown is to order blank cans and use custom-designed shrink-sleeve wraps instead," Unfortunately that is more costly to micros. A craft brewery submits its (often complicated) can design to Crown. Crown takes sheets of aluminum, stamps out the requested size cans (typically a 12 oz. or 16 oz.) and sends them to "the decorator," a machine where individualized graphics are applied. Companies are then able to select from different types of finishing varnishes and, once the design is approved, Crown reels off thousands of printed cans for a brewery. Multiply that process by 400 breweries, many of which are canning multiple SKUs, and one can understand just how complicated and inefficient the manufacturing process can become.

"You hit a point where it is very difficult for the plants to run," Crown's marketing director Ron Skotleski said, noting that each 100,000 can run requires the machines to be shut down and "changed over" with new graphics plates.

The question for us, will this type of decision carry over to Canadian can producers?

LABATT PURCHASES MILL STREET AND STANLEY PARK

Though the newspapers report a Labatt takeover of Mill Street Brewery, it is really Labatt's owners international brewing conglomerate In Bev Anheuser Busch who control the money and call the shots. Its also unlikely that the price offered was a smidgeon of the 106 billion dollar In Bev AB offered Miller SAB during that same week in their successful bid making that deal the world's largest corporate merger.

Mill Street has been a leader in the micro brewing fraternity, it started in 2002 in a historic building in Toronto's Distillery District successful brewery/restaurant and four years later had outgrown its original site, moving its main brewing production off site to a former furniture factory in Scarborough, while expanding its brew pub restaurant in the Distillery District. The next moves came in 2011 first out of town to Ottawa where they established another Mill Street Brewery in an old mill right on the Ottawa River and in the same year opened a pub/restaurant in Toronto's Pearson Airport. In 2013 they established the Mill Street Beer Hall in a building next to their original brewery/restaurant and added schnaps production to their repertoire. Mill Street products created under the watchful eye of brewmaster Joel Manning have developed a huge following, with their Mill Street Vanilla Stout being perhaps the most desired winter seasonal in our province.

The financial and management details have not been made public, but we do have statements from co owner Steve Abrams, "We are excited about the prospect of working with Labatt to build even further on our successes and sharing our brands with more beer lovers across Canada."

The only details from the In Bev A B side of the deal as laid out by Labatt president Jan Craps were, "Our partnership and investment will accelerate its growth in one of the most dynamic beer segments, while fully preserving Mill Street's creative character and pioneering spirit." Labatt has also committed itself to immediately invest \$10 million in new state-of-the-art brewhouse and packaging capabilities.

Brewmaster Joel Manning said, "This investment in a state-of-the-art brewhouse that Mill Street will run on a stand-alone basis positions us to reach the very top of our craft," "We couldn't be more pleased by this fantastic opportunity to further entrench our reputation for innovation and quality, and bring more great brands to more consumers."

To many Canadians the questions will be, is Mill Street going to remain essentially independent with In Bev A B acting solely as a "sugar daddy" in the Creemore / Molson Coors model or a direct hands on operation? It has been reported that the Ontario Craft Brewers said the Labatt purchase means Mill Street is no longer eligible for membership in their organization or the promotions they provide. Another report says, "The Ontario government chose to uphold Mill Street's designation as a craft brewer based on their methods of production, but added it will no longer count it among Ontario's small brewers, who get access to government support, specific shelf-space and marketing initiatives at The Beer Store." Again this will be a non starter as Labatt being a partner in the Beer Store, will simply count Mill Street brands as their own and display as well as stock them, probably at levels never before available to Mill Street or micros and maybe at lower prices.

The real question will be, how will the general public beer drinker not the beer geeks react to this move by Mill Street?

Meanwhile on the West coast Labatt has purchased Vancouver's Stanley Park brewery, but in this case apparently it isn't the brewery which is the focus of the \$ 350 million buyout with Mark Anthony Group but rather the Mike's Hard Lemonade licenses and various cider brands owned by the group. Labatt spokesman Charlie Angelakos said changing consumer preferences have meant the company needs to be more nimble "Increasingly consumers are looking for sweeter options." "We plan to make the most of these opportunities by making strong consumer connections with the acquired brands and growing their presence across the country." Labatt will have a bigger stake in both the growing pre-mixed drinks and ciders markets, which according to data from Labatt, pre-mixed drinks sales have grown by 7 per cent annually over the past three years. And ciders has also soared, rising 20 per cent annually over the same period after years of limited availability in Canadian bars and liquor stores.



GIANT LABATT METALLICA BUDWEISER BEER TRUCK IN QUEBEC

Metallica was scheduled for two shows in Quebec. The first on Sept. 14 in the Colisee signaled its closing and the second on Sept. 16 in the new Centre Videotron for the opening of the hoped for home of the NHL Nordiques.

During these events a giant 48 foot Bud tanker truck filled with Budweiser beer produced at Labatt's Montreal



brewery will sit outside the concert sites. The truck is painted black with imagery similar to that found on Metallica's *"Ride The Lightning"* album cover as well as the Bud logo and wording, "Coulee dans le Rock" (Cast in Rock).

A release from the beer-maker says, "During the concert, the sonic vibrations from Metallica's music will be infused into the liquid, creating the rock and roll recipe." An image posted by the concert venue shows the tanker truck preparing to be infused. Budweiser's plan then calls for the the tanker will drive off to the Labatt plant near Montreal after the show, where all the beer once inside the truck will be canned and to go on sale on Sept. 28.

It was expected that 91,000 of the special limited edition Bud Metallica cans (see this issue's Canning Line) would be available in 15 and 24 packs, but already they have been showing up on Ebay and with wordings such as rare and just a few left. In truth 91,000 cans means about 6,000 15 packs or more than 3700 24's so the real number is somewhere in the middle, but still a lot of Metallica cans.

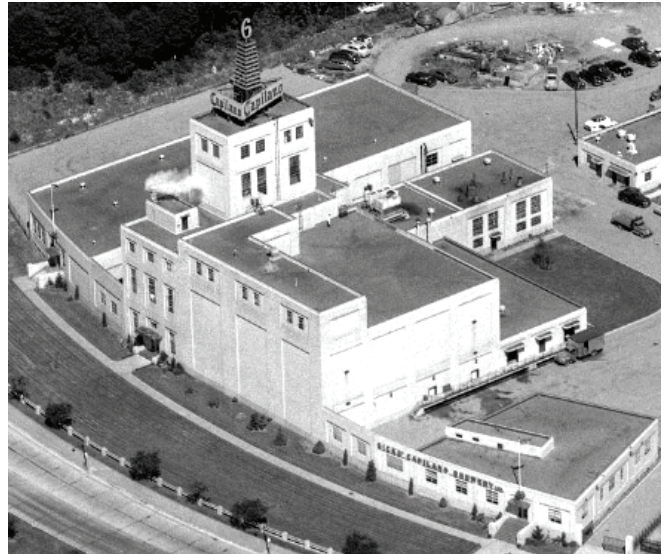


MOLSON SELLS ITS VANCOUVER BREWERY

Molson Coors has a buyer for their 55-year-old Vancouver brewery located on a prime piece of expensive Vancouver real estate. Stewart Glendinning, CEO of Molson Coors Canada, said the selling price of the land was high enough it would cover the cost of a new brewery, estimated to be completed in three to five years somewhere in the province for its brewing and distribution operations. Until then, it will lease the current site from the new owner. Although he wouldn't say specifically if it plans to reduce Canadian brewing capacity to meet declining consumption, he did state that, "You can rest assured that rightsizing our capacity is a key part of our plan, and the new operations would be more flexible to accommodate small and large brew formats.

Glendinning told analysts that the new Vancouver brewery will be more cost-effective and help to drive higher earnings.

The Molson Vancouver plant was originally Sick's Capilano Brewery and built by Fritz Sick in 1953. The picture of Mr. Sick and his executives cutting the birthday cake to celebrate its opening is dated April 28, 1953. Sick's sold the Capilano plant and their other five Canadian Breweries to Molson's in 1959.



This is just part of a plan by Molson Coors to overhaul its brewing operations in Canada. A feasibility study expected to be completed in the new year will determine whether it upgrades the current location in Old Montreal or builds a new site. "Overall, I think we've got a very strong plan for reshaping the supply chain in Canada," said Glendinning.

REMINDERS OF WWII HOME FRONT ACTIVITIES AT LABATT'S



JOIN THE ORDER OF Victory Boosters

Send 25c. today to the Order of Victory Boosters, 255 Bay Street, Toronto, and receive your membership card and Victory Boosters pin.

Your 25c. buys three packages of 25 cigarettes each for boys overseas in the Canadian Army, Navy, Air Force, and Mercantile Marine, together with three reply cards addressed to you. Each additional 25c. will send a further four packages of 25 cigarettes for distribution overseas.

OVERSEAS LEAGUE (CANADA) TOBACCO AND
255 BAY STREET HAMPER FUND TORONTO, ONT.

With Remembrance Day activities just past and Christmas coming on it seemed Frank Mrazik timed things perfectly when he sent me this Labatt's WWII Christmas coaster. Every Friday during the war Labatt's closed their regular operations and all hands set to creating the weekly packages for our soldiers overseas. Each package contained cigarettes, socks, sweets and personal letters written by the Labatt employees or family.



I saw the Sick's Capilano cap on the far left on ebay. It was listed as a type 2 Capilano cap, so thinking it would be a nice tie in with the story on the ex Sick's Capilano brewery sale I asked crown expert Marg Walker what a type one would look like.

Here's what she told me, there are a variety of very similar crowns used by all Sick's breweries as seen in this Lethbridge version.



For Sick's Capilano brewery there are at least four cap variations from this brewery. The two distinct face designs are shown here and the far left version comes in both white face and an off white. The version to the right comes in a silver face. Another variation is by manufacturer either CCS or MCI. The most obvious difference is the banners across the face have word, "SICKS" only

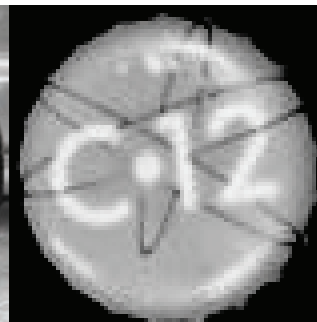


and others have a folded larger banner with words, --Symbol of Quality "6" SICKS' and symbolic pronunciation-- and the styling of the large "6" in the centre.

Seen in other Sick's crowns, but not so far from Capilano, are a green skirt instead of red, a green "6" instead of red, gold lettering and this third face design as seen on the Sick's Prince Albert Brewery.



This mint Vancouver breweries corked lined crown surfaced on ebay. Two new B.C. micro crowns from Category 12 and Red Truck Brewery are now out.



ADS



Al Edmunds has a bunch of different back lit signs from the Beer Store plus beer trays, openers, cans, unused labels, and

beer towels for sale. Email him at aeddmunds@uwo.ca

William Pickard has this wooden special edition Labatt Classic Beer case with 24 bottles and their caps for sale. Email him at luckypick5@rogers.com





Other brewers have trucks, Sawdust City Brewing has this unique bus covered with pictures of their can brands to advertise what they are delivering. Photo courtesy Karla Dudley of Sawdust City Brewing

ON DRAUGHT

If you know of any breweriana type shows please tell Loren so he can list them here

Dec. 8 Trillium Toys For Tots
Contact Kerry Winters

Jan. 17 Woodstock Nostalgia Show
Fairgrounds, Woodstock, Ontario

March 6 Toronto Nostalgia Show
Sheraton Parkway Hotel & Conference Centre
Richmond Hill, Ont

Mar 20 Ottawa Nostalgia & Collectibles Show
Nepean Sportsplex. Ottawa, Ont.

Apr 2 Trillium Chapter Show
Great Lakes Brewery
Contact CB 23 Larry Sherk

Apr 6 Ancaster Nostalgia Show
Merrit Hall, Ancaster Fairgrounds

Apr 17 Toronto Bottle & Nostalgia Show
Pickering Recreational Centre

May 1&2 Gananoque Mini Convention
Country Squire Motel, Gananoque. Ont
Contact T.J. Clifford



Just in time for this issue Frank Mrazik sent this example of a seasonal coaster from Labatt's. Note the two keys that help set its time period—the apostrophe "s" on Labatt's and the 1832 establishment date

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