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# CANADIAN WHISKY

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# Type of Whisk(e)y

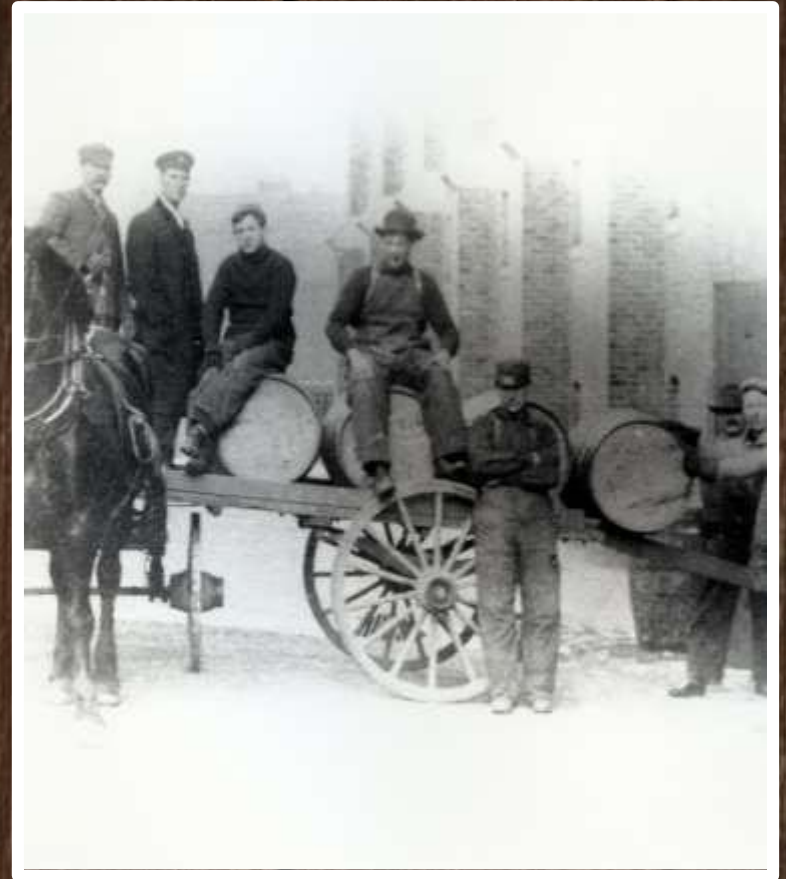
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# THE BIRTH

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- 18th century Scottish and Irish settlers to Canada were distilling rum
- German and Dutch settlers moved further inland (West) and whisky production began
- Distilleries were associated with farms and flourmills, and spirit production was secondary
- Wheat was the original base ingredient



# COMING OF AGE

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- The term “rye whisky” started when small amounts of rye grain was added to the wheat mash to give more flavour
- 1827 to 1840 – Whisky making boomed as the number of household “distilleries” grew from a handful to hundreds
- 1890 - Canada became the first nation to implement legislation requiring its whisky be aged a minimum 2 years: 25 years until Scotland and Ireland caught up (Scotch and Irish Whisky Immature Spirits Act 1915)



# MOVING FORWARD

- Americans buy about 80% of the whisky that Canada produces
- 2013 - Americans bought almost 17 million 9-litre cases of Canadian whisky

8

Big commercial distilleries in Canada, each with its own production processes and methods:

Alberta  
Highwood  
Black Velvet  
Alberta Distillers

Manitoba  
Gimli



Ontario  
Hiram Walker  
Canadian Mist  
Forty Creek

Quebec  
Valleyfield

# Distilleries

Hiram Walker Distillery

Canadian Mist Distillery

Kittling Ridge Distillery

Highwood Distillers Ltd.

Black Velvet Distillery

Alberta Distillers

Gimli Distillery

Valleyfield Distillery

# Brands

Canadian Club, J.P. Wiser's  
Pike Creek, Lot No. 40,  
Gooderham & Worts, Gibson's Finest

Canadian Mist

Forty Creek

White Owl, Centennial,  
Ninety, Potter's

Black Velvet, Danfield's

Alberta Premium

Seagram, Crown Royal

Seagram's VO

# INGREDIENTS

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**CORN**  
SWEET  
SOFT  
CREAMY  
FRUIT



**BARLEY**  
GRAINY  
BREAD  
MALTY  
NUTTY  
CARAMEL



**RYE**  
CLOVE  
GINGER  
CINNAMON  
SPICY  
FLORAL



**WHEAT**  
BREADY  
CREAMY  
PASTRY  
SHORTBREAD



# CANADIAN WHISKY PRODUCTION

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## **Fermentation**

selected grains, proprietary yeasts, malted barley

## **Distillation**

experience, unique stills and distillates

## **Maturation**

barrel pedigree, site, age



# blending

## WHISKY TYPES

### BASE WHISKY

**Continuous Distilled**  
light, clean, soft taste

**Batch Distilled**  
light, creamy, fruity  
*(Unique to Diageo)*

### FLAVOURING WHISKY

- **Bourbon Type**  
fruity, grainy notes, floral aroma
- **Rye**  
spicy (cinnamon, clove, nutmeg)  
fruity floral notes
- **Specialty Flavouring**  
balance of rich, fruity, creamy flavours



# Blending

enables the best combination and

selection of matured base and flavouring whiskies for

the right balance and layers of

# flavour.

## Food and Drug Regulations (C.R.C., c. 870)

### B.02.020 [S].

#### (1) Canadian Whisky, Canadian Rye Whisky or Rye Whisky

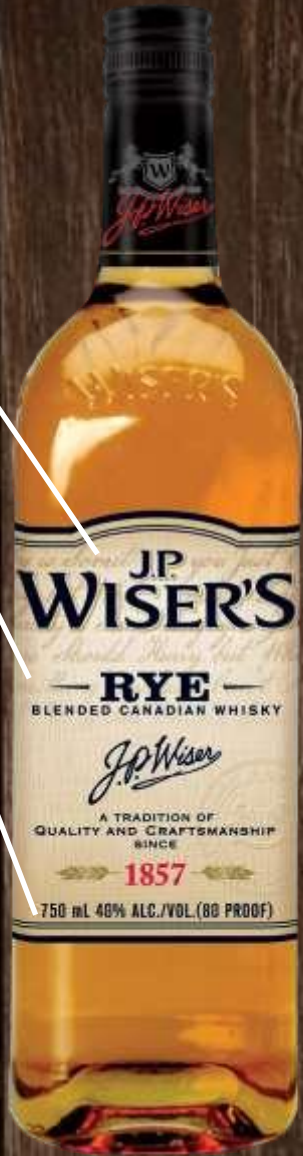
(a) shall

- (i) be a potable alcoholic distillate, or a mixture of potable alcoholic distillates, obtained from a mash of cereal grain or cereal grain products saccharified by the diastase of malt or by other enzymes and fermented by the action of yeast or a mixture of yeast and other micro-organisms,
- (ii) be aged in small wood for not less than three years,
- (iii) possess the aroma, taste and character generally attributed to Canadian whisky,
- (iv) be manufactured in accordance with the requirements of the Excise Act and the regulations made thereunder,
- (v) be mashed, distilled and aged in Canada, and
- (vi) contain not less than 40 per cent alcohol by volume; and

(b) may contain caramel and flavouring.

(2) Subject to subsection (3), no person shall make any claim with respect to the age of Canadian whisky, other than for the period during which the whisky has been held in small wood.

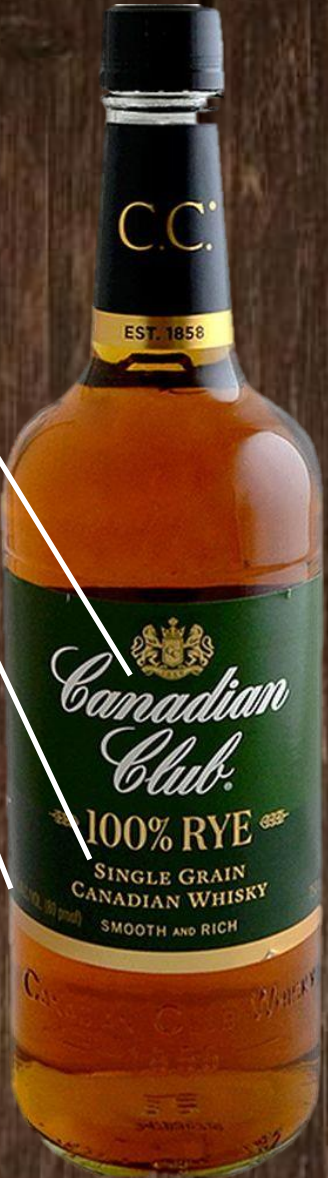
(3) Where Canadian whisky has been aged in small wood for a period of at least three years, any period not exceeding six months during which that whisky was held in other containers may be claimed as age.



Brand

Style

Volume & ABV



Brand

Style

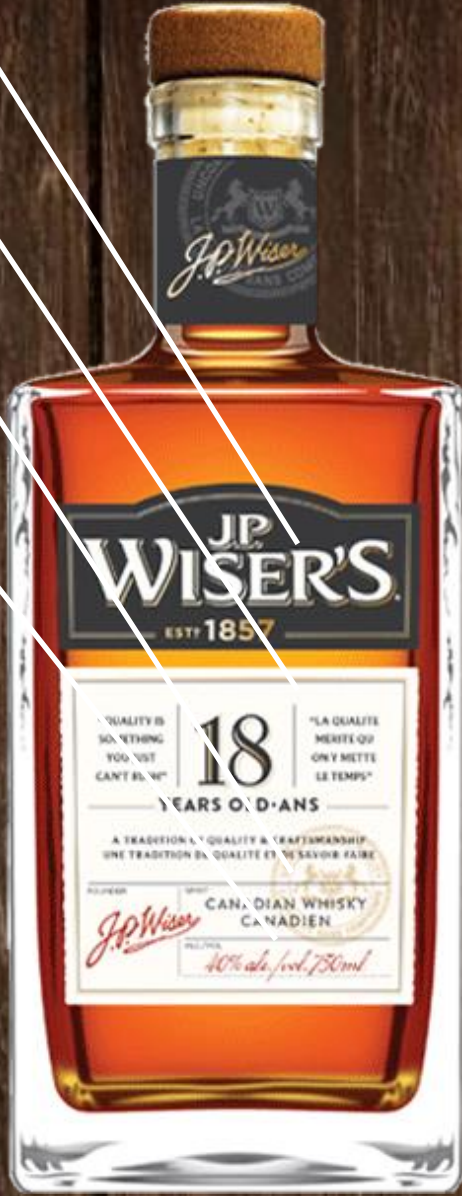
Volume & ABV

Brand

Age

Style

Volume & ABV

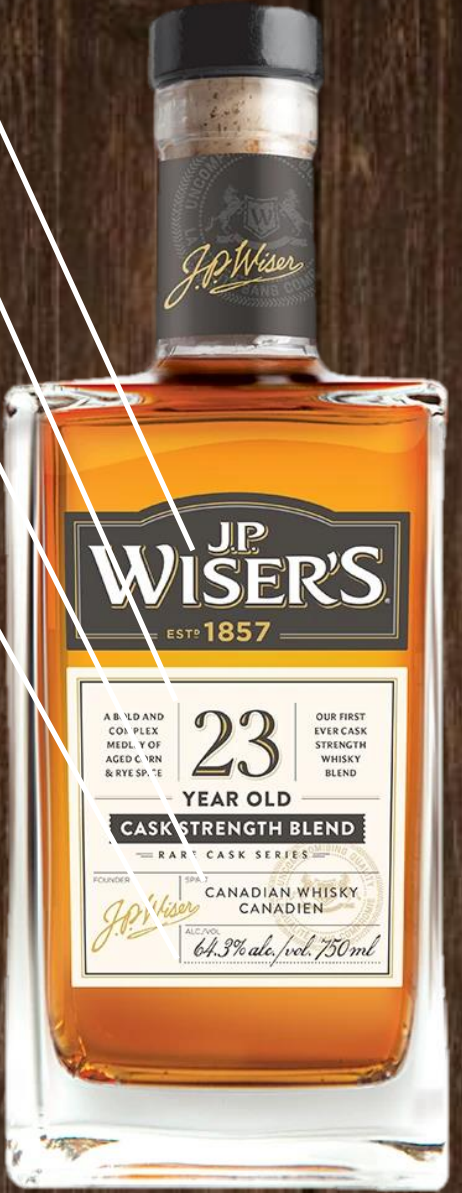


Brand

Age

Style

Volume & ABV



Age

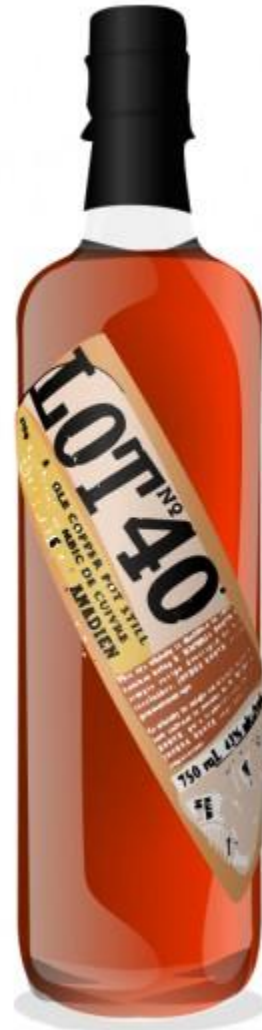
Brand

Style

Volume & ABV

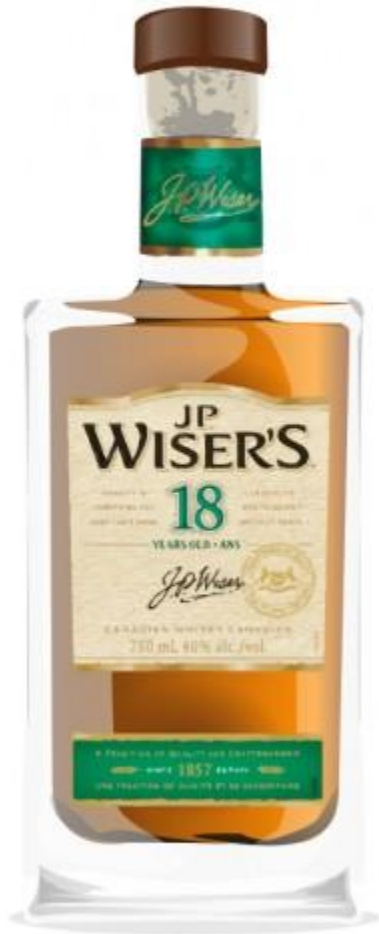














# How to drink Whisk(e)y

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## Toronto



### Ingredients

2 ounces Canadian whisky  
1/4 ounce Fernet Branca  
1/4 ounce simple syrup  
2 dashes Angostura bitter

## Canadian



### Ingredients

1 1/2 ounces Canadian whisky  
1/2 ounce orange liqueur  
1/2 ounce lemon juice  
Optional: 1 teaspoon simple syrup  
1 dash of bitters

## Canadian Sour



### Ingredients

- 2 ounces Canadian whisky
- 3/4 ounce lemon juice (fresh)
- 1/2 to 3/4 ounce simple syrup (to taste)
- Garnish: maraschino cherry or lemon peel

## High ball



### Ingredients

- 2 ounces Canadian whisky
- 4 to 6 ounces ginger ale or club soda

## Manhattan



### Ingredients

- 2 ounces Canadian whisky
- 1 ounce sweet vermouth
- 2 to 3 dashes aromatic bitters
- Garnish: cherry

## Old-Fashioned



### Ingredients

- 1 sugar cube (or 1/2 teaspoon sugar)
- 2 to 3 dashes bitters
- 2 ounces Canadian whisky
- Garnish: orange peel
- Garnish: cherry



# Canadian Beer

**Beer** is one of the oldest and most widely consumed **alcoholic drinks** in the world, and the third most popular drink overall after water and tea.

**Beer** is brewed from **cereal grains**—most commonly from **malted barley**, though **wheat, corn, and rice** are also used.

# Basic Ingredients

Malted Barley

+

Hops



+ water + yeast

# There are 3 primary beer types:

- Ales
- Lagers
- Hybrids

Okay...but what's the difference between Ales and Lagers?

In short, Ales and Lagers are simply created by using different yeasts; Here are the grueling details:



# Ales

Ales have been brewed for thousands of years, using specific warm-brew Ale yeasts, that float at the top of the brew.

- Quick brew cycle – as little as **7 days**
- Yeast – **Saccharomyces cerevisiae**
- **Top** fermentation
- Fermented **warm** (Usually brewed between 15 –25 °C)
- Brew method is thousands of years **old**
- **Strong, assertive**, and more **robust** in taste
- Served **not too cool**, usually **10-14°C**, sometimes called “cellar temperature”.

# Lagers

Lagers are a newer type of beer and requires lager yeasts strains which are brewed at a cooler temperature; unlike ale yeasts, the lager yeasts remains at the bottom of the brew throughout the fermentation process.

- Longer brew cycle – up to **several months**
- Yeast – **Saccharomyces Uvarum**
- **Bottom** fermentation
- Fermented **cold** (Usually brewed between 4 and 12)
- Brew method is relatively **new**
- **Smoother, crisper**, and more **subtle** in taste and aroma
- Served **cold**, usually **4-7 °C**

# Hybrids

Hybrid beer are of mixed parentage. These beers have been dubbed hybrids because brewers implement a hybrid method of fermenting those beer; for example they will use lager yeast fermented at ale (warm) temperatures, or they will ferment a beer with ale yeast but at lager (cool) temperatures.

# Canada's Top Craft Beer Cities

Canada has over 1,047 craft breweries, 8,876 amazing beers - many made with home-grown ingredients.



**Calgary**  
Alberta



**Toronto**  
Ontario



**Vancouver**  
British Columbia



**Montréal**  
Québec



**Ottawa**  
Ontario



**Kelowna**  
British Columbia

40 breweries in New Brunswick



Top New Brunswick Craft Beer Cities



**Fredericton**  
New Brunswick



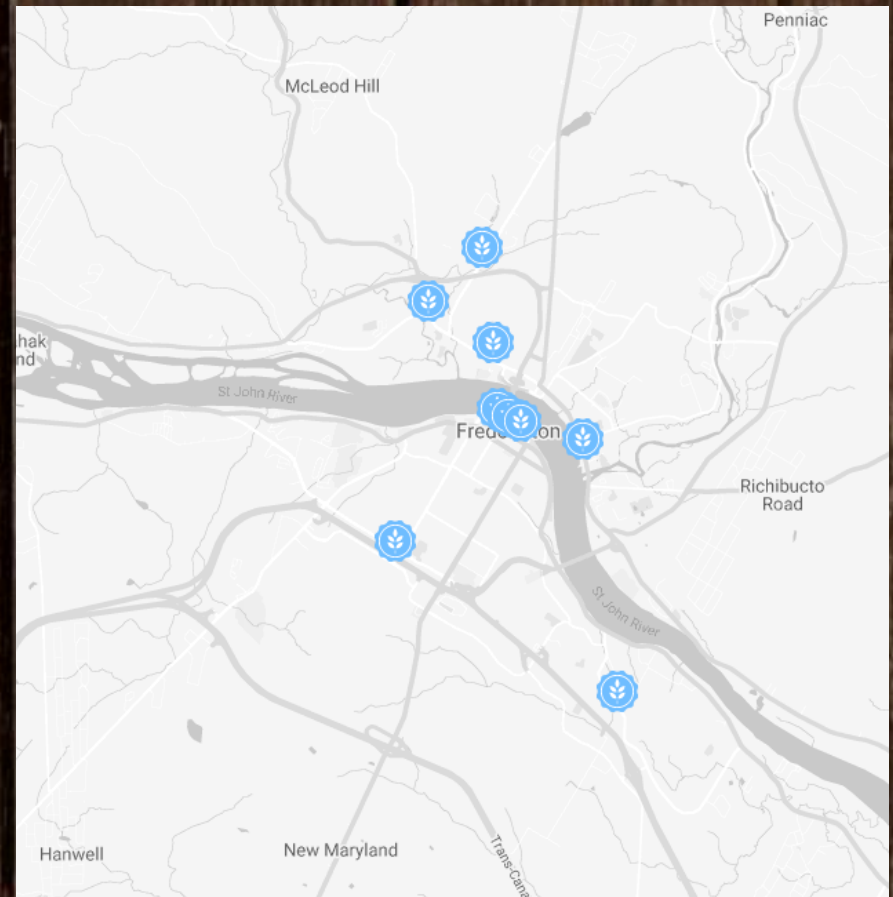
**Moncton**  
New Brunswick



# Craft Breweries Fredericton

Fredericton's Beer Guide has 10 craft breweries.

- Bogtrotter Craft Brewery
- Graystone Brewing
- Grimross Brewing
- Half Cut Brewing
- Mama's Brew Pub
- Maybee Brew Co.
- **Picaroons** Brewing Company
- Red Rover Craft Cider
- Railway Brewing Co.
- York County Cider



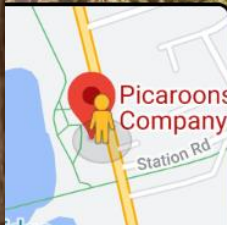
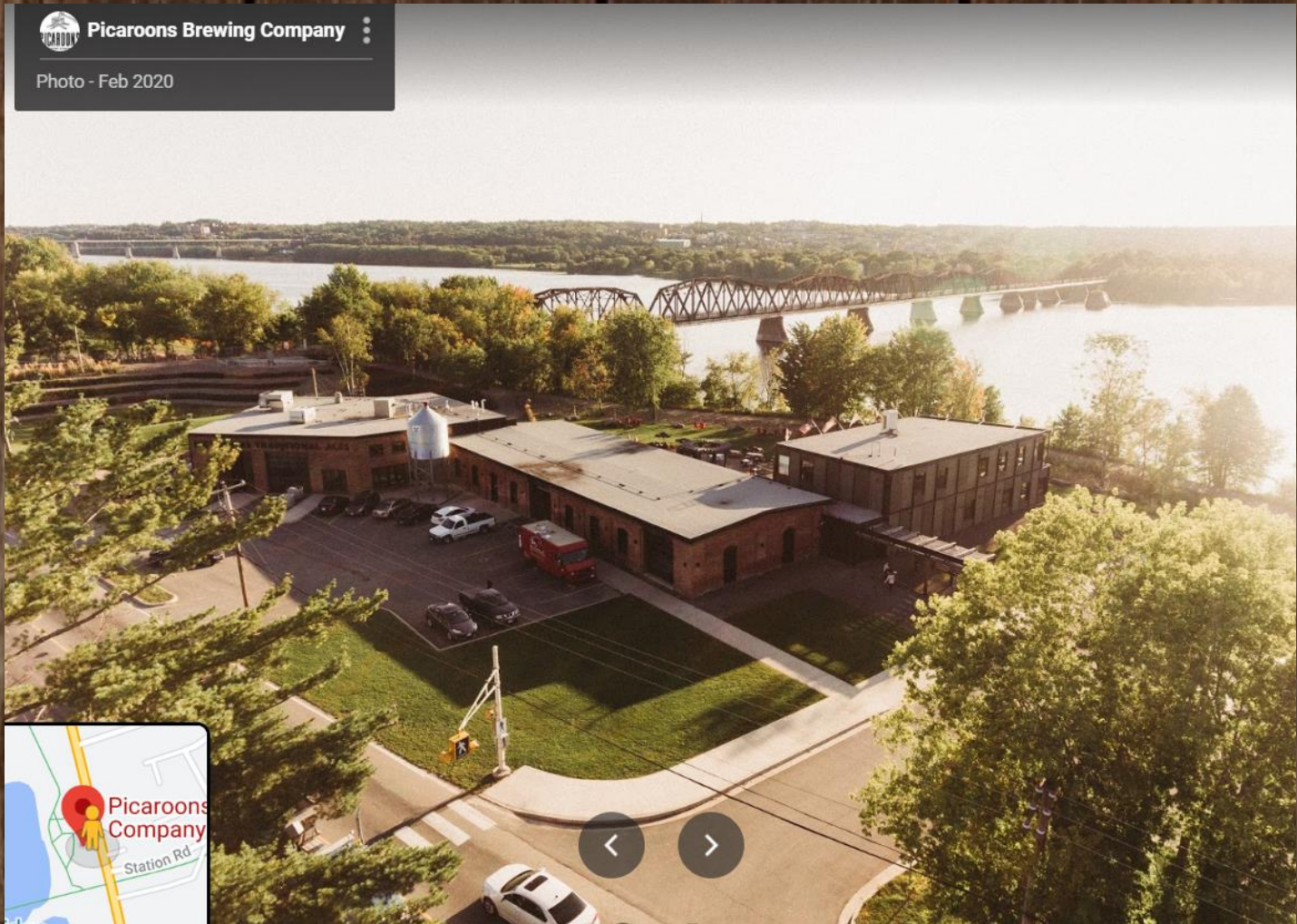
# PICAROONS

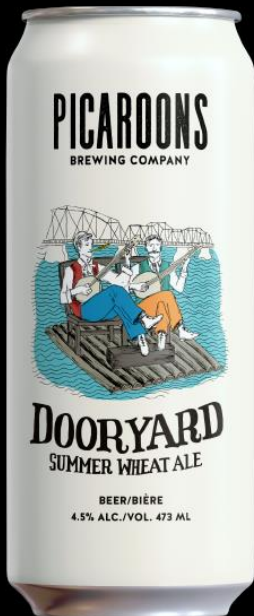
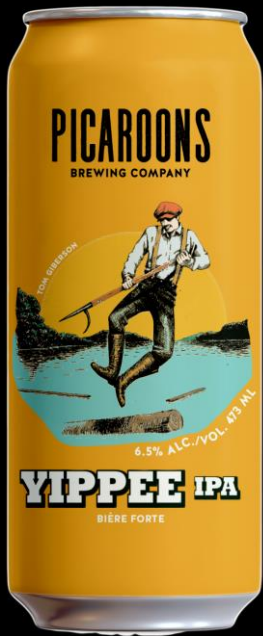
BREWING COMPANY



Picaroons Brewing Company

Photo - Feb 2020







MOOSEHEAD BREWERIES LIMITED IS THE LAST MAJOR BREWERY IN CANADA STILL OWNED BY CANADIANS.

