

A PRINT AND ONLINE ADVERTISING FEATURE IN CANADA'S #1 NATIONAL NEWSPAPER AND #1 NEWS WEBSITE



A PRINT + DIGITAL FEATURE

Judging by the volume of consumption and dollar value of sales, beer is the most popular alcoholic beverage in Canada. In 2014, Canadians enjoyed over 22 million hectolitres of beer. The most popular beers are macro pale lagers and lager-like ales. Fuelled by consumer demand, the industry is growing at a rapid pace. The 520 licensed breweries operating in 2014 represent an increase of 70 per cent over the last five years.



GOING LIVE IN PRINT AND ONLINE:
MAY 19, 2017

GET INVOLVED BY:
APRIL 7, 2017

MATERIALS DUE:
MAY 12, 2017

Produced in co-operation with leading experts and brewmasters and published just before the Victoria Day long weekend, this feature will include the following editorial highlights:

CRAFT BEER. The number of microbreweries and brewpubs across the country is growing steadily as Canadians increasingly opt for craft beers.

FOOD AND BEER PAIRINGS. Find out what goes down well with heavy stouts and porters, light wheat beers, as well as ales, pilsners and lagers.

NATIONAL BEST-SELLING BRANDS. We'll get experts to provide an overview of Canadians' favourite beers.

NEW PRODUCTS AND TECHNOLOGY. From ingredients and the brewing process to packaging, we explore what's new in the beer industry.

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WEEKDAY READERS

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SATURDAY READERS



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3.6 million

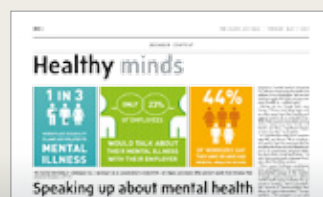
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A GUIDE TO CANADA'S BEST BEER



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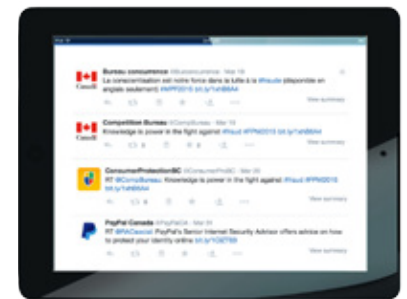


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