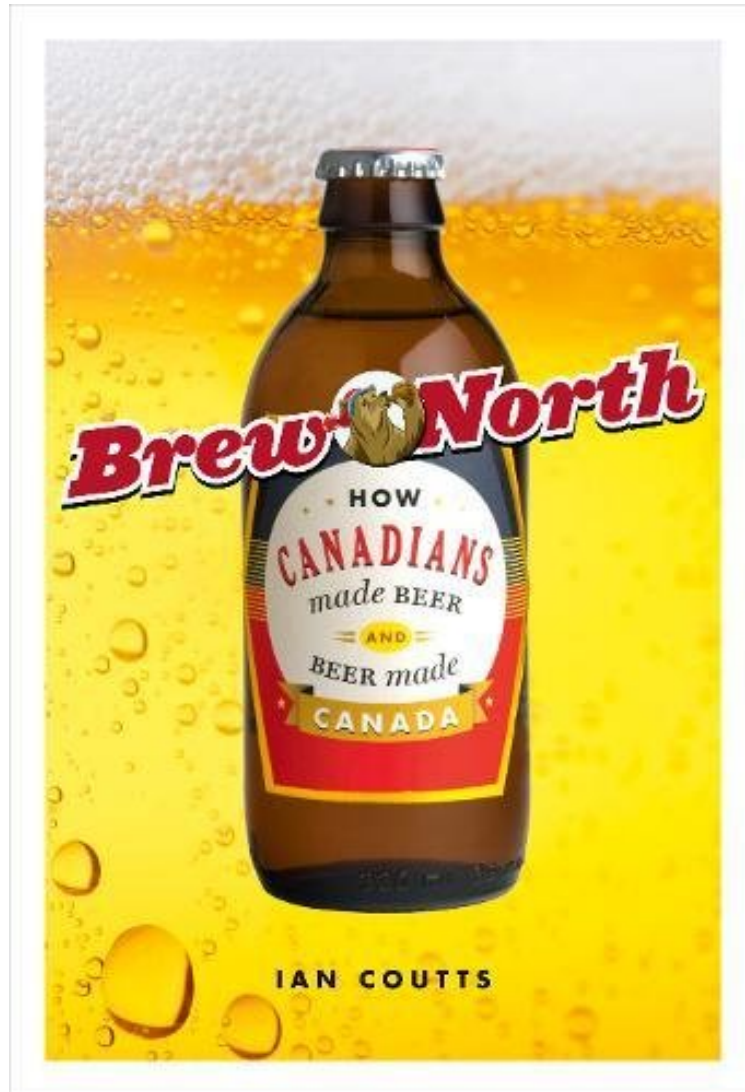


Brew North: How Canadians Made Beer and Beer Made Canada

Ian Coutts

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Ian Coutts : Brew North: How Canadians Made Beer and Beer Made Canada before purchasing it in order to gage whether or not it would be worth my time, and all praised Brew North: How Canadians Made Beer and Beer Made Canada:

0 of 0 people found the following review helpful. Thorough history of Canadian breweriesBy GA RussellI very much enjoyed this book, but I was already very much interested in both beer and Canada. If you have no interest in either beer or Canada, I doubt that you will find enough here to keep you enthralled.It occurs to me that although the author is very thorough, he fails to analyze the link between Canada, beer and the Grey Cup. Perhaps next time.

Brew North tells the delightful story of Canada's national beverage. Lively and informative, Brew North puts beer lovers front and centre. From cowboys quaffing India pale ale in a western saloon to modern-day beer snobs sipping pints of cask-brewed bitter and commenting on its “chocolate and cigar box bass notes,” this is the story of the men—and women—who brewed, served and drank the intoxicating malted beverage. Charming illustrations reveal rustic taverns, Victorian photographs give us that era's opulent saloons, and modern colour shots help us understand the brewing process. The book also illustrates how brewers have long been conscious of marketing and advertising, creating unique bottles and ads, giveaway trays and signs.