

Note Taking Activity

Designer Beer

Directions: Using the notes you have taken, answer the following questions.

1. How many gallons (4.4 litres/gallon) of beer did Canadians drink the year before this report was made?
2. What is “designer beer”?
3. What makes the Troller Pub in Horseshoe Bay unique?
4. What is the objective of the lobby group – The Campaign for Real Ale?
5. Why does Don Wilson, co-owner of the Troller Pub, think people are tired of the big beer companies?
6. How long has Molson’s Brewery been in business?
7. What is a criticism that Nick Walla, the president of the Campaign for Real Beer, has about Canadian beer?
8. What is the reported sales revenue per year of all Canadian beer manufacturers?
9. What is the Bavarian Purity Law?
10. How many varieties of beer are available at Foggs ‘n Suds?
11. At the time of this report, how many micro-breweries existed in Canada?