

From: dave@freshops.com (dave wills)  
Subject: hops

Dear Hopnation subscriber,

Sorry for the delay here in this info as the harvest has been in for about a month but here is the 1999 Harvest Summary-

The 1999 season got off to a slow start with a mild winter then a cold and soggy spring. This delayed the hops and resulted in a later than normal harvest. Fortunately the sun did shine hard all summer and a good looking crop resulted with not as much problem with powdery mildew as in 1998. Alpha acids are average to above average depending upon varieties. The overall yield per acre was about normal. Total acreage was down again this year as low grower contract prices continued. Hopefully for many growers this decrease in supply will boost prices in the future such that growing hops will return to being an economically viable crop. A small price increase at harvest indicated that perhaps the bottom has been reached in the hop market.

We are adding two new varieties to this years offerings, Magnum and Sterling. Magnum was developed in Germany as their high alpha offering. At 16% alpha it is the highest we offer this year, the cohumulone ratio is on the low side so that means a clean rather than harsh bitterness and the storage stability is good. Sterling was recently released out of the USDA Hop Research Program in Corvallis, OR. It was bred as an alternative to the very low yielding Saaz. It is considerably higher alpha then Saaz at 7.6% but it has a great aroma. It's pedigree includes 50% Saaz and a bit of Cascade, Hallertauer, Brewers Gold and male #21361.

Freshops.com now accepts secure online orders with a VISA or Mastercard. Hop rhizomes should be ready to ship in early March. Have a great brewing season, you have a month to get you 2000 eve brew in the bottle.

Hoppily,  
Dave Wills  
Purveyor of fine Freshops

## HOPVINE

In a press release dated December 6, 1999, Anheuser-Busch announced that they have signed **Wayne Gretzky** to an exclusive multi-year deal making Gretzky the new voice of *Bud Light*. In the release, Gretzky is quoted as saying, "I'm proud to join the Bud Light team and look forward to building our partnership." In the slide accompanying the press release, Gretzky is posed beside a hockey net filled with pucks and the slogan "894 goals, 1,963 assists, 61 NHL records, one beer." Too bad The Great One didn't sign up with a Great Beer.

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Anyone heading to Sidney, Australia, for the 2000 Olympics will be pleased to know that the new **Olympic Stadium** will have four restaurants and 49 bars. To keep these supplied with beer 30 km of lines need to be filled with 50 kegs prior to pouring a single pint. 800 kegs can be put on tap at one time; 3500 glasses of beer can be poured a minute! During opening night 1800 kegs were emptied in less than six hours

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**Fat Cat Brewery** opened in December in Nanaimo. Locally owned and operated by Bunny Goodman and Rob Haseloh, Fat Cat has launched three "fresh, locally made ales." Fat Head IPA is "a full bodied, aromatic hopped, pale coloured India Pale Ale, So & So Pale ale is simply described by the brewery as "simple, very pleasurable," and the third ale, the house specialty, is the "dark, rich, exquisite" Pompous Pompadour Porter. The brewery can be reached at (250) 716-BREW (716-2739).

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CASK BEER NEWS - Dave Willoughby, formerly of Tree Brewing, has opened an alehouse, **Doc Willoughby's**, in downtown Kelowna. He will feature a cask-conditioned house beer from a changing selection of Tree's beers. The **Vance Creek Saloon**, at the Silver Star Ski Resort, Vernon, is going to be serving a cask-conditioned beer from Tree every Friday afternoon.

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"I was in love with a beautiful blonde once. She drove me to drink; that's the one thing I'm indebted to her for." *W.C. Fields*

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**Mississippi** became the last state in the USA to legalize brewpubs. The Florida-based **Hops** chain opened its 50<sup>th</sup> brewpub. Big River Breweries Inc. of Chattanooga, TN, purchased all 12 **Gordon Biersch Brewing Co.** brewery restaurants in a deal believed to be in the \$50 million range.

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**World beer production** in 1998 increased 1.6% from a year earlier to about 133 million kilolitres, up for the 14th consecutive year. The biggest five producing countries are the United States (up .05%), China (up 5.3%), Germany (down 2.7%), Brazil (down 0.3%) and Japan (up 0.5%). Russia, eighth in output, showed the biggest growth rate of 24.6% thanks to increases in consumption among women and young people. Increases in areas such as China, Taiwan and Japan reflect growth of U.S. domestic brands such as Budweiser (perhaps the world's largest contract brewer) and international brands like Heineken that are brewed under contract license by beer manufacturers in those countries.

The **Canadian beer market** has shown a steady decrease in consumption from 78.8 litres per capita in 1988 to 66.8 litres in 1998. Microbreweries increased their market share to about four percent of the Canadian market.

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Homebrewers looking for links to good websites might want to try this one:

<http://www.looksmart.com/eus1/eus317834/eus317900/eus174870/eus149653/r?!&>

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**New Belgium Brewing**, Fort Collins, CO, became the worlds first wind powered brewery in September. The brewery uses 1.8 million kWh of electricity per year, and produced over 100,000 US barrels in 1999 (about 117,000 Hectolitres). Check out their website at <http://www.newbelgium.com/>

#### FIRE DESTROYS FAMOUS SALVATOR BEER HALL IN MUNICH

Paulaner Brewery's famous Salvator Beer Hall in Munich was destroyed by fire on Nov. 27. Three people were reported injured, and arson was suspected because the fire reportedly broke out in four different places simultaneously. Some 150 firefighters responded to the blaze. This reporter visited the fabled beer hall several years ago for the annual Salvator Bierfest held in February of each year. The hall was really several massive indoor halls adjacent to the Paulaner Brewery. The buildings were stuffed with German decorations and brewing collectibles. Damage to the structures is said to be in the millions of marks. (Contributed by Tom Dalldorf, The Celebrator Beer News)

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A college professor paid \$4,910 for bottle No. 1 of the new **Sam Adams Millennium Beer** from Boston Beer Co. in a charity auction at Yahoo.com. The winning bidder, who prefers to remain anonymous, lives in Boston. He bought the bottle for his wife in celebration of their 10th wedding anniversary. Enthusiastic bidding for bottles of the Millennium didn't stop with charity. Bottles sold for more than \$1,000 at both Yahoo.com and eBay.com, although prices realized have dropped since. In auctions that closed before No. 1 was sold, bottle No. 2020 (of 3000) brought \$1,110 in a Yahoo! Auction, and a bottle fetched \$1,025 on eBay. A few days later a bottle went unsold on eBay because it did not meet the seller's reserve despite drawing a bid of \$560. (From [www.realbeer.com](http://www.realbeer.com))

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**Ray Daniels** has taken the job as editor-in-chief of The New Brewer and Zymurgy magazines. He is an award-winning home brewer, was 1998 Beer Writer of the Year (he's written three books and is a frequent contributor to several periodicals), is an active member of the Chicago Beer Society and organizer of the Real Ale Festival in Chicago.

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Sapporo Breweries and the University of Adelaide, Australia, have developed a new strain of drought resistant barley. The new strain can be grown in areas with as little as 300mm annual rainfall, and is resistant to hot desert winds.

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## CAMRA Makes Submission to Agri-Food Policy Committee

By John Rowling

On behalf of CAMRA BC I made a submission to the Select Standing Committee on Agriculture and Fisheries, Legislative Assembly of British Columbia, On November 25, 1999

For the Hansard record of what was actually said, check this website:  
<http://www.legis.gov.bc.ca/cmt/cmt08/1998/hansard/af112599.htm>

The following is a summary of the main points of the submission:

“The **CAM**paign for **Real Ale** Society of **British Columbia (CAMRA BC)** is a consumer advocacy society dedicated to the promotion of craft beers. Beer is one of the oldest food products in the history of the human race. The following proposals focus on food safety and industry sustainability in British Columbia today.

### Food Safety

#### **What is used to make beer?**

1. CAMRA BC proposes that in British Columbia, there must be a listing of ingredients on beer packaging, so that consumers can make an informed choice.
2. CAMRA BC proposes that the use of genetically altered yeasts be banned in the British Columbia brewing industry.

### Industry Sustainability

#### **“Buy BC”**

3. CAMRA BC proposes a more equitable tax regime in the beer industry in this province. We endorse the proposal of the Craft Brewers Association of British Columbia for a uniform tax rate of 80% of current levels for the first 15,000 Hectolitres produced, 85% for the next 20,000 HL and 90% on further production to a maximum of 75,000 HL. Above that level, all production would be taxed at the current rate.”

Thanks to CAMRA member, Laura Kotler, for helping keep track of the Hansard record.

## CAMRA 10 YEARS AGO

There were only five breweries and two brewpubs in the province in 1990 and their beers were hard to find. Granville Island, Horseshoe Bay, Okanagan Spring, Shaftebury and Vancouver Island (then Island Pacific) were the choices, or, if you were lucky enough to live in Victoria, you could go to Spinnakers and Swans.

Phil Cottrell was the main force behind the formation of CAMRA in Victoria. Dave Preston, Carol and John Rowling and a couple of friends joined him on April 10<sup>th</sup> 1990 at Spinnakers to discuss forming a beer appreciation society along the lines of CAMRA in Britain. The first Executive was John Rowling, president; Phil Cottrell, secretary; Phil Atkinson, newsletter editor. The Campaign for Real Ale Society of British Columbia was incorporated on September 24 1990. By the end of the year there were 46 members.

Incidentally, of the original seven only the Victoria breweries have survived as independent breweries.

## HOPVINE

It's official! er, well, almost. Three months ago the B.C. Supreme Court dismissed an application by the B.C. L.D.B. to prevent **Spinnakers Brewpub** from selling its beers offsite. Minister of Small Business, Etc., **Ian Waddell** has conceded defeat, but is stalling for another month according to the Times Colonist. "...I'm going to delay it for a month and ask my staff to look at how it's going to affect other businesses. Unless we find something extraordinary, we'll go ahead (with the changes)." Apparently his staff haven't found anything of significance in the last three months, so congratulations may be in order (soon!) to Paul Hadfield at Spinnakers.

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New brewpub regulations in **Ontario** allow a brewpub to transport beers made at one location to a second pub or bar owned and operated by the same company or person. Granite Brewpub in Toronto is opening a second location, Beer Street, 729 Danforth Avenue. Beer Street will be serving four beers from The Granite on handpumps.

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**Deschutes Brewery and Public House**, Bend, Oregon, was named Brewpub of the Year at the National Brewpub Conference and Trade Show.

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It's probably a bit too late but try "**Getting Over A Millennium Hangover**" John D. MacArthur [http://www.brain.com/about/static\\_123099\\_feature-alcohol.htm](http://www.brain.com/about/static_123099_feature-alcohol.htm)

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**From this day in history:** January 24, 1935: Krueger Brewing Company placed the first canned beer on sale in Richmond, VA.

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[www.beer.com](http://www.beer.com) is a new website which touts itself as being "Total beer lifestyle online". The site covers sports, games, an online dating service, a bar finder, music, a lot of other stuff totally unrelated to beer, and, oh yes, a bit of beer news! It seems that Interbrew is behind this project.

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Tree Brewing has released Old Stumplifter Spiced Ale and London Spy Porter. Old Stumplifter (6.5% ABV) is brewed with cinnamon and allspice in the boil and orange peel and cranberries in the conditioning tank. London Spy Porter is a dark, chocolaty malty beer with subdued hop bitterness

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Have you seen the **Hoegaarden** ads in Zymurgy, etc.? "Brewed in the Village of Hoegaarden. Where Tradition Dates back to 1445." Sounds yummy, eh? Then you read the fine print: "© 1999 Labatt USA"!

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The **Beer Judge Certification Program** has spent two years refining the guidelines for judging homebrew competitions. The good news is that the American Homebrewers Association has adopted these guidelines for AHA competitions. The full listing of beer styles is available on [www.beertown.org](http://www.beertown.org) or [www.bjcp.org](http://www.bjcp.org).

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A three-week occupation of a Molson Inc. brewery in Barrie, Ontario, ended in mid-December after the 300 unionized workers approved a tentative agreement. The occupation and a boycott of Molson products were launched Nov. 21 after Molson announced the closure of the Barrie plant. Nearly 30 brewery workers took over the plant and others protested outside.

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The Boston Beer Company can call its Samuel Adams brand the "Best Beer in America," but cannot prevent competitors from making the same claim, a U.S. appeals court ruled in December. The court upheld the U.S. Patent and Trademark Office's 1998 rejection of Boston Beer's application to register the "Best Beer in America" as a trademark. Samuel Adams beers were widely promoted as the "Best Beer in America" after winning that title in consumer polling at the Great American Beer Festival in the 1980s. (BEERWeek TM, Week of Dec 13-20, 1999). It was this misuse of beer festival titles that prompted the GCBF to not have a medal competition.

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Big Rock Brewery sales were up 43% for the first half of 1999.

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Small brewers contribute more than \$11 billion annually to the U.S. economy, according to the Beer Institute. The small brewers segment directly and indirectly employ nearly 70,000 Americans who earn \$5 billion in wages and benefits. "... agriculture, transportation, packaging and advertising, also benefit from the strength of the brewing industry," said Institute president Jeff Becker. The small brewers segment also accounts for about \$750 million in taxes at federal, state and local levels.

Now, to put that really in perspective: specialty/craft/micro beers accounted for 2.6% of beers sold in the US in 1998. By contrast, the Busch Light brand had a 2.5% share, and Anheuser Busch Natural Light a 3.6% share of the market....aaaaaaaarghhh!

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Oregon breweries Portland Brewing Co. and Saxer/Nor'Wester Brewing Co. of Lake Oswego plan to merge. The combined company has a brewing capacity of about 75,000 barrels. It will be the 12th largest craft brewery in the United States and third largest in Oregon.

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A computer simulation has been used to show that even though bubbles float up, they also go down in a glass of Guinness. Professor Clive Fletcher and students at the University of New South Wales, Sydney, Australia, used computational fluid dynamics software to illustrate that bubbles go both up and down in a glass of beer. Fletcher's team used the software to simulate the motion of the bubbles and discovered that, as expected, most bubbles do move upwards. The bubbles in the center of the glass, free from the effects of the glass wall, move upwards most quickly and drag liquid with them. But the liquid moving up in the center of the glass, having nowhere else to go, must eventually turn towards the walls and start to move downward. The liquid moving downward near the walls tries to drag

down bubbles with it. Larger bubbles have sufficient buoyancy to resist but smaller bubbles are continuously dragged to the bottom of the glass.

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The McAuslan Brewery has commissioned four original works of art by contemporary Quebec artists to appear on McAuslan beer coasters. In France, beer coasters (also known as beer mats) often feature original art and are highly collectible. "It just struck me as a neat idea," said Peter McAuslan. They will be distributed to bars around Montreal.

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Chicago-based Siebel Institute of Technology, the last of the founding brewing schools of the 1800s, ceased operations in January. Siebel was more than a North American brewing school - it attracted students from more than 60 countries. Enrollment had dwindled, however, from a high of 1,200 in 1997 to 500 last year.

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Fuller's of London, UK, is launching what it claims to be the world's first organic honey ale in March when it revamps its Honey Dew ale as Organic Honey Dew. The beer will be available in 500-ml bottles and as a limited edition spring beer in cask in selected pubs. (breWorld BeerBulletin, Jan. 31, 2000)

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Beer enthusiasts around the world hope that an Internet-inspired campaign will save one of the world's classic beers from extinction. At stake is the future of Rodenbach Grand Cru and quite possibly two other outstanding beers from Belgium, Oerbier and Stille Nacht from De Dolle Brouwers. Apparently the Palm Brewery, which acquired a controlling interest in Rodenbach less than two years ago, has already stopped making Rodenbach Alexander and reportedly put the Grand Cru on a one-year trial. Palm also informed De Dolle that it would no longer receive yeast from Rodenbach. De Dolle is a small brewery and has none of the technology to re-pitch its yeast; without the distinctive Rodenbach yeast, it may not continue making Oerbier or Stille Nacht. Grand Cru isn't gone yet. If you want to join the worldwide campaign to save these beers, you can contact the brewery directly at: PR@palm-nv.be

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Lion Breweries which brews New Zealand's Steinlager is suing a local farmer in an effort to obtain the use of steinlager.com for its Internet website. Lion has filed an action with the World Intellectual Property Organization to claim the domain name. Wallace Waugh registered the steinlager.com site more than two years ago to use the name for an electronics business. "We actually needed that (site) for a job and we got it. A considerable time later (Lion) rang up and said they wanted it," Waugh said. "They tried to bully us into it. I said, 'no.' We had spent \$20,000 on developing our website on it, and they offered me beer." The company was willing to compensate Waugh for any costs in establishing and maintaining the domain site, but no more.



## 2<sup>ND</sup> ANNUAL PUB SURVEY

The 2<sup>nd</sup> annual Pub survey by CAMRA Victoria will take place during the first week of May. Evaluation forms with instructions will be available at the regular meetings in March and April, will be at the CAMRA website ([i.am/camra](http://i.am/camra)) and will be in the next issue of What's Brewing.



## SLOW BEER!

“Slow Food” is an anti-fast food movement started by Italian journalist, Carlo Petrini. The organization has spread to 35 countries and has 60,000 members worldwide. Petrini started Slow Food in 1986 as a protest against the effect fast food has on our society and life. It is an attempt to counter the ‘global taste village’ which is standardizing flavours and manipulating consumers. The 1989 Paris Manifesto states: ‘Our aim is to rediscover the richness and aromas of local cuisines to fight the standardization of Fast Food. Slow Food is the avant-garde response to the Fast Life which has changed our lives and threatens the environment and the landscape in the name of productivity’. The symbol chosen to represent the movement is a snail:



CAMRA members may be happy to know that Petrini sees promise in the rise of microbreweries in a market long dominated by a handful of beer conglomerates. Check out the website at [www.slowfood.com](http://www.slowfood.com), and search for Michael Jackson’s 1998 article “The Post-Industrial Pint” in **Slow**, the international magazine of the organization.

## BREW PUBS CAN SELL BEER OFF-SITE

The following is the text of the April 10<sup>th</sup> Government press release

### **BREW PUBS CAN SELL BEER OFF-SITE**

**April 10, 2000**

**SBTC / 00:40**

Brewpubs will be allowed to sell their beer in liquor stores, cold beer and wine stores and licensed establishments, Ian Waddell, minister of small business, tourism and culture, announced today.

The decision follows a review of the implications of the recent Supreme Court ruling upholding a previous Liquor Appeal Board decision to allow brewpubs to sell their products off-site.

"I am satisfied with the analysis and have instructed the general manager of the Liquor Distribution Branch to abide by the Supreme Court decision with respect to Spinnakers Brewpub and to make the necessary policy changes," said Waddell, who is also minister responsible for the Liquor Distribution Branch.

"This decision is good news for consumers. They will have an increased selection of premium B.C.-crafted beers."

All interests had an opportunity to present their views through written submissions, meetings and telephone calls. Representatives of the craft brewers said they could be affected by the change in brewpub policy. As a result, Waddell has instructed the general manager of the LDB to continue discussions with the craft brewers.

"I want their concerns addressed in a manner that meets the interests of the public as well as government and industry," said Waddell.

The LDB will work with brewpub representatives to develop an implementation strategy for this decision, to be in place by the summer.

There are 18 brewpubs in British Columbia producing 1.2 million litres of beer a year. This is 0.5 per cent of the beer consumed in the province.

The Liquor Distribution Branch is governed by the Liquor Distribution Act and is responsible for the purchasing, distribution, wholesaling and retailing of beverage alcohol in British Columbia.

## Coming Events - notes

The speaker for June is Ralph Olson of Hopunion USA, Yakima, WA. Ralph has been in the hop trade since 1978. Currently he is in charge of purchasing hops from growers and selling hops to Craft breweries. He is the President of the Master Brewer Association of the Americas, District Northwest. He is on the board for the American Hop Museum, and is currently on the board of advisors for the Institute of Brewing Studies.

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Evergreen State Fair Home Made Beverage Competition: entry dates are Aug. 5 and 6 in Monroe at the Fairgrounds. Mailed entries must be received by August 9 at Kim's Place, 3405 - 172 St NE, Arlington, WA 98223. There are no entry fees for this competition. Kim Titterness 360-658-9577  
<http://ESFCompetition.homestead.com/page1.html>.

## **Genetically modified beer has super foam**

German researchers are working on a genetically modified beer with a long-lasting froth, New Scientist magazine reported in March. Ulf Stahl and a team of scientists at the Technical University in Berlin have produced a brewer's yeast used in the fermentation process that is enhanced with an gene called LTP1 to produce a better froth, according to the magazine.

The basis of foaming in beer is the LTP1 gene. The protein made by the gene forms bubbles of carbon dioxide when the barley is ground up and forced into water. More LTP1 produces more proteins, which in turn create a more stable froth. But amounts of LTP1 protein vary naturally in the barley crops according to the weather. More LTP1 is produced in barley crops during dry summers than in wet ones.

The genetically modified brewer's yeast secretes so much of the froth-making protein that the beer will produce the same amount of foam regardless of the quality of the barley. Stahl said German brewers had expressed interest in his work, but at the moment they do not think there is much of a market for the beer because of the German public's opposition to genetically modified food.

## HOPVINE

The Neighbourhood Pub Owners Association has changed its name to the BC Liquor Licensees and Retailers Association.

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Hopunion USA has improved its website [www.hopunion.com](http://www.hopunion.com). A search engine has been added, and the Hop Variety Characteristics Booklet is now available online.

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BCTV reported on March 17<sup>th</sup> that in 150 countries around the world and in 9 Canadian provinces advertising on beer glasses is allowed. Seems that British Columbia is out of step with the rest of the planet.

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Victoria Lager is to become City hall's flagship beer. Centennial Square activities will be partly funded by sales of Vancouver Island Brewing's Lager.

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Big River Brewpub #2 opened in Kelowna. Like the original in Richmond, this one is also next to a bowling alley.

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Fish Brewing's latest: Poseidon Imperial Stout, at 10% ABV. The beer is aged in oaken casks and sells in a 1.5 litre bottle: just a little nightcap!

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A study commissioned by brewing giant Guinness discovered that bearded men waste an alarming amount of beer compared to clean-shaven men. The study conducted in the United Kingdom -- but not the Republic of Ireland or Northern Ireland -- found that an estimated 92,370 drinkers with mustaches lose about 162,719 pints of Guinness in their facial hair each year, and that beer is worth about £423,000 (\$675,900).

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Siebel Institute of Technology, Chicago will resume brewing school classes this month. Siebel, the last of the founding brewing schools of the 1800s, closed its classroom doors in January. Alltech Inc. of Nicholasville, KY, has acquired Siebel and will assume control of the day-to-day operations.

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Six bottles of 105-year-old beer, three full and three half-full, will be auctioned April 29. Diver Jim Phillips received considerable attention last year when he drank a bottle of the beer after it was salvaged from a shipwreck. The ship sank on its way from Glasgow to Adelaide in 1894 when it hit rocks off Thorn Island, Pembrokeshire. The proceeds will go to finance this year's Adventurous Divers Club projects. The beer is a light ale brewed in the Glasgow area, and there will be no minimum bid. For more information, write [jimphilj@aol.com](mailto:jimphilj@aol.com).

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The US craft brewing industry got back on track in 1999, according to figures released by the Institute for Brewing Studies in Boulder, Colo. After a flat year in 1998, domestic specialty brewing sales were up 2%. IBS figures show that brewpubs, microbreweries, regional specialty breweries and contract brewing companies sold 5.7 million barrels in 1999, compared to 5.6 million in 1998. Market share remained at 2.9% of the total amount of beer sold in the U.S., the same share as 1998.

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Check out this for a pretty comprehensive index of Canadian beer information:

<http://realbeer.com/canada/>

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## Okanagan Fest-of-Ale: New to Us

Nine CAMRA members attended the 5<sup>th</sup> Okanagan Fest-of-Ale on April 14 and 15<sup>th</sup>. There were a lot of familiar faces and beers, and there were some new friends made. Niall Fraser, President of The Grizzly Paw Brewing from Canmore, Alberta, was there with his staff. They brought their Grumpy Bear Honey Wheat and Mooseknuckle Winter Stout. The latter was a full-bodied stout, definitely “a meal in a glass”, while the Honey Wheat had a great malty flavour.

And then there were Brian McIsaac and Rebecca Kneen (silent K) from Crannóg Ales from Sorrento, BC. The company name is Irish and is pronounced Cr'n-ohg. They make hand crafted beers in the Irish tradition on their farm. All of their beers are certified organic. Brian and Rebecca are cultivating their own hops, but are currently using imported organic hops from New Zealand until theirs mature. The Black Wolfhound Stout tied for most popular beer with The Barley Mill's Paleamino Ale. Crannóg were also pouring their Red Branch Irish Ale and Partition Bitter, both great beers.



## Tasting notes from last year in Ontario

After visiting Niagara Falls, stop in at St Catherines at the Sweeney Todd Pub. This is a CAMRA must. The pub specializes in microbrews: no factory fizz in sight here. We started with Niagara Brewings Weisse – cloudy, refreshing and sharp, followed by Niagara best bitter, malty but with a not very strong hop nose. It had it's own “brewery” aroma. Creemore lager is wonderful on draught. Hart Festive Brown Ale was a very malty, very “Yorkshire” beer with a lovely head. KLB Raspberry Wheat was very nice, in the Belgian fruit beer style, not too wheaty, but with a yeasty smell. Wellington Special Pale Ale, was nicely hoppy and very smooth, not a Pacific NW-style IPA, but very Kentish. Lakes of Muskoka Brewing Cream Ale had a neat definition on their tent card. “Microbrewery beer – doesn't have chemicals unlike big brewery beers; doesn't have filler ingredients, just hops and barley...resulting in a quality product with taste: no multi-million dollar ad campaigns – focus on what really matters, creating great tasting beer. Microbrewed beer is real beer. Cheers”

**BREW PUBS' ELIGIBILITY TO  
APPLY FOR LISTINGS  
TO SELL PRODUCT OFF-SITE**

Regulatory Impact Statement

March 31, 2000

Presented to  
Honourable Ian Waddell  
Minister of Small Business, Tourism and Culture

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**BREW PUBS’ ELIGIBILITY TO  
APPLY FOR LISTINGS  
TO SELL PRODUCT OFF-SITE**  
Regulatory Impact Statement

**Executive Summary**

**Issue**

The Minister of Small Business, Tourism and Culture is acting in response to a recent decision of the Supreme Court of British Columbia. The court decision upheld the ruling of the Liquor Appeal Board that there is no legislative basis to preclude brewpubs from applying to the Liquor Distribution Branch for a listing that would allow the brewpubs to sell their products off-site.

The Minister will instruct the General Manager, Liquor Distribution Branch, to abide by the Supreme Court decision. As a result, brewpubs are eligible to apply for listings for off-site sales of their products, subject to only normal commercial considerations as specified in the *Liquor Distribution Act*.

Liquor Distribution Branch staff will meet with brewpub representatives to develop the framework for implementing this decision.

**Observations**

This Regulatory Impact Statement addresses only the impacts arising from the decision by the Minister of Small Business, Tourism and Culture with regard to the off-site sale of brewpubs’ product.

However, some information received throughout this Regulatory Impact Statement process is with regard to licensing issues not directly related to this decision. This information has been passed on to the Liquor Control and Licensing Branch, Ministry of Attorney General for review.

**1. Is the Problem Correctly Defined?**

The objective of this Regulatory Impact Statement is to document the impacts of any decision with regard to the BC Supreme Court ruling that a current government policy limiting brewpubs' ability to apply for listings to sell product off-site is not supported by existing provisions in the *Liquor Distribution Act*.

**2. Is government action justified?**

Government currently regulates all aspects of the manufacture, distribution, and sale of alcoholic beverages. This is consistent with all North American jurisdictions reviewed during the Regulatory Impact Statement process.

**3. Is regulation the best form of government action?**

The proposal in this Regulatory Impact Statement is to accept the decision of the Supreme Court of British Columbia. Therefore, there is no need to make any legislative changes or enact new regulations.

**4. What is the best regulatory approach?**

Two regulatory approaches were considered: accept the Supreme Court decision or propose legislative amendments to restore the policy under which brewpubs were refused off-site product listings. The Ministry proposes to abide by the Supreme Court decision which will, in turn, allow brewpubs to apply for listings to sell product off-site.

**5. Is there a legal basis for provincial regulatory policy?**

This area of legislation is constitutionally within provincial jurisdiction.

**6. What is the appropriate level of government for this action?**

As this is a matter regulated by provincial legislation, the Province is the level of government most appropriate to deal with the situation.

**7. Do the benefits of regulatory policy justify the costs?**

This decision would provide the consumer with more product choice. The government fiscal impacts stemming from this decision are minimal. All the brewpubs that responded indicated a positive impact on their sector resulting from this action. The craft brewery sector is concerned that their members would be

negatively impacted if brewpubs are able to sell their brewed products off-site. Where a product distinction was made, their concern is focused on kegged product. The commercial/regional brewers note the greatest impact as competition for shelf space in government liquor stores. Members of both the craft brewer and brewpub sectors have suggested that benefits from a more diversified brewpub sector may have downstream economic benefits for the craft brewing sector as well – due to the enhanced profile of specialty beers.

**8. Will there be an impact on British Columbia’s competitiveness?**

As a result of this review, it would seem that any impact on British Columbia’s competitiveness would be negligible. A review of twelve other jurisdictions (see Appendix C), including three in the United States, was conducted by the Liquor Distribution Branch. The research revealed that all examined jurisdictions have a variety of regulations applicable to brewpubs and all maintain differentiating licenses for brew manufacturers. Three limit brewpubs’ production to a specified maximum and eight had limitations on manufacturers’ access to market. Ten of these jurisdictions permitted at least some off-site distribution by brewpubs and only two (including a specific license type in Washington State) were as restrictive as British Columbia with respect to brewpubs.

**9. How will a policy that is clear, consistent, comprehensible and accessible to users be assured?**

This Regulatory Impact Statement will be communicated to all stakeholders by providing them with a printed copy and making it available to the public through the Regulatory Impact Statement website at <http://www.streamline.gov.bc.ca/ris.htm> and with references from other relevant government websites.

**10. Have all the parties have an opportunity to present their views?**

Yes, all stakeholders have had an opportunity to present their views through solicitation of written submissions, meetings and telephone calls. This process has been comprehensive, open, and inclusive.

**11. What are the views of front-line staff?**

It is the view of front-line staff that this change and the expected increase in listing applications will have little impact on the volume of their administrative responsibility. More significantly, they believe that the interests of the public will be better served with a potentially wider variety of brewed beverage products to choose from.

# **BREW PUBS' ELIGIBILITY TO APPLY FOR LISTINGS TO SELL PRODUCT OFF-SITE**

Regulatory Impact Statement

## **1. Is the Problem Correctly Defined?**

This Regulatory Impact Statement was initiated as a result of a BC Supreme Court decision (Vancouver Registry No: A991079). This decision upheld the findings of the Liquor Appeal Board that current government policy with regard to brewpubs' ability to apply for listings was not supported by existing provisions in the *Liquor Distribution Act*, RSBC 1996 CHAPTER 268.

This Regulatory Impact Statement is being used to document the impacts of alternative responses to the Supreme Court decision. Alternatives considered included possible changes to the *Liquor Control and Licensing Act*, RSBC 1996 CHAPTER 267.

Maintaining the "status quo" for stakeholders would mean changes to one or more *Acts* and accompanying *Regulations*. The Minister requesting the Regulatory Impact Statement, the Honourable Ian Waddell, is responsible for the Liquor Distribution Branch which is regulated by the *Liquor Distribution Act*. The Liquor Control and Licensing Branch, charged with administering the *Liquor Control and Licensing Act*, falls within the responsibility of the Attorney General.

Two alternative responses to the Supreme Court decision contemplated during the Regulatory Impact Statement process were:

1. take action to make legislative changes to the *Liquor Distribution Act* that would support the original intent of the policy (e.g. maintain the current system); or,
2. instruct the General Manager, Liquor Distribution Branch to abide by the Supreme Court decision, resulting in brewpubs being able to apply for listings for off-site sales, and recommend further analysis of licensing-related issues by the Liquor Control and Licensing Branch, Ministry of Attorney General.

## Background

Brewpubs were first licensed in 1984. A brewpub is the combination of a licensed retail establishment (e.g. pub, restaurant, etc. or a combination thereof) with a small on-site brewery manufacturing beer. Production is limited only by the brewpub's ability to sell. Subject to the outcome of this review and subsequent applications for off-site listings, sale of the brewpub's beer is restricted to on-premise consumption. However, bottled products may also be sold if the licensee has an off-sale endorsement for the pub or an attached Licensee Retail Store (e.g. cold beer and wine store).

The business relationship between a licensed brewpub and the Liquor Distribution Branch is formally outlined in General Manager's Orders. While no legislation exists which explicitly prohibits brewpubs from applying for listings to permit off-site sale of their product, a General Manager's Order expresses the policy that a brewpub may only sell its product to retail customers on-site and not to licensees or any other person for resale.

Brewpubs have lobbied government to change the policy to allow them increased access to the market. The most recent policy change – to allow brew pubs to sell their bottled products for off-sale to the general public at their own site, as noted above – was a result of recommendations made by the Policy Review Panel, chaired by John Jansen, MLA, Chilliwack, in its June 1987 report entitled Liquor Policies for British Columbians. Since then, brewpubs have continued to lobby, specifically, to sell to other licensees and through government liquor stores.

In 1997, Tex C. Enemark completed the Report to the Attorney General of B.C.: Matters of Liquor Control, Licensing and Distribution. Enemark had a mandate to examine only the licensing of U-Brews and U-Vins; opening of government liquor stores on Sunday and statutory holidays; use of credit cards in government liquor stores; licensing of billiard establishments; and, entertainment and games in the restaurant industry.

In January, 1999, Jo Surich completed the Review of Liquor Regulations in the Province of British Columbia, focusing primarily on licensing streamlining issues with no comment on the distribution of brewpub products in its final recommendations.

In 1996, Spinnaker's Brewpub ("Spinnaker's"), which is subject to General Manager's Order 2/92, applied for a specialty listing to sell bottled beer to government liquor stores and licensees for resale. The General Manager did not grant a specialty listing as to do so would contravene Order 2/92. Spinnaker's appealed this decision to the Liquor Appeal Board, which heard the case in April, 1998. The Liquor Appeal Board made the decision to allow the appeal, on the



basis that Order 2/92 has no application to listing decisions. The Liquor Appeal Board sent the matter (e.g. the listing application) back to the General Manager of the Liquor Distribution Branch for reconsideration. In July, 1998, the General Manager applied for a judicial review by the Supreme Court of British Columbia to ask for an order to quash the Liquor Appeal Board decision. The case was heard in October, 1999, and the ruling, dated November 18, 1999 upheld the decision of the Liquor Appeal Board.

The General Manager of the Liquor Distribution Branch must now reconsider the listing application from Spinnaker's and base his decision on solely commercial considerations as outlined in section 16(5) of the *Liquor Distribution Act*. Despite the fact that the actual application in the case was for a specialty listing for bottled beer, the Supreme Court ruling now requires the General Manager to consider all listing applications made by brewpubs and grant such listings subject only to commercial considerations as described above.

### **Process**

On February 16, 2000, Minister Waddell announced that a Regulatory Impact Statement would be undertaken by the Assistant Deputy Minister of Small Business to document the impact of the decision on industry stakeholders.

Industry stakeholders were invited to send written submissions and to meet with ministry staff (see Appendix E). Stakeholders included all brew pubs, all craft brewers (also known as micro-brewers), all commercial/regional brewers, the Craft Brewers Association of B.C. (representing some craft brewers), the Western Brewers Association (representing the commercial/regional brewers as well as several craft brewers), and the Brewery, Winery and Distillery Workers Local 300 Union (generally representing the workers in the commercial/regional sector). In addition, key officials from both the Liquor Distribution Branch, Ministry of Small Business, Tourism and Culture, and the Liquor Control and Licensing Branch, Ministry of Attorney General, were consulted.

As the first of two questions, stakeholders were asked to describe the impact on their business if brewpubs were able to sell their products off-site. This question is a direct reference to the Supreme Court decision.

To establish a context for the Regulatory Impact Statement, correspondence from stakeholders relating to the issue of distribution of brewpub products dating back to 1991 was reviewed. As a result of this initial research and analysis, and in an attempt to address a specific concern from industry stakeholders that the policy change would result in an "uneven playing field" to the disadvantage of craft brewers, a further question was asked of the respondents.

Specifically, stakeholders were also asked to identify the impacts of allowing craft and commercial/regional brewers to operate on-site licensed establishments. This option was a reflection of past requests in this regard from some craft brewers and the Craft Brewer’s Association.

The responses to these questions are detailed in section #7 and Appendix A.

## **2. Is government action justified?**

Government action is justified. Government regulations govern the manufacture, distribution, and consumption of alcohol in all Canadian jurisdictions.

The Government of British Columbia has long been aware of the desire of stakeholders in the brewing industry to conduct business on a “level playing field”. Where a disparity or inequality has been identified by government and stakeholders, efforts have been made to rectify the situation.

In this instance, an interpretation of the *Liquor Distribution Act* by the Liquor Appeal Board (upheld by the Supreme Court of British Columbia) has altered the system.

The Supreme Court ruling reverses current policy.

## **3. Is regulation the best form of government action?**

### **Can government deal with this issue using non-regulatory means?**

Legislation regulates the entire system for liquor production, distribution and sale in the Province of British Columbia. There is no viable non-regulatory option available when dealing with this industry’s structure.

A possible alternative could be to allow the Liquor Distribution Branch to deal with the issue by policy and internal procedures. This alternative was not seen as viable as it is an attempt to regulate without specific legislative authority. Further, the prior attempt to deal with this issue solely by policy is what gave rise to the requirement for this Regulatory Impact Statement process.

**Action to be taken in this instance?**

The proposal in this Regulatory Impact Statement is to abide by the Supreme Court decision. This proposal will not create any additional regulation under the *Liquor Distribution Act* with respect to the issue reviewed.

**4. What is the best regulatory approach?**

**Alternatives?**

Two alternative regulatory approaches were considered:

1. *Take action to make legislative changes to the Liquor Distribution Act that would support the original intent of the policy, which is to limit the distribution of brewpub product.*

Taking this approach would make into law the policy as it existed prior to the Supreme Court decision. However, this action would be unresponsive to some of the issues raised during the course of this Regulatory Impact Statement process.

2. *Instruct the General Manager, Liquor Distribution Branch to abide by the Supreme Court decision, and recommend the Liquor Control and Licensing Branch, Ministry of Attorney General undertake further analysis of the licensing-related issues raised during stakeholder discussions.*

The outcome of this approach is that brewpubs can now make applications to the Liquor Distribution Branch for listings to sell their products off-site. This opportunity was not available to them before the Supreme Court's decision due to the restrictions contained in the General Manager's Orders. Now these applications must be given fair consideration compared with other similar products based on only commercial considerations and any other reasons specifically authorized by the *Liquor Distribution Act*.

**Other Jurisdictions?**

Twelve other jurisdictions (including two in the United States) were canvassed to determine the various regulatory measures used in the areas of alcohol manufacture, distribution, and sale. All regulate alcohol through legislation

although only two jurisdictions wholly restrict brewpubs from off-site sales, as does BC (see section 8 and Appendix C)

**5. Is there a legal basis for provincial regulatory policy?**

The provincial government’s legislative authority in this area is derived from its power to exclusively legislate in matters of property and civil rights within the province pursuant to section 92(13) of the *Constitution Act, 1867* or alternatively pursuant to section 92(16) of this *Act*, being all matters of a merely local or private nature in the province.

As the proposal expressed in this Regulatory Impact Statement is to take no new regulatory action, this issue need not be considered.

**6. What is the appropriate level of government for this action?**

As this is a matter regulated by the *Liquor Distribution Act*, the Province is the level of government most appropriate to deal with the situation.

With regard to the specific issue of this Regulatory Impact Statement, other levels of government would not be involved at this point in the process. Municipal governments, for example, regulate issues of zoning and other matters relating to the licensing of neighborhood pubs, which are beyond the scope of this review.

**7. Do the benefits of regulatory policy justify the costs?**

*A summary of these impacts is illustrated in Appendix A*

**Consumer Impacts**

As a benefit to the consumer, this and other potential additional listings would provide more choice, and increased accessibility. However, it must be recognized that the total market for specialty brews (brewpubs and craft brewers combined) is a relatively small niche market, currently accounting for approximately 5% of the provincial beer market.

**Fiscal Impacts**

In abiding by the Supreme Court decision, the General Manager of the Liquor Distribution Branch must reconsider Spinnaker’s application for the specialty

listing. The decision to approve such a listing must now be based on solely commercial considerations.

Without further analysis of broader issues by the relevant regulatory authorities it is difficult to determine the total government fiscal impact specific to this decision (tax revenue, regulatory action, etc.). At this time they are believed to be minimal. According to Liquor Distribution Branch staff, if brewpub products are given listings for off-site sales there is an immediate potential for minor Liquor Distribution Branch administrative costs related to product distribution. These minor costs would relate to a slight increase in administration time for the newly listed products.

### **Business Impacts**

#### ***Brewpubs***

Some brewpubs have current capacity for increased production to allow for wider distribution. This would facilitate increased access to the market and increased economic benefits.

If government were to change legislation to disallow brewpubs to sell their products off-site, there is no empirical evidence that the brewpub sector would falter. Instead, it is likely that brewpubs' markets would remain relatively static. This lost opportunity for diversification in the marketplace resulting from such a legislative change may have a generally negative impact on consumer awareness and appreciation of their products.

Based on information received from both the Craft Brewers Association of B.C. and the Western Brewers Association, and confirmed by statistics provided by the Liquor Distribution Branch, of the three manufacturing sectors, brewpubs are generally regarded as the most profitable, stable, and likely to experience growth. (see Appendix D.)

The brewpub operators who responded to the ministry's letter indicated the business impacts to them would be likely to invest in additional equipment for bottling and or manufacturing, label design and printing, trucking or use of local trucking companies, and additional human resources. Any of these investments would benefit the local British Columbia economy.

Liquor Distribution Branch data dating from 1995 indicates that provincial brewpub sales have increased annually, from \$851,000 in 1995 to \$3.5 million in 1999. In 1999, brewpubs sold 12,473 hectolitres, representing 0.5% of the British Columbia market.

***Craft Brewers (“Microbreweries”)***

Craft brewers are currently facing competition from both importers and commercial/regional brewers who have been able to introduce specialty products into the provincial market. If brewpubs were to become direct competitors in licensees and Liquor Distribution Branch stores, the craft brewery sector claims that their members would be negatively impacted. Where product type is specifically mentioned in their responses to the Ministry’s letter on the listing issue, craft brewers identify the competitive market for kegged product as that most likely to be affected.

There are other factors, not related to the focus of this Regulatory Impact Statement that have been raised by some craft brewers as having negative economic impacts on them. Some of these include topics of ongoing discussions with the Liquor Distribution Branch. Those factors that relate to licensing issues will be forwarded to the attention of the Attorney General.

However, benefits from a more diversified brewpub sector may have downstream economic benefits for the craft brewing sector as well – due to the enhanced profile on domestically produced specialty beers. This effect was suggested in a March 1, 2000, article in the Globe and Mail describing Vancouver Island participants in “Brew Trail Tours”. Notably, no sector distinction or competition was suggested between brewpubs and craft brewers in their activities to promote premium, small-batch brewed products.

Liquor Distribution Branch data dating from 1995 indicates that the amount of beer sold by craft breweries started to decline in 1997 (108,698 hectolitres) and continued to decline in 1999 (99,347 hectolitres). In 1999, craft brewers sold \$36 million worth of beer, with volumes accounting for 4.1% of the domestic market.

***Commercial/Regional Brewers***

Commercial/regional brewery sales far outnumber those of the brewpubs and craft brewers combined, accounting for approximately 95.5% of the domestic market in 1999. This situation has remained consistent at least since 1995, even though overall beer consumption in the province has declined. In 1999, commercial/regional breweries sold 2,312,874 hectolitres of beer, worth \$803 million, compared to 1995 when 2,484,997 hectolitres of beer, worth \$766 million was sold.

Commercial/regional breweries have been able to diversify and maintain market share by introducing specialty beers into the market. They have, from time to time, sought to acquire significant competitors in a bid to maintain market share. The Western Brewers Association has noted that the fall in beer sale volumes

negatively impacted the smaller craft brewers, rather than any of the major brewers. The commercial/regional brewers note the greatest impact of the decision for them will be increased competition for shelf space in government liquor stores.

There is a general feeling from the representatives of the Brewery, Winery and Distillery Workers Union, Local 300, that any change could potentially threaten member jobs in this sector. Their concern seems to be supported by the assertion that recent streamlining and modernization initiatives undertaken by the two major commercial brewers appears to have been a key factor in job loss for their members.

### ***Economic and Regional Impacts***

Under the current legislative framework, and as a result of the Liquor Appeal Board and Supreme Court decisions, brewpubs would be allowed to apply for listings to sell their products off-site. One benefit would be the increase in the variety of provincially produced specialty beer that is more readily accessible to the market and consumers (e.g. not just limited to a single location).

Craft brewers are concerned about the impact increased competition may have on their industry. The submission by the Craft Brewers Association of B.C. has indicated that some craft brewers are currently facing economic hardship due to competitive market factors, most unrelated to the focus of this Regulatory Impact Statement process.

In Washington, Oregon, and California there are a number of annual events and tours designed to increase the profile of premium beer. It should be noted that the brewers in these jurisdictions are not differentiated as a “brewery” or “brewpub” with regard to promoting the events. In British Columbia, increased industry exposure may enhance both brewpub and craft brewer profiles, thereby increasing the economic viability for both types of small businesses. Once introduced to specialty products, consumers may be interested in visiting and tasting similar products at different brewery sites in many different communities. There is potential for tourism and regional economic development opportunities such as the “Ale Trail” event held in Ontario, and the “Brew Trail Tour” on Vancouver Island.

## **8. Will there be an impact on British Columbia’s competitiveness?**

As a result of this review, it would seem that any impact on British Columbia’s competitiveness would be negligible. A review of twelve other jurisdictions

(detailed in Appendix C), including three in the United States, was conducted by the Liquor Distribution Branch. The research revealed that all examined jurisdictions have a variety of regulations applicable to brewpubs and all maintain differentiating licenses for brew manufacturers. Three limit brewpubs' production to a specified maximum and eight had limitations on manufacturers' access to market. Ten of these jurisdictions permitted at least some off-site distribution by brewpubs and only two (including a specific license type in Washington State) were as restrictive as British Columbia with respect to brewpubs.

Increased selection combined with the industry promotion of the products produced by the brewpubs and craft brewers should enhance BC's competitiveness in this industry. Currently, there are no BC restrictions on the export of brewpub product. However, it has been suggested that due to limited exposure, there is resultant limited ability or opportunity for brewpubs to market within BC. With enhanced exposure gained from increased distribution within the province, notably to the tourist consumer, increased export opportunities could result.

As for competition within BC, consumer preference continues to be the prevailing force in the success or failure of brewed product – whether foreign or domestic. However, where a distinction in product was made, craft brewers contend that this increased market access will unfairly increase competition in the market for kegged product.

**9. How will a policy that is clear, consistent, comprehensible and accessible to users be assured?**

The Minister's decision to instruct the General Manager, Liquor Distribution Branch to abide by Supreme Court ruling will be communicated to all stakeholders by providing them with a copy of this Regulatory Impact Statement. In addition, the Regulatory Impact Statement will be made available to the public through the Regulatory Impact Statement website at <http://www.streamline.gov.bc.ca/ris.htm> and will be referenced with links from other relevant government websites.

**10. Have all the parties have an opportunity to present their views?**

Yes, all stakeholders have had an opportunity to present their views (see Appendix B).



On March 2, 2000, a letter from the Assistant Deputy Minister of Small Business responsible for carrying out the Regulatory Impact Statement, was faxed to all brew pubs, craft brewers and commercial/regional brewers, asking them to respond to the two following questions, and where possible, provide quantified supporting data:

1. *What would be the impact on your business of permitting brew pubs to sell their product through other licensees and liquor stores subject to making a successful listing application to the Liquor Distribution Branch?*
2. *What would be in impact on your business if the existing legislation were amended to permit Craft and other brewers to operate on-site licensed establishments at their brewery premises?*

In the context of the two options considered in this Regulatory Impact Statement, question #1 refers to regulatory action being undertaken by the Minister responsible for the Liquor Distribution Act, Honourable Minister Waddell. Question #2, however, is an inquiry based on indications of prior considerations by both government and industry. However, any action in this regard would be taken by the Liquor Control and Licensing Branch as directed by the Attorney General.

Respondents were invited to meet with the Assistant Deputy Minister. The two industry associations (Western Brewers Association and Craft Brewers Association) were also informed of the above request and asked to provide the Ministry with a complete list of their members to ensure complete coverage. The associations' previous correspondence with government on this issue was also considered in the Regulatory Impact Statement process. The Brewery, Winery and Distillery Workers Local 300 Union also responded on this issue.

Written responses were received from both the Craft Brewers Association of British Columbia and the Western Brewers Association, three of the commercial/regional brewers, eleven of the craft brewers and six of the brew pubs. Meetings were held with representatives of Local 300, both associations, three commercial/regional brewers, three craft brewers, and three brew pubs.

## **11. What are the views of front-line staff?**

The staff most affected by this change work within the Liquor Distribution Branch and are responsible for implementing and administering the *Liquor Distribution Act*. The staff most likely to interact with industry stakeholders are

Portfolio Managers responsible for processing applications from breweries for product listings.

It is the view of front-line staff that this change and the expected increase in listing applications will have little impact on the volume of administrative responsibility. More significantly, they believe that the interests of the public will be better served with a potentially wider variety of brewed beverage products to choose from.

The testimony of the Portfolio Manager at the Liquor Appeal Board hearing was that there was a good likelihood that the bottled brewpub product under consideration would have been given a specialty listing at the time of the original application were it not for the General Manager's Order 2/92.

Staff at the Liquor Control and Licensing Branch have provided considerable input to the Regulatory Impact Statement process. They are aware of the implications of the Minister's decision and his recommendation for further analysis in their area.

**Appendix A - Comparison of Alternatives and Impacts**

Impacts	Alternative #1. Take action to make legislative changes to the <i>Liquor Distribution Act</i> that would support the original intent of the policy (e.g. maintain the current system)	Alternative #2. Instruct the General Manager, Liquor Distribution Branch to abide by the Supreme Court decision, resulting in brewpubs being able to apply for listings for off-site sales, and recommend further analysis of licensing-related issues by the Liquor Control and Licensing Branch, Ministry of Attorney General.
Consumer Impacts (niche market)	<ul style="list-style-type: none"> <li>Limited access to selection and local availability of provincially produced specialty beer products</li> </ul>	<ul style="list-style-type: none"> <li>Access to greater variety of domestically produced specialty beers</li> <li>Easier, more local access to these products</li> </ul>
Fiscal Impacts	<ul style="list-style-type: none"> <li>No significant impact to government</li> </ul>	<ul style="list-style-type: none"> <li>Potential minor increase in administrative costs to LDB related to product listing and distribution</li> </ul>
Business Impacts	<p><b>Brewpubs</b></p> <ul style="list-style-type: none"> <li>Limited opportunity for diversification may result in less profitability</li> <li>Limited ability for sector to reach its full potential</li> <li>Some may have unused excess capacity for brewing</li> </ul> <p><b>Craft Brewers</b></p> <ul style="list-style-type: none"> <li>Continued and increasing competition from commercial brewers which are introducing specialty products</li> </ul>	<p><b>Brewpubs</b></p> <ul style="list-style-type: none"> <li>Increased ability for diversification</li> <li>Increased access to markets</li> <li>Some brew pubs with unused excess capacity for brewing would become more efficient</li> <li>Data dating from 1995 indicate that brew pub sales and its share of the market have both increased annually and in 1999, its sales accounted for .5% of the domestic beer market and was worth \$3.5 million</li> </ul> <p><b>Craft Brewers</b></p> <ul style="list-style-type: none"> <li>More competition from brew pubs for access to markets and consumers</li> </ul>

Regulatory Impact Statement – Brewpub Off-Site Sales Listings

<p><b>Impacts</b></p>	<p><b>Alternative #1.</b>  <b>Take action to make legislative changes to the <i>Liquor Distribution Act</i> that would support the original intent of the policy (e.g. maintain the current system)</b></p>	<p><b>Alternative #2.</b>  <b>Instruct the General Manager, Liquor Distribution Branch to abide by the Supreme Court decision, resulting in brewpubs being able to apply for listings for off-site sales, and recommend further analysis of licensing-related issues by the Liquor Control and Licensing Branch, Ministry of Attorney General.</b></p>
	<p><b>Commercial/Regional Brewers</b></p> <ul style="list-style-type: none"> <li>• Essentially Status Quo</li> </ul>	<ul style="list-style-type: none"> <li>• Data dating from 1995 indicate a leveling off and a slight downward trend of craft brew sales at around 4.0% of the provincial beer market</li> <li>• Possible economic impact on some craft brewers due to additional competitive market pressures</li> </ul> <p><b>Commercial/Regional Brewers</b></p> <ul style="list-style-type: none"> <li>• Commercial brewers have the ability to compete in the specialty market by diversifying their products and have introduced a number of specialty brews over the past few years</li> <li>• Data from 1995 indicate the commercial brewers have seen a slight decline in sales volumes, but have maintained their over 95.5% market share of the provincial beer market</li> </ul>

**Appendix B - Stakeholders****COTTAGE BREWERIES**

<b>S/C</b>	<b>Cottage Breweries</b>	<b>Address</b>	<b>City</b>	<b>P/C</b>		
3052	Demco Enterprises Backwoods Brewing	#3-26004 Fraser Hwy	Aldergrove	V4W 2A5		
5685	Bear Brewing Co. Ltd.	965 McGill Place	Kamloops	V2C 6N9		
3081	Fat Cat Brewery Ltd.	P.O. Box 2103 Stn. A	Nanaimo	V9R 6X9		
0718	Granville Island Brewing Co.	#1000-1200 W. 73rd Avenue	Vancouver	V6P 6G5		
3050	Gulf Islands Brewery Ltd.	270 Furness Road	Salt Spring Island	V8K 1Z7		
4013	Horseshoe Bay Brewing Co.	1481 Dominion Street	North Vancouver	V7V 1B3		
3051	Lighthouse Brewing Co.	Unit 2-836 Devonshire Road	Victoria	V9A 4T4		
5883	Mt. Begbie Brewing Co. Ltd.	Box 2995	Revelstoke	V0E 2S0		
6109	Nelson Brewing Co.	512 Latimer Street	Nelson	V1L 4T9		
3037	R & B Brewing Co.	54 East 4th Avenue	Vancouver	V5T 1E8		
5745	Russell Brewing Co. Ltd.	#202-13018 80th Avenue	Surrey	V3W 3A8		
5785	Storm Brewing Ltd.	310 Commercial Drive	Vancouver	V5L 3V6		
5747	Tin Whistle Brewing Co.	954 W. Eckhardt Avenue	Penticton	V2A 2C1		
5882	Tree Brewing Co.	1083 Richter Street	Kelowna	V1Y 2K6		
0149	Vancouver Island Brewing Co.	2330 Government Street	Victoria	V8T 5G5		
4608	Whistler Brewing Co. Ltd.	4355 Canada Way	Burnaby	V5G 1J3		
3042	Wild Horse Brewing Co.	#204-399 Main Street	Penticton	V2A 5C2		
3053	Windermere Valley Brewing	P.O. Box 2784	Invermere	V0A 1K0		
3085	Cranogg Ales Ltd.	S6 C38 RR1	Sorrento	V0C 2W0		

Regulatory Impact Statement – Brewpub Off-Site Sales Listings

**B.C. COMMERCIAL BREWERIES**

<b>S/C</b>	<b>B.C. Commercial</b>	<b>Address</b>	<b>City, Province</b>	<b>P/C</b>		
0320	Labatt Breweries of B.C.	Box 580, 210 Brunette Avenue	New Westminister	V3L 4Z2		
0352	Molson Breweries	1100-601 West Broadway	Vancouver	V5Z 4C2		
0357	Okanagan Spring Brewing Co. (Sleeman's Brewery)	2801 27A Avenue	Vernon	V1T 1T5		

**REGIONAL BREWERY**

<b>S/C</b>	<b>Regional Brewery</b>	<b>Address</b>	<b>City, Province</b>	<b>P/C</b>		
0480	Pacific Western Brewing Co.	7972 Enterprise Street	Burnaby	V5A 1V7		

Regulatory Impact Statement – Brewpub Off-Site Sales Listings

**BREW PUBS**

<b>S/C</b>	<b>Brew Pubs</b>	<b>Address</b>	<b>City</b>	<b>P/C</b>		
3038	Barley Mill & Pub Ltd., The	2460 Skaha Lake Road	Penticton	V2A 6E9		
3072	Big Ridge Brewing Co. Ltd. Pship.	Unit #202 – 1110 Hamilton Street (HO)	Vancouver	V6B 2S2		
3060	Big River Brewing Co.	Unit 180-14200 Entertainment Way	Richmond	V6W 1K3		
3039	Buffalo Brewing	611 Brunswick Street	Prince George	V2L 2B9		
3064	Coquitlam Brewing Company, Inc	#1045 – 1163 Pinetree Way	Coquitlam	V3B 8A9		
3043	Creek Brewery, The	1253 Johnston Street	Vancouver	V6H 3R9		
3069	Dix Barbeque and Brewery Inc.	Unit #202 – 1110 Hamilton Street (HO)	Vancouver	V6B 2S2		
		871 Beatty Street (Site)	Vancouver	V6B 2M6		
3062	Fogg'n'Sudds	205-489 S. Dogwood Street	Campbell River	V9W 2X5		
3047	Harbour Canoe Club	450 Swift Street	Victoria	V8W 1S3		
3030	High Mountain Brewing Corp.	Unit # 202 – 1110 Hamilton Street	Vancouver	V6B 2S2		
5939	Howe Sound Brewing	P.O. Box 978	Squamish	V0N 3G0		
3063	Hugo's Capital Steakhouse	#601 – 625 Courtney Street	Victoria	V8W 1B8		
3027	Mission Springs Developments	7160 Oliver Street	Mission	V3V 6K5		
5788	Quarterdeck Brewing	375 Water Street	Vancouver	V6B 5C6		
3059	Ridge Brewing Co. & Pub	9907 Highway 3	Osoyoos	V0H 1V0		
5508	Sailor Hagars Pub Inc.	85 Semisch Avenue	North Vancouver	V7M 3H8		
0083	Spinnaker's Brew Pub	308 Catherine Street	Victoria	V9A 3S8		
4583	Swans Brew Pub (Buckerfields)	506 Pandora Avenue	Victoria	V8W 1N6		
5667	Yaletown Brewing Inc.	Unit #202 – 1110 Hamilton Street	Vancouver	V6B 2S2		

## **BEVERAGE ALCOHOL INDUSTRY ASSOCIATIONS**

### **BREWERS ASSOCIATIONS**

#### **Craft Brewers Association of B.C.**

Donald Ross, Chairperson  
Granville Island Brewing  
Suite 1000 – 1200 West 73<sup>rd</sup> Avenue  
Vancouver, B.C., V6P 6G5  
PH: (604) 264-0404 Local 5135  
FAX: (604) 264-6810

#### **Western Brewers Association**

Greg D'Avignon, Executive Director  
Bower Building  
#1402 - 543 Granville Street  
Vancouver, B.C. V6C 1X8  
PH: (604) 659-2739  
FAX: (604) 659-2747

Updated February 9, 2000

s:\cpstaff\Beverage Alcohol Industry Associations



### Appendix C - Comparison with other Jurisdictions

Province or State	Brewery & Pub	Production Limits	Sales to Stores	Dir
<b>British Columbia</b>	Yes	No	No	
<b>Newfoundland</b>	Yes	No	No	
<b>New Brunswick</b>	Yes	No	Yes	Yes area itself
<b>Quebec</b>	“artisan” breweries	No	Yes	
<b>Alberta</b>	Yes	max. 5,000 hectolitres/yr	No	Only mun own name
<b>Ontario</b>	Yes	No	No	Only brew of it.
<b>Nova Scotia</b>	Yes	max. 2,000 hectolitres/yr	No	Only 51%
<b>Saskatchewan</b>	Yes	max. 2,000 hectolitres/yr	No	Can Liqu prog
<b>Prince Edward Island</b>	Only 1 in the province	No	Yes	Only Com
<b>Manitoba</b>	Only 1 in the province	No	Unknown	C
<b>Oregon</b>	Yes	No	Sells to independent distributors	No distr
<b>Washington – Brewery</b>	Yes - Called Domestic and/or micro breweries	No	Yes	
<b>Washington – Public House</b>	Yes - No brewery license but see production limits ...	No	No	
<b>California</b>	Yes - known as “small manufacturers”	No	Yes	

**Appendix D - Stakeholder British Columbia Sales Data**

<b>SALES IN LITRES</b>						
	1995	1996	1997	1998	1999	Latest 3 months
<b>COMMERCIAL AND REGIONAL BREWERIES</b>						
DRAUGHT – TOTAL	55,640,198	53,305,409	52,163,461	49,936,457	48,654,828	12,071,526
PACKAGED – TOTAL	192,859,489	188,256,641	186,438,236	187,954,552	182,632,530	46,082,175
<b>TOTAL COMMERCIAL</b>	248,499,687	241,562,050	238,601,697	237,891,009	231,287,359	58,153,701
% CHANGE YEAR TO YEAR		(2.79)	(1.23)	(0.30)	(2.78)	
PERCENTAGE MARKET SHARE	96.68	95.79	95.36	95.62	95.39	95.63
<b>COTTAGE BREWERIES</b>						
DRAUGHT – TOTAL	4,613,900	5,956,628	6,087,172	5,310,423	5,426,189	1,256,453
PACKAGED – TOTAL	3,544,842	4,167,466	4,782,603	4,628,562	4,508,504	1,121,082
<b>TOTAL COTTAGE</b>	8,158,741	10,124,094	10,869,775	9,938,985	9,934,694	2,377,535
% CHANGE YEAR TO YEAR		24.09	7.37	(8.56)	(0.04)	
PERCENTAGE MARKET SHARE	3.17	4.01	4.34	3.99	4.10	3.91
<b>BREW PUBS</b>						
DRAUGHT – TOTAL	369,434	472,738	711,454	948,645	1,227,225	272,919
PACKAGED – TOTAL	4,158	10,529	16,480	20,937	20,123	5,229

Regulatory Impact Statement – Brewpub Off-Site Sales Listings

<b>TOTAL BREW PUBS</b>	373,592	483,267	727,934	969,582	1,247,348	278,148
% CHANGE YEAR TO YEAR		29.36	50.63	33.20	28.65	
PERCENTAGE MARKET SHARE	0.15	0.19	0.29	0.39	0.51	0.46
<b>TOTAL DOMESTIC BREWERIES</b>						
TOTAL DOMESTIC	257,032,020	252,169,410	250,199,407	248,799,576	242,469,400	60,809,384

Regulatory Impact Statement – Brewpub Off-Site Sales Listings

<b>SALES IN DISPLAY DOLLARS (X1000)</b>						
	1995	1996	1997	1998	1999	LATEST 3 MONTHS
<b>COMMERCIAL AND REGIONAL BREWERIES</b>						
DRAUGHT - TOTAL	121,699	119,931	121,982	121,848	121,033	29,913
PACKAGED - TOTAL	644,207	648,037	662,021	685,352	681,851	166,763
<b>TOTAL COMMERCIAL</b>	<b>765,906</b>	<b>767,968</b>	<b>784,003</b>	<b>807,201</b>	<b>802,884</b>	<b>196,676</b>
% CHANGE YEAR TO YEAR		0.003	0.021	0.030	(0.005)	
PERCENTAGE MARKET SHARE	96.6%	95.7%	95.2%	95.5%	95.3%	95.4%
<b>COTTAGE BREWERIES</b>						
DRAUGHT - TOTAL	12,454	16,463	17,168	15,077	15,841	3,680
PACKAGED - TOTAL	14,014	17,228	20,611	20,730	20,191	5,092
<b>TOTAL MICRO</b>	<b>26,468</b>	<b>33,692</b>	<b>37,778</b>	<b>35,807</b>	<b>36,031</b>	<b>8,772</b>
% CHANGE YEAR TO YEAR		0.214	0.108	(0.055)	0.006	
PERCENTAGE MARKET SHARE	3.3%	4.2%	4.6%	4.2%	4.3%	4.3%
<b>BREW PUBS</b>						
DRAUGHT - TOTAL	824	1,163	1,865	2,520	3,351	739
PACKAGED - TOTAL	27	70	110	139	137	36
<b>TOTAL BREW PUBS</b>	<b>851</b>	<b>1,233</b>	<b>1,976</b>	<b>2,659</b>	<b>3,488</b>	<b>775</b>
% CHANGE YEAR TO YEAR		0.310	0.376	0.257	0.238	
PERCENTAGE MARKET SHARE	0.107%	0.154%	0.240%	0.314%	0.414%	0.376%
<b>TOTAL DOMESTIC BREWERIES</b>						
TOTAL DOMESTIC	793,224	802,893	823,757	845,667	842,404	206,223

## Appendix E - Letters to Stakeholders

Ref: 20568

March 2, 2000

«FirstName» «LastName»  
«Company»  
«Address1»  
«City»  
«PostalCode»

Dear «FirstName» «LastName»::

As you are aware, the Supreme Court of British Columbia recently ruled that the Liquor Distribution Branch General Manager's Orders could not limit the rights of brewpubs with regard to listing applications to the Liquor Distribution Branch. In a media release dated February 16, 2000, the Minister of Small Business, Tourism and Culture, the Honourable Ian Waddell called for consultation with industry stakeholders on the impact of this ruling.

Minister Waddell has asked me to prepare a Regulatory Impact Statement in accordance with the recommendation of the Business Task Force regarding regulatory reform, streamlining, and reducing the cost of doing business in British Columbia. The purpose of a Regulatory Impact Statement is to ensure that policy objectives are clear, that impacts, costs and benefits are evaluated, and that stakeholder consultations are held. The preparation of the Regulatory Impact Statement is now underway and I would appreciate your input to ensure complete consideration of the issues.

I am aware that you may have made a recent submission to the Minister with regard to this issue. I have copies of recent correspondence and will be considering them in my report to the Minister. In the past you may have had your views expressed by an industry representative. I am asking now for your individual response to the following two questions:

- 1. What would be the impact on your business of permitting brewpubs to sell their product through other licensees and liquor stores subject to**

**making a successful listing application to the Liquor Distribution Branch?**

**2. What would be the impact on your business if the existing legislation were amended to permit Craft and other brewers to operate on-site licensed establishments at their brewery premises?**

Please ensure that your response includes quantified data, where available, in support of your position.

Please include a contact phone number or e-mail address with your response so that we may reach you if necessary. I am prepared to meet with you in a series of small meetings. If you feel this would be useful, please indicate so in your written response.

Please respond to my attention by Monday, March 13, 2000 by FAX to (250) 356-2124 or by hand delivery to the Receptionist, Main Floor, 1405 Douglas Street, Victoria, British Columbia.

Yours truly,

Ardath Paxton Mann  
Assistant Deputy Minister  
Small Business Development Division

pc: The Honourable Ian Waddell,  
Minister of Small Business, Tourism and Culture

Catharine Read, Deputy Minister

Ref: 20569

March 2, 2000

«FirstName» «LastName»  
«Company»  
«Address1»  
«City»  
«PostalCode»

Dear «FirstName» «LastName»:

As you are aware, the Supreme Court of British Columbia recently ruled that the Liquor Distribution Branch General Manager's Orders could not limit the rights of brewpubs with regard to listing applications to the Liquor Distribution Branch. In a media release dated February 16, 2000, the Minister of Small Business, Tourism and Culture, the Honourable Ian Waddell called for consultation with industry stakeholders on the impact of this ruling.

The attached letter was faxed today to all brewpubs, craft/cottage brewers, and major commercial breweries in British Columbia as represented in files maintained by the Liquor Distribution Branch. While you may wish to respond to the items in my letter, your prior comments on this issue on behalf of your membership are now a matter of record and will be considered in my report.

In order to ensure that all stakeholders have been provided this opportunity to respond, I ask that you provide me with a current list of your members by fax to (250) 356-2124.

Thank you for your consideration in this matter.

Yours truly,

Ardath Paxton Mann  
Assistant Deputy Minister  
Small Business Development Division

pc: The Honourable Ian Waddell,  
Minister of Small Business, Tourism and Culture

Catharine Read, Deputy Minister

**BREW PUBS' ELIGIBILITY TO  
APPLY FOR LISTINGS  
TO SELL PRODUCT OFF-SITE**

Regulatory Impact Statement

March 31, 2000

Presented to  
Honourable Ian Waddell  
Minister of Small Business, Tourism and Culture



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**BREW PUBS’ ELIGIBILITY TO  
APPLY FOR LISTINGS  
TO SELL PRODUCT OFF-SITE**  
Regulatory Impact Statement

**Executive Summary**

**Issue**

The Minister of Small Business, Tourism and Culture is acting in response to a recent decision of the Supreme Court of British Columbia. The court decision upheld the ruling of the Liquor Appeal Board that there is no legislative basis to preclude brewpubs from applying to the Liquor Distribution Branch for a listing that would allow the brewpubs to sell their products off-site.

The Minister will instruct the General Manager, Liquor Distribution Branch, to abide by the Supreme Court decision. As a result, brewpubs are eligible to apply for listings for off-site sales of their products, subject to only normal commercial considerations as specified in the *Liquor Distribution Act*.

Liquor Distribution Branch staff will meet with brewpub representatives to develop the framework for implementing this decision.

**Observations**

This Regulatory Impact Statement addresses only the impacts arising from the decision by the Minister of Small Business, Tourism and Culture with regard to the off-site sale of brewpubs’ product.

However, some information received throughout this Regulatory Impact Statement process is with regard to licensing issues not directly related to this decision. This information has been passed on to the Liquor Control and Licensing Branch, Ministry of Attorney General for review.

**1. Is the Problem Correctly Defined?**

The objective of this Regulatory Impact Statement is to document the impacts of any decision with regard to the BC Supreme Court ruling that a current government policy limiting brewpubs' ability to apply for listings to sell product off-site is not supported by existing provisions in the *Liquor Distribution Act*.

**2. Is government action justified?**

Government currently regulates all aspects of the manufacture, distribution, and sale of alcoholic beverages. This is consistent with all North American jurisdictions reviewed during the Regulatory Impact Statement process.

**3. Is regulation the best form of government action?**

The proposal in this Regulatory Impact Statement is to accept the decision of the Supreme Court of British Columbia. Therefore, there is no need to make any legislative changes or enact new regulations.

**4. What is the best regulatory approach?**

Two regulatory approaches were considered: accept the Supreme Court decision or propose legislative amendments to restore the policy under which brewpubs were refused off-site product listings. The Ministry proposes to abide by the Supreme Court decision which will, in turn, allow brewpubs to apply for listings to sell product off-site.

**5. Is there a legal basis for provincial regulatory policy?**

This area of legislation is constitutionally within provincial jurisdiction.

**6. What is the appropriate level of government for this action?**

As this is a matter regulated by provincial legislation, the Province is the level of government most appropriate to deal with the situation.

**7. Do the benefits of regulatory policy justify the costs?**

This decision would provide the consumer with more product choice. The government fiscal impacts stemming from this decision are minimal. All the brewpubs that responded indicated a positive impact on their sector resulting from this action. The craft brewery sector is concerned that their members would be

negatively impacted if brewpubs are able to sell their brewed products off-site. Where a product distinction was made, their concern is focused on kegged product. The commercial/regional brewers note the greatest impact as competition for shelf space in government liquor stores. Members of both the craft brewer and brewpub sectors have suggested that benefits from a more diversified brewpub sector may have downstream economic benefits for the craft brewing sector as well – due to the enhanced profile of specialty beers.

**8. Will there be an impact on British Columbia’s competitiveness?**

As a result of this review, it would seem that any impact on British Columbia’s competitiveness would be negligible. A review of twelve other jurisdictions (see Appendix C), including three in the United States, was conducted by the Liquor Distribution Branch. The research revealed that all examined jurisdictions have a variety of regulations applicable to brewpubs and all maintain differentiating licenses for brew manufacturers. Three limit brewpubs’ production to a specified maximum and eight had limitations on manufacturers’ access to market. Ten of these jurisdictions permitted at least some off-site distribution by brewpubs and only two (including a specific license type in Washington State) were as restrictive as British Columbia with respect to brewpubs.

**9. How will a policy that is clear, consistent, comprehensible and accessible to users be assured?**

This Regulatory Impact Statement will be communicated to all stakeholders by providing them with a printed copy and making it available to the public through the Regulatory Impact Statement website at <http://www.streamline.gov.bc.ca/ris.htm> and with references from other relevant government websites.

**10. Have all the parties have an opportunity to present their views?**

Yes, all stakeholders have had an opportunity to present their views through solicitation of written submissions, meetings and telephone calls. This process has been comprehensive, open, and inclusive.

**11. What are the views of front-line staff?**

It is the view of front-line staff that this change and the expected increase in listing applications will have little impact on the volume of their administrative responsibility. More significantly, they believe that the interests of the public will be better served with a potentially wider variety of brewed beverage products to choose from.

**BREW PUBS' ELIGIBILITY TO  
APPLY FOR LISTINGS  
TO SELL PRODUCT OFF-SITE**  
Regulatory Impact Statement

**1. Is the Problem Correctly Defined?**

This Regulatory Impact Statement was initiated as a result of a BC Supreme Court decision (Vancouver Registry No: A991079). This decision upheld the findings of the Liquor Appeal Board that current government policy with regard to brewpubs' ability to apply for listings was not supported by existing provisions in the *Liquor Distribution Act*, RSBC 1996 CHAPTER 268.

This Regulatory Impact Statement is being used to document the impacts of alternative responses to the Supreme Court decision. Alternatives considered included possible changes to the *Liquor Control and Licensing Act*, RSBC 1996 CHAPTER 267.

Maintaining the "status quo" for stakeholders would mean changes to one or more *Acts* and accompanying *Regulations*. The Minister requesting the Regulatory Impact Statement, the Honourable Ian Waddell, is responsible for the Liquor Distribution Branch which is regulated by the *Liquor Distribution Act*. The Liquor Control and Licensing Branch, charged with administering the *Liquor Control and Licensing Act*, falls within the responsibility of the Attorney General.

Two alternative responses to the Supreme Court decision contemplated during the Regulatory Impact Statement process were:

1. take action to make legislative changes to the *Liquor Distribution Act* that would support the original intent of the policy (e.g. maintain the current system); or,
2. instruct the General Manager, Liquor Distribution Branch to abide by the Supreme Court decision, resulting in brewpubs being able to apply for listings for off-site sales, and recommend further analysis of licensing-related issues by the Liquor Control and Licensing Branch, Ministry of Attorney General.

## Background

Brewpubs were first licensed in 1984. A brewpub is the combination of a licensed retail establishment (e.g. pub, restaurant, etc. or a combination thereof) with a small on-site brewery manufacturing beer. Production is limited only by the brewpub's ability to sell. Subject to the outcome of this review and subsequent applications for off-site listings, sale of the brewpub's beer is restricted to on-premise consumption. However, bottled products may also be sold if the licensee has an off-sale endorsement for the pub or an attached Licensee Retail Store (e.g. cold beer and wine store).

The business relationship between a licensed brewpub and the Liquor Distribution Branch is formally outlined in General Manager's Orders. While no legislation exists which explicitly prohibits brewpubs from applying for listings to permit off-site sale of their product, a General Manager's Order expresses the policy that a brewpub may only sell its product to retail customers on-site and not to licensees or any other person for resale.

Brewpubs have lobbied government to change the policy to allow them increased access to the market. The most recent policy change – to allow brew pubs to sell their bottled products for off-sale to the general public at their own site, as noted above – was a result of recommendations made by the Policy Review Panel, chaired by John Jansen, MLA, Chilliwack, in its June 1987 report entitled Liquor Policies for British Columbians. Since then, brewpubs have continued to lobby, specifically, to sell to other licensees and through government liquor stores.

In 1997, Tex C. Enemark completed the Report to the Attorney General of B.C.: Matters of Liquor Control, Licensing and Distribution. Enemark had a mandate to examine only the licensing of U-Brews and U-Vins; opening of government liquor stores on Sunday and statutory holidays; use of credit cards in government liquor stores; licensing of billiard establishments; and, entertainment and games in the restaurant industry.

In January, 1999, Jo Surich completed the Review of Liquor Regulations in the Province of British Columbia, focusing primarily on licensing streamlining issues with no comment on the distribution of brewpub products in its final recommendations.

In 1996, Spinnaker's Brewpub ("Spinnaker's"), which is subject to General Manager's Order 2/92, applied for a specialty listing to sell bottled beer to government liquor stores and licensees for resale. The General Manager did not grant a specialty listing as to do so would contravene Order 2/92. Spinnaker's appealed this decision to the Liquor Appeal Board, which heard the case in April, 1998. The Liquor Appeal Board made the decision to allow the appeal, on the

basis that Order 2/92 has no application to listing decisions. The Liquor Appeal Board sent the matter (e.g. the listing application) back to the General Manager of the Liquor Distribution Branch for reconsideration. In July, 1998, the General Manager applied for a judicial review by the Supreme Court of British Columbia to ask for an order to quash the Liquor Appeal Board decision. The case was heard in October, 1999, and the ruling, dated November 18, 1999 upheld the decision of the Liquor Appeal Board.

The General Manager of the Liquor Distribution Branch must now reconsider the listing application from Spinnaker's and base his decision on solely commercial considerations as outlined in section 16(5) of the *Liquor Distribution Act*. Despite the fact that the actual application in the case was for a specialty listing for bottled beer, the Supreme Court ruling now requires the General Manager to consider all listing applications made by brewpubs and grant such listings subject only to commercial considerations as described above.

### **Process**

On February 16, 2000, Minister Waddell announced that a Regulatory Impact Statement would be undertaken by the Assistant Deputy Minister of Small Business to document the impact of the decision on industry stakeholders.

Industry stakeholders were invited to send written submissions and to meet with ministry staff (see Appendix E). Stakeholders included all brew pubs, all craft brewers (also known as micro-brewers), all commercial/regional brewers, the Craft Brewers Association of B.C. (representing some craft brewers), the Western Brewers Association (representing the commercial/regional brewers as well as several craft brewers), and the Brewery, Winery and Distillery Workers Local 300 Union (generally representing the workers in the commercial/regional sector). In addition, key officials from both the Liquor Distribution Branch, Ministry of Small Business, Tourism and Culture, and the Liquor Control and Licensing Branch, Ministry of Attorney General, were consulted.

As the first of two questions, stakeholders were asked to describe the impact on their business if brewpubs were able to sell their products off-site. This question is a direct reference to the Supreme Court decision.

To establish a context for the Regulatory Impact Statement, correspondence from stakeholders relating to the issue of distribution of brewpub products dating back to 1991 was reviewed. As a result of this initial research and analysis, and in an attempt to address a specific concern from industry stakeholders that the policy change would result in an "uneven playing field" to the disadvantage of craft brewers, a further question was asked of the respondents.

Specifically, stakeholders were also asked to identify the impacts of allowing craft and commercial/regional brewers to operate on-site licensed establishments. This option was a reflection of past requests in this regard from some craft brewers and the Craft Brewer’s Association.

The responses to these questions are detailed in section #7 and Appendix A.

## **2. Is government action justified?**

Government action is justified. Government regulations govern the manufacture, distribution, and consumption of alcohol in all Canadian jurisdictions.

The Government of British Columbia has long been aware of the desire of stakeholders in the brewing industry to conduct business on a “level playing field”. Where a disparity or inequality has been identified by government and stakeholders, efforts have been made to rectify the situation.

In this instance, an interpretation of the *Liquor Distribution Act* by the Liquor Appeal Board (upheld by the Supreme Court of British Columbia) has altered the system.

The Supreme Court ruling reverses current policy.

## **3. Is regulation the best form of government action?**

### **Can government deal with this issue using non-regulatory means?**

Legislation regulates the entire system for liquor production, distribution and sale in the Province of British Columbia. There is no viable non-regulatory option available when dealing with this industry’s structure.

A possible alternative could be to allow the Liquor Distribution Branch to deal with the issue by policy and internal procedures. This alternative was not seen as viable as it is an attempt to regulate without specific legislative authority. Further, the prior attempt to deal with this issue solely by policy is what gave rise to the requirement for this Regulatory Impact Statement process.



**Action to be taken in this instance?**

The proposal in this Regulatory Impact Statement is to abide by the Supreme Court decision. This proposal will not create any additional regulation under the *Liquor Distribution Act* with respect to the issue reviewed.

**4. What is the best regulatory approach?**

**Alternatives?**

Two alternative regulatory approaches were considered:

1. *Take action to make legislative changes to the Liquor Distribution Act that would support the original intent of the policy, which is to limit the distribution of brewpub product.*

Taking this approach would make into law the policy as it existed prior to the Supreme Court decision. However, this action would be unresponsive to some of the issues raised during the course of this Regulatory Impact Statement process.

2. *Instruct the General Manager, Liquor Distribution Branch to abide by the Supreme Court decision, and recommend the Liquor Control and Licensing Branch, Ministry of Attorney General undertake further analysis of the licensing-related issues raised during stakeholder discussions.*

The outcome of this approach is that brewpubs can now make applications to the Liquor Distribution Branch for listings to sell their products off-site. This opportunity was not available to them before the Supreme Court's decision due to the restrictions contained in the General Manager's Orders. Now these applications must be given fair consideration compared with other similar products based on only commercial considerations and any other reasons specifically authorized by the *Liquor Distribution Act*.

**Other Jurisdictions?**

Twelve other jurisdictions (including two in the United States) were canvassed to determine the various regulatory measures used in the areas of alcohol manufacture, distribution, and sale. All regulate alcohol through legislation

although only two jurisdictions wholly restrict brewpubs from off-site sales, as does BC (see section 8 and Appendix C)

**5. Is there a legal basis for provincial regulatory policy?**

The provincial government’s legislative authority in this area is derived from its power to exclusively legislate in matters of property and civil rights within the province pursuant to section 92(13) of the *Constitution Act, 1867* or alternatively pursuant to section 92(16) of this *Act*, being all matters of a merely local or private nature in the province.

As the proposal expressed in this Regulatory Impact Statement is to take no new regulatory action, this issue need not be considered.

**6. What is the appropriate level of government for this action?**

As this is a matter regulated by the *Liquor Distribution Act*, the Province is the level of government most appropriate to deal with the situation.

With regard to the specific issue of this Regulatory Impact Statement, other levels of government would not be involved at this point in the process. Municipal governments, for example, regulate issues of zoning and other matters relating to the licensing of neighborhood pubs, which are beyond the scope of this review.

**7. Do the benefits of regulatory policy justify the costs?**

*A summary of these impacts is illustrated in Appendix A*

**Consumer Impacts**

As a benefit to the consumer, this and other potential additional listings would provide more choice, and increased accessibility. However, it must be recognized that the total market for specialty brews (brewpubs and craft brewers combined) is a relatively small niche market, currently accounting for approximately 5% of the provincial beer market.

**Fiscal Impacts**

In abiding by the Supreme Court decision, the General Manager of the Liquor Distribution Branch must reconsider Spinnaker’s application for the specialty

listing. The decision to approve such a listing must now be based on solely commercial considerations.

Without further analysis of broader issues by the relevant regulatory authorities it is difficult to determine the total government fiscal impact specific to this decision (tax revenue, regulatory action, etc.). At this time they are believed to be minimal. According to Liquor Distribution Branch staff, if brewpub products are given listings for off-site sales there is an immediate potential for minor Liquor Distribution Branch administrative costs related to product distribution. These minor costs would relate to a slight increase in administration time for the newly listed products.

### **Business Impacts**

#### ***Brewpubs***

Some brewpubs have current capacity for increased production to allow for wider distribution. This would facilitate increased access to the market and increased economic benefits.

If government were to change legislation to disallow brewpubs to sell their products off-site, there is no empirical evidence that the brewpub sector would falter. Instead, it is likely that brewpubs' markets would remain relatively static. This lost opportunity for diversification in the marketplace resulting from such a legislative change may have a generally negative impact on consumer awareness and appreciation of their products.

Based on information received from both the Craft Brewers Association of B.C. and the Western Brewers Association, and confirmed by statistics provided by the Liquor Distribution Branch, of the three manufacturing sectors, brewpubs are generally regarded as the most profitable, stable, and likely to experience growth. (see Appendix D.)

The brewpub operators who responded to the ministry's letter indicated the business impacts to them would be likely to invest in additional equipment for bottling and or manufacturing, label design and printing, trucking or use of local trucking companies, and additional human resources. Any of these investments would benefit the local British Columbia economy.

Liquor Distribution Branch data dating from 1995 indicates that provincial brewpub sales have increased annually, from \$851,000 in 1995 to \$3.5 million in 1999. In 1999, brewpubs sold 12,473 hectolitres, representing 0.5% of the British Columbia market.

***Craft Brewers (“Microbreweries”)***

Craft brewers are currently facing competition from both importers and commercial/regional brewers who have been able to introduce specialty products into the provincial market. If brewpubs were to become direct competitors in licensees and Liquor Distribution Branch stores, the craft brewery sector claims that their members would be negatively impacted. Where product type is specifically mentioned in their responses to the Ministry’s letter on the listing issue, craft brewers identify the competitive market for kegged product as that most likely to be affected.

There are other factors, not related to the focus of this Regulatory Impact Statement that have been raised by some craft brewers as having negative economic impacts on them. Some of these include topics of ongoing discussions with the Liquor Distribution Branch. Those factors that relate to licensing issues will be forwarded to the attention of the Attorney General.

However, benefits from a more diversified brewpub sector may have downstream economic benefits for the craft brewing sector as well – due to the enhanced profile on domestically produced specialty beers. This effect was suggested in a March 1, 2000, article in the Globe and Mail describing Vancouver Island participants in “Brew Trail Tours”. Notably, no sector distinction or competition was suggested between brewpubs and craft brewers in their activities to promote premium, small-batch brewed products.

Liquor Distribution Branch data dating from 1995 indicates that the amount of beer sold by craft breweries started to decline in 1997 (108,698 hectolitres) and continued to decline in 1999 (99,347 hectolitres). In 1999, craft brewers sold \$36 million worth of beer, with volumes accounting for 4.1% of the domestic market.

***Commercial/Regional Brewers***

Commercial/regional brewery sales far outnumber those of the brewpubs and craft brewers combined, accounting for approximately 95.5% of the domestic market in 1999. This situation has remained consistent at least since 1995, even though overall beer consumption in the province has declined. In 1999, commercial/regional breweries sold 2,312,874 hectolitres of beer, worth \$803 million, compared to 1995 when 2,484,997 hectolitres of beer, worth \$766 million was sold.

Commercial/regional breweries have been able to diversify and maintain market share by introducing specialty beers into the market. They have, from time to time, sought to acquire significant competitors in a bid to maintain market share. The Western Brewers Association has noted that the fall in beer sale volumes

negatively impacted the smaller craft brewers, rather than any of the major brewers. The commercial/regional brewers note the greatest impact of the decision for them will be increased competition for shelf space in government liquor stores.

There is a general feeling from the representatives of the Brewery, Winery and Distillery Workers Union, Local 300, that any change could potentially threaten member jobs in this sector. Their concern seems to be supported by the assertion that recent streamlining and modernization initiatives undertaken by the two major commercial brewers appears to have been a key factor in job loss for their members.

### ***Economic and Regional Impacts***

Under the current legislative framework, and as a result of the Liquor Appeal Board and Supreme Court decisions, brewpubs would be allowed to apply for listings to sell their products off-site. One benefit would be the increase in the variety of provincially produced specialty beer that is more readily accessible to the market and consumers (e.g. not just limited to a single location).

Craft brewers are concerned about the impact increased competition may have on their industry. The submission by the Craft Brewers Association of B.C. has indicated that some craft brewers are currently facing economic hardship due to competitive market factors, most unrelated to the focus of this Regulatory Impact Statement process.

In Washington, Oregon, and California there are a number of annual events and tours designed to increase the profile of premium beer. It should be noted that the brewers in these jurisdictions are not differentiated as a “brewery” or “brewpub” with regard to promoting the events. In British Columbia, increased industry exposure may enhance both brewpub and craft brewer profiles, thereby increasing the economic viability for both types of small businesses. Once introduced to specialty products, consumers may be interested in visiting and tasting similar products at different brewery sites in many different communities. There is potential for tourism and regional economic development opportunities such as the “Ale Trail” event held in Ontario, and the “Brew Trail Tour” on Vancouver Island.

## **8. Will there be an impact on British Columbia’s competitiveness?**

As a result of this review, it would seem that any impact on British Columbia’s competitiveness would be negligible. A review of twelve other jurisdictions

(detailed in Appendix C), including three in the United States, was conducted by the Liquor Distribution Branch. The research revealed that all examined jurisdictions have a variety of regulations applicable to brewpubs and all maintain differentiating licenses for brew manufacturers. Three limit brewpubs' production to a specified maximum and eight had limitations on manufacturers' access to market. Ten of these jurisdictions permitted at least some off-site distribution by brewpubs and only two (including a specific license type in Washington State) were as restrictive as British Columbia with respect to brewpubs.

Increased selection combined with the industry promotion of the products produced by the brewpubs and craft brewers should enhance BC's competitiveness in this industry. Currently, there are no BC restrictions on the export of brewpub product. However, it has been suggested that due to limited exposure, there is resultant limited ability or opportunity for brewpubs to market within BC. With enhanced exposure gained from increased distribution within the province, notably to the tourist consumer, increased export opportunities could result.

As for competition within BC, consumer preference continues to be the prevailing force in the success or failure of brewed product – whether foreign or domestic. However, where a distinction in product was made, craft brewers contend that this increased market access will unfairly increase competition in the market for kegged product.

**9. How will a policy that is clear, consistent, comprehensible and accessible to users be assured?**

The Minister's decision to instruct the General Manager, Liquor Distribution Branch to abide by Supreme Court ruling will be communicated to all stakeholders by providing them with a copy of this Regulatory Impact Statement. In addition, the Regulatory Impact Statement will be made available to the public through the Regulatory Impact Statement website at <http://www.streamline.gov.bc.ca/ris.htm> and will be referenced with links from other relevant government websites.

**10. Have all the parties have an opportunity to present their views?**

Yes, all stakeholders have had an opportunity to present their views (see Appendix B).

On March 2, 2000, a letter from the Assistant Deputy Minister of Small Business responsible for carrying out the Regulatory Impact Statement, was faxed to all brew pubs, craft brewers and commercial/regional brewers, asking them to respond to the two following questions, and where possible, provide quantified supporting data:

1. *What would be the impact on your business of permitting brew pubs to sell their product through other licensees and liquor stores subject to making a successful listing application to the Liquor Distribution Branch?*
2. *What would be in impact on your business if the existing legislation were amended to permit Craft and other brewers to operate on-site licensed establishments at their brewery premises?*

In the context of the two options considered in this Regulatory Impact Statement, question #1 refers to regulatory action being undertaken by the Minister responsible for the Liquor Distribution Act, Honourable Minister Waddell. Question #2, however, is an inquiry based on indications of prior considerations by both government and industry. However, any action in this regard would be taken by the Liquor Control and Licensing Branch as directed by the Attorney General.

Respondents were invited to meet with the Assistant Deputy Minister. The two industry associations (Western Brewers Association and Craft Brewers Association) were also informed of the above request and asked to provide the Ministry with a complete list of their members to ensure complete coverage. The associations' previous correspondence with government on this issue was also considered in the Regulatory Impact Statement process. The Brewery, Winery and Distillery Workers Local 300 Union also responded on this issue.

Written responses were received from both the Craft Brewers Association of British Columbia and the Western Brewers Association, three of the commercial/regional brewers, eleven of the craft brewers and six of the brew pubs. Meetings were held with representatives of Local 300, both associations, three commercial/regional brewers, three craft brewers, and three brew pubs.

## **11. What are the views of front-line staff?**

The staff most affected by this change work within the Liquor Distribution Branch and are responsible for implementing and administering the *Liquor Distribution Act*. The staff most likely to interact with industry stakeholders are

Portfolio Managers responsible for processing applications from breweries for product listings.

It is the view of front-line staff that this change and the expected increase in listing applications will have little impact on the volume of administrative responsibility. More significantly, they believe that the interests of the public will be better served with a potentially wider variety of brewed beverage products to choose from.

The testimony of the Portfolio Manager at the Liquor Appeal Board hearing was that there was a good likelihood that the bottled brewpub product under consideration would have been given a specialty listing at the time of the original application were it not for the General Manager's Order 2/92.

Staff at the Liquor Control and Licensing Branch have provided considerable input to the Regulatory Impact Statement process. They are aware of the implications of the Minister's decision and his recommendation for further analysis in their area.



**Appendix A - Comparison of Alternatives and Impacts**

Impacts	Alternative #1. Take action to make legislative changes to the <i>Liquor Distribution Act</i> that would support the original intent of the policy (e.g. maintain the current system)	Alternative #2. Instruct the General Manager, Liquor Distribution Branch to abide by the Supreme Court decision, resulting in brewpubs being able to apply for listings for off-site sales, and recommend further analysis of licensing-related issues by the Liquor Control and Licensing Branch, Ministry of Attorney General.
Consumer Impacts (niche market)	<ul style="list-style-type: none"> <li>Limited access to selection and local availability of provincially produced specialty beer products</li> </ul>	<ul style="list-style-type: none"> <li>Access to greater variety of domestically produced specialty beers</li> <li>Easier, more local access to these products</li> </ul>
Fiscal Impacts	<ul style="list-style-type: none"> <li>No significant impact to government</li> </ul>	<ul style="list-style-type: none"> <li>Potential minor increase in administrative costs to LDB related to product listing and distribution</li> </ul>
Business Impacts	<p><b>Brewpubs</b></p> <ul style="list-style-type: none"> <li>Limited opportunity for diversification may result in less profitability</li> <li>Limited ability for sector to reach its full potential</li> <li>Some may have unused excess capacity for brewing</li> </ul> <p><b>Craft Brewers</b></p> <ul style="list-style-type: none"> <li>Continued and increasing competition from commercial brewers which are introducing specialty products</li> </ul>	<p><b>Brewpubs</b></p> <ul style="list-style-type: none"> <li>Increased ability for diversification</li> <li>Increased access to markets</li> <li>Some brew pubs with unused excess capacity for brewing would become more efficient</li> <li>Data dating from 1995 indicate that brew pub sales and its share of the market have both increased annually and in 1999, its sales accounted for .5% of the domestic beer market and was worth \$3.5 million</li> </ul> <p><b>Craft Brewers</b></p> <ul style="list-style-type: none"> <li>More competition from brew pubs for access to markets and consumers</li> </ul>

Regulatory Impact Statement – Brewpub Off-Site Sales Listings

<p><b>Impacts</b></p>	<p><b>Alternative #1.</b>  <b>Take action to make legislative changes to the <i>Liquor Distribution Act</i> that would support the original intent of the policy (e.g. maintain the current system)</b></p>	<p><b>Alternative #2.</b>  <b>Instruct the General Manager, Liquor Distribution Branch to abide by the Supreme Court decision, resulting in brewpubs being able to apply for listings for off-site sales, and recommend further analysis of licensing-related issues by the Liquor Control and Licensing Branch, Ministry of Attorney General.</b></p>
	<p><b>Commercial/Regional Brewers</b></p> <ul style="list-style-type: none"> <li>• Essentially Status Quo</li> </ul>	<ul style="list-style-type: none"> <li>• Data dating from 1995 indicate a leveling off and a slight downward trend of craft brew sales at around 4.0% of the provincial beer market</li> <li>• Possible economic impact on some craft brewers due to additional competitive market pressures</li> </ul> <p><b>Commercial/Regional Brewers</b></p> <ul style="list-style-type: none"> <li>• Commercial brewers have the ability to compete in the specialty market by diversifying their products and have introduced a number of specialty brews over the past few years</li> <li>• Data from 1995 indicate the commercial brewers have seen a slight decline in sales volumes, but have maintained their over 95.5% market share of the provincial beer market</li> </ul>

**Appendix B - Stakeholders****COTTAGE BREWERIES**

<b>S/C</b>	<b>Cottage Breweries</b>	<b>Address</b>	<b>City</b>	<b>P/C</b>		
3052	Demco Enterprises Backwoods Brewing	#3-26004 Fraser Hwy	Aldergrove	V4W 2A5		
5685	Bear Brewing Co. Ltd.	965 McGill Place	Kamloops	V2C 6N9		
3081	Fat Cat Brewery Ltd.	P.O. Box 2103 Stn. A	Nanaimo	V9R 6X9		
0718	Granville Island Brewing Co.	#1000-1200 W. 73rd Avenue	Vancouver	V6P 6G5		
3050	Gulf Islands Brewery Ltd.	270 Furness Road	Salt Spring Island	V8K 1Z7		
4013	Horseshoe Bay Brewing Co.	1481 Dominion Street	North Vancouver	V7V 1B3		
3051	Lighthouse Brewing Co.	Unit 2-836 Devonshire Road	Victoria	V9A 4T4		
5883	Mt. Begbie Brewing Co. Ltd.	Box 2995	Revelstoke	V0E 2S0		
6109	Nelson Brewing Co.	512 Latimer Street	Nelson	V1L 4T9		
3037	R & B Brewing Co.	54 East 4th Avenue	Vancouver	V5T 1E8		
5745	Russell Brewing Co. Ltd.	#202-13018 80th Avenue	Surrey	V3W 3A8		
5785	Storm Brewing Ltd.	310 Commercial Drive	Vancouver	V5L 3V6		
5747	Tin Whistle Brewing Co.	954 W. Eckhardt Avenue	Penticton	V2A 2C1		
5882	Tree Brewing Co.	1083 Richter Street	Kelowna	V1Y 2K6		
0149	Vancouver Island Brewing Co.	2330 Government Street	Victoria	V8T 5G5		
4608	Whistler Brewing Co. Ltd.	4355 Canada Way	Burnaby	V5G 1J3		
3042	Wild Horse Brewing Co.	#204-399 Main Street	Penticton	V2A 5C2		
3053	Windermere Valley Brewing	P.O. Box 2784	Invermere	V0A 1K0		
3085	Cranogg Ales Ltd.	S6 C38 RR1	Sorrento	V0C 2W0		

Regulatory Impact Statement – Brewpub Off-Site Sales Listings

**B.C. COMMERCIAL BREWERIES**

<b>S/C</b>	<b>B.C. Commercial</b>	<b>Address</b>	<b>City, Province</b>	<b>P/C</b>		
0320	Labatt Breweries of B.C.	Box 580, 210 Brunette Avenue	New Westminister	V3L 4Z2		
0352	Molson Breweries	1100-601 West Broadway	Vancouver	V5Z 4C2		
0357	Okanagan Spring Brewing Co. (Sleeman's Brewery)	2801 27A Avenue	Vernon	V1T 1T5		

**REGIONAL BREWERY**

<b>S/C</b>	<b>Regional Brewery</b>	<b>Address</b>	<b>City, Province</b>	<b>P/C</b>		
0480	Pacific Western Brewing Co.	7972 Enterprise Street	Burnaby	V5A 1V7		

Regulatory Impact Statement – Brewpub Off-Site Sales Listings

**BREW PUBS**

<b>S/C</b>	<b>Brew Pubs</b>	<b>Address</b>	<b>City</b>	<b>P/C</b>		
3038	Barley Mill & Pub Ltd., The	2460 Skaha Lake Road	Penticton	V2A 6E9		
3072	Big Ridge Brewing Co. Ltd. Pship.	Unit #202 – 1110 Hamilton Street (HO)	Vancouver	V6B 2S2		
3060	Big River Brewing Co.	Unit 180-14200 Entertainment Way	Richmond	V6W 1K3		
3039	Buffalo Brewing	611 Brunswick Street	Prince George	V2L 2B9		
3064	Coquitlam Brewing Company, Inc	#1045 – 1163 Pinetree Way	Coquitlam	V3B 8A9		
3043	Creek Brewery, The	1253 Johnston Street	Vancouver	V6H 3R9		
3069	Dix Barbeque and Brewery Inc.	Unit #202 – 1110 Hamilton Street (HO)	Vancouver	V6B 2S2		
		871 Beatty Street (Site)	Vancouver	V6B 2M6		
3062	Fogg'n'Sudds	205-489 S. Dogwood Street	Campbell River	V9W 2X5		
3047	Harbour Canoe Club	450 Swift Street	Victoria	V8W 1S3		
3030	High Mountain Brewing Corp.	Unit # 202 – 1110 Hamilton Street	Vancouver	V6B 2S2		
5939	Howe Sound Brewing	P.O. Box 978	Squamish	V0N 3G0		
3063	Hugo's Capital Steakhouse	#601 – 625 Courtney Street	Victoria	V8W 1B8		
3027	Mission Springs Developments	7160 Oliver Street	Mission	V3V 6K5		
5788	Quarterdeck Brewing	375 Water Street	Vancouver	V6B 5C6		
3059	Ridge Brewing Co. & Pub	9907 Highway 3	Osoyoos	V0H 1V0		
5508	Sailor Hagars Pub Inc.	85 Semisch Avenue	North Vancouver	V7M 3H8		
0083	Spinnaker's Brew Pub	308 Catherine Street	Victoria	V9A 3S8		
4583	Swans Brew Pub (Buckerfields)	506 Pandora Avenue	Victoria	V8W 1N6		
5667	Yaletown Brewing Inc.	Unit #202 – 1110 Hamilton Street	Vancouver	V6B 2S2		

## **BEVERAGE ALCOHOL INDUSTRY ASSOCIATIONS**

### **BREWERS ASSOCIATIONS**

#### **Craft Brewers Association of B.C.**

Donald Ross, Chairperson  
Granville Island Brewing  
Suite 1000 – 1200 West 73<sup>rd</sup> Avenue  
Vancouver, B.C., V6P 6G5  
PH: (604) 264-0404 Local 5135  
FAX: (604) 264-6810

#### **Western Brewers Association**

Greg D'Avignon, Executive Director  
Bower Building  
#1402 - 543 Granville Street  
Vancouver, B.C. V6C 1X8  
PH: (604) 659-2739  
FAX: (604) 659-2747

Updated February 9, 2000

s:\cpstaff\Beverage Alcohol Industry Associations

### Appendix C - Comparison with other Jurisdictions

<b>Province or State</b>	<b>Brewery &amp; Pub</b>	<b>Production Limits</b>	<b>Sales to Stores</b>	<b>Dir</b>
<b>British Columbia</b>	Yes	No	No	
<b>Newfoundland</b>	Yes	No	No	
<b>New Brunswick</b>	Yes	No	Yes	Yes area itself
<b>Quebec</b>	“artisan” breweries	No	Yes	
<b>Alberta</b>	Yes	max. 5,000 hectolitres/yr	No	Only mun own name
<b>Ontario</b>	Yes	No	No	Only brew of it.
<b>Nova Scotia</b>	Yes	max. 2,000 hectolitres/yr	No	Only 51%
<b>Saskatchewan</b>	Yes	max. 2,000 hectolitres/yr	No	Can Liqu prog
<b>Prince Edward Island</b>	Only 1 in the province	No	Yes	Only Com
<b>Manitoba</b>	Only 1 in the province	No	Unknown	C
<b>Oregon</b>	Yes	No	Sells to independent distributors	No distr
<b>Washington – Brewery</b>	Yes - Called Domestic and/or micro breweries	No	Yes	
<b>Washington – Public House</b>	Yes - No brewery license but see production limits ...	No	No	
<b>California</b>	Yes - known as “small manufacturers”	No	Yes	

## Appendix D - Stakeholder British Columbia Sales Data

<b>SALES IN LITRES</b>						
	1995	1996	1997	1998	1999	Latest 3 months
<b>COMMERCIAL AND REGIONAL BREWERIES</b>						
DRAUGHT – TOTAL	55,640,198	53,305,409	52,163,461	49,936,457	48,654,828	12,071,526
PACKAGED – TOTAL	192,859,489	188,256,641	186,438,236	187,954,552	182,632,530	46,082,175
<b>TOTAL COMMERCIAL</b>	248,499,687	241,562,050	238,601,697	237,891,009	231,287,359	58,153,701
% CHANGE YEAR TO YEAR		(2.79)	(1.23)	(0.30)	(2.78)	
PERCENTAGE MARKET SHARE	96.68	95.79	95.36	95.62	95.39	95.63
<b>COTTAGE BREWERIES</b>						
DRAUGHT – TOTAL	4,613,900	5,956,628	6,087,172	5,310,423	5,426,189	1,256,453
PACKAGED – TOTAL	3,544,842	4,167,466	4,782,603	4,628,562	4,508,504	1,121,082
<b>TOTAL COTTAGE</b>	8,158,741	10,124,094	10,869,775	9,938,985	9,934,694	2,377,535
% CHANGE YEAR TO YEAR		24.09	7.37	(8.56)	(0.04)	
PERCENTAGE MARKET SHARE	3.17	4.01	4.34	3.99	4.10	3.91
<b>BREW PUBS</b>						
DRAUGHT – TOTAL	369,434	472,738	711,454	948,645	1,227,225	272,919
PACKAGED – TOTAL	4,158	10,529	16,480	20,937	20,123	5,229



Regulatory Impact Statement – Brewpub Off-Site Sales Listings

<b>TOTAL BREW PUBS</b>	373,592	483,267	727,934	969,582	1,247,348	278,148
% CHANGE YEAR TO YEAR		29.36	50.63	33.20	28.65	
PERCENTAGE MARKET SHARE	0.15	0.19	0.29	0.39	0.51	0.46
<b>TOTAL DOMESTIC BREWERIES</b>						
TOTAL DOMESTIC	257,032,020	252,169,410	250,199,407	248,799,576	242,469,400	60,809,384

Regulatory Impact Statement – Brewpub Off-Site Sales Listings

<b>SALES IN DISPLAY DOLLARS (X1000)</b>						
	1995	1996	1997	1998	1999	LATEST 3 MONTHS
<b>COMMERCIAL AND REGIONAL BREWERIES</b>						
DRAUGHT - TOTAL	121,699	119,931	121,982	121,848	121,033	29,913
PACKAGED - TOTAL	644,207	648,037	662,021	685,352	681,851	166,763
<b>TOTAL COMMERCIAL</b>	<b>765,906</b>	<b>767,968</b>	<b>784,003</b>	<b>807,201</b>	<b>802,884</b>	<b>196,676</b>
% CHANGE YEAR TO YEAR		0.003	0.021	0.030	(0.005)	
PERCENTAGE MARKET SHARE	96.6%	95.7%	95.2%	95.5%	95.3%	95.4%
<b>COTTAGE BREWERIES</b>						
DRAUGHT - TOTAL	12,454	16,463	17,168	15,077	15,841	3,680
PACKAGED - TOTAL	14,014	17,228	20,611	20,730	20,191	5,092
<b>TOTAL MICRO</b>	<b>26,468</b>	<b>33,692</b>	<b>37,778</b>	<b>35,807</b>	<b>36,031</b>	<b>8,772</b>
% CHANGE YEAR TO YEAR		0.214	0.108	(0.055)	0.006	
PERCENTAGE MARKET SHARE	3.3%	4.2%	4.6%	4.2%	4.3%	4.3%
<b>BREW PUBS</b>						
DRAUGHT - TOTAL	824	1,163	1,865	2,520	3,351	739
PACKAGED - TOTAL	27	70	110	139	137	36
<b>TOTAL BREW PUBS</b>	<b>851</b>	<b>1,233</b>	<b>1,976</b>	<b>2,659</b>	<b>3,488</b>	<b>775</b>
% CHANGE YEAR TO YEAR		0.310	0.376	0.257	0.238	
PERCENTAGE MARKET SHARE	0.107%	0.154%	0.240%	0.314%	0.414%	0.376%
<b>TOTAL DOMESTIC BREWERIES</b>						
TOTAL DOMESTIC	793,224	802,893	823,757	845,667	842,404	206,223

## Appendix E - Letters to Stakeholders

Ref: 20568

March 2, 2000

«FirstName» «LastName»  
«Company»  
«Address1»  
«City»  
«PostalCode»

Dear «FirstName» «LastName»:

As you are aware, the Supreme Court of British Columbia recently ruled that the Liquor Distribution Branch General Manager's Orders could not limit the rights of brewpubs with regard to listing applications to the Liquor Distribution Branch. In a media release dated February 16, 2000, the Minister of Small Business, Tourism and Culture, the Honourable Ian Waddell called for consultation with industry stakeholders on the impact of this ruling.

Minister Waddell has asked me to prepare a Regulatory Impact Statement in accordance with the recommendation of the Business Task Force regarding regulatory reform, streamlining, and reducing the cost of doing business in British Columbia. The purpose of a Regulatory Impact Statement is to ensure that policy objectives are clear, that impacts, costs and benefits are evaluated, and that stakeholder consultations are held. The preparation of the Regulatory Impact Statement is now underway and I would appreciate your input to ensure complete consideration of the issues.

I am aware that you may have made a recent submission to the Minister with regard to this issue. I have copies of recent correspondence and will be considering them in my report to the Minister. In the past you may have had your views expressed by an industry representative. I am asking now for your individual response to the following two questions:

- 1. What would be the impact on your business of permitting brewpubs to sell their product through other licensees and liquor stores subject to**

**making a successful listing application to the Liquor Distribution Branch?**

**2. What would be the impact on your business if the existing legislation were amended to permit Craft and other brewers to operate on-site licensed establishments at their brewery premises?**

Please ensure that your response includes quantified data, where available, in support of your position.

Please include a contact phone number or e-mail address with your response so that we may reach you if necessary. I am prepared to meet with you in a series of small meetings. If you feel this would be useful, please indicate so in your written response.

Please respond to my attention by Monday, March 13, 2000 by FAX to (250) 356-2124 or by hand delivery to the Receptionist, Main Floor, 1405 Douglas Street, Victoria, British Columbia.

Yours truly,

Ardath Paxton Mann  
Assistant Deputy Minister  
Small Business Development Division

pc: The Honourable Ian Waddell,  
Minister of Small Business, Tourism and Culture

Catharine Read, Deputy Minister

Ref: 20569

March 2, 2000

«FirstName» «LastName»  
«Company»  
«Address1»  
«City»  
«PostalCode»

Dear «FirstName» «LastName»:

As you are aware, the Supreme Court of British Columbia recently ruled that the Liquor Distribution Branch General Manager's Orders could not limit the rights of brewpubs with regard to listing applications to the Liquor Distribution Branch. In a media release dated February 16, 2000, the Minister of Small Business, Tourism and Culture, the Honourable Ian Waddell called for consultation with industry stakeholders on the impact of this ruling.

The attached letter was faxed today to all brewpubs, craft/cottage brewers, and major commercial breweries in British Columbia as represented in files maintained by the Liquor Distribution Branch. While you may wish to respond to the items in my letter, your prior comments on this issue on behalf of your membership are now a matter of record and will be considered in my report.

In order to ensure that all stakeholders have been provided this opportunity to respond, I ask that you provide me with a current list of your members by fax to (250) 356-2124.

Thank you for your consideration in this matter.

Yours truly,

Ardath Paxton Mann  
Assistant Deputy Minister  
Small Business Development Division

pc: The Honourable Ian Waddell,  
Minister of Small Business, Tourism and Culture

Catharine Read, Deputy Minister

*Yeast Ranching* (stolen from the Internet)

Mike Clarke asks about the equipment needed to get into yeast ranching. This all seems pretty basic to me, but then I had the advantage of growing up in "yeast country". At the risk of being pedantic, here are my recommendations.

First, you'll need a good horse. One that has the stamina for long yeast drives but has the agility and intelligence to cut a single yeast out of the herd. Buy the best horse you can afford. Pinch pennies on other equipment but don't scrimp on the horse.

Next, lots and lots of barbed wire. You got to keep them critters on your own property. Can't have 'em wanderin' all over creation.

A lariat will help at round-up time. Make sure you get one that's stiff but not too stiff. It's got to be stiff enough to be thrown long distances but not so stiff that it won't tighten up around their little necks with a good strong pull. Nothin' makes you feel smaller than watching a yeast just shrug off your perfectly thrown lariat 'cause the loop wouldn't close quickly enough.

Speaking of round-ups, a branding iron is essential. Don't want your yeasts to get confused with the neighbors' yeasts. Plus, if you don't brand 'em, it will be just like begging yeast rustlers to come and steal off with them in the middle of the night. Make sure your brand is distinctive and can be easily seen on the flank of a yeast, even from a distance.

Last but not least: a well-stocked chuck wagon. Yeast ranching is hungry work. You'll find that out soon enough.

Yippee ki-yo,  
Nic Herriges, Portland, OR (nic@analogy.com)

## CHANGES AT BASS

Bass, after 220 years in the business, finally acknowledged that it wants to sell its brewing business to focus on its more profitable pubs and international hotels. Unlike the UK's other two big national brewers, Bass owns its top brands including the nation's best selling beer Carling, together with Worthington, Bass and Caffrey's ales. Heineken, South African Breweries, Interbrew and even Anheuser-Busch have been rumored to be interested.

In addition to ceasing brewing, Bass is also planning to sell off 400 of its 3026 pub empire. The next move is to spend about Cdn\$4.5 billion to acquire a large hotel chain. It is expected to target the US-owned Sheraton and Westin chains and Thistle Hotels in the UK. Bass already owns the Holiday Inn, Crowne Plaza and Intercontinental chains, and recently spent Cdn\$290 million on Australian hotels.

## Two Small Books and One Virtual One

*I-Spy Inn Signs*, edited by Neil Curtis and Richard Garratt, pub. Michelin Tyre PLC, 1992, 48 pages, £1.25. Back in the 1950's when I-Spy books were introduced the titles were rather staid: I-Spy at the Seaside, I-Spy Wild Flowers, etc. The subject is a bit more daring but the format hasn't changed. A small thin pocket-sized book with points scored for spotting the objects illustrated on each page. And, wait for it, when you have scored 1000 points, you can still send in for your I-Spy badge! There are over 300 colour photos of pub signs, together with information on the origins of many of them. This book is a real bargain.

*Michael Jackson's Little Book of Beer*, pub. Running Press, Philadelphia, 1998, 128 pages, \$6.95 in Canada. It IS little (7x8.5 cm) but packed with good photos and lots of quotes from beer lovers from Henny Youngman to Edgar Allan Poe. This is a fun book that would please anyone who loves beer. How about this from Kaiser Wilhelm II: "Give me a woman who truly loves beer, and I will conquer the world".

*How to Brew*. John Palmer has written some of the most read documents on homebrewing available on the Internet. He's put his accumulated knowledge in book form - and the whole thing is available on the Web at <http://www.howtobrew.com>. He's got tips for everybody from the first-time brewer to the most seasoned veteran. He asks for a voluntary contribution of US \$5 if you use the book, otherwise it's free.



GREAT AMERICAN BEER FESTIVAL. GABF 2000 will be Oct. 5-7. Public tasting sessions will be from 5:30-10 p.m. each night. Winners of the Professional Panel Blind Tasting judging will be announced Oct. 7 during the Members Only private session, which runs from noon to 4:30 p.m.

## HOPBINE

Sorry about the confusion over the name of this column. The correct name is as above: it is NOT Hopvine. Hops are not a vine, but a climbing perennial plant with a twining stem known as a bind, or, more commonly, a bine. Anyhow, this is just a chat column of items of news or bits that might amuse you.

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Darrell Wiegel is the new sales manager at Vancouver Island Brewery, Terri Irmscher is sales rep for Victoria, Duncan and the Gulf Islands, and Darren Cross is the new licensee sales rep for Greater Victoria and Duncan.

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Molson will be reducing its brands from the current over 50 in order to cut marketing and advertising costs, estimated at over \$200 million annually.

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Ernest Hemmingway had a couple of gems: "An intelligent man is sometimes forced to be drunk to spend time with his fools." "Always do sober what you said you'd do drunk. That will teach you to keep your mouth shut."

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Found some great websites: for anyone interested in European beers and breweries try [www.breworld.com](http://www.breworld.com), and for a specialty search engine try [www.beersite.com](http://www.beersite.com). [merchantduvin.com/](http://merchantduvin.com/) is of course the homepage for Merchant du Vin, and you can see Charles Finkel's hand in the design of this one! If you liked the Melbourn beer that Charles brought as the dessert beer for the 10<sup>th</sup> Anniversary dinner, you can find out more at [www.melbournbros.co.uk](http://www.melbournbros.co.uk). The Newcastle brown site, [www.newcastlebrown.com](http://www.newcastlebrown.com) was not complete and a tad disappointing. Thomas Fawcett and Sons, Maltsters, on the other hand have a great website at [www.fawcett-maltsters.co.uk](http://www.fawcett-maltsters.co.uk). Anheuser-Busch has a new ad campaign to combat alcohol misuse. Ads can be viewed at [www.beeresponsible.com](http://www.beeresponsible.com).

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Montana's biggest brewery, Big Sky, has just started bottling, beginning with its Moose Drool Brown Ale, Scape Goat Pale Ale, and Slow Elk Oatmeal Stout. The best-selling Moose Drool has gained certain fame because of Big Sky's battles with Moosehead Breweries over the use of Moose in the name. For information: <http://www.bigskybrew.com>

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B.C. should take a leaf from New Mexico's book. The New Mexico legislature has approved a tax break for microbrewers (defined in this law as those producing less than 5,000 barrels per year, which includes every brewery in New Mexico) The state liquor excise tax on beer produced by microbrewers was 25 cents per gallon. The new law would reduce that to 8 cents. Other beer is taxed at 41 cents per gallon.

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British brewer Whitbread is no longer brewing beer! The company has sold its brewing interest to Belgium's Interbrew, ending more than 250 years as a brewery. Interbrew will pay £400 million for the beer business, which has a 16% share of the UK beer market. Interbrew, which also owns Labatt and Rolling Rock, said it would finance the purchase from its own cash surpluses. It is planning a public stock offering at the end of the year,

indicating it may be a serious bidder for the Bass brewing interests or considering other acquisitions.

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This item from Laura Kotler: A study in the May 20, 2000 British Medical Journal announced that the authors had found a protective effect of beer drinking against heart attacks among middle aged men in the Czech Republic. Over 900 men who drank only beer were studied. Those who drank 5 to 9 liters per week were less than half as likely to have a heart attack than those who drank no beer.

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Sleeman's and Boston Beer Co. - the two largest craft breweries in their respective countries - have an agreement to make their beers more widely available. Sleeman will sell Samuel Adams products in Canada. Boston Beer will conduct research in the U.S. to identify markets for Sleeman and assist with brand development and selling strategies.

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Sometimes when I reflect back on all the beer I drink I feel ashamed. Then I look into the glass and think about the workers in the brewery and all of their hopes and dreams. If I didn't drink this beer, they might be out of work and their dreams would be shattered. Then I say to myself, "It is better that I drink this beer and let their dreams come true than be selfish and worry about my liver." - Jack Handy

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Scottish Courage and Adnams of Suffolk are both introducing new cask ales aimed at younger drinkers. Market research showed that drinkers in the 18-25 age who currently drink keg lagers don't like traditional ales. Studies showed that they were disappointed not with the taste but with the temperature. Scotco's new Theakston's Cool Cask is designed to be served at 10°C – two degrees cooler than the usual serving temperature. Adnams' Trinity is to be served at a similar temperature.

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In 1950, an advertisement appeared in Look magazine with the headline "What's your idea of a tavern?" and in it, Detroit tavern owner Stuart Kelley was quoted as saying: "To me, a tavern is a really a neighborhood 'club' -- something like the 'pubs' they have over in England. It's a place where decent people can meet their friends in their off-hours, and have something to eat and a drink or two, without spending a lot of money." Throw in a few tasty beers and what else could you ask for?

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Jules Maes, Seattle's oldest saloon (first opened in 1888) shut its doors for good at close-of-business, Friday, May 26th, 2000.

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The latest "Science News" (5/6/00, p300) has a 3 page article reviewing the state of the art in beer (and wine) bubble modeling and analysis. Turns out bubbles adsorb proteins onto their surface making them stiffer and therefore they encounter more resistance in the fluid (think of the difference between how beer and champagne bubbles rise - more protein in beer). There is also a bit more accessible discussion of why Guinness bubbles go down (got to love the Aussies).

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We were sorry to hear of the closing of Anacortes Brewhouse. We also hear that Longwood brewpub is open in Nanaimo – good luck, Barry! Harley Smith, previously at the Cog and Kettle, is the brewer.

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CAMRA member Lee Boyko recently posted this to Cascadia

The Man that Waters the Workers' Beer, by Paddy Ryan

Chorus:

I'm the man, the very fat man, that waters the workers' beer.

Yes, I'm the man, the very fat man, that waters the workers' beer.

What do I care if it makes them ill, or it makes them terribly queer?

I've a car, a yacht, and an aeroplane and I water the workers' beer.

Now when I makes the workers' beer I puts in strychnine;

Some methylated spirits and a drop of paraffine.

But since a brew so terribly strong might make them terribly queer;

I reaches my hand for the water tap and I waters the workers' beer!

Chorus

Now, ladies, fair, beyond compare, and be ye maid or wife.

Oh, sometimes lend a thought for me who leads a wand'ring life.

The water rates are shockingly high, and the 'meth' is shockingly dear.

And there isn't the profit there used to be in wat'ring the workers' beer!

Chorus

## MAKE MINE A BUDWEISER, OR WAS THAT A BUD?

A British court has ruled that Anheuser-Busch and Czech brewery Budejovický Budvar may both use the Bud name in England. Despite the "danger of confusion" facing the beer-drinking public, the court ruled that the names Budweiser and Bud belong to both breweries. The two breweries have been fighting around the world for exclusive rights to the Budweiser trademark. They have been battling in Britain since the 1970's. The Czechs say they had claims to the name long before the Americans began brewing beer. "Budweiser," named after a Czech village called Ceske Budejovice, was made as far back as the Middle Ages, they say. The term Budweiser describes beer from that region, the same way Burgundy and Champagne describe wine from those winemaking regions of France, they say. The German immigrants who founded Anheuser-Busch, and who began brewing Budweiser in 1876, used the Budweiser name for their beer because it was well known in their homeland. In Czechoslovakia, the state-owned Budvar brewery was founded in 1895.

## **Quantity and Prices Survey: WE NEED YOUR HELP**

CAMRA Victoria is conducting the annual Quantity and Prices Survey. As the results of last year's survey show there are large discrepancies in the price per ounce of beer. The object of the survey is to determine if consumers are getting a fair deal in our local pubs.

CAMRA is first and foremost a consumer lobbying organization. One of the issues raised by members in the past has been that there are no standard measures for selling beer. We must have facts to back up any lobbying that we plan to do.

Please fill out the form that was in the last issue of What's brewing, or go to the CAMRA website ([www.i.am/camra](http://www.i.am/camra)) and fill out the form there.

TOPSHAM: where the Queen went pubbing

We didn't know that before we went there. Carol and I decided to ignore the lousy weather and go to Topsham for the day. We were supposed to be enjoying lovely warm Devon sunny days, but, well, this was England in May...

The Bridge Inn at Topsham was listed in the Good Beer Guide with a star, not a very frequent accolade, so we decided it must be something special. There was also a large antique centre at The Quay. We arrived in this small town (just south of Exeter) and parked with difficulty on narrow Fore Street. Almost the first shop we saw was Message in a Bottle, a specialty beer store. This was a treasure trove for beer lovers! Over 300 beers from all over the world. Ray Girvan, the owner specializes in Belgian, German and British beers in all different styles and sizes. We picked up a half dozen of our favourites, including the mandatory Chimay Blue for Carol. (For a look at this store see <http://www.freezezone.co.uk/topsham/message/>) A bit more browsing and it was lunch time, so we drove down to the river and the Bridge Inn.

The Bridge Inn is a well-known and much loved, rambling pub which has been in the Cheffers family for over a century. The building is believed to originally have been built to house the masons building Exeter Cathedral and the lower bar was once a maltings and brewery. We entered a passage and opened a couple of doors before finding the bar. It was a tiny dark room packed with locals and with a serving hatch. No hand pumps! I was worried but need not have been. All the beers are fetched from the cellar where they are served by gravity straight from the cask. Branscombe Vale, Otter and Exe Valley beers, for a total of six casks. The only keg beer on tap is Guinness.

Food at the pub is homemade sandwiches, ploughman's and soup, and it was very good. We found another room that had some space in it and settled in for lunch. That was when we noticed the photo on the wall of the Queen visiting this pub. This had been chosen for the Queen's first-ever official visit to a pub, in 1998. And, no, she didn't sink a pint. Apparently, she came inside the pub, was introduced to various members of the Cheffers family, friends and staff, and was shown around the building. She was presented with a case of the local Branscombe Vale Ale, which she said Prince Philip would enjoy back at Buck Palace!

This was all very impressive, but we had really come for the Antique Centre. So back down to the waterfront in the pouring rain and into collectors heaven. The only items I found of beer interest were a couple of labels for Hopade and Hop Bitters, non-alcoholic beer style drinks that are no longer made. Carol found some good collectables and we came away happy with our trip to Topsham. Back at our little thatched cottage Brian, Margaret and Nathan had decided to have an indoor beach party in front of the fire, so we got into our sunny day clothes and snapped the tops off some beer and turned up the music!



## WHY CAN'T WE DO THIS HERE?

A class-action lawsuit claims Seattle's Pyramid Brewery is selling Pyramid Hefeweizen under two different names in order to sell beer at a lower price to Washington's top beer retailers. "Pyramid Brewery has done nothing wrong. We intend to vigorously defend this litigation," said Wayne Drury, chief financial officer for Pyramid. The suit charges that Pyramid conspired with a distributor, Alaska Distributors Co., to sell Bavarian Hefeweizen for \$70 a keg, instead of the standard \$95 a keg for Pyramid Hefeweizen. That deal, however, was only available to Service America Corp., Safeco's vendor, and Host International Inc., concessionaire at Seattle-Tacoma International Airport. It is against state law to sell the same beer wholesale at different prices to different retailers. The class-action lawsuit seeks damages for every bar in Washington that sells the regular Hefeweizen. *From RealBeer.*

Comment: here in BC, breweries don't even bother to use different names when they do their illegal discounting!

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## BOOK REVIEWS – John Rowling

**Secret Life of Beer** by Alan D. Eames, Storey Publishing, VT, 1995, 204 pages, \$16.95. This book, subtitled “Legends, Lore & Little Known Facts”, is a fascinating and eclectic compendium about your favourite beverage. Poetry, song and literature and history all combine to make this a fun book to dip into.

**The Ultimate Book of Beer Trivia** by By Bill Yenne and tom Debolski, Bluewood Books, CA, 1994, 112 pages, US\$8.95. This book consists of over 250 questions about beer. This would be a good one to bring out at a party to stump your friends with such questions as “What U.S. state has never had a brewery?”, “Who was the first woman to operate a brewery in Canada?” The book is in sections: Slogans and Advertising, Just labels, Making Beer, The People who Made Beer Famous, and Legends and Lore. Some of the questions are really hard and some quite obvious – something for everyone!

(Answers: Mississippi; Susannah Oland (1867) in Dartmouth, NS )

## Edinburgh

Carol and I took the train to Edinburgh, arriving at historic Waverley Station late one afternoon in early May. We found our B&B on blossom-lined Murrayfield Avenue and took the bus downtown for the evening.

Our first stop was the number one pub in the city for real ale: The Guildford Arms, just off the east end of Princes St. We counted ten handpumps in this busy antique pub. Carol had an Orkney Dark Island, smooth and chocolatey, 4.6% ABV. I had a Harviestoun Bitter and Twisted, a very fruity bitter, and at 3.8% ABV a lovely session beer. The ornate plasterwork and ceilings, beautifully decorated windows, and a fascinating bar made this a great place to sit and gaze. And people watch! We could have sat there for hours. Unfortunately we were hungry and the Guildford Arms does not serve evening meals. We asked the friendly barman for a recommendation and he suggested the Doric Tavern.

This turned out to be on Market Street, above McGuffies (which looked like a busy smoky neighbourhood pub). The food at the Doric was expensive but well worth it. Caledonian's Deuchars IPA was on tap. (Caledonian is an Edinburgh brewery, operating in a Victorian brewhouse, using the last three direct-fired open coppers in Britain, one of which dates back to 1869.) The IPA was a very refreshing beer, at 3.8 ABV one of the lowest levels of alcohol in an IPA I've ever tasted. However, it had all the right stuff including a long hoppy aftertaste. The best part of the Doric Tavern was the food. We started with venison sausages with prunes and port. Carol had pan-fried pheasant with shallots, apple and cinnamon, and I had Caley 80 beef casserole.

The next day we were joined by our friend Eileen who is currently living in Kuwait. We decided to see the Castle in the morning. Bow Bar was nearby on West Bow Street. This was the perfect place for lunch; not very elaborate, just a simple one-room bar, a traditional city pub. The walls are not simple, however, as they are covered with antique brewery mirrors and other advertising media. We discovered that alcohol and pork are taboo in Kuwait so Eileen had a beer and a ham sandwich for lunch! Carol had an Adnams Regatta, a summer seasonal from this Suffolk brewery, which was very light and refreshing. Eileen's was a Harviestoun lager (quite hoppy) and I had a Caledonian 80/- (80 shilling). This is a malty Scottish heavy, and was 1996 Champion Beer of Scotland. The term 60, 70, 80, and 90 shillings refer to a 19<sup>th</sup> century system of invoicing beers according to strength.

That evening we had dinner at The Black Bull, a T&J Bernard pub. This is a member of a small chain of well kept contemporary pubs. The food was good: roast beef and Yorkshire pudding, and Stilton and mushroom pie. We tasted Deuchars IPA (again), Guinness and Theakston's Best Bitter.

The next day we were heavily into sightseeing again: Holyrood Palace, the Royal Mile and the Scottish National Gallery. Lunch was at The Guildford Arms. We had to go back, there were several more beers to try, and the beer was very well kept. Tired out that evening we tried the Rose Street Brewery, but found it was not a brewpub any more. However the Caledonian 80/- was good and so was the food.

While waiting for our train at Waverley station on our last morning we found a great selection of beers at one of the shops. We picked up Traquair House Ale and Bear Ale, Belhaven, Broughton and Froach Heather Ale. A great ending to a quick visit to Scotland's capital city.

**Sept 12 Christie's Carriage House** - 7:30pm: Rick Dellow and Barry Benson of R&B Brewing (Vancouver) – see page ?? [Dave, I sent you R&B.doc with their descriptions]

**Sep 22 Vancouver Beer Festival:** Plaza of Nations, Enterprise Hall, 5-10 p.m. \$20 includes 3 free beer or food tokens. (604) 728-8423

**Sep 23 Bus Trip to Longwood Brewpub & Fat Cat Brewing** in Nanaimo (Sign up by **September 15** see page 15)

**Oct 10 CAMRA Oktoberfest** Vancouver Island Brewery 7:30pm

**Nov 14 Homebrew Festival View Royal Hall** - 7:30pm

**Dec 1-2 Great Canadian Beer Festival** [www.GCBF.com](http://www.GCBF.com)

**Dec 9 CAMRA Victoria Christmas Party** 7:30pm The Armouries



# CAMRA Bulletin

## DRINKS PRICE & SIZE LIST NOW REQUIRED IN B.C. PUBS & RESTAURANTS

The following information was provided to all licensed establishments in June by the BC Liquor Control and Licensing Branch:

### **Pricing your liquor**

Effective September 1, 2000, licensees are required to make a list available to customers showing the quantities in which liquor is sold, and the price at which each quantity is sold. All available types of drinks must be listed, along with the price and amount of alcohol contained. It is sufficient to categorize drinks by type, i.e., 'mixed drinks contain "x" ml ("y" ounces) of liquor' rather than listing the name of every drink served.

- Volume must be given in both metric and imperial measures, and may also be described by common names (i.e., a sleeve of beer, which is 14 oz. or 398 ml).
- It is suggested that the list state whether or not tax is included in the price, and what the applicable taxes are.
- The list may be posted in the establishment as a printed list

or on a board, or available at all tables, but it must, at a minimum, be available to customers on request. Specials should be communicated to patrons in the same way.

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If you find an establishment in violation of these requirements, call or write:

Dave Nicholls,  
Industry Compliance Officer,  
L.C.L.B.

Wharf Street  
Victoria, BC V  
(250)

or contact CAMRA at:

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**Join CAMRA today. *Write:* CAMRA Victoria, Box 30101,  
Saanich Centre Postal Outlet,  
Victoria, BC V8X 5E**

**Please copy the enclosed letter, sign it, then mail it to the following ministers:**

Honourable Dan Miller  
Premier and Minister of Energy and Mines and  
Minister Responsible for Northern Development  
P.O. Box 9041 Stn. Prov. Govt.  
Victoria, B.C.  
V8W 9E1

Honourable Corky Evans  
Minister of Agriculture and Food  
P.O. Box 9043 Stn. Prov. Govt.  
Victoria, B.C.  
V8W 9E2

Honourable Ujjal Dosanjh  
Attorney-General  
P.O. Box 9044 Stn. Prov. Govt.  
Victoria, B.C.  
V8V 1X4

Honourable Michael Farnsworth  
Minister of Employment and Investment  
P.O. Box 9046  
Victoria, B.C.  
V8W 9E2

Honourable Paul Ramsay  
Minister of Finance and Corporate Relations  
P. O. Box 9417 Stn. Prov. Govt.  
Victoria, B.C.  
V8W 9V1

Honourable Ian Waddell  
Minister of Small Business, Tourism and Culture  
P. O. Box 9053 Stn. Prov. Govt.  
Victoria, B.C.  
V8W 9E2



***Thanks!***



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Victoria, B.C.  
V8W 9E2



***Thanks!***

## CHANGING DRINKING HABITS by John Rowling

A recent European consumer survey shows that higher disposable income in the hands of young drinkers is leading to rapidly changing drinking habits. New experiences are important, and loyalties to brands are not as strong as they once were. Young people especially, prefer a large variety of products, geared to the most varied drinking occasions. This is driven by the desire to stand out from the crowd by their choice of brand and to make a statement about themselves. Drawing on a large variety of beverages, including tequila, cider and spirit-based drinks makes it possible for a consumer to identify with a unique combination of brands. It appears that consumers are choosing higher value products – quality rather than quantity.

The survey concluded that consumers are increasingly better educated and better informed about what they are drinking. They are adopting more critical and cynical attitudes to advertising.

## HOPBINE

Watch for a new porter and stout from Mt. Begbie Brewing this fall. (Enjoy "The Joy of Thirst" with Bart and Tracey Larsen from Revelstoke.) Plans are to expand the Revelstoke plant and install a new brewhouse.

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Have you seen Vancouver Island Brewery's new canned Pipers Ale? Plans are for other VIB beers to be sold in cans in the next year or so.

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Tuesday, 27<sup>th</sup> June 2000 goes down in history as the day that Spinnakers launched their off-premise sales.

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Belgium's Interbrew will be going public before the end of this year. The world's fifth largest brewer is owned by three families and is valued at close to Cdn\$10 billion. If its takeover of Bass is approved, it will move up to number two in the world, behind Anheuser-Busch. And commenting on the Interbrew takeover of Bass, Michael Jackson had this to say: "Bass makes nearly ten million barrels of beer a year but, in its fourth century as a brewer, would rather run bars, restaurants and hotels. Perhaps its beers will be safer in the hands of a company with 'brew' in its name, but don't bet on it."

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NEW: Shark Club Bar and Grill, in the Sandman Hotel, on Douglas Street. According to one CAMRA member, it's pretty much a sports bar, albeit a bit upscale compared to the run of the mill bar of this type. Hoegaarden on tap, served in proper Hoegaarden glasses: for \$7.25!

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Labatt Brewing has the contract to brew and package Guinness for the US market. Hope its nearer the real thing that the dark fluid they have been selling here in Canada as the famous Irish Stout.

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Dartmouth, NS, brewing company, Maritime Beer Co. has been bought by a group of investors headed by George Armoyan. The brewery opened in May 1998 and has a DME brewing system.

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Germany's Steinecker Maschinenfabrik celebrates 125 years in business this year. This company had manufactured equipment for more than 450 brewhouses when it went public in 1927. Currently 450 people work full time at the plant in Freising. Steinecker did the engineering and design work for Vancouver Island Brewery's brewhouse and also manufactured the mash tun and kettle.

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Sleeman Breweries reported that their net income for the first half of 2000 increased 23 percent to \$4 million and revenue increased 62 percent to 463.6 million. Much of this is attributed to the integration of Stroh brands in Canada.

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Interbrew has another innovative gimmick. StellaCam is a two-way interactive webcam. Video-conferencing systems have been installed at the Shark Club in Vancouver, Café Comm in Brussels, and Belgo, New York. Customers can chat, and if they wish, buy an Interbrew-brand beer for the other person for \$10. 15 minutes of free chat time are included.

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Check out this website for beer tours in various parts of the world:  
[www.beerloverstour.com](http://www.beerloverstour.com)

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No 1 Bishopsgate, London, UK, is a new brewpub in a heritage Edwardian building. Peter frost is the head brewer. Three beers are always on tap: Pacific Pilsner (5%), Pacific Bishops Bitter (4.5%) and Pacific Weiss. A stout is also planned.

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Meanwhile, at the Other end of the bar, the Bronfman family has sold the Seagram empire to France's Vivendi. A new company, Vivendi Universal, will be a media conglomerate. The Seagram name will go, along with its liquor manufacturing business.

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The UK government is about to allow 24 hours a day opening for pubs.

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Moorhouse's Black Cat Mild was chosen the Champion Beer of Britain at the Great British Beer Festival in London. This was the first mild chosen in 30 years of CAMRA's judging the Champion Beer. The beer is described in the 2000 Good Beer Guide as, "A smooth, well-balanced dark mild with a fruity aroma. Chocolate and coffee flavours complement the bitter roast character that lingers on into the aftertaste The complete results of the judging are at:  
<http://www.realbeer.com/news/articles/news-001293.html>

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Celis Brewery Inc., of Austin Texas, is now completely owned by Miller Brewing Co.

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Worthington White Shield, Britain's most famous bottle-conditioned beer, is going back to Burton-on-Trent, where it will be brewed by Steve Wellington at the Bass Museum Brewery. White Shield IPA was first brewed in Burton in the 19th century, and Bass continued to brew White Shield when it merged with Worthington in the 1920s. In the 1990's Bass lost interest in the beer, and it has been brewed under contract by other breweries recently.

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Thomas Hardy Brewery of Dorchester, England, has ceased production of all Eldridge Pope brands, including Thomas Hardy's Ale, one of the most sought-after strong ales in the world.

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Beginning in September, RealBeer will offer tips on beer appreciation in a new weekly newsletter called Beer Break. This will be a concise dispatch intended to

take only minutes out of your day, and will include tips on beer for novices and aficionados, two or three tasting notes about beers from around the world and a few links to online beer articles. <http://www.realbeer.com/library/beerbreak>

---

Canada's sales by volume of beer moved up slightly in 1999 to 85.3 litres per person (over 14 years). BC was less than average at 81.0 and Alberta above average at 91.3 litres.

---

Rick Pipes and Janet Docherty are the new owners of Merridale Cider. Al Piggott sold the cidery in March but has agreed to stay on for at least five years as a partner and consultant.

---

# FAT CAT LONGWOOD

## BUS TRIP TO VISIT THE BREWERIES OF NANAIMO

September 23 2000

- \$20 members
- \$25 non-members

*Deadline for seats September 16<sup>th</sup>*

Phone 388-9985 to book a seat.  
(Leave your name and phone number.)

*Tickets will be on sale at the next CAMRA meeting,  
September 12<sup>th</sup>, at Christies Carriage House Pub*

## CAMRA PUB SURVEY CANCELLED

As you can see from the front page, BC consumers are now able to know the exact cost and serving size of all drinks purchased at any licensed establishment in the province. This change is a result of the Joe Surich report.

And that's really what the CAMRA Pub Prices and Quantities Survey was all about. We were planning to lobby the government to standardize serving sizes as they are in Britain. However, our contacts at the LCLB expressed doubts that inspection of glass sizes could be funded. They also expressed a reluctance to annoy all the bars and restaurants by requiring them to restock their glassware. The current solution does away for the need for that action yet provides the consumer with the information required. Therefore, we've cancelled the survey!

Now it's up to you to do the math's next time you're at the bar (bring your calculator)! Any beer around \$5 for ½ litre or 20 oz. is fairly standard in Victoria. That works out to just over 1¢/ml, or 25¢/oz.

### POSTSCRIPT

The LCLB has made a number of other changes. The rule prohibiting the use of glasses bearing the name of a brewery is no longer in force. This rule was introduced to prevent "advertising" on glasses. Is it coincidental that Labatt Brewing, one of the biggest lobbyists in the province is selling beer in labeled glasses? Labatt is distributing Hoegaarden for parent company Interbrew and part of the image marketed is the big clunky Hoegaarden glass (with the brewery name on the side!).

**Rick Dellow**

Rick is one of the most experienced and qualified brewers in the Canadian Craft Brewing industry. Rick started brewing in England with Whitbread in 1975 and since then has held senior positions with Carlsberg and Bass. Rick's qualifications include a B.Sc. in Brewing from the prestigious Brewing School at Heriot-Watt University in Edinburgh, Scotland. Rick is one of the few who hold Associate Membership of the Institute of Brewing.

**Barry Benson**

Barry brings a wealth of technical knowledge and experience to R&B Brewing from his 16 years involvement in all aspects of the brewing industry. He holds a Diploma in food science from BCIT as well as being a graduate of the brewing industry's Seibel Institute in Chicago. He is an active member of the American Society of Brewing Chemists and the Master Brewers Association of the Americas and is currently the Chair of the PR Committee for the Craft Brewers Association of B.C.



Staples

Brian

627 Goldstream  
Ave.

Victoria BC

V9B  
2W9

## BOOK REVIEWS – John Rowling

**Secret Life of Beer** by Alan D. Eames, Storey Publishing, VT, 1995, 204 pages, \$16.95. This book, subtitled “Legends, Lore & Little Known Facts”, is a fascinating and eclectic compendium about your favourite beverage. Poetry, song and literature and history all combine to make this a fun book to dip into.

**The Ultimate Book of Beer Trivia** by Bill Yenne and Tom Debolski, Bluewood Books, CA, 1994, 112 pages, US\$8.95. This book consists of over 250 questions about beer. This would be a good one to bring out at a party to stump your friends with such questions as “What U.S. state has never had a brewery?”, “Who was the first woman to operate a brewery in Canada?” The book is in sections: Slogans and Advertising, Just labels, Making Beer, The People who Made Beer Famous, and Legends and Lore. Some of the questions are really hard and some quite obvious – something for everyone!

(Answers: Mississippi; Susannah Oland (1867) in Dartmouth, NS )

## CASK BEER FESTIVAL

John Rowling

Several CAMRA Victoria members journeyed to Seattle for the first Annual Washington State Cask Beer Festival. The event was held at Hales Brewery on October 21<sup>st</sup>. Twenty three breweries attended each with one cask-conditioned beer. Some were served by beer engine/hand pump and the rest by gravity. The overall impression was hops, hops and more hops! There were only one or two moderately hopped beers. That having been said, most of the beers were well balanced, Skagit River Brewing's Dunkel Weizen being the best example.

I.P.A.'s were the predominant style. There was only one stout: Ram Stout by Bighorn Brewing of Lakewood, WA. This was a unique beer in that the beer is aged in Jack Daniels oak barrels, which gave the beer a whiskey flavour together with a faint vanilla flavour. The four breweries that are attending this year's GCBF each had a beer: Boundary bay's prize winning Best bitter; Fish Brewing's assertive Soundkeeper I.P.A.; Elysian's smooth and well-balanced Immortal I.P.A.; and Leavenworth's smooth and hoppy I.P.A.

Favourite T-shirt quote of the festival: "And on the eighth day God went for a beer."

**Nov 11<sup>th</sup>:** CAMRA Homebrew Competition: deadline for Vancouver entries (Spagnols).

**(WEDNESDAY) Nov 15 Homebrew Festival - View Royal Hall - 7:30pm.**  
Here's a chance for CAMRA members to show off their brewing skills to the non-brewing members. You don't have to be a homebrewer to attend. Discussion of the issues to be campaigned on at the GCBF.

**Nov 18<sup>th</sup>:** CAMRA Homebrew Competition entry deadline

**Nov 25<sup>th</sup>:** CAMRA Homebrew Competition judging.

**Dec 1-2 Great Canadian Beer Festival - [www.GCBF.com](http://www.GCBF.com)**

**Dec 9 CAMRA Victoria Christmas Party - 7:30pm** Officers Mess, The Armouries. Bring Christmas goodies or snacks. Don't bring beer!

**Jan 9<sup>th</sup>:** CAMRA AGM at Green Gables – 7:30 pm

**Feb13<sup>th</sup>:** T-shirt night at Spinnakers

**Mar 13<sup>th</sup>:** Merridale cider/mead night

## FED EXCISE TAX TARGETED

The Canadian Council of Regional Brewers was formed in September this year. It consists of 70 small breweries from across Canada. As reported in the Vancouver Sun, the Council is lobbying for a reduction in federal excise tax on beer. Currently the Federal Government collects \$21 million from the craft brewing industry: the Council wants a 60 percent reduction in the excise tax. The Council's argument is that its members are small business people yet are charged the same taxes as megabrewers. The members do not have the same opportunities for economy of scale as the industrial brewers.

All Canadian brewers pay \$2.30 federal excise tax on a case of beer. Council figures show that the cost of 1 hectolitre (about 12 cases of beer) averages \$260 for the small brewers and \$128 for the big brewers. Much of this difference is in labour costs: craft brewers need seven employees for every one at a megabrewery. Don Ross of the Craft Brewers of BC, said that the equivalent taxes for US big brewers is about Cdn\$1.88 per case and small brewers pay Cdn\$0.74.

The proposed reduction will result in small brewers in Canada paying about \$0.92 excise tax per case of beer according to the Council. John Wiggins of Creemore Springs was quoted as saying that "the tax was put in place when most breweries were competitive in size. This tax makes the small brewers non-competitive by dumping us in the same pot as the large brewers."

The major brewers in the past have maintained that they should get tax breaks on the first 50,000 hl of production. The Craft Brewers Association of BC is against this tax break, according to the Vancouver Sun article.

Comments from the members at the October 2000 CAMRA meeting:

1. CAMRA should support the Canadian Council of Regional Brewers and lobby for a reduction in federal excise tax on beer.
2. Wine is not levied an excise tax – beer is. To level the playing field, remove the tax on beer altogether. Not likely!
3. One member questioned whether there should even be a tax on beer not crossing a border.
4. Why not agree with the major brewers? Getting them on side would be a strategic masterstroke. Using the above figures, it looks as though the small brewers are asking for a \$8.4 million tax break (60 percent of \$21 million). If the major brewers' figure of 50,000 hl of production is used then the revenue loss to the Feds is  $50,000 \times (\$2.60 \times 60\%) = \$7,800,000$  per major brewery. If anyone opposes the Council, it's easy for the Feds to find reasons to not do anything. The amount of tax revenue involved is not huge in terms of the overall Canadian budget.

At the October 4, 2000, meeting of the CAMRA Board of Directors, it was unanimously moved that:

The annual membership fees be increased to \$25 for individual members, \$30 for family members and \$60 for corporate members, effective for the 2001 membership year.

This will be the first price increase for corporate members since 1992! Individual and family memberships haven't been raised since 1997. Increased printing, postage and telephone costs have necessitated the increase in fees. We've delayed raising the fees for as long as possible but fiscal dictates this move.

Unfortunate as the price increase is, CAMRA membership is still great value. Members receive six issues of What's Brewing a year; get to attend a variety of entertaining and informative meetings; and enjoy outstanding special events like the annual picnic and Christmas party. This year CAMRA members also get first crack at volunteering for the Great Canadian Beer Festival. In addition, corporate members receive an annual ad in What's Brewing, acknowledgment in every issue, and are the only ticket outlets for the Great Canadian Beer Festival.

The Board of Directors understand that the price increase is not good news for members but trust that you appreciate the need for this move and will continue to support CAMRA by maintaining your membership in the society.

CAMRA Millennium  
**Homebrew Competition**

This is a CAMRA sanctioned competition  
(not AHA)

Classes:

- Light Lager
- Dark Lager
- American Pale Ale
- English and Scottish ales and bitters
- Porters and Stouts
- Mild and Brown ales
- Specialty beers, including wheat beers

The above classes include homebrewed *and* U-brewed entries.

**Rules:**

\$5.00 per entry.

3 bottles per entry in unmarked bottles.

Anyone may enter (19 years or older).

**Entry forms are available at:**

The Brew Works  
Wineart  
Hobby Beer & Wine  
Hamilton Hop & Grapes  
Goldstream U-Brew  
Gartley Station  
Dr. Strangebrew  
Bedford Brewing  
Westcoast Brewshop  
Vancouver – Spagnols

**Deadline for entries Nov 18<sup>th</sup> 2000.**

For Vancouver entries must be at Spagnols by 11<sup>th</sup> November.

**Judging - November 25<sup>th</sup>.**

Judges, stewards and volunteers are needed.

Contact Ken at Wineart 381-5332.





## HOPBINE

Vancouver Island Brewing has a new beer, and it's a good one. Thomas Argyle's Best British Ale was launched recently. This is a great tasting British style session bitter. At 4.3% alcohol by volume this is definitely a step in the right direction. Nothing has been compromised in the body.

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You've maybe seen this very well made and patriotic ad - <http://www.adcritic.com/content/molson-canadian-i-am.html>. Now if only their beer was as good as their ad!

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According to Statistics Canada, sales of domestic beer brands have fallen for five years now as imports rose by 9.7% to \$462.3 million. In 1998/99 Canadians consumed 21 hectolitres (1hl = 100L) of beer, up 2.0% on the previous year, increasing sales by 4.8% to \$6.5 billion. Over the same five years, domestic premium brands have dropped to 93% of the market from 96%, under pressure from both imported brands and discount brands.

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Joh. Barth and Sohn and Hopunion Raiser, Scharrer KG have merged. Barth has a 29.5% of the world output of hops and Hopunion 10.6%. The merged company is now the largest in the world. Barth and Sohn was established in 1794, and Hopunion in 1809.

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Creemore Springs, of Creemore, Ontario, is expanding. Founded in 1987 with one beer only: Creemore Springs Premium Lager, the company recently introduced its second beer: a seasonal ur Bock. The 36 hl brewhouse is being replaced with a 73 hl one.

---

Bill Siebel of the Siebel Institute, Chicago, has estimated that there are over 1000 brewpubs in the US. Currently they are producing less than 1 million hectolitres per year. The 470 microbreweries in the US currently produce about 6.7 million hl which represents 3 percent of the total market.

---

Guinness beer sales apparently fell 3-4% in 1999, the first decline in the 241 years since Arthur Guinness signed a 9,000-year lease on the famous Dublin, Ireland, brewery. Guinness is fighting a change in drinking habits in its home markets of Britain and Ireland. Lorna Harrison, editor of the trade magazine Publican, said: "There has been an explosion in the choice of beers available to drinkers, particularly with premium lagers and pre-prepared cocktails. This is accompanied by the fact that women are the growth area and they don't want to drink something like stout. It all adds up to a hard time for Guinness."

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A German court in Erfurt has ruled that two retired brewery workers should receive 264 pints of free beer a year as part of their pension package and also receive back pay for three unpaid years worth of beer. The retirees spent three years in court fighting for the beer. The brewery originally promised workers and retirees 422 pints of free beer a year, but reneged after changing ownership.

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In Yakima in September two fires destroyed warehouses loaded with bales of hops. The first at the Hollingbery and Son warehouse caused \$5 million in damage, and the second at the John I. Haas warehouse caused at least \$2 million in damage, Yakima Fire Chief Al Gillespie said. The causes are under investigation, but spontaneous combustion in bales of resin-loaded hops is a storage problem. A year ago, fire gutted another Haas warehouse.

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Divers have recovered 150 bottles of beer that have been on the seabed for nearly 120 years off the coast of the Dutch island of Terschelling. The German and Norwegian beer was recovered from the wreck of the German schooner Lisette, which sank while heading for Africa and Peru in 1881. The divers say they do not know if the beer can still be drunk but hope to test it this winter.

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## Oklahoma's OK

By Carol and John Rowling

In the middle of Oklahoma City is Bricktown: an oasis in an arid prairie desert. Bricktown is the old commercial warehouse district criss-crossed with Union Pacific railway tracks and the Bricktown Canal. The district is being rejuvenated and restored, with a lot of restaurants, pubs, antique shops, stores, etc.

We were in Oklahoma City September for a wedding and, on the recommendation of the bride, set out for the Bricktown Brewery. OK City was at the end of a heat wave and Bricktown radiated heat. The brewpub is in the heart of the area and has the slogan: "Where Good Times Are Brewing"! It's in a converted red brick building; entrance is by way of the old loading dock. We started in the bar and sampled some of the beers on tap that day. The first, Bison American Wheat, was very clean and tasted so good on such a hot day. Red Brick Ale, made with Cascade hops, has a bit of Chocolate malt which gives a pleasant edge. Black Gold Stout was really good: suprisingly good! This is Bud Lite country and here was a tasty beer! We weren't sure of the food menu so we went round the corner to Tapwerks Alehouse and Café.

Tapwerks has an astonishing bar with 109 draft taps and 124 bottled beers listed. Carol quickly ordered a Lindeman's Kreik, her favourite cherry lambic, and John a pint of Sierra Nevada Liberty Ale for old times sake. We were reminded of the old Fogg n'Suds in Victoria. The menu had some interesting looking mixtures. We expected Snake Bite (Guinness and cider). But Dog Bite (Newcastle Brown and cider) or, worse, Raspberry Truffle (Fuller's London Porter and Lindeman's Framboise)? Anyhow, the place was too smoky for us so we went back to Bricktown Brewery and had a great meal.

Bricktown Brewery, 1 N Oklahoma Avenue, Oklahoma City  
Tapwerks Alehouse and Cafe Bricktown, 121 E Sheridan, Oklahoma City

## ***Oktoberfest in Munich This year: Sept. 16-Oct. 3***

Oktoberfest in Munich is the biggest public festival in the world. This year's celebration, the 167th (some were canceled because of wars and cholera outbreaks), will begin Sept. 16 and end Oct. 3. About 6.5 million visitors are expected to consume more than 6 million liters of beer.

At the foot of the Bavaria statue, the huge Oktoberfest grounds also provide carousels, roller coasters and all the spectacular fun of the fair. Activities are accompanied by a program of events, including the Grand Entry of the Oktoberfest Landlords and Breweries, the Costume and Riflemen's Procession, and a concert involving all the brass bands represented at the "Wiesn".

### **Dates and times to remember**

**Sept. 16, 11 a.m.:** Parade of the brewers and beer tent landlords. Starts at the corner of Sonnenstrasse and Schwanthaleralstrasse.

**Sept. 16, noon:** The famous "O'ZAPFT IS" (it's been tapped): Munich Mayor Christian Ude taps the first keg of beer.

**Sept. 16, 8 p.m.:** "Folklore International" and the Circus KRONE: 600 participants gather for song and dance.

**Sept. 17, 10 a.m.:** "Trachten und Schützenzug": The Riflemen's costumed parade. Various historical costume clubs from around Munich participate in traditional dress. Fanfare groups, flag-throwers, 100 horses and oxen, horse-drawn carriages and brewery floats are also featured.

**Sept. 24, 11 a.m.:** Oktoberfest bands: 400 musicians at the foot of the Bavaria statue.

### **How it began**

Crown Prince Ludwig, later to become King Ludwig I, was married to Princess Therese of Saxony-Hildburghausen on Oct. 12, 1810. The citizens of Munich were invited to attend the festivities held on the fields in front of the city gates. The fields have been named Theresienwiese ("Theresa's fields") in honor of the Crown Princess ever since. Horse races marked the close of the event. The decision to repeat the horse races in the subsequent year gave rise to the tradition of the Oktoberfest.

The first Agricultural Show was added in 1811. The horse races, which were the oldest and - at one time - the most popular event of the festival are no longer held today. But the Agricultural Show is still held every three years during the Oktoberfest.

### **About the beer**

Visitors in the early years were able to quench their thirst at small beer stands which grew rapidly in number. In 1896 the beer stands were replaced by the first beer tents and halls set up by enterprising landlords with the backing of the breweries.

Today there are 14 large beer tents. About 30% of the year's beer-production of the big breweries in Munich are drunk during these two weeks.

## **And getting it 'delivered'**

About 1,600 of the 12,000 people employed at Oktoberfest are particularly famous - the waitresses who deliver the beer. They are between 18 and 80 and work long hours, hauling up to 10 steins at a time (usually 40-60 pounds), each full of a liter of beer, through rowdy crowds.

Tips are generous, because of a special Oktoberfest currency - the beer coupon. Company bosses treat employees, business owners, their regular clients and the city's senior citizens to the printed cardboard currency.

## **By the numbers**

The official festival area covers 104 acres and has seating for 94,000 in the festival halls.

The festival grounds has about 1,440 toilets.

About 900 tons of waste will be generated during Oktoberfest.

The 1999 festival drew 6.5 million visitors who consumed 6,005,400 liters of beer and 140,800 liters of non-alcoholic beer.

Food consumption included 84 oxen, 62,169 pork knuckles, 609,661 units of chicken and 152,025 pairs of pork sausage.

In contrast, 1950 more than 1.5 million liters of beer was drunk and nearly 650,000 pairs of sausage eaten. 1970, the numbers had grown to nearly 4 million liters of beer and 800,000 pairs of sausage. While total (if not per capita) beer consumption has continued to rise, sausage sales have fallen dramatically.



# What's Brewing

**Nov – Dec  
2000**

• *If you picked this up in a bar or homebrew store, please consider joining **CAMRA**, so you can enjoy having the newsletter mailed to your home or business – and join us on our tasty field trips!*

**Join CAMRA!**

**CAMPAIGN  
FOR  
REAL ALE**

## *Inside:*

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Photo: Dave Preston

## How To Get Ahead in Brewing?

IT'S A MALTY JUNGLE out there!

Competition for draught beer lines and prime placement on LDB shelving has never been so fierce. So just how does a small brewery survive?

Rick Dellow and Barry Benson (above) of **R&B Brewing** seem to know. There are simple steps to take:

1. Make good beer with no compromise to quality.
2. Become a **CAMRA Corporate Member** and enjoy the support of the province's most knowledgeable beer drinkers.
3. Be nice to your customers, reward their loyalty and play fair.

4. Enter your brewery in the **Great Canadian Beer Festival** to show everyone just how good your products are.

*(Note: This fourth step is not always so easy as brewers are carefully selected each year by the GCBF executive – unfortunately, not everyone gets in, no matter how good their beer is or how many free T-shirts and ball caps they hand out).*



***Good For Brewers  
Great for Beer Drinkers***

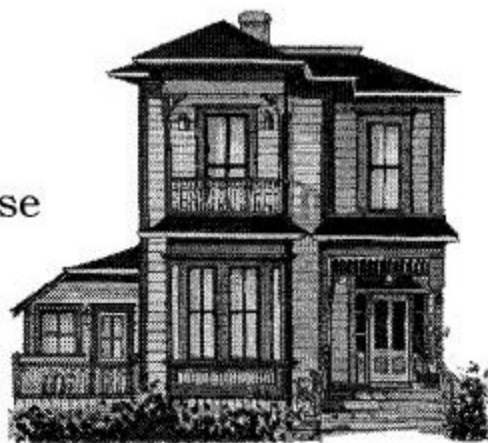
# Spinnakers

BREW PUB  
& GUESTHOUSE  
VICTORIA, B.C., CANADA



## The bakery & deli shop

...Another great reason to visit  
Spinnakers Brewpub & GuestHouse



...Canada's oldest Brewpub, and Heritage GuestHouse...overlooking the Inner Harbour at  
308 Catherine Street, Victoria, British Columbia, Canada / (250) 384-2739  
[spinnakers@spinnakers.com](mailto:spinnakers@spinnakers.com)

# Over the barrel...

Editor: Dave Preston



HEY! WHERE DID THE YEAR GO? It seems like only weeks ago I was toasting the dawn of 2000 and now they're selling Christmas cards again.

But turn to page 14 and you'll see it's been a busy year. Battles have been won many more are to fight if we protect and nurture our (and national) beer scene.

By the time you read this should have signed up to volunteer at the biggest CAMRA bash of the year — The GCBF.

Or you might have got yourselfunteers hardly a drop of beer ticket for the event. If not, there' would be poured at the GCBF. This isn't to say we should feel complacent about our success — some of the small breweries at this year's GCBF might not be around next year if we don't campaign to make the industry more just and fair. Keep up the good work — and CAMPAIGN for Real Ale. Cheers to that!

So, what does this tell us? tells us that an idea we had eight years ago, to showcase the first natural beers we could attract Victoria, was a good one.

Of course, it couldn't have happened without the ongoing support, help, and expert advice of many CAMRA members. And without CAMRA vol-

Dave Preston

*'Tis almost the season to be extra careful...  
  
Please don't drink and drive.*

## What's Brewing

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**CAMPAIGN FOR REAL ALE**

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## CORPORATE MEMBERS – CAMRA's Professional Supporters

*And the only people allowed to sell tickets to the GCBF!*

We sincerely thank our valued **Corporate Members**. To join these professional beer lovers, (and enjoy the benefits of free advertising, etc.) please contact **CAMRA** today.

382-2672

- Avalon Cottage
- Bedford Brewing
- Brewer's Wort
- Camosun College
- Canada Malting Co
- Christie's Carriage House
- David Coulson Design
- Fat Cat Brewery Ltd
- Gartley Station
- Granville Island Brewing
- Harbour Canoe Club
- Hobby Beers & Wines
- HopUnion USA Inc
- Hugo's Brewhouse
- Island Brew Byou

- Lighthouse Brewing Co.
- Longwood Brewpub
- Okanagan Fest-of-Ale
- R & B Brewing
- Sailor Hagar's Brewpub
- Short Run Labels
- Spagnol's
- Spinnakers Brewpub
- Sticky Wicket
- Swan's Hotel & Brew Pub
- The Brew Works
- Vancouver Island Brewing
- West Coast brew Shop
- Wine Art

Thanks!

**Become a Corporate Member**

*for just*

**\$60**

*Includes*

**FREE ad!**





## Out & About... Battles Won

HERE IN OCTOBER 2000 we've travelled a full journey into the new beer millennium. Fights have been won by brew pubs to sell off premises to anyone who is interested; this being a long fought title started by Michael Williams of Swan's and finished by Paul Hadfield of Spinnakers.

We will now see another transformation as fresh local products are available to local customers accenting fresh and local foods. Tastings are everywhere and tasting events of foods and beers (and cider) are ongoing (e.g. Taste of Islands). People want small craft products as they back away from slick prepackaged themes and gimmicks and start to stand up for what they believe.

We consume purchases of fresh local everything. Small businesses can serve their communities and develop relationships with people like character. The above mentioned battle took ten years for brew pubs: translated to the market place, people who believe and stand up for what's right tend to be the leaders in all fields.

As CAMRA members, take the time to seek out and enjoy hand crafted beers and products and exercise the power of your hand in building a stronger local business community. In the realm of big brewery business some small micros have blossomed in conglomerates, offering everything from craft beers of character and distinction, to a vast array of imported beers from various countries. We are not saddled by lack of beer choice.

People ask why is a six pack so expensive, why are some beers available in retail and some of the best never get the exposure on the shelves? These are questions we must consider as a beer lobby group.

Is it wrong as a CAMRA member allied with our British organization to buy conglomerate products if they are good beers? Is it a right and wrong path by the all natural beer signpost in the road where we can make further distinction on a great tasting beer versus centuries of tradition (e.g. European imports) and purchase if it is phenomenal but may be suspect in additives? The list goes on.

The final answer is with you the consumer. The business of brewing keeps the wheels moving but final say is in the purchase. If small local is flourishing then you have done your part by purchasing fresh/local. If we are given great choices the cream of that purchase will float on the top and down the side of the glass appearing to you as Belgian lace on money well spent.

Come join CAMRA, take part in fun outings and events, be political and involved, helping move the club along; form policy together; part in your community through beer lobby; enjoy great beer field trips; form new life long friends from our host of interesting members, get involved with brewing as a hobby, be a part of it all.

Stewart (Scottie) McLellan

## Who Says All We Think About is Beer?



*On a beautiful Saturday, September 23, while heading north to sample the malty delights of Nanaimo, our intrepid group of CAMRA Victoria members stopped off to pay tribute to our brewing cousins, the winemakers of Vancouver Island. Pictured above is part of the group outside Chateau Wolff Vineyardson Maxey Road.*



*Island winemakers have their moments – especially when they're as good with a corkscrew as they are with a fermenting vessel. Another bottle of Chateau Wolff is about to be thoroughly enjoyed, by educated beer fans. (Variety, or varietal, is the spice of life, right?)*



The **email address** to send info (meeting reminders/updates/late breaking news) is:

[CAMRA\\_Victoria@egroups.com](mailto:CAMRA_Victoria@egroups.com)

To subscribe to this list, send mail to:

[CAMRA\\_Victoria-subscribe@egroups.com](mailto:CAMRA_Victoria-subscribe@egroups.com)

A list has been set up for discussion, dialogue, and general venting.

To Post a Message:

[CAMRA\\_Victoria\\_Discussion@egroups.com](mailto:CAMRA_Victoria_Discussion@egroups.com)

To Subscribe:

[CAMRA\\_Victoria\\_Discussion-subscribe@egroups.com](mailto:CAMRA_Victoria_Discussion-subscribe@egroups.com)

Cheers,  
**Mark Blaseckie, CAMRA Victoria**

## CAMRA Executive 2000—Keep in Touch!

<b>President:</b>	<b>John Rowling</b>	jrowling@pacificcoast.net
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	<b>Mike Jones</b>	pacifig@islandnet.com

The CAMRA executive meets once a month. **Email, or call 382-2672**

**WEBA CCESS?** [i.am/camra](http://www.i.am/camra) and [GCBF.com](http://www.gcbf.com) The sites have up-to-date information on events, meetings, surveys and on-going activities.

**GOT EMAIL?** Receive notice of last-minute changes to events & meetings – just register your address on the Web page.

[www.i.am/camra](http://www.i.am/camra)

**MOVING?** Send us your new address and numbers!

## CAMRA VICTORIA – – Membership Dues

At the October 4, 2000, meeting of the CAMRA Board of Directors, it was unanimously moved that:

***The annual membership fees be increased to \$25 for individual members, \$30 for family members and \$60 for corporate members, effective for the 2001 membership year.***

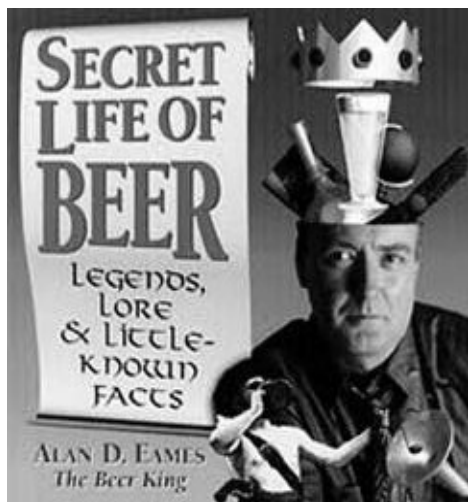
This is the first price increase for corporate members since 1992! Individual and family memberships haven't been raised since 1997. Increased printing, postage and telephone costs have necessitated the increase in fees. We've delayed raising the fees but fiscal responsibility dictates this move.

Unfortunate as the price increase is, CAMRA membership is still great value. Members receive six issues of *What's Brewing* a year; get to attend a variety of entertaining and informative meetings; and enjoy outstanding special events like the annual picnic and Christmas party. This year CAMRA members also get first crack at volunteering for the **Great Canadian Beer Festival**. In addition, corporate members receive a free ad in *What's Brewing*, acknowledgment in every issue, and are the only ticket outlets for the Great Canadian Beer Festival.

The Board of Directors understand that a price increase is not good news for members but we trust that you appreciate the need for this move and will continue to support CAMRA by maintaining your membership in the society.

***CAMRA – Always a Great Deal!***

# Book Reviews



**Secret Life of Beer**  
by Alan D. Eames,  
Storey Publishing,  
VT, 1995, 204 pages,  
\$16.95.

This book, subtitled “Legends, Lore & Little Known Facts”, is a fascinating and eclectic compendium about your favourite beverage. Poetry, song and literature and history all combine to make this a fun book to dip into.

## The Ultimate Book of Beer Trivia

by Bill Yenne and Tom Debolski,  
Bluewood Books, CA, 1994, 112 pages, US\$8.95.

This book consists of over 250 questions about beer. This would be a good one to bring out at a party to stump your friends with such questions as “What U.S. state has never had a brewery?” “Who was the first woman to operate a brewery in Canada?” The book is in sections: Slogans and Advertising, Just labels, Making Beer, The People who Made Beer Famous, and Legends and Lore. Some of the questions are really hard and some quite obvious – something for everyone!

(Answers: Mississippi; Susannah Oland (1867) in Dartmouth, NS)

I was reading Ian Bowering in the **Great Lakes Brewing News**. Ian’s been around the Canadian beer scene for quite a while and has a way with words that leaves no question as to what he means. This is him reviewing a new beer book:

“Beer literature has been retarded this year with the publication of the Coles notes primer called “Your Guide to... Beer...Canadian & world brews, ales, lagers and others, etc.” Written by Wayne Wessell, the book could be devoted to the art of misinformation. In it, we learn that ales are flatter and hoppier than lagers; that lagers were not brewed with hops until the mid 19<sup>th</sup> century, and are maltier than ales; that there are only two types of brown ales – American and English; that Labatt’s Blue is Canada’s no. 1 selling beer (someone should tell Molsons); that John Sleeman started brewing in Guelph in 1837 – you get the idea.”

John Rowling

## VIB OKTOBERFEST



About 40 people attended the Oktoberfest CAMRA Victoria meeting at Vancouver Island Brewing Company on October 10.

Our guest speaker was distinguished chef, Gilbert Noussitou, president of the Victoria Restaurant Association.

Gilbert spoke on the theme of pairing of food and beverages, including wine and beers.

VIB proved, as usual, to be a most gracious host and offered traditional German fare – sausage, red cabbage potato salad – and tastings of all their products. The Oktoberfest theme was continued by Scottie McLellan who read a past *What’s Brewing* column about his experience of a European Oktoberfest.

The business items included the GCBF and the upcoming CAMRA homebrew competition (judges are needed).

Many thanks to Gilbert and all the staff of Vancouver Island Brewing



**Beacon IPA**  
**Race Rocks Ale**  
*Beer With Taste!*

## Liquid Yeast

This month we are going to look at the use and re-use of liquid yeast cultures. This is a big topic, so I'll be covering things in a very general way in an attempt to make this useful without getting too bogged down in tangential issues.

As I wrote in the last issue of *Wine & Brewing*, this is a particularly exciting avenue for the homebrewer to explore because the range and quality of available today is simply amazing. It's possible to duplicate virtually any commercial style of beer, including those that require lactic cultures!

The most important thing to remember when handling liquid yeast is that sanitation is a must: if you're growing a yeast population for a batch of beer, don't want to be growing spoilage bacteria (or some wild yeast) alongside it. It's also a really good idea to use a sanitizer when using liquid yeast. The classic way to buy liquid yeast has been the "smack pack": a strong foil pouch which contains some yeast, some yeast nutrients and a

sugar source. The yeast is kept separate from the fermenter in a breakable inner pouch: you break this by "smacking" the pack (or placing it on a solid surface and leaning heavily on it until you feel the inner pouch break). Then you wait for a short time (one day to three or more depending on the age of the pack) until the pouch swells as the yeast get going and produce CO<sub>2</sub>.

It is possible to simply pitch the contents of the yeast pack into a batch of beer, but for best results it is recommended that a yeast starter be made up. Simply boil 5 tablespoons of dried malt extract in 500 ml of water to make your starter. You want to be targeting a wort with a specific gravity of about 1.040. When the starter wort is cool, you want to aerate or oxygenate it well before you pitch your yeast.

Some brewers repeatedly add oxygen to their starters to maximize yeast growth, but I generally only do this twice: first, before pitching the yeast, and about 12 hours later. However, if you only aerate initially, you'll be fine.

There are two general schools of thought regarding the pitching of your starter: some brewers like to pitch at high krausen (when the yeast are most active), and some like to let the starter

ferment out completely to maximize yeast production. Some even ferment the yeast out completely, decant the spent wort, then add some fresh wort a couple of hours before pitching to "wake-up" the yeast. How you want to do this is your choice: the most important thing is to be as sanitary as possible, pitch lots of yeast, and aerate your wort well.



INTERIOR BREW-HOUSE – SEVENTEENTH CENTURY.

## Re-Use of Yeast

There are several ways that yeast can be re-used. The simplest method, if you can time your brewing just right, is to brew the same day you're going to rack your beer from your primary (or bottle/keg your batch). You simply dump your new batch of beer right on to the dregs from your primary or secondary, aerate it well, and watch the fireworks as a huge yeast population feasts on your new beer! This method is, in fact, an excellent way to brew a very high gravity beer like a barley wine.

You can only do this if you're brewing a similar or darker beer than the previous batch. However, if you want to brew a lighter beer, or you can't brew for a week or two but you really want to re-use your yeast, I would suggest that you try washing your yeast and storing it in the fridge until you're ready to brew.

Wyeast have yeast washing instructions on their site: [www.wyeastlab.com/hbrew/hbyewash.htm](http://www.wyeastlab.com/hbrew/hbyewash.htm)

In a nutshell, yeast washing takes place after racking or bottling. It involves pouring the remaining yeast, trub and beer into a jar with sanitized water, agitating it thoroughly until distinct layers form. You pour off the top layer (which contains most of the viable yeast) into another sanitized jar.

You again agitate this jar and get as much separation from particulate matter as possible. Some excess water will collect at the top, pour this out. The yeast fraction will sit on top of the remaining particulate matter. Pour the yeast into another sanitized jar, and then store in the fridge.

Remember if you're not pitching it right away, you need to add some starter wort to "wake" the yeast up before pitching it in your beer. Good luck and happy brewing!

*CAMRA Victoria has more expert home brewers than you can shake an empty beer mug at – why don't you join them?*





# NANAIMO

## CAMRA Field Trip

Photos by Ian Webb & Maureen Blaseckie  
(to name but two!)

*Sincere thanks to*

**Chateau Wolff Vineyard**

2534 Maxey Road

**Fat Cat Brewery**

940 Old Victoria Road

**Longwood Brewpub**

5775 Turner Road



The motley crew on their safe arrival in Nanaimo – thanks to Designated Drivers!



Barry Ladell of *Longwood Brewpub*



Raising a glass of Nanaimo's finest ale – at *Longwood*



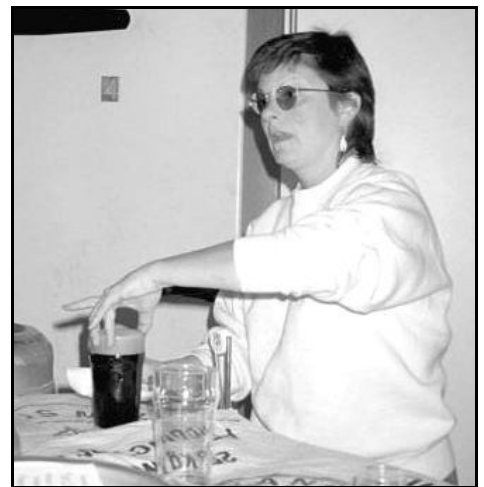
Troy Berreth mans the bratwurst barbecue at *Fat Cat Brewery*



Dave Cresswell – “Nice dog!”



*Longwood's* Harley Smith talks malt.



Bunny Goodman of *Fat Cat* offers a glass.

# CAMRA Field Trip to Nanaimo

by Maureen Blaseckie

WE SET OFF FROM Victoria in the bright sunshine of September. It took a while to sort out the distribution of passengers among the three vans but I didn't mind: I was a driver and that meant I got a front seat no matter what. My sweetie insisted he drive at least a way so I called shotgun up to Nanaimo.

The first stop was not a brewery at all but a vineyard tucked on Jinglepot Road on Maxey Road. *Chateau Wolf* producing two or three excellent blends instead of popular varietals unsuitable to this climate. I know I'm looking forward to sniffing the cork at Christmas on the dessert wine we purchased as soon as we could get through the crowd at the counter.

With that educational experience under our seat belts, we in search of *Fat Cat Brewery*. Tucked around the back of a new industrial development, the giant steel garage door opened upon arrival to reveal Fat Cat's bare bones operation. Bunny Goodacre, Troy Berreth and Brewer Rob Haseloh laid out a wonderful Octoberesque feast of barbequed brats and sauerkraut for our crew. No matter what anyone says about Nanaimo, these guys know how to put on a spread.

All feedback on the two brews offered, the Pompous Pompadour Porter and the Fat Head IPA was positively glowing. This may count for why there are 16 pubs and taverns in Nanaimo with at least one Fat Cat brew on tap. The brochure list includes Queen's, Club Voodoo, Foundry Pub, Steamwhistles, Blue Ginger, and Delicate the field trip possible.

## Nanaimo's Own Brewpub



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5775 Turner Road  
in North Nanaimo  
Ph 250-729-8225  
[longwoodbrewpub@home.com](mailto:longwoodbrewpub@home.com)

# Klassy Kelowna

by Bill Riel

MUCH TO MY DISMAY, one of my work related trips prevented me from attending the regular September CAMRA meeting. It seems to happen all too frequently, and I'm usually travelling to an isolated beer wasteland in a remote corner of the province. This time however, my destination was Kelowna, a town that I knew was the home of Tree Brewing Company so all was not lost. In fact, things would be far better than I ever could have imagined.



As some of you are undoubtedly aware, Kelowna is also home to Big River Brewing Company, a brewpub, restaurant and bowling alley (that's right, a bowling alley!)

The real highlight of this establishment, however, is not the colourful bowling lanes in the back, or even the excellent kitchen which prepares superb food at decent prices. Without doubt, the highlight of this establishment is Don Moore's wonderful selection of quality ales and lagers. When we stood there, there were nine beers on tap, most of them standing!

Personal favourites included a lovely *Vieja*, which possessed a beautiful orange hue and struck a perfect balance between aromatic noble hops and a rich malty palate thanks to the use of Munich malt in the mash. The *ESB* was loaded with flavour and aroma hops and was just the way I like it: at cellar temperature with low levels of carbonation. Incidentally, I learned that the *ESB* had a very small quantity of cascade hops in addition to classic British hops. While I would normally cringe in horror at the thought of it, it was almost undetectable, and added a pleasant hop flavour. It was so subtle that I really didn't pick out the cascade until Don mentioned it.

Another brilliant beer was the *IPA*. Rich and hoppy, this was an IPA deserving of the name. It was brewed in the British style, and, like the *ESB* served at the perfect temperature and carbonation level for a hand pump. The stout was also satisfying and rich, bursting with roast barley and a creamy head.

Don is not only a fantastic brewer, he's a wonderful guy and was eager to have a pint with us and talk about beer and brewing. He gave us a nice personal tour of his brewery that included sampling a *Bock* that he's currently aging – this is going to be one awesome beer when it's finally tapped! Don is also the only brewer that I know of who actually performs decoction mashes on some of his beers. This is incredibly labour intensive and adds about four hours to the brew day according to Don, but he's convinced there is a difference in the quality of the final product.

As expected, I also visited Tree Brewing Company, an isolated beer wasteland in a remote corner of the province. This time however, my destination was Kelowna, a town that I knew was the home of Tree Brewing Company so all was not lost. In fact, things would be far better than I ever could have imagined.

The real highlight of this establishment, however, is not the colourful bowling lanes in the back, or even the excellent kitchen which prepares superb food at decent prices. Without doubt, the highlight of this establishment is Don Moore's wonderful selection of quality ales and lagers. When we stood there, there were nine beers on tap, most of them standing!



Eventually, Tree brews a wonderful *Raspberry Porter* for Doc Willoughby's pub/restaurant located right in Kelowna. The beer is black and rich, with chocolate and coffee overtones and only the slightest hint of raspberry in the finish. Unfortunately, it's not sold in bottles so you've got to visit the pub to sample it.

Look for both Tree and Big River Brewing Company at the next Great Canadian Beer Festival. Don was undecided as to what beers he'd bring, but he limited it to what he would probably be a cask conditioned *IPA* or *ESB*, and possibly a *Mild*. Being a big fan of milds, I encouraged him to pursue that avenue!

Cheers till next month,

Bill



## US Homebrew Rules

*ATF Code of Federal Regulations  
Sec. 25.205 Production of Beer:*

*The production of beer per household, without payment of tax, for personal or family use may not exceed: (1) 200 gallons per calendar year if there are two or more adults residing in the household, or (2) 100 gallons per calendar year if there is only one adult residing in the household.*



## THANKS TO OUR VOLUNTEERS!

*The directors of the Great Canadian Beer Festival, the whole CAMRA executive, the corporate sponsors and all the charities which benefit financially from our efforts wish to say Thank-You!*

Our volunteers make this beer festival the best in North America (or, in our opinion, the world!)

This year we recognized the contribution and enthusiasm that CAMRA members displayed in previous GCBF's. You were given first crack at the volunteer positions for this year's festival, AND you could earn your annual membership dues by working extra hard.

Besides having great fun at our nation's premier beer event, you also get a trendy T-shirt (which are not for sale – the only way you get a GCBF volunteer T-shirt is to earn one!). And, we hope to see you at the volunteer party where it's our turn to eat and drink, and win a few prizes.

As a special reward for your loyalty, please let us know if you've still got every GCBF Volunteer T-shirt since 1993 and your name will go into the hat to win a GCBF sweat-shirt – draw will take place at the CAMRA Victoria Christmas party on December 9.

**CAMRA Members – We Rely on You!**

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**CAMRA Corporate Members**







By John Rowling

# Hop Bine

## A fresh gathering of news and gossip

**VANCOUVER ISLAND BREWING** has a new beer, and it's a good one. *Thomas Argyle's Best British Ale* was launched recently. This is a great tasting British style session bitter. At 4.3% alcohol by volume this is definitely a step in the right direction. Nothing has been compromised in the body.

You've maybe seen this very well made and patriotic ad [www.adcritic.com/content/molson-canadian-i-am.html](http://www.adcritic.com/content/molson-canadian-i-am.html). Now if only their beer was as good as their ad!

According to Statistics Canada, sales of domestic beer brands have fallen for five years now as imports rose by 9.7% to \$462.3 million. In 1998/99 Canadians consumed 21 hectolitres (1hl = 100L) of beer, up 2.0% on the previous year, increasing sales by 4.8% to \$6.5 billion. Over the same five years, domestic premium brands have dropped to 93% of the market from 96%, under pressure from both imported brands and discount brands.

**Joh. Barth and Sohn** and **Hopunion Raiser, Scharrer KG** have merged. Barth has a 29.5% of the world output of hops and Hopunion 10.6%. The merged company is now the largest in the world. Barth and Sohn was established in 1794, and Hopunion in 1809.

**Creemore Springs**, of Creemore, Ontario, is expanding. Founded in 1987 with one beer only: Creemore Springs Premium Lager, the company recently introduced its second beer:

a seasonal **Bock**. The 36 hl brewhouse is being replaced with a 73 hl one.

Bill Siebel of the **Siebel Institute**, Chicago, has estimated that there are over 1000 brewpubs in the US. Currently they are producing less than 1 million hectolitres per year. The 470 microbreweries in the US currently produce about 6.7 million hl which represents 3 percent of the total market.

**Guinness** beer sales apparently fell 3-4% in 1999, the first decline in the 241 years since Arthur Guinness signed a 9,000-year lease on the famous Dublin, Ireland, brewery. Guinness is fighting a change in drinking habits in its home markets of Britain and Ireland. Lorna Harrison, editor of the trade magazine *Publican*, said: "There has been an explosion in the choice of beers available to drinkers, particularly with premium lagers and pre-prepared cocktails. This is accompanied by the fact that women are the growth area and they don't want to drink something like stout. It all adds up to a hard time for Guinness."

A German court in Erfurt has ruled that two retired brewery workers should receive 264 pints of free beer a year as part of their pension package and also receive back pay for three unpaid years worth of beer. The retirees spent three years in court fighting for the beer. The brewery originally promised workers and retirees

422 pints of free beer a year, but reneged after changing ownership.



In Yakima in September two fires destroyed warehouses loaded with bales of hops. The first at the **Hollingbery and Son** warehouse caused \$5 million in damage, and the second at the **John I. Haas** warehouse caused at least \$2 million in damage, Yakima Fire Chief Al Gillespie said. The causes are under investigation, but spontaneous combustion in bales of resin-loaded hops is a storage problem. A year ago, fire gutted another Haas warehouse.

Divers have recovered 150 bottles of beer that have been on the seabed for nearly 120 years off the coast of the Dutch island of Terschelling. The German and Norwegian beer was recovered from the wreck of the German schooner *Lisette*, which sank while heading for Africa and Peru in 1881. The divers say they do not know if the beer can still be drunk but hope to test it this winter.

### ***Draught America!***

The Great Canadian Beer Festival, in conjunction with the United States Consulate General, is proud to present **Fish Elysian Boundary Bay & Leavenworth** breweries at this year's festival.

*Raise a glass to the cousins!*

**CAMPAIGN FOR REAL ALE**

**Join it!**



*Members get all the best beer gossip!*

# Oklahoma's OK!

By John & Carol Rowling

IN THE MIDDLE of Oklahoma City is Bricktown : an oasis in an arid prairie desert. Bricktown is the old commercial warehouse district criss-crossed with Union Pacific railroad tracks and the Bricktown Canal. The district is being rejuvenated and restored, with a lot of restaurants, pubs, shops, stores, etc.

We were in Oklahoma City September for a wedding on the recommendation of the bride, set out for the Bricktown Brewery . OK City was at the end of a heat wave and Bricktown radiated heat. The brewpub is in the heart of the area and has the slogan: "Where Good Times Are Brewed". It's in a converted red brick building; entrance is by way of an old loading dock. We started in the bar and sampled some of the beers on tap that day. The first, *Bison American Wheat* was very clean and tasted so good on such a hot day. *Rose Ale*, made with Cascade hops, has a bit of Chocolate which gives a pleasant edge. *Black Gold Stout* was really surprisingly good! This is Bud Lite country and here is a tasty beer! We weren't sure of the food menu so we went round the corner to Tapwerks Alehouse and Café

Tapwerks has an astonishing bar with 109 draft taps and 124 bottled beers listed. Carol quickly ordered a *Lindeman's Kreik*, her favourite cherry lambic, and John a pint of *Sierra Nevada Liberty Ale* for old times sake. We were reminded of the old Fogg n'Suds in Victoria. The menu had some interesting looking mixtures. We expected *Snake Bite* (Guinness and cider). But *Dog Bite* (Newcastle Brown and cider) or, worse, *Raspberry Truffle* (*Fuller's London Porter* and *Lindeman's Framboise*)? Anyhow, the place was too smoky for us so we went back to Bricktown Brewery and had a great meal.



Bricktown Brewery ,1 N Oklahoma Avenue,  
Oklahoma City

Tapwerks Alehouse and Café Bricktown, 121 E  
Sheridan, Oklahoma City

## CAMRA Millennium Homebrew Competition



**A CAMRA Sanctioned Competition**  
(not AHA)

**Classes:**

**Light Lager**  
**Dark Lager**  
**American Pale Ale**  
**English & Scottish ales**  
**Porters and Stouts**  
**Mild and Brown ales**  
**Specialty beers, including wheat**

The above classes include homebrewed and U-brewed entries.

**Rules:**

\$5.00 per entry. 3 bottles per entry in unmarked bottles.  
Anyone may enter (19 years or older).

**Entry forms are available at:**

**The Brew Works**  
**Wineart**  
**Hobby Beer & Wine**  
**Hamilton Hop & Grapes**  
**Goldstream U-Brew**  
**Gartley Station**  
**Dr. Strangebrew**  
**Bedford Brewing**  
**Westcoast Brewshop**  
**Spagnols (Vancouver)**

**Deadline for entries Nov 18<sup>th</sup> 2000.**

Vancouver entries must be at Spagnols  
by 11<sup>th</sup> November.

**Judging - November 25<sup>th</sup>.**

Judges, stewards and volunteers needed

# CAMRA Victoria – – What a Year!



## The CAMPAIGN for Real Ale

WHAT A MEASURED START to the millennium we've had in the BC beer scene. On April 10, CAMRA Victoria celebrated its 10<sup>th</sup> anniversary with a huge beer dinner at **Spinnaker's Brewpub**, hosting **Charles Finkle** as guest speaker. The venue for this celebration was an easy choice as it was at Spinnakers on April 10, 1990 that seven beer lovers (including current CAMRA members **John** and **Carol Rowling**, **Dave Preston** and **Phil Cottrell**) first met to organize the chapter.

Even more fitting, perhaps, was a birthday present from the BC government that came in the form of a media release the same day.

The Ministry of Small Business, Tourism & Culture declared "*Brewpubs will be allowed to sell their beer in liquor stores, cold beer and wine stores and licensed establishments.*" Minister Ian Waddell said he felt "satisfied with the analysis and have instructed the general manager of the Liquor Distribution Branch to abide by the Supreme Court decision with respect to Spinnakers Brewpub and to make the necessary policy changes." (The Liquor Distribution Branch is governed by the Liquor Distribution Act and is responsible for the purchasing, distribution, wholesaling and retailing of beverage alcohol in British Columbia).

There are around 20 brewpubs in British Columbia producing 1.2 million litres (approximately 2.5 million US pints) of beer a year. This is 0.5 per cent of the beer consumed in the province.

**Tuesday, 27<sup>th</sup> June 2000** went down in history as the day that Spinnakers, the cause's main protagonist, launched their off-premise sales.

The government also made a few changes this year to how Brew On Premise (BOP) operations work. New regulations demand the customer pays for the product up-front and must sign a declaration stating the product is for personal use or use by others at no charge.

The customer must add all necessary ingredients to start fermentation, including pitching the yeast. The customer is also required to bottle the product and remove it from the BOP once packaged.

Sampling is limited to 200ml per batch but pre-sampling, as a sales pitch to the potential customer, is not permissible. Although many BOPs are struggling to survive few of them are citing the change in regulations as being a major factor. Most feel that too many operations competing for a customer base that has been static for two or three years.

Our **CAMRA Victoria pub survey** was somewhat pre-empted by yet another government move to regulate liquor sales in the province. CAMRA had been concerned that beer was being served in various measures and drinkers asking for a "pint" were served anywhere from 14 to 22 fluid ounces (a Canadian pint is 20 ounces). Those requesting a "glass" of beer might get 6 to 14 ounces.

Beginning September 1, 2000, licensees were required to tell customers the exact serving size and price of beer (and other liquor) sold to them. The new regulations state that volume must be given in both metric and imperial measures, and may also be described by common names, e.g. "a sleeve of beer." A price list must appear in the bar and drink specials should be communicated to patrons in the same way.

## Join CAMRA!

### REAL ALE FESTIVAL – SEATTLE

Several CAMRA Victoria members journeyed to Seattle for the first **Annual Washington State Cask Beer Festival**. The event was held at Hales Brewery on October 2<sup>nd</sup>. Twenty three breweries attended each with one cask-conditioned beer. Some were served by beer engine/hand pump and the rest by gravity. The overall impression was hops, hops and more hops! There were only one or two moderately hopped beers. That being said, most of the beers were well balanced, **Skagit River Brewing's Dunkel Weizen** being the best example.

I.P.A.'s were the predominant style. There was only one stout **Ram Stout** by **Bighorn Brewing** of Lakewood, WA. This was a unique beer in that the beer is aged in Jack Daniels oak barrels, which gave the beer a whiskey flavour together with a faint vanilla flavour. The four breweries that are attending this year's GCBF each had a beer: **Boundary Bay's** prize winning **Best Bitter**; **Fish Brewing's** assertive **Soundkeeper I.P.A.**; **Elysian's** smooth and well-balanced **Immortal I.P.A.**; and **Leavenworth's** smooth, hoppy **I.P.A.**

Favourite T-shirt quote of the festival:  
"*And on the eighth day God went for a beer.*"

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**CAMRA VICTORIA**



**Wed Nov 15  
HOMEBREW  
FESTIVAL**

**View Royal Hall** - 7:30pm.

CAMRA homebrewers show off their skills to the non-brewing members.

Everyone welcome – members please bring a guest

Plus, we'll discuss the beer industry issues we'll be campaigning for at the GCBF

Note: This is a **Wednesday** night!

**Be There!  
(And bring a guest)**

~  
**Nov 25**

**CAMRA Homebrew Competition**

(Entry deadline Nov 18, or Nov 11 for Spagnols)

**What's Brewing Deadline – *Jan-Feb Issue***

**December 15, 2000**

*Send your news, views, ads and beer samples to:*



**MALTY MEDIA**

271 Dutnall Rd. Victoria BC V9C 4B4

Ph 250-474-2411 fax 250-474-1297 [dave@gcbf.com](mailto:dave@gcbf.com)





# CAMRA Victoria Events – Call 38-CAMRA

- Nov 15**     **Homebrew Festival - View Royal Hall** - 7:30pm. CAMRA members show off their brewing skills to the non-brewing members. Everyone welcome. Plus, a discussion of issues to be campaigned at the GCBF. Note: **Wednesday** night!
- Nov 25**     **CAMRA Homebrew Competition** (Entry deadline **Nov 18**, or **Nov 11** for Spagnols).
- Dec 1-2**     **Great Canadian Beer Festival** - [www.GCBF.com](http://www.GCBF.com)  
The best beer festival in the country – dare you miss it?
- Dec 9**       **CAMRA Victoria Christmas Party** - 7:30pm Officers Mess, The Armouries.  
Bring Christmas goodies or snacks. (Don't drink & drive)
- Jan 9**       **CAMRA AGM** at Green Gables – 7:30 pm
- Feb 13**      **Annual T-shirt Night at Spinnakers** – wear your best/wackiest for prizes.
- Mar 13**      **Merridale Cider Night (& Mead)** – not all good drinks contain malt!

CAMRA Victoria  
Events Hotline:  
**382-2672**  
  
www.i.am/camra

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FOR  
REAL ALE**

*CAMRA urges all its members to drink responsibly  
and plan their transport carefully.*

***Please don't drink & drive.***

## CAMRA Victoria Membership Application Form

Name: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Ph. \_\_\_\_\_ Email: \_\_\_\_\_

Enclosed is my cheque for:    Individual \$25    \_\_\_\_\_  
    Corporate \$60    \_\_\_\_\_  
    Family     \$30         \_\_\_\_\_

Please mail this form and payment to:

CAMRA Victoria  
Box 30101  
Saanich Centre Postal Outlet  
Victoria, BC, V8X 5E1

