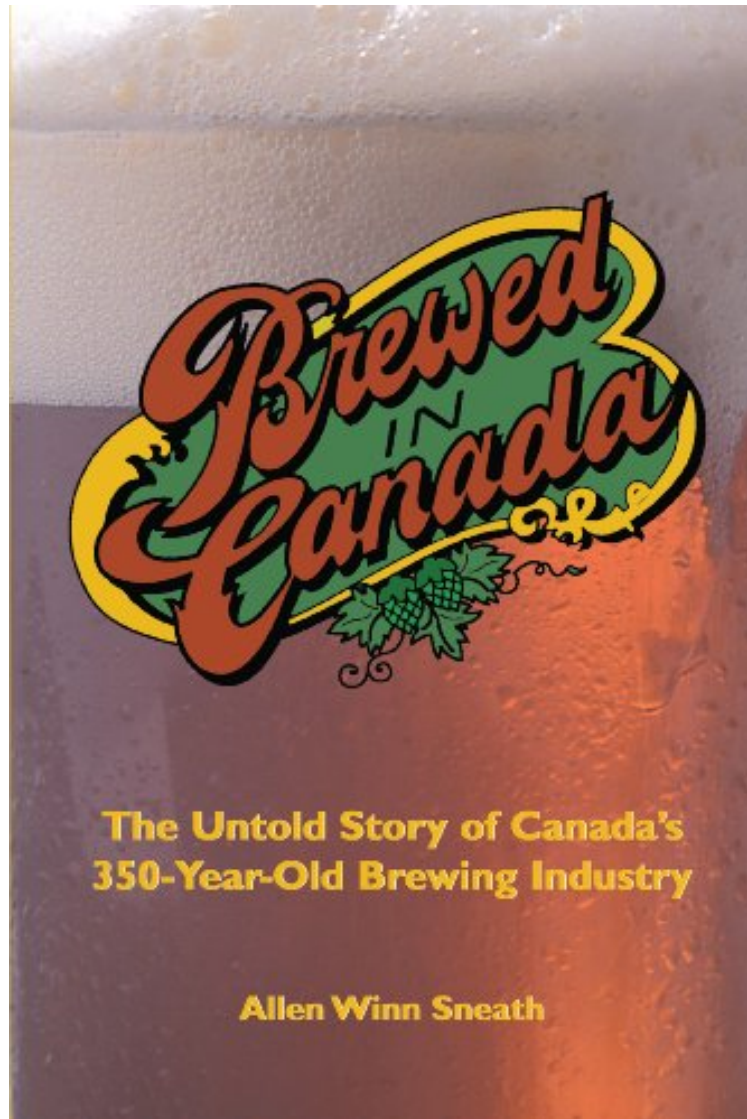


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## Brewed in Canada: The Untold Story of Canada's 350-Year-Old Brewing Industry

*Allen Winn Sneath*

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**Allen Winn Sneath : Brewed in Canada: The Untold Story of Canada's 350-Year-Old Brewing Industry** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Brewed in Canada: The Untold Story of Canada's 350-Year-Old Brewing Industry:

0 of 0 people found the following review helpful. Good if you are already interested By GA Russell This book will appeal to those who are interested in either the brewing industry or Canadian history. It gives a thorough account of

the openings and closings of many Canadian breweries over the centuries; but until the age of the craft brewery arrives in 1980, the author fails to discuss which beers (if any) were any good. There are not many interesting stories or characters in the book, which may be the fault of history rather than the author. If you have no pre-existing interest in Canada or beer, this book will not entertain you.

Winner of the 2002 North American Guild of Beer Writers' Quill Tankard Annual Writing Award The Canadian brewing industry predates Confederation by two hundred years; Canada boasts the oldest, continuously operating brewery in North America. Canadian brewers have survived the persecution of the Temperance Movement and Prohibition, the Great Depression, two World Wars and the challenge of Free Trade. Today, brewing in Canada is a 10 billion dollar business whose one constant is change. From its colonial past to the microbrewery renaissance, *Brewed in Canada* is a passionate narrative of individual power, colourful characters, family rivalries and foreign ownership. Individual stories tell of personal success and failure, bankruptcies, takeovers, consolidation and rationalization. As men of influence, these brewers made significant contributions to their local communities and the country. Beyond the day-to-day operation of their brewing business, some would make their mark in politics, while others built churches, hospitals and helped establish universities. A commitment to community service - and to brewing excellence - continues today.

A book that will appeal to history and beer buffs alike. (Welland-Port Colborne Tribune) From the Inside Flap A passionate narrative of individual power, colourful characters, family rivalries, and foreign ownership of Canada's brewing industry. About the Author Allen Winn Sneath knows his subject matter well. As an ad agency executive for over 25 years, he developed some of the Canadian beer industry's most memorable ad campaigns and was a founding partner in the Algonquin Brewing Company.