

STEAM WHISTLE

THE SPOONS

IMPERFEKT AND REAL

- **THE PUB VISITS**

Hanover, Ilderton, Thornbury, Markham, Mount Albert, Stouffville, Schomberg, Lion's Head, Exeter, Whitby & Toronto

- **THE PUB FUNDAMENTALS**

- **PINTS WITH ... TED MOROZ**

President of The Beer Store

- **THE DUCHESS** 30 Years in the Making

- **ROSSY BITES** Love at First Bite Burgers

THE
magazine

PUB

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A PINT OF DELICIOUS

COME ON IN, PULL UP A STOOL, GRAB A BEER AND WELCOME TO THE SECOND EDITION OF THE PUB

In this issue we get off the road well travelled and find some wonderful pubs in small town Ontario, we go to Ilderton, Stouffville, Lion's Head, Exeter, Schomberg, Mount Albert and Hanover among other places to seek out these hidden gems. Tina talks to The Spoons about their upcoming new album and life in general while Karla visits the Duchess of Markham to get the lowdown on thirty great years in business.

We explore the world of wine with Paul Ste Marie and learn how to make an amazing burger sauce with Rossy Earle and of course at the bar as always, Bomber, Ken and Danny.

So let me pour you another and enjoy.

Bill Perrie
Canada's Pub Guy.

*Cheers
Billy Perrie*



The Pub Crew at The Duchess of Markham's 30th Anniversary Party



Look Who's Pouring'

This issue, the Pub Mag raises a toast to bartender **Bethany Ottaway** who has dedicated almost four years to the Black Dog Pub (see page 8). She has two top Taps Tips: say hello and dress for success.

For Bethany, kindness isn't something that she turns off when she finishes her shift. "You have to talk to everyone, not just your customers, and you have to say hello and goodbye. It's been instilled into me so much, that when I see staff ignoring patrons at other restaurants, I can't help stepping in to see if I can do something."

Beth also isn't afraid to admit that she takes pride in her appearance. Lazy hair days, tee-shirts and track pants just ain't gonna cut it for this glam gal. Grooming, she believes, is directly linked to performance. "If you show up to work and your clothes, hair and make-up are a mess, you can't feel comfortable - or confident. Results show in your attitude. Servers that look like crap don't seem to care about their job."

Here's to you darlin' for raising the bar not just because it's expected of you, but because you have your own dizzyingly high standards. Cheers!!!



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Photo by Roger Carlsen
www.rogercarlsenphotography.com

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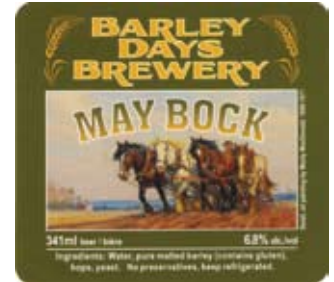
MAY BOCK AWARDED "LABEL OF THE YEAR"

The Collectors of Canadian Brewery Advertising, Canada's national organization for collectors of brewery memorabilia, yesterday announced May Bock, brewed by Barley Days Brewery, Picton, Ontario, as winner of the 2009 "Label of the Year" award. The announcement was made at the Holiday Inn Kitchener-Waterloo Hotel & Conference Centre in Kitchener, Ontario, during the 31st annual Collectors of Canadian Brewery Advertising convention. The award recognizes achievement in beer label design.

Donna Sauv , sales manager of Barley Days Brewery, expressed delight upon hearing of her labels selection. Barley Days was presented with a handsome wooden plaque.

Presented yearly since 1983, the "Label of the Year" award is chosen by Collectors of Canadian Brewery Advertising members across Canada and the United States.

May Bock was launched by Barley Days as a seasonal beer in the spring of 2009. The striking May Bock label incorporates the detail of an oil painting by renowned artist Manly MacDonald (1889-1971). MacDonald grew up on a farm east of Belleville, Ontario, and gained fame for his many paintings of Prince Edward County scenes.



MY PUB



Hello, my name is Maddie Corbett I am the GM of the **Royal Oak on Laurier** and this is 'My Pub'. If you've ever been on the Ottawa U campus chances are you may have strolled past it once or twice.



Located on Laurier Ave East **The Royal Oak** is filled with unique character and charm. A home away from home for professors and students alike 'My Pub' is always bustling with customers. It's a great spot to have a quick lunch with colleagues OR a couple of relaxing pints with friends. Featuring one of the nicest patios in Sandy Hill. Grab a table in the sun, and choose a pint from our extensive draught list. The atmosphere is easy going and the staff are always friendly. 'My Pub' even has it's own private dining area. Located in the basement. It's available for social gatherings as well as study groups, business meetings and even the occasional flamenco dance session. Upstairs on any given day you may find yourself walking in to our very popular open mic night. Or perhaps it'll be trivia that strikes your fancy. There is something for everyone.



You'll never feel lonely at 'My Pub', whether you're meeting up with friends or grabbing a seat solo at the bar there is always a friendly face to chat to. So grab a friend, or not and make your way down to **The Royal Oak on Laurier** and who knows??? If you like it, it could become 'Your Pub' too.

If you have a My Pub story and would like to let us know about it, please send it to info@pubmagazine.ca along with some pictures



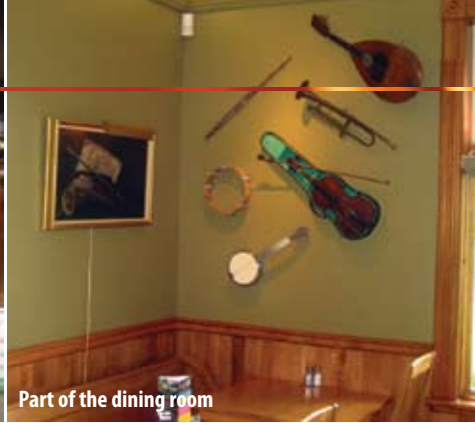
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Pour me another Ashley



Part of the dining room



451 - 10th Street, Hanover, ON
Phone: 519.364.6666
www.queensbushpub.com

A dream becomes a reality. Two friends always dreamed about their own pub, Louie wanted to build a bar to his specifications and high standards while Anita always wanted to run the day to day business of a busy pub.

Here in downtown Hanover is the end result, the popular Queen's Bush. First of all, lets get the origin of the name out of the way. The story goes that this part of Ontario was once all crown land under the watchful eye of Queen Victoria and was commonly known as the Queen's Bush before being split up into land parcels for settlers. That's Anita's story and she is sticking to it.

The long sit down bar starts on your left as you enter and sweeps around to face you. An open kitchen takes up the first part of the bar and here is where you can watch your food being prepared from scratch, there is no deep fryer at the pub so plenty of sandwiches and wraps to choose from including a wonderful Roast beef and Portabella, all made from as

much local product as possible. If you are a wing lover then you are in luck, the wings are oven baked and certainly in the province's top ten.

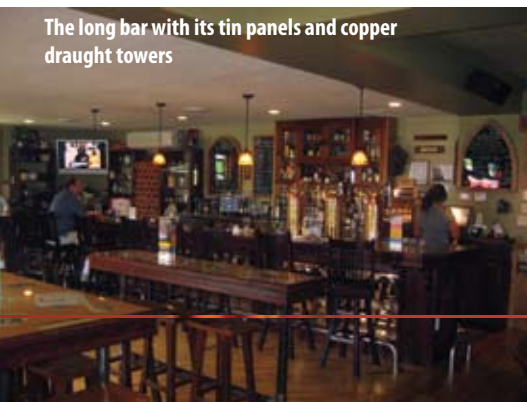
The dark wood sit down bar has contrasting tin panels adding a unique touch of charm. In the main area in front of this bar are three long high top tables with plenty of old photographs of the town under the protective glass tops, one table has pictures of the renovations that took this once house and car park into the lovely pub that it is now. The far right corner has a dart board and more high top tables. The dining area has plenty of character with an old country kitchen feel. A leafy patio out front looks onto the street and is under the watchful eye of the Queen herself.



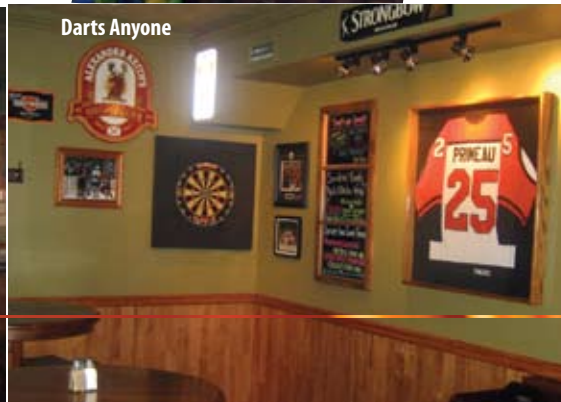
On tap at the bar is a good mixture including Steam Whistle, Neustadt, Hockley Dark and a wonderful Pale Ale brewed by local brewer Charles McLean. For those who love nostalgia the bar even has Old Vienna on tap. Eleven of the twelve taps are at home in three gleaming copper fire extinguisher towers. Polished hardwood floors

and a varied mix of wooden tables and picture frames are all testimony to the wonderful carpentry skills and talent of Louie who built most of this bar himself. The pub has entertainment on Saturdays and in the summer bands will take to the patio on Fridays.

The pub is full of charm and unique characteristics and is a must visit while in the area.



The long bar with its tin panels and copper draught towers



Darts Anyone



Enjoying lunch on the patio

Q. It has been an incredible summer heat wise, does this have a dramatic effect on beer sales.

A. It sure does! Summer sales have been pretty good. When the weather is as spectacular as it has been this summer, the licensee patio business is booming and that's good for The Beer Store and the restaurants and pubs.

Q. The Beer Store raised an incredible amount for Leukemia during its annual bottle return weekend, what was the amount and what do you put that down to.

A. Local 12R24, the union that represents our employees, has been raising funds to fight Leukemia for many years. About 6 years ago, The Beer Store joined forces with Local 12R24 in the battle against Leukemia and through wonderful suppliers, generous customers, and over 2,000 of the best Local 12R24 and beer store volunteers in the world, we have raised millions for Canadian leukemia research. In 2010, we reached our goal of surpassing the million dollar mark by raising \$1.065 million.

Q. How many brands does The Beer Store carry.

A. The Beer Store regularly carries about 350 brands from over 85 different breweries.

Q. How long have you been with The Beer Store and how long have you been its president.

A. I started with The Beer Store back in 1983. While going to university, I worked part-time in our retail stores, on trucks delivering to restaurants and bars, sorting bottles, picking orders, cleaning, whatever I could do to get work to pay for school. In 1989 I hired on full-time as a management trainee and since then I worked in Inventory Control, Finance, Human resources, wholesale field operations, and retail operations in various parts of this great province. I became president about a year ago.

Q. The Beer Store is known as one of the greenest companies on the planet, can you explain.

A. Absolutely! We were green way before green was cool. Would you happen to know any other retailer that takes back absolutely all of its pack-



Pints with..... Ted Moroz, President of The Beer Store

Q. New Beer Stores are now taking on a new look and design, why is this.

A. While the older stores served us well for many years, our customers have told us that they want a full, hands on, shopping experience. So all of our new stores (about 10 in the past 15 months) are full self serve stores. We also placed dual return stations in the new stores so that customers can experience expedited empty returns. These stores are also fully equipped with ice cold single serve can coolers which has been a big hit with our customers.

Q. You deliver to thousands of bars, how many bars and how much beer a year.

A. There are approximately 17,000 bars in Ontario and we deliver to about two thirds of them on a regular basis. There are a lot of smaller pubs that simply pick up beer as they require it. Licensees in Ontario. Licensee volume equates to over 10,000 million equivalent 24's and well over a million kegs per annum. Draught beer in Ontario is about 50% of the volume in hectoliters that is delivered. No other jurisdiction in Canada can boast the same draught volume penetration – we credit the popularity of draught in Ontario to our Draught Services Division of The Beer Store that ensures that beer lines and dispensing systems are high quality and ultra clean. These folks are very good at what they do!

Q. That's a lot of beer delivered!

A. Yes, thanks to our great warehouse and delivery personnel, fill rates are extremely high and on-time delivery is excellent.

aging and ensures that it is either re-used or recycled? Environmental Responsibility is one cornerstone of our core values. We are extremely proud to take back over 2 billion containers per year that are either recycled or re-used, not to mention thousands of metric tonnes of plastic, cardboard, etc. We estimate that blue box cost avoidance for Ontarians is in the range of about \$40 million per annum. We recycle or re-use 4,000 containers every minute every day.

Q. What is your vision for the future of The Beer Store.

A. Simply put we want to be Ontario's Ultimate Source for Beer! When you think about beer, we want you to think about The Beer Store. Whether you are a licensee customer relying on all your beer requirements delivered on time or a home consumer expecting friendly service and a great shopping experience, we want to be your ultimate source for beer!

Q. How many employees work for The Beer Store, can you break it down to the roles they play. (I.e. drivers, in store, warehouse, etc;)

A. We employ well over 7,000 employees. Due to the seasonality of beer sales we employ a lot of part-time employees in the summer time – The Beer Store tends to be a great place for students to work between school seasons. There are about 500 drivers and another 1500 employees in our warehouses and delivery operations. About 150 people work in our head office, about 100 between our call centre and draught services division and the rest are spread across 440 retail stores.

Q. Do you have a favourite beer?

A. Bill, the worst beer I ever had was wonderful!

THE KING EDWARD

Ilderton is a small town just north of London, not many people know where it is but thanks to a wonderful little pub it is becoming more well known. The King Edward is fast becoming a favourite for not only locals but many Londoners who take the short drive to their new found bar with its excellent food and great selection of beers on tap.

The menu is very varied with a large appetiser section that includes stuffed mushroom caps with aioli, samosa, crab cakes and the delectable Raj bites which are morsels of ground turkey seasoned with Indian spices, wrapped in lettuce and tortilla strips with a mint and ranch dip. Of course wings are very popular with 51 flavours to choose from including 'Drunken Canadian Jerk' which has maple syrup, jerk sauce and Crown Royal whiskey. Salads and burgers take up a large section and then the Main Feast has the best fish and chips around along with steak and Guinness pie, bangers and mash and the soon to be famous King's Grill which has farmer's sausage, grilled liver and a 5 oz homemade patty served with mashed potato, onion and ale gravy, peas and corn.



Richard behind the bar at the 'Eddie'

The building is 120 years old and has the original tin ceiling and wooden floors.

Many moons ago it was the village store and post office, the place just oozes character.

The bar is up on the left hand side and has a large impressive gantry as its backdrop.

As you enter large booths are to the left and right, the left opens up to the long bar and the right hand side becomes a long bench lining the wall. A small snug is off to the right with a couple of tables and a dart board. A large ornamental mirror takes up the far wall as it proudly sits over the fireplace, it soon disappears though when the soccer is on as a huge screen is brought down from the ceiling. Out back is a courtyard patio, a quiet setting to enjoy your pint and wings. The King Edward uses as much local food and produce as it can including local maple syrup that is used in many of the wing flavours.



One of the locals and Deborah

A separate lunch menu and a children's menu round off the choices, the King Edward certainly has something for everyone.

On tap there are eight different draughts plus a cask. The cask tap is changed regularly giving real ale lovers the chance to taste great beers without having to go to the city.

One will also find several micros including Wellington, Grand River and Nuestadt on tap making the pub the place to go for the discerning beer drinker. To add to the charm of

this wonderful old building is the fact that it is haunted by three ghosts, the most frequent resident ghost being a lady called Margaret who died of a broken heart after her husband died at the battle of Vimy Ridge. Margaret is friendly and a bit of a local celebrity and even has her picture on the front page of the menu. The bar is a must visit when in the area, hosts Rich and Deborah will be glad to tell you the history of the town and the pub.

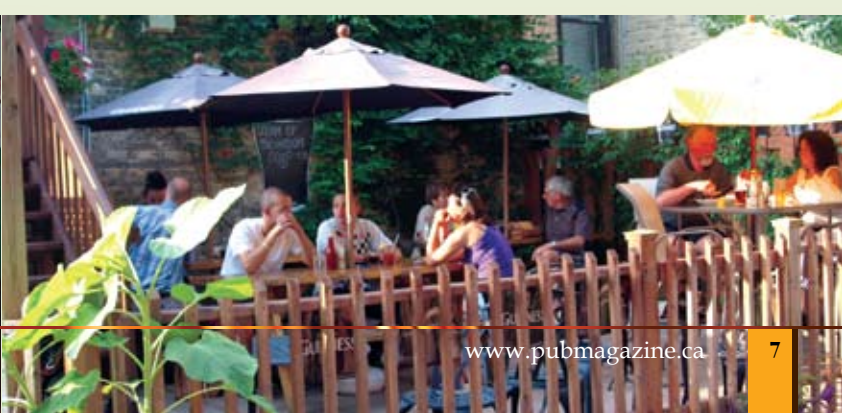
A true hidden gem in a town that will very soon start to sound more familiar.



A couple of regulars at the bar

THE KING EDWARD

13239 Ilderton Road, Ilderton, ON
Tel: 519.666.1991





Friendly. Caring. Loyal. Est. 1993

You are a stranger here but once

Black Dog Day Afternoon

by Tina Hardt , Photography by Roger Carlsen

It's overcast, unseasonably cold and raining cats. Even the flags on the roof are too soggy to wave hello. Arguably, there's nothing appealing about a wet dog, but in this case, when man's best friend is a British-style pub with a roaring fire, a big screen featuring World Cup soccer, a friendly barmaid and a killer menu: it's time to cancel all calls.

Today's downpour only heightens the feeling of seeking sanctuary and abjuring the remains of the work day. And it's only fair to warn those who have never been here, that the Black Dog Pub, Port Union's beloved haunt, is a powerful diversion.

For starters, it's a great looking place. An intimate front deck is a charming addition to the building, and the wooden flower boxes and hanging baskets just teeming with colour make it almost feel like a ski-chalet. This is only one of a few features that will create the impression of being on holidays. You may be tempted to peer around the side of the building to see where the descending stone walkway leads, but then remember that this can all wait until you've at least had your first pint. Enter into the cozy vestibule, shake off your umbrella, hang up your jacket (and make your final connection with the real world because there are good times lurking around the next corner).

Once you open the door and step into the main pub area, something truly wonderful happens: someone says *hello*. It's a simple, sunny, inviting and unaffected greeting (Hospitality 101 for the Black Dog; seemingly the Riddle of the Sphinx for a few others.) Even though the bartender is busy, her smile still reaches newcomers slightly before she's able. (See page three as Beth is this month's Pub Mag's hands down "Look Who's Pouring?" feature.

Now, where to sit? It's a tough challenge in here. The handsome L-shaped bar beckons. It's dark and seductive and covered with garlands of leaves and soft, ambient lights. There are 18 draught lines including their house specialty Dog (lager), Dog Lite, and Dog Red (which with very little effort, soon becomes Dog gone), as well as a dis-

criminating selection of wine and single malt scotch.

The pub, which was an Esso station in the sixties, now has two floors, a couple of patios and many nooks and crannies that instantly excite the wandering spirit. The main dining room lies to the right of the pub.

It's an elegant tribute to Victorian England with a regal colour scheme of light browns, greens and purples. The partially-frosted windows are crowned with valences and become art beside ornate mirrors and pictures in gilded frames. It's a space where you could easily envision Sherlock Holmes and Watson discussing Moriarty over venison and a pair of single malts. This room is two parts castle to one part hunting lodge, and to temper the slightly noble air, are flashes of whimsy, such as a tongue-and-cheek sign warning parents *that Unattended Children will be given an espresso and a free puppy*.



Whatever you do, don't stop your journey on the first floor. The Dog has a stunning special events space downstairs. It's much a more contemporary room that has its own bar, high def TV and doors that open up to a charming backyard patio boasting a six-foot commercial BBQ and its own waterfall. This is where the stone walkway leads, and the path is flanked by mature trees, evergreens and lush landscaping. If you close your eyes you can almost hear the crisp flounce of a wedding dress sashaying down the steps. The combined capacity of this space is approximately 100 people - and it can be successfully canopied. So, if you have a fiancé, girls, and are looking for

a dramatic entrance that leads to an "I do" and (even better) - a roast lamb - look no further!! This is an ideal set up for private and corporate events, as well as in-house theme parties and father's Day BBQs.



Perhaps the proudest feature of the Black Dog is the new pub sign that graces the front of the building. No, it's not your imagination, the word "PUB" has been given a special emphasis, a slight push in size. It's the first, and, decidedly, the most critical of changes that have been implemented by new owner, George Voulgaris. Thankfully, as the story goes, he was able to rescue the Black Dog from the previous owner, who, after over a decade of successful



operation, made what many still consider to have been a silly oversight. He stripped the Black Dog of its "pub" designation and turned it into a vegan restaurant. Fortunately, with three decades and 8 restaurants worth of experience under his belt, new owner George Voulgaris knows a bit about what not to do. It's just a guess, but a *vegan* restaurant with a red tartan carpet and paintings of bearded Lairds with fluffy sporrans must have been high on that list.

With his work cut out for him, Voulgaris dedicated himself to winning back the loyalty of the pub's patrons. He began with a big TV, landscaping and patio furniture; then he sat down with Executive Chef Woody to up the stakes in the kitchen. Voulgaris even brought in a secret weapon - a smoker.

Now the Dog has daily smoked specials such as ribs, pulled pork, Montreal smoked meat or half chickens. Their legal-sized quarter fold events calendar/menu is

a fun little read. It's full of news and reviews, then gets down and delicious. In addition to classic pub fare, the menu offers some unexpected classics, everything from

a Cobb Salad with house applewood-smoked bacon to a succulent beef tenderloin wrap so thick that the Riddler would have trouble wrapping his lips around it. (Voulgaris has also increased portion sizes.) Veteran Chef Woody gets full marks for his Po Boy Sandwich, a southern must-have with pan-blackened fish smothered in a smoky remoulade sauce then laid down gently on a bed of shredded lettuce and tomatoes. (Y'all know you just *have* to order Black Dog blackened catfish !!!).

When Voulgaris picks his staff, he looks for professionalism and personality.

"I have great staff," says Voulgaris, "I also think that the patrons make this place. They took me in like I was one of their own and welcomed me with open arms.



I love it here. One of my pet peeves is taking business for granted. We should always be on our toes and we should always try to give something back. For example, we just had a golf charity which earned five thousand dollars for the local hospital. This is definitely a cheers atmosphere - and it's all positive."



Check out the Black Dog Pub website www.blackdogpub.tv for their upcoming live entertainment and memorable events. Voulgaris is planning a trip to Scotland, and will be coming back with a snout-full of ideas for another fine evening of scotch nosing. Also stay tuned for BBQ's, Lobsterfests, wine tastings and his legendary golf tourneys. The Pub Mag would like to thank the Black Dog staff for their exemplary customer service; and the patrons for their willingness to be photographed, their great warped senses of humour, and for their kindness to strangers, who will be so only once ...

*The Black Dog Pub is located at 87 Island Road, Toronto, ON
Tel: 416-286-4544*

The Pub Radio Show

1
YEAR
ANNIVERSARY



Beer Store President
Ted Moroz



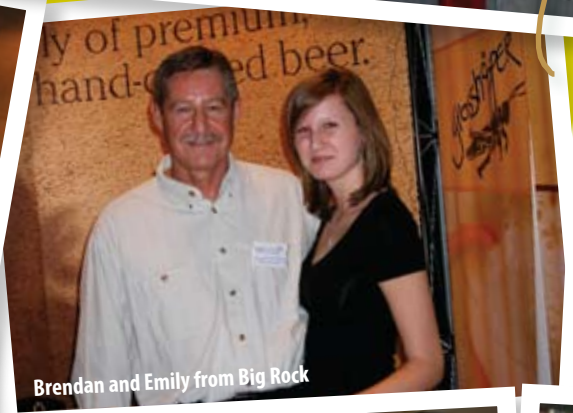
Angie from The Rucksack Willies



Erin from the Village Inn, Thornton



3 MDM



Brendan and Emily from Big Rock



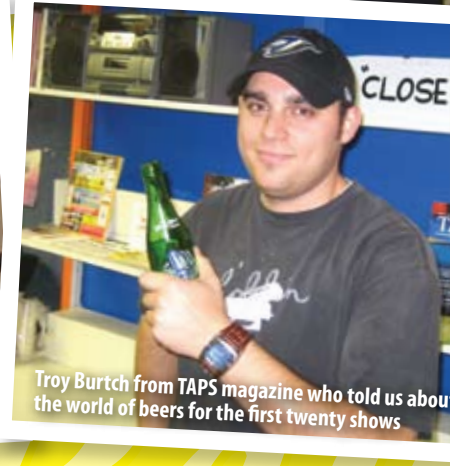
Justin from Pilsner Urquell



Lisa from Ontario Craft Brewers



Kennedy Clark on location at the
Duchess of Markham



Troy Burtch from TAPS magazine who told us about
the world of beers for the first twenty shows



Steam Whistle the official Pub
Radio Green Room Beer

The Pub Radio Show has been on the air for one year now and during that time we have had many great guests to compliment the many great beers. Listen to us online at www.whistlerradio.com at **4p.m. on Saturday's** and repeated **Monday's at 8p.m.** Here are just a few of the people who have dropped by the studio.



The one and only Tony King from Sleeman



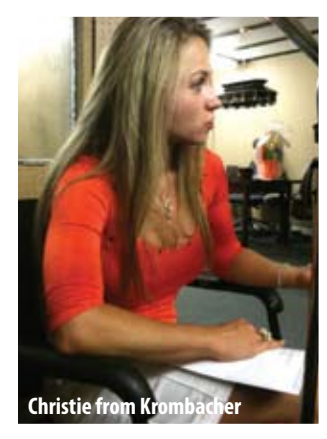
Deanna from Hop City



Our Promo Poster for The Loretto



John Porter and James Darroch from Carlsberg Canada



Christie from Krombacher



Gordon Deppe from the Spoons



Sam Reid from Glass Tiger, The Wine Ladies, Georgia and Susanne, Ian Bowie from the Prince Albert and singer Dave Lawlor



Al Connelly and Craig Riley from the Crab Bucket Orchestra



Harry from the band Forty Something



Nic & Brid Rennie from Innis & Gunn



Singer Johnny Blue and Barry Pletch from McAuslan's



The gang from Pub Stumpers

Whisky Galore



If you are a fan of whisky whether it be Irish, Scottish, Canadian or even Japanese then this Dam Pub is for you. With over 530 varieties in stock this is a whisky lover's haven.

One can order a 'nip', which is ¾ of an oz. or a 'dram' which is an ounce and a half.

Prices vary from four dollars or so right up to \$475.20 a dram for the rare Glenfiddich 40 year. There is even a whisky from Wales and India for you to try. The pub itself is in a wonderful old heritage building that dates back to 1875, plenty of charm to accompany your single malt indulgence. A piping Beaver welcomes you at the front entrance letting you know that this pub pays more than a little homage to Scotland. Inside the walls are a maroon colour that warmly match the glowing table lamps and hardwood floors. It's like stepping into a Victorian parlour. The sit down bar is a great place to view the many distinct labels on the whisky bottles

that cover an entire wall behind the bar, in one corner sits a pair of draught taps that date back to the late 1800's, still in fine working order.

A great little pub will ensure you have a Dam good

The walls are tastefully decorated with unique posters of days gone by and of course the odd whisky map of Scotland. The dining room to the side equals the charm of the bar and again one will find interesting old photographs on the walls, one corner has the uniform and pictures of a World War 2 vet.

Upstairs there are two rooms that one can use for private meetings or small functions, there is the 'Robbie Burns sports room' and the 'Fireside drawing room'. The pub hosts many whisky tasting



Stephanie



Whisky Galore

THE DAM PUB

Address: 53 Bruce Street, Thornbury, ON

Phone: 519.599.2110

Web: www.thedampub.ca



Taps from the 1800's

that will time!

nights and has its own club called The Dam Pub Patron's Club who meet once a month and try whiskies from the 20 page whisky menu. Every second and fourth Wednesday the pub has a jam session with plenty of traditional influence that includes fiddles and spoons. In the summer the beautiful award winning patio is the place to be and on Sunday afternoons there is usually entertainment.

The food at the pub is excellently prepared by executive chef Suzette Gerrie and includes steak and kidney pie, fish and chips with hand cut Yukon Gold fries, stuffed chicken supreme and for the haggis lover a wonderful dish of haggis, neeps and tatties. Indeed the haggis is so good that it was sent to the Queen on her recent visit to Canada and was given the royal thumbs up.

If whisky is not your tippie then try a refreshing pint of Peeler Cider, which is made about a half mile away. If you want to know more about the whiskies on offer don't be afraid to ask as owner Stephanie Price is a single malt ambassador and will gladly explain the differences to you and maybe add a 'wee' suggestion or two. Most of the staff have been with Stephanie from day one and are also very knowledgeable about the golden elixir.

A unique evening at the pub is held on the first Wednesday of every month and this one is for the ladies, it's Manicures and Martinis which features a mini manicure for ten dollars.

A monthly newsletter is placed at each table to inform patrons of what's going on at the pub and you can sign up for this newsletter online at the pub's website.

A great little pub that will ensure you will have a Dam good time.



Charming Dining Room



Soldier's Corner



The Piping Beaver



THE Prince Albert

69 Main Street, Mount Albert, ON
Tel: 905.473. 629 www.princealbertpub.com

The small town of Mount Albert sits on the busy Highway 48 just 30 minutes north of Toronto, many travellers pass this little town not knowing that it is home to one of Ontario's most unique and charming pubs, however it is not the hidden gem it once was as more and more people are spreading the word about the quaint little house with good food and an excellent selection of draught beers.

The pub is located in a century home called the Lloyd House and it does feel like you are stepping back in time when you enter the front door. The small bar area is in a room to your left and this has to be one of the smallest bars in Ontario with seating for around 18 people. This of course adds to the rural charm of the place and one cannot help but be part of the conversation between locals and visitors alike. Although small the bar carries around 19 draught taps with many local craft brews and premium imports. You will find an array of choices such as Mill Street Organic, F&M Stone Hammer, Amsterdam Big Wheel, Old Speckled Hen and Pilsner Urquell just to name a few.

The other side of the house is home to the dining sections, the front room is the main dining area and then a back space has a couple of large booths. This whole section is like an Edwardian living room. To add to the experience the walls are covered by pictures of the monarchy and also of Mount Albert in days gone by. Upstairs are three small rooms which include a small bar, a pool table and a fusbol game and from here you can walk out to the balcony patio. The pub has weekly entertain-

ment with excellent acts such as Grant Fullerton, Jack De Kaiser and Paul James. Also on a bi-weekly basis is the popular Pub Stumpers trivia league.

The menu at the pub features home cooked favourites such as Mom's meatloaf and the best burgers for miles around.



Ian & Caitlin



Jack De Keyser plays at the pub

was so full of bats that a local expert who was called in stated that he had never seen so many bats in one house in all his life. The bats have all gone now after an extensive clean up and renovation. If



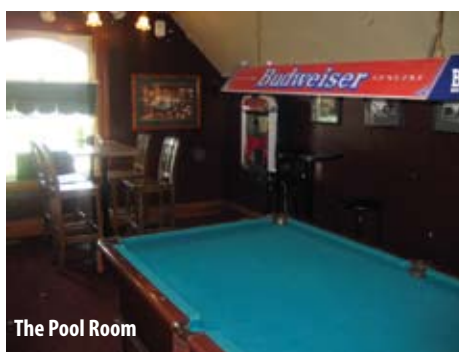
The charming dining rooms

Tuesday is the day for great wing deals, Thursday is the weekly burger fest and lets not forget Leftover Mondays.

If you are a fan of local history then this pub is for you, many years ago the building was known for a while as the bat house and the elderly lady who lived in it was called The Bat Lady, the house was declared condemned at one point as the place



Regulars Norman & Paul



The Pool Room

bats are not your thing then maybe ghosts are, publican Ian Bowie had to sign a clause in his purchase agreement stating that he knew the building had paranormal activity. Indeed the house is so well known for its resident ghost that many 'Ghostbusters' have been in over the years to document the place. However ghosts and bats aside, once you have visited this pub it will become your 'Other Local' with its great food, great beers and excellent entertainment not to mention a hands on publican who caters to his customers. A hidden gem that is not so hidden anymore.

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THE DUCHESS: 30 Years in the Making

By: Karla Wobito



Through the doors of the Duchess of Markham lies a pub that is built on history.

This history is made up of the memories of families, friends, and loved ones who have either shared a laugh, enjoyed a meal, or split a pitcher at their favourite local pub.

Surrounded by friendly staff, a cozy atmosphere, and a rich history, it's no surprise that satisfied customers have been coming to the Duchess for 30 years. This 30 year lifetime is full of memorable occasions, great people and is, lucky for us, far from being over.

On Sunday, August 22, the Duchess of Markham celebrated its 30th anniversary with a live band, giveaways, a bbq buffet and of course, lots of beer. The pub was full of customers, new and old, who were more than happy to celebrate the milestone.

"We were lucky enough to be here for the 25th anniversary," said Paul Cicchini, owner of the Duchess since 2004. "Now it's the 30th and I'm sure it will be around for its 50th."

Cicchini showed no signs of hesitation when he and his former partner Jerry were first approached with the opportunity to take over the Duchess.



"When we had the chance to buy it in 2004, we jumped at it," said Cicchini. "I was ecstatic to buy the Duchess."

Over the last six years, Cicchini has poured his heart and soul into making the Duchess a pub for everyone to enjoy. Twenty-year-olds to 40-year-olds, families or friends, this pub has something to offer to everyone.

When sipping on a cold beer, sitting on the back cabana style patio of the Duchess, it's easy to forget that you're in the heart of

Markham, Ont. and not on vacation down South. Similarly, enjoying a pint while watching an English Premier League football game, one might have the nostalgic-like sense that they are spending the afternoon at a pub in Britain. Any way you look at it, the Duchess will take you away from the stresses of life and bring you to a place where you can unwind.

"It's a true British pub," explains Cicchini. "People who come from Britain walk in and say 'this is a pub.' It's not a plastic pub, it's a real pub."

The Duchess is indeed a real pub, dressed in all the classic pub attire. The pub has a total of three bars, one on the main floor with 24 taps, one upstairs with eight taps, and one on the patio with an impressive 12 taps. The Duchess carries several imports, including London Pride, Sam Adams and Kronenberg.



Throughout the pub there are TVs predominantly broadcasting English football games, among other sports, and several dart boards are available to those interested in challenging their friends.

The menu is stacked with the traditional British pub fare, but also has an Italian twist with several Italian sandwiches to choose from. Though the menu offers a tasty selection, the menu's crème de la crème and



most popular selection is their wings. The wings are served with a side of fries and a signature dill dipping sauce that will make any wing-fanatic beg for seconds.

Though there are lots of alluring attributes to the Duchess, the most admirable is the friendly and hands-on work ethic of the owner and staff.

"We answer emails, we look complaints straight in the face, and there are no problems

that we let go by the way-side," explained Cicchini. "We don't like customers being upset about something. We try to fix everything and we try to make sure that there aren't any problems to fix."

With exceptional service, the Duchess has not only survived as a pub for 30 years, but has thrived.

"It's been through quite a few generations of people," said Resh, who has been bartending at the



Duchess for 22 years. "We still have some people coming in who came in back in 1980, but now, we also have their grandchildren."

It's true that the Duchess has seen a lot of changes, but Cicchini has been reminded that keeping some of the 135-year-old building's history is important.

"Someone said to us, don't change it too much because you're going to take away some of the dirt that's holding it together."

Evidently, that dirt has held stronger than cement as the Duchess has become a household

name, known by many.

"Everybody somehow knows the Duchess," said Resh. "Everywhere I go I meet someone who's been here or who has at least heard of it."

Cicchini agrees that the Duchess is definitely a pub respected and loved by many and does not plan on leaving anytime soon.

"I'm very proud of being the owner," Cicchini asserted with a grin on his face. "They will have to take me kicking and screaming."

53 Main Street North, Markham
905 294 3181 • www.duchessonline.com



The Earl of Whitchurch

6204 Main Street, Stouffville, ON Phone: 905.642.3275 Web: www.theearlpub.ca



The Earl is one of those pubs that you wish you could find in every small Ontario town, it has great food, twenty draught taps, friendly staff and a great bunch of regulars. The interior is very English style with its red upholstery, traditional carpeting and dart board at the end of the bar ala Rovers Return*. The pub is very popular with many recreational groups such as baseball teams, hockey teams and even the local choir. Every night it seems there is a lively group seated in the dining area talking about their game or vocal aspirations while enjoying the pub's excellent wings.

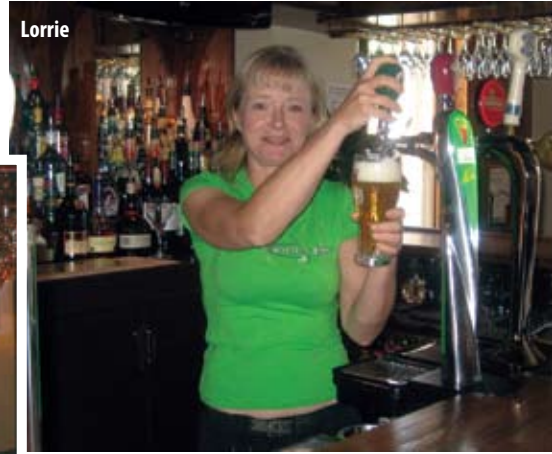


Enjoying a cool drink on the patio



Dawn and Stacey

A corner fireplace and low lighting add to the charm of the small dining area. The sit down bar has one large booth opposite and this area becomes very busy especially late afternoons when the regulars start to pour in. There are televisions all around the bar so one can catch all the games but unlike many sports bars these televisions are unobtrusive and blend in well with the traditional décor.



Lorrie



Owner Scott



Nice Scotland shirt Dave

Upstairs is a large room that can be booked for functions, here you will also find the weekly entertainment whether it is on a Saturday night or the busy Sunday afternoon jam session. This room also has a giant 106" pull down screen and is used for major sporting events such as the Super Bowl or hockey play offs. A large back patio has many mature trees offering plenty of shade, a wall mounted flat screen makes sure that you don't miss any of the action while enjoying the outdoors.



The Upstairs Room



Sally and Benny

The menu at the pub is large and varied and features many traditional favourites such as steak and Guinness pie, shepherd's pie, liver and onions and what many feel are the best fish and chips in town. Plenty on tap including Fuller's London Pride, Creemore and Strongbow cider. The Earl is situated right next to the GO train station making it a handy stop for the returning commuter.

A true local pub, well worth the visit.

*Rover's Return is the fictional pub in the British soap Coronation Street.



The Girls



**WANNA BOOST
YOUR BOTTOM LINE?
IT'S A NO-BRAINER.**

Trivia Questions:

- 1.** Which musician wrote his song, "I Won't Back Down", after his family home was burned to the ground by an arsonist?
- 2.** What word used in a radio distress signal is derived from the French for "help me"?
- 3.** Which beer brand's canine mascot, "Spuds Mackenzie", became a household name?
- 4.** Which future celebrity represented Scotland at the 1953 *Mr. Universe* competition?
- 5.** What type of animal is the animated 1970's TV crime-fighter, Hong Kong Phooey?
- 6.** What independent country is located on 63 islands off the southern tip of the Malay peninsula?

For quiz answers, visit www.PubStumpers.com

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THE SPOONS

Imperfekt & Real

By Tina Hardt
Photography by Roger Carlsen



Toronto, ON, Steamwhistle Brewery. 32 C. Feels Like 80. No wind. No clouds. I swear the CN tower, like the world's tallest free-standing candle, is beginning to curl towards the Roundhouse. No one else seems to care. Especially not the tourists. And why should they? There's

But that figures, because most of them were probably being smacked on the arse by an OB/GYN right about the time the band "sort of" split. There would be reunion tours and gigs in the nineties, but nothing compared to the sensation that the Spoons created in the early to mid eighties. In 1982, *Arias and Symphonies*, produced by Brit John Punter (of Roxy Music, and Nazareth fame), yielded three top-forty hits in Canada: "Nova Heart"; "Arias and Symphonies" and "Smiling in Winter". It was lauded as their breakthrough LP and it kicked down many doors.

Perhaps, the image that best evokes their chart-topping prime time is blousy Lord Byron whites, crimped, sprayed, and immaculately tortured salon hair, and an almost preternatural luminescence. Today, Horne is married to Producer Jeff Carter and a yummy mummy of two; and Deppe is still dreamy, every bit of the Teen Beat poster boy

cold beer inside. And a hot photo shoot on the back patio.

Photographer Roger Carlsen is lying on his back firing a salvo of crotch-cam shots. He is full of helpful suggestions: "Over here! That's it! Look at me! Yes! Look away! Yaa! That's hot..."

Sandy Horne (bass, vocals) and Gord Deppe (vocals, guitar) are, and always have been, the Spoons. They are pressed together and visibly giddy. By now, they just fall into that groove initially shared as high school honeys, then refined as business partners over the course of three decades and various incarnations of the band. There are no attitudes here. No egos. Just two down-to-earth Burlington-born musicians, who still seem to be pinching themselves saying: *wow, can you believe this sh...?*

"The icing on my face is beginning to melt," quips Horne, flicking long blonde hair behind her shoulder. She hand-fans her face then resumes posing, daring the camera to account for time past. It can't, really.

The Steamwhistle staff behind the sample bar is all young and hip, and excellent ambassadors of the zeitgeist. They acknowledge, albeit very politely, that they don't know the Spoons.

that captured a generation of hearts.

With the imminent release of their new CD entitled, *Imperfekt*, their goal is to erase everything they've learned over the last thirty years and head back to the beginning, to a time when they were "naïve."

"Those were the best years. The most creative years, and the most original years," says Deppe. "I'm not a keyboard player, but I wrote *Nova Heart* just like that - *duh duh duh* - because there's three stupid notes that a keyboard player would probably never want to play because they are so simple. And that's the philosophy behind *Imperfekt*."

"*Imperfekt*" (yes the "k" is an affectation, a tribute to Kraftwerk, an "Umlaut moment") is a smart, feel-good pop paean to the classic Spoon's sound, and it's already generating a lot of industry buzz, with a major label showing the kind of interest that could bring the Spoons full circle.

"The eighties are coming back," assures Deppe, "just look at Lady Gaga."

I know he's right, but that doesn't stop the shiver from slinking down my spine. At times, I still have Post Traumatic Eighties Disorder.

The flashbacks are full of frightening images: side pony tails; shoulder pads; acid wash jeans; sunglasses at night; rocker mullets; lurid blue and yellow eye shadow. And yet, it was a small price to pay for admission to one of the greatest musical decades. It began, calmly enough with a nap, the snoozy stylings of Air Supply, the Manhattans and Hall and Oats. The major record companies were playing safe, but still well aware that there was a storm brewing, and one that would send Christopher Cross "sailing" out of the charts. Bands like Talking Heads, Blondie, Eurythmics, Gary Numan, U2 and the Pretenders were among the first of the New Wave to break, then warn of the next surge, the Tsunami of synth-based sound that was heading straight for all of us, including two nerdy kids at band camp.

Sandy Horne and Gord Deppe met at Aldershot High School. He played sax. She played trumpet. On a trip to perform at another school, Horne sat in the front of the bus strumming Olivia Newton John on an acoustic guitar while Deppe was in the back hammering out Robert Fripp. Eventually the two guitars met. Deppe asked Horne to play the bottom low notes so he could play lead. After the tour, the drummer from Deppe's other band, *Impulse*, asked Horne if she wanted to play bass for them. Horne recalls, "I was 14, and I was like, I dunno, I have to ask my parents. And by the way, what's a bass?"

"We were a bunch of kids out of school looking pretty bad," laughs Deppe. "If you could see the original pictures, it was like man, we were so straight, which is part of our look in *Stick Figure Neighbourhood* (1972). But we had the two coolest hairdressers in Burlington. In fact, if anyone has our very first single, they're on the cover. Those two people were - not us, 'cuz they were way cooler than we were."

"They were our style council," adds Horne, "They took us under their wing and shaped us. Soon people were redesigning their hair to look like me. I'd see girls with my poodle cut everywhere."

This fan is a little curious. Might there be another secret to becoming a potentate of really rad hair? Deppe and Horne look at each other and grin before blurting out in unison: *Joico Ice Mist*.

"That stuff ruled!, laughs Deppe. "It was so strong that we had to buy a product to get it out – a de-icer, or something.

"And none of us smoked, so we were safe," adds Horne, who I still look up to as the undisputed Queen of the Crimping Iron.

Looking back at the many interviews that the Spoons did with City TV's New Music, Much-Music, Toronto Rocks and CFNY, not much has changed. There is a natural exuberance to the pair, a generosity of spirit and humour that has kept them balanced through the inevitable highs and lows of pop stardom. They seem to convey that they are in a really good place now, and can finally relax, look back and appreciate the orchestration of their career.

Deppe leans forward. His face brightens with an expression that heralds another of his wick-edly funny anecdotes, this one involving their first brush with fame (the Burlington Hairforce notwithstanding) which came at the hands of Daniel Lanois who engineered *Stick Figure Neighbourhood*.

"Daniel Lanois was young, but he was also a little cocky with us 'cuz he was an up and coming big producer working with U2 and Brian Eno, and we were just a bunch of kids coming into his studio. Well one day, Sandy's dad comes in, and he used to be the Manager of Robinson's Department Store in Burlington. Sandy's dad says, 'Hey, I know you,' to Danny. Well, Danny, before he had his studio in Hamilton had a little home studio in his garage on Hamilton Mountain, and he recorded and sang the Robinson's Department store jingle. It was like: (cheesy lounge singing) ...price and quality..." And that bought him right back down to earth. He was so nice to us after that."

The Spoons had no shortage of bookings in the early eighties, but one famous fan would turn fairy godmother. In 1982, while performing at the Police Picnic concert, Sting liked the Canadian band enough to inform his record label.

"Three guys from A&M records flew up from LA," recalls Horne, "and saw us at an all-night Dance Club called the Twilight Zone. The next day - waaaaay too early - they invited us for breakfast in their suite at the Four Seasons and said we're signing -"

Gord jumps in: " - it was *David Adderley*, the same guy who signed the Doors."

"So, now we're in New York opening for Culture Club. Every single night was an Andy Warhol party. Everyone wanted to meet Boy George. We'd just sit back and people watch saying, 'look, there's Mariel Hemingway. Wow, there's Rod Stewart. I wonder who's coming to-night? So, after one of our shows, there was an A&M rep who says there are a couple of guys

who want to come back stage and meet you. We were pulling off our guitars and using towels, and just doing what bands do and in walks Sting and Nile Rodgers."

Horne was twenty years old and had just been on her first tour bus. Still the chance to work with the legendary producer who had had just put Bowie on the charts with "Let's Dance", and who had an A-list resume that included Chic, Peter Gabriel, Duran Duran, Madonna, Michael Jackson, Depeche Mode (to name a very few), proved to be the beginning of the real learning curve. "Talkback", produced by Nile Rodgers, was released in 1983 and featured the wonderfully sentimental hit "Old Emotions". In 1984, the Spoons released a two-sided EP, "Tell No Lies"/"Romantic Traffic" and were now, undisputedly, big game.

Like most young bands, they rapidly learned that fame comes with compromise. Bands easily become pawns in the hands of the older and wiser industry who always know best. It was exactly this kind of thinking that led to a change in management. The Spoons were whisked away from Karl Finklestein, an honest, hard-working friend and manager they thought of as a "big brother" and signed to SRO, Ray Daniel.

He was the "big guy." He had Rush. The Spoons weren't necessarily Rush fans, but Daniel supposedly had klout. There would be tweaks here and there, nothing major, just a tiny little alteration, like say bye bye to the whole New Romantic thing and let's try something

a little heavier, rockier, er, more Rush-like. "Romantic Traffic" was considered, strange; it wasn't main stream enough, for their liking at least. And before they knew it, the Spoons stopped doing cool shows with bands like the Police and Talking Heads and were now booked for arena gigs on the same tour with Survivor. "Bridges Over Borders" the spawn of Anthem, didn't chart in the Canadian top 100; but, it did better in the US. They learned a few things during that time period. They learned that you had to be a different sized band when

you are on a bigger stage; they learned that they had to put a bigger image out there; they learned that these changes made them more popular in the US; but, most importantly, they learned they really wanted John Punter back. They called him. He accepted. The band flew to Wales and recorded "Vertigo Tango" in the picturesque Rockfield Studio in Wales, a project that both Deppe and Horne would fondly remember as the LP that "brought them back home."

Throughout their career, the Spoons would work with the best in the industry, but no one would probe the depth and honesty of Deppe's masterful songwriting like John Punter.

"We recorded in this studio with a castle, sheep and rolling hills," says Sandy. "I remember Waterline was the last song that John mixed. It was June and really warm and we had the studio doors wide open. We were sitting out on the patio in the sun with our sunglasses. Nobody was saying anything. We were just listening. It was the end of everything and we were leaving the next day."

I figure this might be a good time to ask Gord what, out of his prodigious catalogue of material, was his favorite love song. He bristles, and hems and haws. There may even be

some eye rolling (I have to check the tapes.) "They're all love songs, he mumbles "hidden in something else. Our songs", he continues, "are all about suburbia and driving your car, and abstract things. We really tried to avoid writing the obvious love song. But Romantic Traffic (1984) was definitely about the time that we were splitting up – and a lot came out in that song."

"We had just come back from New York and it just happened when we did the video," adds Horne. "The band was getting so big that it didn't matter where we went, it was always Sandy and Gord from the Spoons. We didn't even know what 'us' was anymore. But we both knew that the band was so much fun and stronger than our personal (lives) so we said, let's just keep the band going."

Imperfekt, the first release of original material since Vertigo Tango, is being produced by Carter, Deppe and Horne, and with artistic control in their own capable hands, they couldn't be more excited.

"It's just Sandy and I, and I think," says Deppe almost thinking out loud, "that it sounds more like the Spoons than it has in years."





Paul Ste Marie

NOTICE TO ALL PUB OWNERS: The Wino's are here !!

The world is vast when it comes to wine selection, and the task of finding a good wine for a great value that suits everyone's palate can be a daunting task. However, with all the wines out there comes a wealth of resources and education on these wines to make your shopping easier than ever before.

From experience it is through the educating of one self about the wine you are drinking that makes the experience that much better, and in doing so you get a better understanding of the nose (smell) or bouquet of the wine and its characteristics. This is where the new world of wine drinking has evolved and split into the history of pubs today.

To look at a pub as a one dimensional being would be like looking at a family of 7 people and calling them all identical. Pub owners and managers have gone to many lengths to differentiate their establishment from those down the road with signage, themes, speciality food and events. So why not wine?

Wine has its place in all pubs, both small and large indoor or on the patio, sports targeted or lounge atmosphere. People are the reason for this need, a need that is seeing increases in sales and diversity of crowds at the pubs. The simple answer is, cater to them, welcome this new age of drinkers who come for a beer and finish with a glass of wine, or look for a bottle of wine found at the LCBO that does not go by the name of "house wine". Now don't get me wrong, house wines certainly have their place in any establishment as a well priced generic wine that can be enjoyed by anyone at any time in the day or evening. But, the demand from these "wine drinking pub go'ers" is not so easily please by a single white and red wine. Wine today has taken on a personality as people are informed and educated on the world of wine.

The world today is forever getting smaller as we can now walk over to the LCBO and find a fantastic selection of wine from around the world. These days the hot wines are from Argentina, and Chile as well as New Zealand and Australia. These new hot spots on the map have provided new wines with exciting new world appeal and bouquets that are attractive in look, taste and price!



Take Chile for example; situated between the Andes mountain range to the east and the Pacific Ocean to the west, it truly is the perfect region for producing wine. Comparable to that of California and France in climate, this country is now the fifth largest exporter of wines in the world, and the ninth largest producer.

One of the great wineries found at all LCBO's is Errazuriz (E-raz-ur-iz). As one of the first growers ever in Chile, this is a premium wine with a taste for value. Whether it is their Max Reserva series or their Estate series Errazuriz has proven to have a wine for everybody. They produce a merlot, cabernet sauvignon, carmenere and shiraz as the reds and on the white side their chardonnay or sauvignon blanc wines are both 89 and 91 point wines respectively. Errazuriz is a Premium brand whose portfolio covers the spectrum of grape varietals customers are looking for all at a great value.

But lets say you are a Pub that has not quite built up a large and consistent crowd of wino's, and you cringe at the idea of opening a bottle of wine knowing that half of it will likely go bad (corked). Look no further than Australia's own Billyrock Station! The first can of wine (250ml) that serves as the perfect single serving at incredible value and 89 points for its Shiraz by Wine Spectator. These red bull sized cans are convenient, recyclable, affordable and found at your local LCBO. Say goodbye to corked wine and hello to the evolution of wine in the Pub as wino's have the choice of two of the hottest varietals from Billyrock with a shiraz and a pinot grigio!

So whether you are the Pub owner or Pub go'er, have no fear, the world of wine is now at your finger tips and is easier than ever to learn, taste and enjoy wherever your favourite spot is.



DR. DILLANE'S PUB & PATIO

226 Main Street, Schomberg, ON
Phone: 905.939.7151
Web: www.drdillanespub.ca

Schomberg lies on the west side of Highway 27 just south of Highway 9. It's a small town with a beautiful old Main Street with interesting little shops and restaurants. Sitting above most of them on a small hill is the one and only Dr. Dillane's Pub and Patio. If you like English gardens, babbling brooks and a gnarly old tree in the middle of your patio then this pub is for you. The patio is a wonderful place to sit in summer as you are surrounded by nature at its finest and what better to enjoy than to sit back and relax with a cold beer.

The patio has its own cabana style bar so one may never even have to enter the little bar which would be a pity as the pub itself is full of character. The first thing one notices when you enter the bar is that the floor slopes to the left, a couple of inches from wall to wall, again this adds to the charm that is Dr. Dillane's. The small bar faces you and here you will find the town regulars chatting about their day, many work locally but the trend seems to be many new people from the neighbouring larger towns are moving in having discovered Schomberg and its country charm not to mention the quaint pub that has now become their local. The bar at one point was licensed for 15 people and at that time was the smallest bar in Ontario, since then a few more rooms have been taken over and the pub can now cater to many more patrons.

A good mixture of beers on tap including locally brewed award winning King pilsner, Lakes of Muskoka and Steam Whistle.

The menu features many selections with house favourites being the burgers and wings. The wings come in over twenty different flavours including the extremely hot 'Reaper' which is made with the bar's own home made hot sauce. The 'Schomberger' is the most popular burger and is topped with Swiss cheese, cheddar cheese, Canadian back bacon, fried mushrooms and crisp frizzled onions. Plenty of daily specials and the portions are very generous.

A back room has a pool table and another room called the Sports Room has a futbol game and an arcade video game along with two large tv screens. The pub has entertainment periodically and hosts a sold out anniversary party every year in August.

Last August saw the pub celebrate 16 years in business and as more and more people discover this charming old pub there will be many more years to come.



Landlord Shawn and Christina



Patio Bliss



The Cabana Bar and entrance



The Little Pub



Roger Mittag, the Professor of Beer

PRUD'HOMME BEER CERTIFICATION™

Socrates is quoted as having said, "The more you learn, the less you know." I believe this applies to many things in life including beer. In essence, the deeper we explore the world of beer, the more we come to the realization that we really didn't know it all that well.

During a presentation to the Liquor Control Board of Ontario, one of my guests shared the results of a recent in-store survey. It turns out that wine consumers, while believing they had good knowledge of wines, admitted they had much to learn. Beer consumers, on the other hand, also believed they had a relatively good understanding of beer but in contrast, felt they had as much knowledge as they needed. With all due respect, I would seriously challenge this belief. Maybe it's because we spent generations homogenizing beer or maybe we just haven't spent enough time and energy on the education side of the business.

Seems like such a long time ago, that I started on my current journey of beer education. In 1997, I found myself in the lucky position to be one of the select few people chosen to create a new ideal in beer selling. The Oland Specialty Beer Company (God rest its soul) was founded on the belief that history, culture, tasting, food pairing and overall category knowledge was paramount to enhancing the image of beer in the eyes and throat of our consumers. It was a passionate group and we were coddled and treated like no other sale person.

As time passes, all things change. Some for the better and some for the worse. In 2001, I found myself in a new position, this one with Labatt/Interbrew as the National Sales Training Manager. My first and most lasting project was to create a Beer School for all sales personnel at Labatt. I took my foundations from OSBC and furthered it with research and that unfettered passion that had been unbridled. I was dubbed the 'Professor of Beer' by a reporter from the Globe and Mail and decided to keep the interesting title. By 2004, I had a sinking feeling that my world was about to change. Never preferring to have my destiny held in someone else's hands, I decided to venture out on my own – creating Thirst For Knowledge Inc. in 2005.

One of my goals was to bring my love of beer to the general public. But how? Initially, through a series of corporate events and tastings, I got the taste and desire for greater things. Then The Beer School™ was born and we started offering small classes in members of the Ontario Craft Brewers locations. All the while, I kept thinking about a larger offering. Well, in 2008, the light started to shine! Several of my colleagues and advisors started whispering about a beer certification program. Originally I poo-pooed the idea – thinking it was far too costly for most consumers.

I checked out the Cicerone program in the United States and was duly impressed with the curriculum and end goals. Then, late last year, I trav-

elled to Germany to visit with the Doemen's Akademie to investigate their Biersommelier program. Both of these programs are excellent but Doemen's was just too expensive and too intense a time frame. Cicerone was excellent but I wasn't sure of the relevance in the Canadian market. Also, Cicerone is totally on-line learning with an in person exam at the end. My personal belief is that beer education is best delivered in person so that you gain the benefit of interacting with others. The other conclusion which all but deterred me was that I didn't think that people would see a monetary benefit of being a Biersommelier.

Then it hit me – create a beer certification program that is relevant in Canada and is of good value. So, I give to you – **Prud'homme Beer Certification™**.



Why Prud'homme? That one's easy – Louis Prud'homme has been recognized as Canada's first licensed brewer in 1650. Then, I researched the definition of the name and found that a Prud'homme is a skilled workman or a trustworthy citizen. Nice – it's great to be able to get knowledge about beer from someone we trust, isn't it.

My next hurdle was to define the participants. It occurred to me that this program needs three distinct levels of certification, similar to a sommelier. It also needed to be inclusive and not exclusive. By that, I wanted to create an introductory level for people who a) just wanted more information and interest in beer and b) wanted to use this as a stepping stone to greater things in the delivery of beer knowledge. Thus, the first level, The '**Beer Enthusiast**' was developed. Next,

I believed that expertise would be developed by those folks who could best use the certification and information to inspire others to appreciate beer – this level is focused on people in the hospitality industry (servers, bartenders, owners and managers) and also folks in the brewing side of the business. Enter.. '**The Beer Specialist**'. The final level is truly designed to create a group of people whose sole focus will be on education – '**The Beer Expert**'.

I am proud to be able to bring **Prud'homme™ Beer Certification** to you. We've been able to take approximately 60 people through level 1 (Beer Enthusiast) in 2010 and I've been encouraged and pleasantly surprised at the positive response I've received to date and am truly excited about the future of beer in Canada. We are currently fielding calls from interested parties from as far away as Calgary.

In 2011, there are currently 4 Level sessions, 2 Beer Specialist sessions and one Beer Expert course.

Come join me in my quest for knowledge. For more information on the courses and to sign up, check out www.thirstforknowledge.ca
Roger Mittag, the Professor of Beer



LION'S HEAD INN & RESTAURANT

The 45th parallel is an imaginary line that circles the globe halfway between the Equator and the North Pole, in the Bruce Peninsular this line runs through the small village of Lion's Head and here you will find the quaint and historical Lion's Head Inn. Built around 1879 it is a true heritage building standing a stone's throw away from the quaint harbour.

As you enter from the front you go through the large sunroom, a wonderful place to sit especially in summer when the screens are removed and a nice cooling lake breeze enters. From here into the Inn you will find the small bar area to your right, regulars and visitors alike mingle around the sit down bar sharing stories of the day. The table tops are covered in old labels depicting wine and spirits throughout the years. To the side of the bar is a large patio.

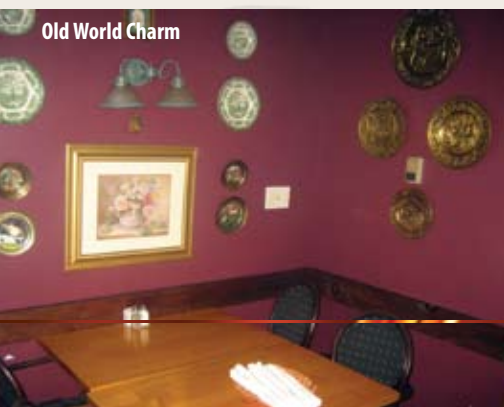
The rest of the Inn on the main level is made up of two dining rooms both with old world charm, these rooms take you back to Victorian times and are full of character which adds to your beer and dinner.

The menu is extensive with plenty of great choices including local Georgian Bay fish dishes. The English style fish and chips at the Inn are probably the best in the Bruce but you best be hungry as the portions are large and can easily be shared. The wings are also an in house favourite and Saturday night sees a popular prime rib dinner special. One can stay at the Lion's Head as there are four cozy rooms upstairs, what better way to finish off a day visiting the area than to have dinner and a few pints then off to bed.



The bar offers Nuestadt brewery products on tap such as their award winning Scotch Ale and their Bruce County lager. The Inn is open all year and is the perfect spot to enjoy while visiting the Bruce Peninsular where you can always say you had a pint on the 45th parallel.

Lion's Head Inn & Restaurant
 8 Helen Street, Lion's Head, ON
 Tel: 519 793 4601



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The Large Sun Room



Ken Jorgenson

SPORTS

with Jorgy

WAYNE COWLEY AND THE BOTTOM LINE

When considering the many possibilities for a sports related topic for this issue of the Pub Magazine, I settled on an idea that included all of the following:

- 1) A former professional athlete
- 2) A "hands-on" sports bar owner
- 3) An interesting back story
- 4) An opportunity for a free lunch

What (and who) I found was Wayne Cowley; Owner and Manager of The Bottom Line, an upscale sports bar and restaurant located at 22 Front Street, Toronto, right next to the Hockey Hall of Fame. The interesting parts of the story are that Wayne Cowley spent 11 years as a professional hockey goaltender, almost always the most interesting and eccentric member of a team, and that he managed to play in exactly one NHL game.

For many Canadian kids growing up obsessed with hockey, to actually play in an NHL game is the ultimate achievement. Wayne Cowley somehow managed to turn this dream into reality and joined a very prestigious club along the way – that of the ex NHLer. There may be another sports bar a few blocks away owned by another more famous "Wayne", but The Bottom Line was where I was determined to go to uncover an interesting story.

The bar was packed with patrons when I arrived for the interview, so I decided to go next door to the Hockey Hall of Fame for a quick visit until the lunch crowd thinned out, musing that the only way Cowley would get into the Hall of Fame was the same way I did – by paying the admission charge. His career reads like that of a career minor leaguer and restless traveler; with stints in the NCAA; Colgate University studying geology (or as Wayne puts it, "rocks for jocks"), the International Hockey League (Salt Lake City and Milwaukee), the East Coast Hockey League (Cincinnati, Raleigh and Wheeling), the American Hockey League (Cape Breton and Worcester) and the United Hockey League (Flint, Michigan). Throw in several seasons in England and Germany, and his brief flirtation with the NHL, and you are left with a dedicated athlete rich in the experiences that make team sports worth playing. I really wanted to find out about his one NHL game and ultimately, what brought him to the bar business in Toronto.

Wayne's greeting immediately put me at ease, I can tell why he is successful in the hospitality industry, and we sat at the end of the long bar looking out onto a bustling Front St. The Bottom Line is an interesting mix of upscale sports bar and restaurant, uncluttered with many tvs and subtle sports memorabilia at the bar and on the walls. After our brief introduction I began peppering Wayne with questions about what he found to be most interesting about his hockey career.

"I was undrafted coming out of university and eventually signed as a free agent with the Salt Lake Golden Eagles of the IHL in 1988. At the time this was more than just a development league, it was probably the second best hockey league in the World."

In fact, it was a foolish decision by the IHL to try and compete directly with the NHL by placing franchises in NHL cities that eventually led to its fall from grace as the top minor league sites for NHL teams.



"We kind of had an additional home town advantage by being in Salt Lake City, as visiting teams would tend to go to nearby Las Vegas before playing us with less than their best effort." Wayne fondly remembers his time in the IHL as being part of an amazing league, but his goal was always to make it to the NHL. After several years in the IHL and the ECHL, Cowley's dream took a backwards step with a brief stint in the British Hockey League with the Blackburn Blackhawks, but his big break came when his NHL rights were traded from the Calgary Flames to the Edmonton Oilers, who dispatched him to their AHL franchise in Cape Breton, Nova Scotia, just one step away from fulfilling his dream.

His time spent with the Cape Breton Oilers was the highlight of his career. "It was an amazing time and we had incredible fans as we were basically the only show in town!"



It was also the opportunity Wayne had been looking for as his two years in Cape Breton brought him both an AHL All Star appearance and the Calder Cup Championship during the '92-'93 season.

"That was the tightest team I ever played for" Crowley explained of their success. With just a couple of games left in the season, and still fighting for a playoff spot, Wayne was informed by coach George Burnett that he was being replaced as the starting goaltender (probably under orders from the "big club"). At the end of a two year contract, Cowley was having none of that and voiced his opinion and displeasure, "This was MY team!" The result of this insubordination was a challenge put to Cowley; if they didn't manage to win every one of their remaining games, his position with the club (and probably his career) was finished. "I put myself on the line and luckily it worked out."

That was a great understatement, as not only did the Oilers manage to close out the season with three straight victories, making the playoffs in the process, but Cowley led the team to a 14-2 playoff run and Calder Cup Championship.

"We squeaked into the playoffs and then proceeded to knock out the two favourites, Springfield and Rochester, along the way. That championship was the highlight of my career, what a great bunch of guys we had, everyone working together! The victory parade back in Cape Breton was awesome, except for when a kid was run over (but not seriously hurt) by one of the cars." Such are the joys of minor league hockey.

After debating a move to the Ottawa Senators, Cowley re-signed with the Edmonton Oilers who indicated that a position as their NHL backup was in the cards, but unfortunately began the '93-'94 season back in the minors. However, after Edmonton goaltender Freddy Braithwaite went on an 0-13 run, Cowley was finally called up to the NHL around Christmas time. "I can't count how many times I was told that I wasn't going to make it", he says. "At every step along the way it was a challenge, but I persevered".



After a couple of games on the bench, Cowley finally made his NHL debut in New Jersey, and acquitted himself well, making 32 saves in a 3-2 loss to the Devils. I asked him about this experience and what the biggest difference was in the NHL compared to the minors.

"It's actually easier in a way to play at the NHL level because everyone is so skilled and knows what their role on the ice is and does their job well. In the minors players are trying to make a name for themselves and to get noticed so there is less cohesion. Playing in the NHL was absolutely unbelievable."

Unfortunately, that one game was all the NHL action that Cowley would see as he spent the following season with the Milwaukee Admirals of the IHL. Next came a return to England with the Sheffield Steelers of the BHL, "Amazing social life and home games with 8,000 screaming fans" and a stint in the German league with the Wedemark Scorpions, "Absolutely the loudest and rowdiest fans I ever played in front of, some of our games were even played in outdoor arenas!" A return to England for another couple of seasons, followed by one final year in the US with the Flint Generals of the UHL brought an end to Wayne's professional hockey career.

"When I retired, I worked for several years in the airline industry, based in the US and which involved lots of travel. But something was pulling me back home to Toronto." Cowley missed the camaraderie and excitement of pro hockey but because he had developed "a bit of a reputation", a post playing career in hockey was unlikely to happen. "I felt like I wanted somehow to be a part of it again", so he opened up The Bottom Line and re-established his bond with the hockey community. "It's in a great location, just steps from the Hall of Fame and the Air Canada Centre." Players, scouts and management are regular visitors to the bar, which is packed to the rafters with fans on game nights. "The bar/restaurant gives me that link to hockey that was missing for awhile."

Hockey skills may not naturally translate into business skills, but Wayne disagrees. "Hockey taught me how to deal with different people and different situations. Our staff is like a team; we each bring something different to the place and we work together to make The Bottom Line a great destination for sports fans."

It's not an easy business to be in, but Cowley has heard the "you'll never make it" whispers before and made it to the top. Judging by the number of regulars in the place, and the success he's had so far, I'd say he's a natural at the business. I know he and his staff made me feel welcome as I spent a wonderful afternoon at The Bottom Line. I also know I'll be back.

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The Cottage Lounge



The Large Horseshoe Bar



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From the outside The Ridge looks like a small strip mall unit and it is quite startling to open the door and enter what is a very large bar with two very distinct areas.

There is the dining area straight ahead with dark wood booths and subtle lighting making it a warm inviting place for dinner, then there is the large horseshoe shaped bar that separates this area from the sunken cottage part of the pub, here you will find a very casual lounge with split pine walls, a cozy fireplace and a large screen tv. Out the back leads to the Caesar Shack patio with large mature trees for shade and the unique 'Holey Board' game.

The bar manager Shawna is also the events co-ordinator and throughout the year she is busy putting on different themes for the regulars such as an 'Ugly sweater party' a 'Tight and Bright night' and even a 'No Pants' get together. The popular golf tournament is also a different dress up theme annually .

Shawna says The Ridge is very customer orientated so they like to make sure that there is something for the patrons to look forward to throughout the year. The food at The Ridge is excellent, mainly due to the fact that owners Bill and Dan own the Pineridge Barbecue Co. a catering company that has been a local favourite for over twenty five years. So nothing but the best when it comes to chicken, ribs or beef. Fish is also very popular at the pub especially Fish Friday's when it is all you can eat for only ten dollars.

The bar is celebrating its 10th anniversary this year and you can bet that Shawna will have something very special planned. So whether it's for a nice intimate meal or a football game in the Cottage you will have a grand old time at The Ridge.

The Ridge Pub
Main and Wellington Street,
Exeter, ON, Phone: 519.235.3333



Danny Scott

forty something

INTERVIEW - with Danny Scott



As a forty-something year old lifetime entertainer and commercial recording studio owner for the past 8 years, I've had the pleasure of observing and participating in many interesting trends in the Southern Ontario pub entertainment scene. But I have to say, one of the most recent and inspirational to me is the steady emergence of artists and bands made up of 40, 50 and 60+ year old musicians who are making first time, committed runs at finding a place on the Southern Ontario pub & club circuit.

In this edition of The Pub Magazine's entertainment column, I'll talk to a forty-something year old duo who have forged a path into a world they felt had probably passed them by forever in their younger years. In finally pursuing a long peccolating passion for music performance, they've managed to revitalize their latent musical skills and create opportunities for themselves that could only be dreamed about by most teenagers. Opportunities that include performing to a sold out Roy Thomson Hall crowd and headlining a key venue at the 2010 Canadian National Exhibition in Toronto. Let's see what fueled this drive towards unfinished dreams for these Fortysomethings who are now making big inroads on the Southern Ontario pub and club circuit as we speak...

• How long have Fortysomething been together?

Dating back to our early teen years, we occasionally played together as a duo at house party's, charitable events, and the odd small club date here and there. However, it wasn't until 5 years ago that we decided to focus real energy on creating a CD and tightening up a live show. We consider that the beginning of Fortysomething.

*What kind of cover material does Fortysomething perform?

We draw our setlist from the songs of the many artists we've loved over the years such as: The Beatles, Simon & Garfunkel, CSN&Y, Garth Brooks, The Everly Brothers & America. Fortunately for us, these artists have weathered well throughout the years and are constantly amongst the most requested from audiences of all ages.

• Are you friends outside of your performing career or is your relationship strictly based on Fortysomething?

Ourselves and our family's have been close friends for many years. We've celebrated birthdays, anniversaries and been on family vacations together. It's one thing to have an opportunity to be in a band making music you love to play, it's an even greater gift to play along side people whose company you enjoy. It impacts on the performances as well...when entertainers are genuinely enjoying the moment, it's contagious.



• What motivated your decision to perform publicly?

In spite of our initial teenage musical aspirations, the decision to build business careers and have family's naturally relegated music to "occasional hobby" status. However, the desire to make music not only stayed with us, but grew stronger over the years. It just eventually became very clear that we had to pursue this intense passion and that this was the right time to do it. So we went to work on figuring out where to start and how to go about it all.

• What do you believe sets Fortysomething apart from other performers working the club circuit?

We don't really compare ourselves to other performers. It's just a case of creating a feel good atmosphere with our song choices, performances and general communication with the audience. Creating a connection is what performers aspire to and we're always looking for ways to do that.

• Given your daytime professions in the business world... have you ever encountered a shocked and surprised audience member who had no idea of your moonlighting career as rock n' rollers?

Not really...but then again we haven't exactly been shy about letting people know what we've been up to musically! Our friends and colleagues have given us the kind of support that allows us to fill many of the venues we play. In return, we work hard every show to reward both the audience for joining us and the venue for having us.

• If you overheard a post show conversation about a Fortysomething performance, how would you hope to have the night described?

I think most performers really want to deliver something special to the audience and have them thoroughly enjoy it... we certainly aren't an exception. "Those guys were great" or "that was a blast" would be great to hear. "I'm never coming back to this dump" would cause us both to enroll in therapy!

• What are some highlights of your performance career?

Opening for Brian Roman in front of 2500 people at Roy Thomson Hall is certainly at the top and performing at our intimate cd release party

was also a pretty special night. But I think the real highlight is having the song we wrote when we were 15 years old produced and recorded on a CD. When we were 15 that song was written with tears and laughs through some tough teenage times. I can still remember sitting at my parents writing that song.

• What's the ultimate direction for your band? Are you seeking fame and fortune or is it about enjoying yourself playing music?

What we're doing is centered around the pure joy of performing the music we love for people who might enjoy it. That basic motivation pretty much drives the agenda...but out of that, other dimensions emerge, like writing and recording original music, as we did with a couple of songs on our "Escape The Rat Race" debut CD. We hadn't anticipated that a piece of music with special meaning to us might resonate so deeply with others. It's a very rewarding experience that we hadn't planned or considered. We didn't and still don't have a master plan other than to do the best work we can and enjoy the connection should it find an audience.

• Any particular shows coming up this year that are important or have you excited?

Having just completed a successful run of shows at the Canadian National Exhibition for the second straight year, we're very excited about our chances of being invited back again for a third year in 2011. We're also performing at a very exclusive private party in Unionville this month and weather permitting, will perform outside, we always enjoy that.

• What advice do you have for people who want to form their own bands and join the circuit?

Do it...get started as soon as you can. We're strong believers in the importance of following passions in life. Look around for other like minded people in your group of friends and acquaintances. Put an add on the Internet and local classifieds for musicians outlining where you're coming from and what you would like to do. Whether it be music, writing, painting or business...if it's a deep seated passion, you owe it to yourself to explore ways to involve it in your life.

• How can fans-to-be gain access to Fortysomething for bookings and general info? Do you have a website with sample songs or a demo CD?

Everything you need related to Fortysomething can be found at www.fortysomethingsite.com





Peter Bombaci

THE PUB

FUNDAMENTALS

I believe that for every Pub experience there are some “fundamentals” that need to be delivered as part of the experience. Actually, I think that this is similar for many products and services. You know, the basic customer needs that should be fulfilled so that the customer can walk away feeling as though they had a great experience which equated good value for their money. Recently, after a round of beers and a baseball game with my buddies, here are some of the key elements which we decided were the fundamentals that we needed for our next Pub visit. See how they stack up to your needs.

Right off the top there is people. People are the most fundamental aspect of any business unless you have a product that no one else can provide (and very few Pubs can survive because of product alone). It is your staff that pulls all your pieces together and presents them to us. You know what we mean, the food, the beer, the environment, the music, the lighting and so on... without a great person to pull all this together with a touch of class, personality, style and some great looks, you are dead...or will be.



argue about quality suggesting that there are bars and Pubs out there that have been getting away with less than the greatest quality, but let's consider the future. A future where every consumer has the opportunity to research, connect and review what they and others think. Without the delivery of a quality experience the word will spread and business will suffer.

Up next we would group a few items together under the term “environment”. The environment is created with the decor, signage and televisions, cleanliness, lighting, music, etc. and it starts from the parking lot and works its way through to the bathrooms and includes all places in between. Each of these items needs to be done in a relevant “Pub way” so that people are not surprised when they walk in and see that your Pub is decorated with



Next we would suggest that quality is an essential aspect of the business. The quality we are speaking of is both the products and the service of those products. From food of good quality and ensuring that its delivery on the plate looks great, to quality beverages (alcoholic and non-alcoholic) and their delivery in clean, branded glassware so you feel like someone cares. It extends to deserts and to small things like condiments, dressings and other, but each one of these needs to be cared for because as a consumer we want to know that we are getting the best for our dollars. Now there may be some people who would

white walls and bright chairs year round, lit up like a Christmas tree at lunch time, your TV's are tuned into Barney re-runs or that you are playing AC/DC during Sunday brunch...as a few examples. On the cleanliness front specifically, make it happen. We do not want to walk through water leaks in the bathroom, piles of cigarette butts outside the front door or in the parking lot and certainly not dirty plates left around the bar or tables because no one had the time or interest in picking them up. We have this at home and could just stay there if we really wanted to be surrounded by the

mess of the day! It's all part of the experience that we left our house to pay for.

Over and above the “fundamentals” listed above there are certainly other elements of a great Pub experience that would be great to have, but only if the above are delivered. You could do food and beer features, promotional nights, events, get involved in the community that we belong to or even host your occasional regular's party to thank those people who are truly your bread and butter. Thank them for making the effort to come in and enjoy your experience each and every time.

Trust us when we say that all of the above elements are important. Research has suggested that only 10% of your customers will complain and only 1 of those 10 will come back anyway. That means that 99 out of 100 people will not come back if they have had a bad experience. What would your business look like if 99 out of every 100 people coming in the door never came back? In the past some businesses could use media to drive awareness and trial, but unless you are new and people are willing to give you a try, most businesses can not afford to own the airwaves to drive traffic any more. That makes getting it right the first time more important than ever before.

It is obvious that running a bar or Pub is not an easy job, but if you are going to do it, do it right. Focus your efforts on the things that matter. Building a communication plan is important to drive traffic into your business only when you take care of us when we get there! To force more people through the front door before you have perfected your in bar experience means you are driving more people in to have a bad experience... not a good business plan!

We love Pubs and love spending time in them. Hopefully our outline of some of the key elements above was helpful. We promise to continue to visit your Pub and spend our money freely as long as you promise to deliver a Great Customer Experience.

Let me know about your great Pub Experiences for future discussions about the “fundamentals”!

*Cheers,
Pete*

The Crown and Firkin
 104 Colborne Street East, Whitby, ON
 Phone: 905.666.9916



The Crown and Firkin sits on the corner of Colborne and Green Street in downtown Whitby, the building is a charming century home with plenty of character. The sit down bar is a little to the left when you enter and here you will find it buzzing with the many regulars chatting about their day and their love of the beautiful game as this Firkin is the local soccer headquarters, catering to the many ex pats who live in the area.

The bar area lounge has a large screen for the games along with comfortable bench seating. This area leads out to the large patio, which embraces the side and the back of the pub, the back patio area is heated for prolonged outdoor enjoyment. To the right of the bar area are several high top tables and a Golden Tee machine, this area opens up to a large dining room. To the left of the dining area is a large sun room overlooking the back patio, the windows open up in this room allowing for a nice summer breeze. There are over sixteen beers on tap including Butler's Pale Ale which is made exclusively for the Firkin group.

The menu is large and varied with many excellent choices such as the fish and chips and bangers and beans. The popular wings are on spe-



cial Mondays and Thursdays along with lunch and daily dinner specials. Firkins are known for the quality of their food and the Crown is no different.

Owner Gavin Saperson is a hands on owner and also a member of the local downtown business committee whose main goal is to attract more people to the downtown core. One of his events is an annual human futbol contest in a local car park, this event attracts many teams and spectators and proceeds go to local charities. The Crown also boasts the best darts team in Whitby and they have the trophies to prove it.

If darts is not your thing then pop by on a Sunday evening where you will find many of the regulars engaged in the weekly Pub Stumpers trivia league hosted by the lovely Erin who has bartended at the pub for over seven years now.

The Crown And Firkin is a haven for those who like a more traditional pub atmosphere where the art of conversation is preferred over loud music, the staff are friendly and you can always say hi to the owner.



The Girls



The Sun Room



Owner Gavin


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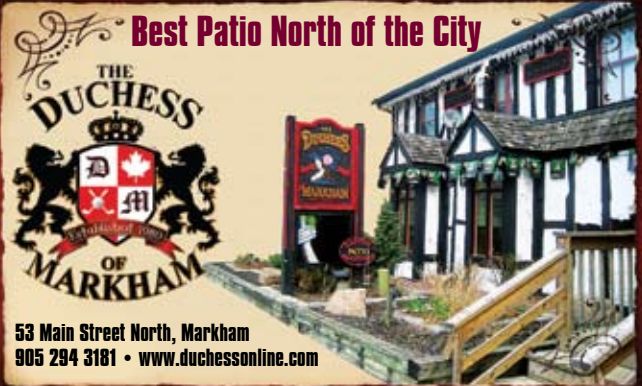
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Rossy Earle

Love at First Bite Burgers



Sometimes I get lucky enough to have gorgeous sunny weather on my day off. It was the perfect time for eating outdoors so I picked up fresh buns from a local bakery to go with beautiful heirloom tomatoes, red onions & lettuce that I had purchased from the Farmer's Market. My son had friends over, so what better time & tasters than hungry youngsters on a sunny day?

Ingredients

- 1 Lb ground beef, preferably chuck
- Salt & Pepper to taste
- 1 Cup Ketchup
- 5 Cup Cider Vinegar
- 1 Cup Brown Sugar
- 1 Cup Brown Sugar
- 1 Tsp Mustard
- 2 Onions thinly sliced
- 1 Can / Bottle Rickard's Red, room temperature
- 2 Tbsp Olive oil

The Sauce

Heat up oil in a heavy-bottomed sauté pan on medium heat & add onions, salt & pepper to taste. Stirring occasionally, sauté onions until soft & translucent. Reduce heat & cook until golden brown in colour, then add the Rickard's Red & cider vinegar & continue cooking until completely caramelized. Add ketchup, brown sugar & mustard. Mix well & cook an additional 5 minutes. Remove from heat.

The Burgers

Preheat barbecue on HIGH, and oil the grids generously to avoid sticking. Season the beef with salt and pepper and divide into four equal portions. Gently shape into patties similar in shape and size to the buns you will be serving, using your thumb to create an indent in the centre of one side. Place the patties on the grill, and reduce heat to medium. Grill approximately six minutes per side, taking care not to press down on the meat (unless you have a thing against juicy burgers). Serve with your Rickard's Red BBQ sauce.

Rickard's Red is a rich dark ale with sweet caramel undertones & no strong aftertaste so there was none of that bitterness sometimes found when cooking with some beers. After caramelizing the onions & deglazing the pan with Rickard's Red, the sauce turned a gorgeous bright coppery red with a nice gloss.

It was the perfect choice for the BBQ sauce!



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