



Brew North: How Canadians Made Beer and Beer Made Canada

Ian Coutts

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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.



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