

JOHN MITCHELL

LEGACY PUB & BREWERY

THE REBIRTH OF REAL ALE
HOME TO A CRAFT BEER LEGEND

JOHN OHLER
IF COMMUNICATIONS
RIPLEY STAINLESS

PRESENTS

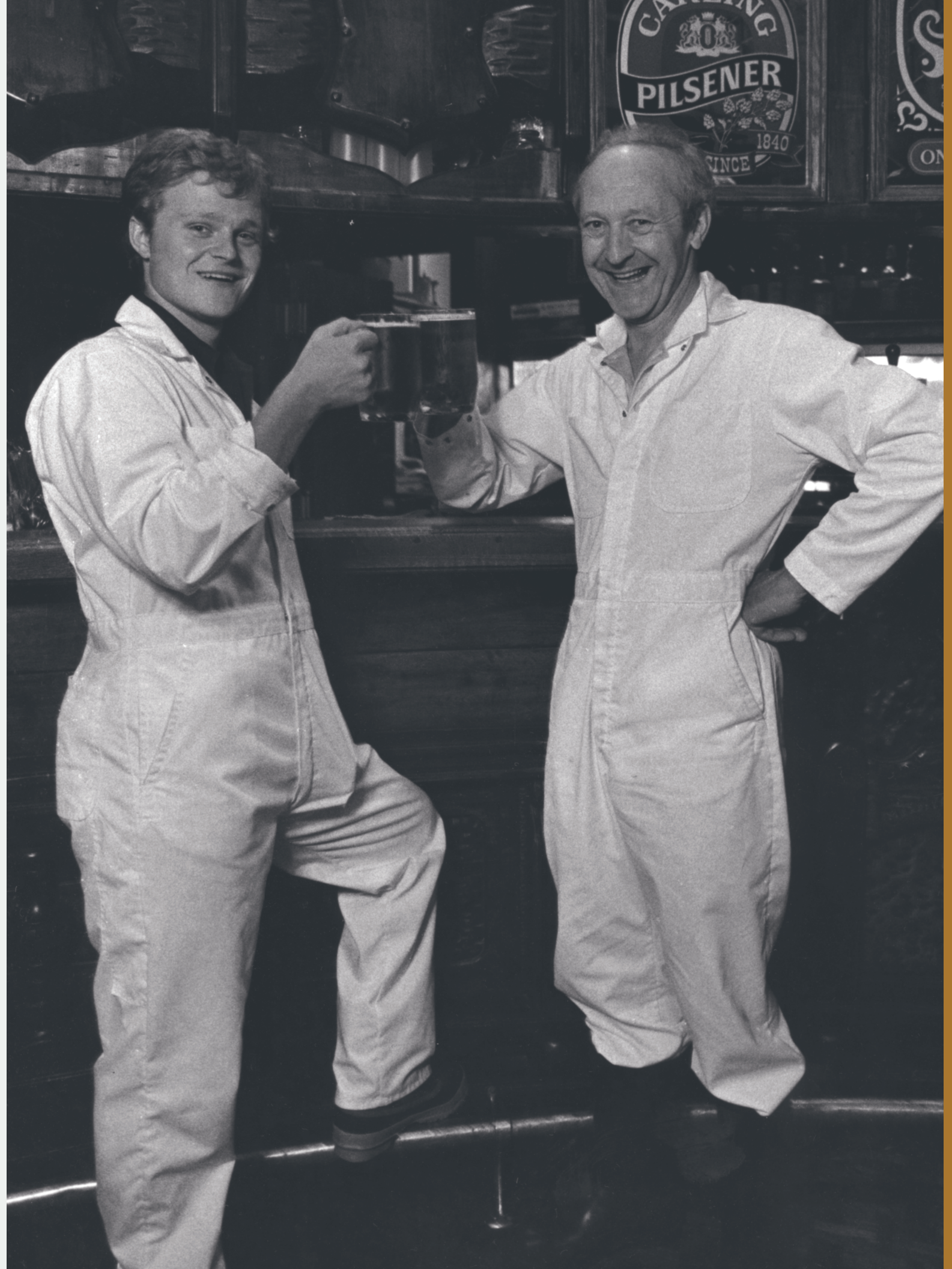
THE NEW HOME OF CANADA'S ORIGINAL CRAFT BREWER



SCALE $\frac{3}{4}'' = 1'$ A J. MITCHELL.

REAL FROM DAY ONE

In 1982, Alexander John Mitchell started an economic and cultural revolution when he pioneered Canada's first craft brewery in Horseshoe Bay, BC.





A TRUE FIRST

Two years later, John Mitchell changed the brewing industry forever when he opened Spinnakers, the first brew pub in North America.

IT ALL COMES BACK TO THE ORIGINAL

Today, we are recreating John Mitchell's original vision for craft beer and preserving his legacy for the next generation. With one eye on the past, and one to the future, this is about a craft beer revival and building a permanent home for the John Mitchell brand.

WELCOME HOME

A HOME LIKE NO OTHER

The John Mitchell Legacy Pub and Brewery is a unique new concept for an exclusive John Mitchell designed and branded real ale brew pub and craft beer museum. The one-of-a-kind facility will feature a traditional gravity-fed copper brew house, gastropub, banquet room, and visitor experience centre with a tasting bar and merchandise retail area.

WELCOME HOME

A HOME LIKE NO OTHER

The project was conceived to honor John Mitchell's historic brewing career and to capitalize on the growing demand for ultra premium beer, world class cuisine, and craft beer tourism.

It's an undertaking of national importance and one that will generate interest from coast to coast and around the world.

IF THERE EVER WERE A BREWERY THAT REPRESENTS
THE PINNACLE OF CRAFT BEER, THIS IS IT.



A GREAT HISTORY

A GREAT FUTURE

The new generation of beer drinkers are looking for character in the brands they purchase and authenticity in the story and how it's told. When it comes to craft beer heritage, the John Mitchell Legacy Pub and Brewery will be unrivaled. As we look back on the history that is at the core of this incredible project, you will see that our future will be as great as our past.

A LAD BECOMES A LEGEND

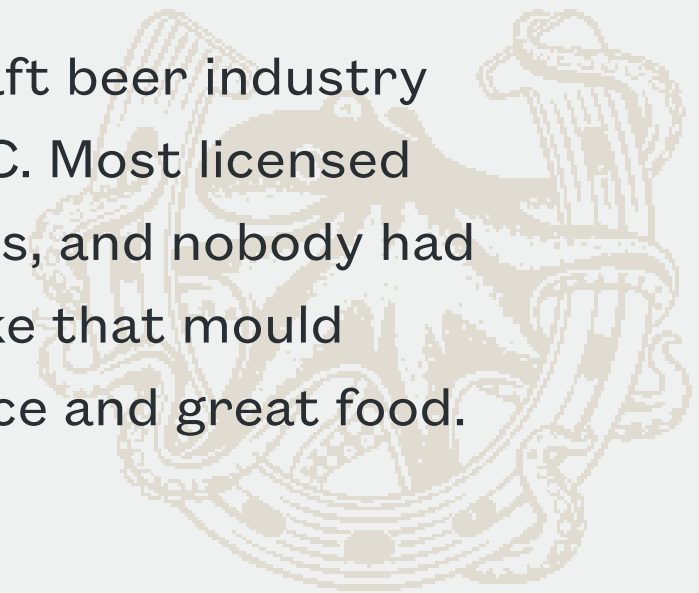
THE MAN. THE BEER. THE STORY.

The story of John Mitchell is the story of craft beer. John Mitchell was born in Singapore in 1928. He was raised in England and emigrated to Canada when he was 24. He was a carpenter, chef, professional waiter, and a bar manager at several famous hotels. But it was his gift as a brew master and entrepreneur that established his place in history as the Grandfather of craft beer.

CRAFTING AN INDUSTRY

John Mitchell took the first steps toward launching Canada's craft beer industry in 1979 when he purchased the Troller Pub in Horseshoe Bay, BC. Most licensed establishments at that time were nothing more than drinking holes, and nobody had ever thought of serving good food in a pub. John Mitchell broke that mould by providing a friendly and hospitable atmosphere with good service and great food.

The only thing missing was great beer.



TROLLER
ALE HOUSE

CORPORATE TAKEOVER

THE RISE OF BIG BEER

At the beginning of the 20th century, there were hundreds of breweries in Canada but the First World War, and prohibition, decimated that industry. Over the decades that followed, the remaining breweries consolidated and by the late 1970's, there were only three major beer producers left: Carling, Labatt and Molson. With little to no competition between them, the beer culture became a wasteland saturated with the blandest product imaginable. And things were about to get worse.



A STORM IS BREWING

LOCKED OUT & TAPPED OUT

In an attempt to break the unions, the three breweries systematically locked out their workers and stopped production. As a result, the Troller Pub had no beer for six weeks. The liquor distribution branch began importing beer from the United States. Consumers were not impressed. People threw bottles of the American beer out their windows as they drove past picketing brewery employees.

WELCOMING THE WORLD

THE TIPPING POINT

In November 1980, John Mitchell learned that Expo 86 was coming to Vancouver. Already frustrated by the brewery shutdowns and lack of quality beer, he walked across the pub floor and thought to himself, “these people are going to be coming from all over the world and all we’ve got to serve them is this rubbish that we call beer?” It was at that moment John decided he needed to do something about the state of the brewing industry in Canada. After all, “you can’t have a country without good beer”.

DARING TO DISRUPT

John's eureka moment came while reading an article in the London Illustrated News about a pub owner in England who was brewing his own beer. John decided to add a brewery to the Troller Pub so he could brew his own beer, his own way. And that is exactly what he set out to do.

The renaissance of real ale

by Mitch Pryce

Independent publican-brewers selling real ale in place of the “convenience” beer supplied by the Big Six breweries are starting up all over the country, despite the monopoly of the Big Six. The author talked to three of these enterprising publicans and found that business is booming

One morning David Bruce opened the doors of his newly acquired pub for the first time. Located under a railway bridge, the pub had never been popular with drinkers and had become a relic of one of London's slums. As the first customers came, Bruce crossed the road to get beer from the bank. On his return, the pub was packed and it has remained so ever since.

The attraction at The Goose and Firkin, which Bruce has renamed it, is the traditional hand-pumps and the experiences at Courage, a local brewery, and Theakston, a local brewer. Bruce's decision to branch out alone as a publican. At Courage, where he brewed a brew via a common room without ever seeing the brewer, his job satisfaction was high. Now, working for himself up and down the country, often in Wellington, a cellar, his commitment to The Goose and Firkin is immense—a decision that has proved to be a wise one in the first year of its existence.

In the past five years dozens of independent concerns in the Midlands and communities have sprung up. A new wave of enthusiasm for famous beers like Bass and Trollope have been joined in Britain by new brews with names like Godson's Black and Saxon Cross Bitter. The draught beer or “real ale” is traditionally defined as beer brewed with barley, hops, yeast, water and a pinch of sugar, served either straight from the barrel, or pumped from the cellar.

The move towards real ale can be traced to the widespread closure of 17 in all, during the 1960s.

a powerful argument in favour of mergers. Certainly the Monopolies Commission, which allowed the take-overs, thought so. But the concentration of production at a small number of selected sites to serve huge geographical areas meant that any steep rise in transport costs would inevitably ensure dearer beer. The oil crisis has borne this out with the Big Six breweries usually charging more than small independents like Young's of Wandsworth, who still use dray horses to deliver to some of their 138 pubs.

Even the rise in price might have been forgiven had the quality remained unaltered. But keg beers, which are chilled, filtered, pasteurized and carbonated to retain a longer life, were seen to be the ultimate convenience drink—convenient for the brewers, that is. National brands like Watney's Red, Whitbread Tankard and Double Diamond were heavily promoted and sales grew accordingly.

The tide started to turn in the early 70s. The Campaign for Real Ale, Camra, formed by disaffected drinkers from all walks of life, immediately attracted publicity with its scathing attacks on the blandness of keg beers.

The take-over boom petered out, but by 1974 there were only 155 breweries left, compared with 358 in 1960, 700 in 1945, 3,000 in 1918, and 6,000 in 1900. Since 1960 the number of pubs owned by the Big Six had risen from 16,600 to 40,000. In 1914 the number of pubs brewing on the premises was 1,447. Sixty years on, the figure had fallen to an all-time low of four: The Blue Anchor at Helston, Cornwall; The All Nations, Madeley and The Three Tuns, Bishop's Castle, Shropshire; and The Old Swan, Netherton, Dudley.

Since that darkest hour for small brewers, progress has been dramatic. A special supplement to Camra's monthly newspaper *What's Brewing* listed

whereas we have every intention of breaking it.”

David Bruce recalls: “I first saw The Goose and Firkin in February, 1979. Truman's, which is part of Watneys, didn't want to renew their lease. When I took over the lead had been ripped off the roof, the windows were boarded up, there was no hot water and there was a dead rat in the food cupboard. I decided to gut the place and make it into a boozery, with lots of wood, brass and glass. I cannot stand droopy red lampshades and green dralon, button-backed, banquet seats.”

It took him just seven weeks to convert the pub and install brewing equipment in the cellar. The return on his efforts was immediate. In the first fortnight of trading The Goose and Firkin had amassed a staggering 25 per cent of Truman's former annual trade. Sales are now steady at around 20 barrels, or 6,000 pints, a week. As well as Bruce's own bitters, which possess curious names like Earthstopper and Dogbolter, the pub also serves more familiar brews such as Bass and Shepherd Neame, in recognition of the loans he has received from those two breweries.

Bruce's success is being duplicated elsewhere. Four years ago exiled Scot John Payne knew nothing about the subtle skills of brewing. Today, aged 28, he is the leader of a three-man band called Smiles Brewing Company, based in Bristol, and he produces some 45 barrels a week for the local free trade.

When he opened a restaurant in November, 1976, Payne used part of the premises to brew his own beer. As the restaurant established itself, Payne asked local free houses to test the demand for a new beer in a market dominated by Courage. The landlords' response was encouraging, enough to persuade Payne to lease a draughty old building in Colston Yard and install

parts of fermentable malt and yeast. Payne refuses to use extracts in his Smiles Champion, a strong ale (OG 1051) which has taken the ground from Courage Bitter. One of the earliest ales tapped was Bristol University. Most drinkers are fairly inquisitive about what they consume, but there is plenty of it. The pub has played a key role in Smiles. Payne took an extramural course to complete his brewing education, also persuaded Harry, who has joined him at the new brewery.

For a year Payne drew a salary from his venture but he is now to reap the benefits. Chris has brought a boom in take-away beer to the back-alley brewery. He was working up to 18 hours a week to meet the demand of 265 orders a week. The profit from the venture is being stored away for future use.

Perhaps the doyen of small breweries is The Old Swan, Netherton, in the borough of Dudley, which for 20 years has developed into a haven for real ale enthusiasts. In the Black Country “Mrs Partridge”, a widely known, offers a unique brewed, light, mild ale at a reasonable price. Last January a price increase boosted the price of a pint to 20p cheaper than you can find in London.

The pub has brewed its own beer over 60 years, since the days of 200 home-brew-houses in Dudley, eight of them serving a community of Netherton. The Old Swan was the only pub to survive the Depression and the war. When Pardoe died in 1952 his wife took over the business thriving until it was too old to play an active part

THE FIRST STEP

John Mitchell shared his vision with Alan Gould, then general manager of the BC Liquor Distribution Board. Gould, who was a chain-smoker at the time, famously got up from behind his desk, walked two circles around the office while smoking, and said, “John, I’ve listened to you for an hour and as far as I’m concerned, I don’t see why you can’t do it but you will need to submit a presentation to the minister.” It was against the law for a brewery to operate a pub at that time and the legislation had to be changed.

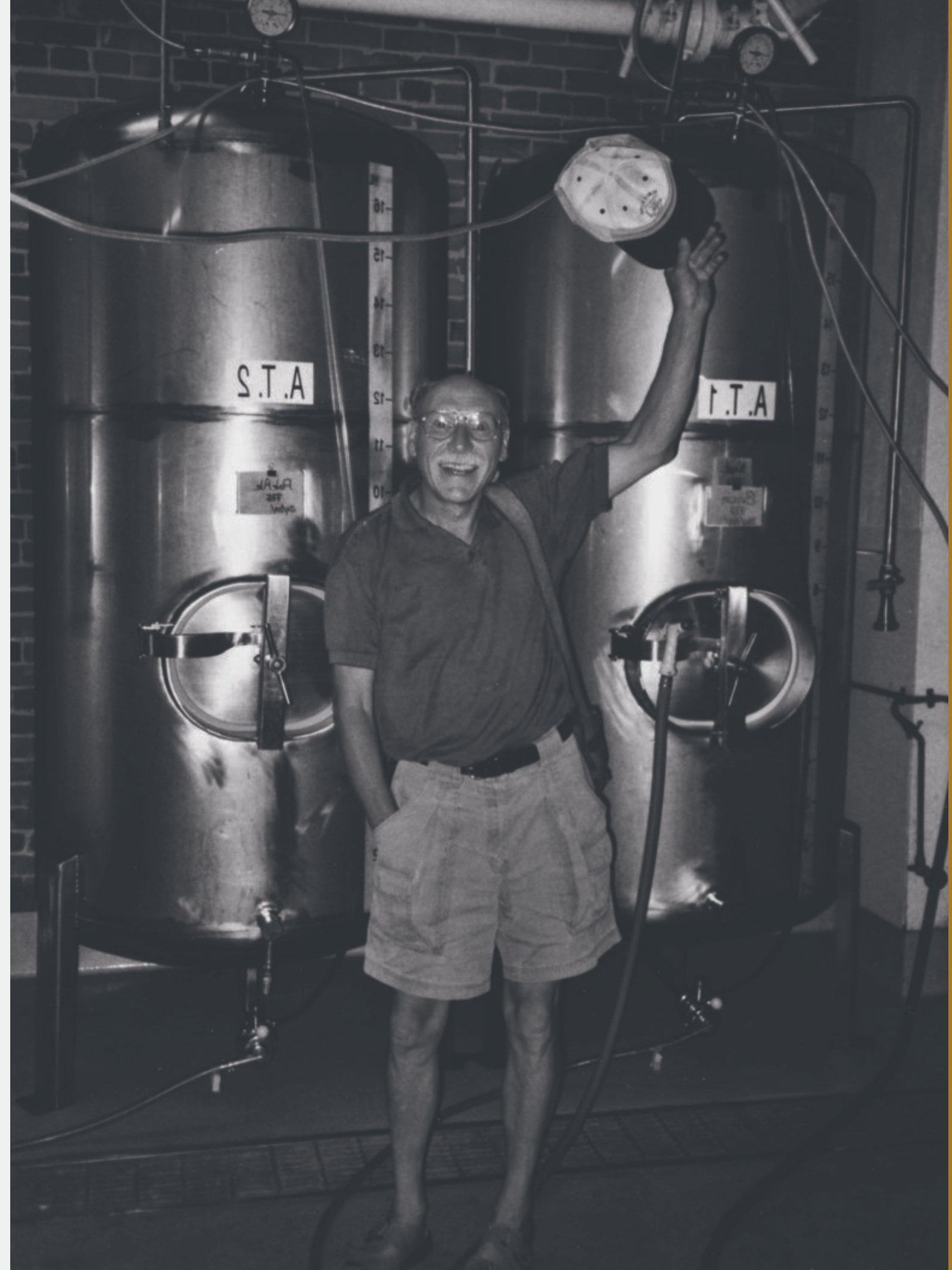


LIQUOR
DISTRIBUTION
BRANCH

A FATEFUL CONVERSATION

ROGER AND FRANK

During a fateful conversation at the Troller Pub, Roger Cross, a regular customer, told John about an article he read in Harrowsmith Magazine titled “The Underground Brew Master.” It was written by Frank Appleton, a former Carling O’Keefe employee, and detailed how to brew your own beer. John called the next day and recruited the brewer to help him draft a formal proposal for his brewery. Frank brought superlative skills to a stellar vision.



THE WORD WAS OUT

John's idea for a "cottage brewery" was big news. There were a lot of enthusiastic beer drinkers who were dissatisfied with what the big guys were offering and a groundswell for change was already building. The fate of John's project was now in the hands of the provincial government. Months went by with no news and John figured his plan had been rejected.

Cottage brewery wants to sell its dark beer in pub

By TONY WANLESS

Ask any dedicated beer-drinker and he'll tell you his idea of Valhalla is a place where he can drink the real stuff.

Not one of those namby-pamby, tasteless light beers but a dark, heavy beer produced the old-fashioned way.

And, if all goes well over the next few months, patrons of a Horseshoe Bay pub may find their utopia.

The owners of the Troller pub in Horseshoe Bay are quietly shepherding their proposal for a small cottage brewery that will supply traditional ale for their pub through various bureaucracies.

Currently their proposal, which is to convert a small building into a brewery that will produce about 100 gallons a week, is before West Vancouver council's advisory planning commission and should come up later this month.

The pub's owners are also waiting for written approval of the provincial ministry of consumer and corporate affairs, which is reportedly in favor of the idea

rich and flavorful, dark, heavy, non-fizzy ale — from the pub's taps.

When they do, says Troller co-owner John Mitchell, they might never be the same again.

"In Canada, the draft selection in most pubs is very monotonous," he explained. "We want to do what some people are doing in England, make beer in wooden kegs the old way, not the brewery way."

The process desired by the Troller uses secondary fermentation, where the beer produces its own carbon dioxide instead of having it injected as done by the breweries, Mitchell explained. This renders the beer dark and heavy as well as retaining its flavor.

"A lot of people have misconceptions about North American breweries, believing they inject chemicals and the like," Mitchell said. "I don't think that's true, but they do produce a lot of light beers that some people don't like."

"The keg process produces a better beer but it can't be done on a large scale by the breweries because it's unpredictable and can't

CRAFT BEER IS CLEARED FOR TAKE OFF

On a historic day in 1981, Minister Peter Hyndman pulled out John Mitchell's brewery proposal in front of a group of reporters and said he was going to approve the plan. The first John Mitchell heard of it was when a CBC journalist called asking him about the news. John was elated. The birth of Horseshoe Bay Brewery was a "one-in-a-million shot" but John Mitchell was the right man, with the right idea, at the right time.



HUMBLE BEGINNINGS

A BREWERY IS BORN

John Mitchell had the go-ahead to brew his own beer but the BC legislature stated that the pub and brewery must be separated by a commercial road. John rented a “little store down on the waterfront” and started building his brewery with Frank Appleton by his side. The two industrious Englishmen assembled the brew house from used dairy tanks and other repurposed materials for a total cost of \$30,000.



The Publican

OFFICIAL NEWSLETTER OF THE B.C. PUB OWNERS ASSOCIATION

1982

Volume 2

Is

IT'S A CELEBRATION

ROLL OUT THE BARREL

In June 1982, John Mitchell tapped his first keg of real ale and did a jig around the cellar shouting "we've done it, we've done it, we've done it." Canada's first craft brewery opened to a packed house and a new era of beer culture had begun.



ay, June 17, 1982 at precisely 4:10 p.m. John Mitchell and Frank Galbraith tapped and sampled the first keg of Bay Ale to be produced in B.C.

Horseshoe Bay Brewery official rolls out the barrel

Allan Gould of the Liquor Control Board told the assembly assembled to celebrate the ale, he was very impressed by the enthusiasm and integrity of The Trollers' entrepreneurs.

Host Dave Patrick gave partner Mitchell full credit for the success of Bay Ale and its success. Mitchell had the dream and he pursued it all the way, said Patrick.

Guests invited to the ale's party were treated to an evening of ale, hors d'oeuvres and the singing of songs by Frank Galbraith.

Exactly when John Mitchell got the notion of brewing his own pub ale is not clear. It's enough to know he pursued it to the end.

Mitchell and co-owners of The Trollers Pub in Horseshoe Bay, Dave Patrick and Don Wilson wanted a choice of ales for their customers. They had the standard corporate draft but they had Toby, about the most British brew to come to Canada. Canadian taps, but they didn't have choice.

Back home in Britain a movement called "Campaign for Real Ale" had 25,000 rousing members who really wanted to regain the days of murky and hearty ales available in pubs. The Trollers crew joined the Canadian Campaign and, perhaps it was then, the search for a true British ale and Horseshoe Bay's only pub was on.

Mitchell returned to Britain last year. His mission was to study English pubs with their own in-house brewed ales. He liked what he saw and returned home determined to create a first for B.C.: a self-contained pub and brewery. There were several obstacles to overcome, the biggest being finding a brewmaster and getting government approval for the proposal. Through a conversation with Allan Gould, Mitchell's dream was realized which is keeping everyone happy.

The first keg of Bay Ale, The Troller's own house brew, was tapped before guests and dignitaries attending the ale's unveiling party at the Horseshoe Bay pub July 6.

The first keg was an empty one, symbolic of the success of the ale. During the first two weeks it was served at The Trollers. It has been so successful, pub owners and ale drinkers, John Mitchell, Dave Patrick and Don Wilson can't keep up with the orders. Their cottage brewery located in the back quarters down the street from the pub produces five kegs of ale each day but the owners say they could easily sell more. On most nights their ale tap is dry by 8:30 p.m. and on the Monday before the ale's official unveiling there was a line of customers at the door, most of them wanting to taste the Bay Ale.

Bay Ale is a dream realized which is keeping everyone happy.

When John Mitchell went in search of an ale to call his own he opted for a brew as close to London Fuller's Pride, the best beer of the year as he could get. In just seven



CRAFT TOOK FLIGHT

Against everyone's expectations, the brewery was an instant success. It changed the course of history and started an economic and cultural revolution that continues to this day.



DEDICATION TO THE CRAFT

REAL PASSION. REAL ALE.

Driven by a thirst for real ale, John Mitchell brewed his beer using 100% malted barley, whole-cone hops, top fermenting yeast, and open fermenters. His ingredients and time honored techniques reflected his commitment to quality without compromise.

THE BEST FROM THE BAY

John Mitchell founded his legacy on a single timeless recipe he brought all the way from England. Bay Ale was the brewery's only offering and quickly became known as the "best beer in Canada".





PANCAKE HOUSE
LICENSED LOUNGE

Restaurant: 526-3454
Office: 526-6551

September 13, 1982

The Horseshoe Brewery
6695 Nelson Avenue
West Vancouver, B. C.
V7W 2B2

Dear Mr. Mitchell:

Thank you for taking the time to talk on the telephone your business venture with me today. I would like to see your brewery and pub and ask you a few questions concerning the operation. As you can tell from the letter I am presently in the restaurant business and would like to set up a venture such as yours in Medicine Hat.

If I do come out I will call you before hand to see your convenience, I look forward to meeting you.

Sincerely yours,

D. C. Walker
Manager

BEER AND PANCAKES

DEAR JOHN LETTERS

Suddenly, everyone wanted to open a craft brewery. Letters “poured” in from aspiring brewers around the world asking John Mitchell to help them open a brewery. Even the owner of a pancake house wanted to open a brewery.

TIME FOR ANOTHER ROUND

John Mitchell broke Canada's brewing monopoly but his greatest work was yet to come. Following the success of Horseshoe Bay, he set his sights on something even better.

Outwitting

West Vancouverite John Mitchell broke brewing monopoly

By John Moore

Contributing Writer

WHENEVER and wherever a glass of fine micro-brewed ale is raised in this country, the first toast should always be, "John Mitchell!"

It was Mitchell who, in 1981, broke the monopoly of the big breweries by getting permission for neighborhood pubs to brew and sell their own distinctive

A SUITCASE FULL OF BEER

THE NEXT CHAPTER

The next chapter in the evolution of craft beer began on an October night at the Pickled Onion Pub in Vancouver. It was there John Mitchell met a group of friends with a suitcase full of beer he brought back from a recent trip to England.

After a “grand evening of research and development”, they all agreed the best beer of the night was a keg of home brew supplied by one of the participants.

As the event came to a close, the idea for a new kind of brewery was born.

The MAY 13/83
**Brewery-pub
for Vic West?**

Victoria may have its own cottage brewery if council approves a rezoning later this summer for the establishment at 308 Catherine St. in Victoria West.

Mitchell Cottage Breweries, partners in B.C.'s first combined pub and brewery, the Troller in Horseshoe Bay, has asked for the rezoning to build a 40-seat pub and 50-seat lounge in a 1½-storey house.

The advisory planning commission has recommended a new brew-pub zone be created.

A public hearing will be held before council decides the fate of the proposal.

A NEW KIND OF PUB

A NEW KIND OF BREWERY

John Mitchell envisioned a place where people could enjoy good fellowship, marvelous food, and cask-conditioned real ale, in the same building the beer was brewed. He called it a Brew Pub. It was a concept he was sure would catch on.

A CHANGE IN SOCIAL ORDER

There was only one problem. Federal law did not allow beer to be brewed and sold under the same roof. That minor detail did not stop a charismatic and determined John Mitchell. He lobbied for change at the highest level of government and his efforts eventually paid off. The concept for brew pubs became law.

PERRIN BEATTY, P.C., M.P.
Wellington - Dufferin - Simcoe
- Confederation Building
Ottawa, Ontario K1A 0A6
(613) 995-1518



HOUSE OF COMMONS
CANADA

February 16, 1984

Mr. A. John Mitchell
Mitchell Cottage Breweries Inc.
6890 Copper Cove Road
West Vancouver, British Columbia
V7W 2K5

Dear Mr. Mitchell:

Thank you for your letter of January 26, 1984 regarding brew pubs in Canada. I am sure you were pleased to hear the amendment to Section 17(3) of the Excise Act announced in the budget by Mr. Lalonde. The concept of brew-pubs should put a new face on the Canadian brewing industry and I wish you every success in your venture. Please do not forget to have to remember to drop by and sample your wares next time I get to the West Coast.

Sincerely,

Perrin Beatty, P.C., M.P.
Wellington-Dufferin-Simcoe



City of **VICTORIA** British Columbia

VICTORIA OR BUST

BUILDING A CITY AROUND A BREW PUB

May 12, 1983.

To: Mayor G. Peter A. Pollen,
and Members of Council Assembled

From: Advisory Planning Commission

ey house for a "brew pub" (40 seat
floor manager's suite - was consider
public meeting of April 19th after

John and his partners had the "perfect location" for their new venture but they quickly learned that a brewery/pub combination was not allowed within the city limits of Victoria. They were told to find a neighborhood that did not exist so there would be no pushback to the plan. To make a long story short, the city eventually decided to rezone the site and build a new community around the brew pub. Mayor Peter Pollen and Council approved the project and the rest is history.

ANOTHER FIRST

SETTING THE STANDARD

John went back to England and purchased new equipment for the brewery. It was the first “swing-link manifold” brewing system in Canada and is now the standard across the craft beer industry.





A MENU TO MATCH THE BEER

SPINNAKERS TAKES SAIL

John Mitchell changed the pub and brewing industry forever when he welcomed his first guests to Spinnakers in May 1984. It took a period of 18 months from idea to opening day.



Province of
British Columbia

GENERAL MANAGER

Ministry of
Consumer and
Corporate Affairs

ANOTHER MILESTONE

SORRY MR. NOBEL

Mitchell Cottage Breweries Inc.,
c/o 204 - 560 Johnson Street
Victoria, B.C.
V8W 3C6

Attention: Mr. A. J. Mitchell, President

Dear John:

I enclose an article from the Winnipeg Free Press
of April 21 which was sent to me.

I think you should advise this Mr. Noble that his will
not be the first brew-pub in Canada.

Best regards.

Yours truly,

R. Allan Gould
General Manager

Despite what others may have claimed,
Spinnakers was the first brew pub in
North America. Sorry Mr. Nobel.

B.C. pubs brew up a new market to tap

By JACK DANYLCHUK
Special to The Globe and Mail

VICTORIA — A handful of pubs and small brewers in British Columbia are turning back the clock to the days when every region of Canada had its own distinctive version of the working man's champagne.

"I want to bring draft beer back to its days of true glory," said John Mitchell, whose successful lobby of the British Columbia Government resulted in Canada's first brew-

er of the British Columbia Liquor Control and Licencing Branch, there are now six brew pubs operating in the province, plus two small breweries — one in Vancouver and another in Victoria. Five more breweries are expected to open before the end of this year.

"I don't think the brew pubs and small breweries will make a significant dent in the sales of the majors," said Mr. Gould. "But they should survive if



couver Island.

"We're using a new keg (made in the United States) which is simple and safe enough for a five-year-old to tap," said Peter Bassett, a brewer at Island Pacific. The kegs come complete with their own refrigerating cabinet that plugs into a 110-volt outlet.

Island Pacific hopes to market its product on the mainland, but the company will face competition from other small breweries. Granville Island is contemp-

REPUTATION IS EVERYTHING

John Mitchell had accomplished his objective of restoring draught beer "back to its days of glory". News of the brew pub quickly spread and lineups were a daily occurrence. John became overwhelmed by all the media attention and eventually banned the press. He wanted to do things quietly and let his reputation do the talking.

STEPPING ONTO THE WORLD STAGE

A NEW BEER IN TOWN

People came from around the world to raise a pint at Spinnakers. Guests included visitors from the big breweries who went to get a taste of their new competition.



MOLSON *Alberta Brewery Ltd*

POSTAL ADDRESS BOX 337, EDMONTON, ALBERTA T5J 2J6

April 25, 1984

Mr. J. Mitchell
Spinnakers Pub
308 Catherine Street
Victoria, B. C.
V9A 3S8

Dear John:

Just a short note to thank you for your kind hospitality and to apologize for barging in unannounced.

Thank you so much for the tour of your new pub and brewery. I was very impressed. Our "brewing conversation" was enjoyable. I will definitely make a point of visiting Spinnakers when I'm next in Victoria and will look forward to trying your beer. Please let us reciprocate the hospitality should you ever find yourself in Edmonton.

Best wishes to you and your exciting enterprise.

Cheers

E. J. Barber

Victoria pub brews up beer that's for real

THREE INGREDIENTS

A RECIPE FOR SUCCESS

"It's like the difference between a man grinding beans and creating fresh coffee and another man adding water to a spoonful of instant coffee," he says.

Spinnakers' brewing process takes place on three levels, with one section — a room of stainless steel cylinders on the ground floor — visible through windows near the entrance. Inside, heated water is added to ground barley mash and the mixture is boiled together with flavor-giving hops in a brew kettle. Yeast is added for four-to-six days of fermentation. The brew is kept cool for up to a week in the adjoining conditioning room, before being piped to the cellar for a maturing period of from two weeks to three months. It is then stored in aluminum casks where carbon dioxide forms naturally.

The raw ingredients — malted barley imported in 50-kilogram bags from Munton & Fison of Stowmarket, England; hops from Sardis in the Fraser Valley and Yakima in Washington state, and the yeasts — are stored upstairs.

Good as the beer is at Spinnakers, says Mitchell, the meals, supervised by his wife Jenny, are an equal attraction. There are daily specials at lunch (\$4.50) and dinner (\$6.95) as well as house specialities including

oysters, Rockefeller, salads and hamburgers. Fish and chips (\$4.65) uses a traditional English recipe. Halibut from the Vancouver Island coast is cooked in a yeast batter which comes from the brewery's fermenters.

Spinnakers has two dart boards and an occasional piano player, but no canned music, no bands and no video games.

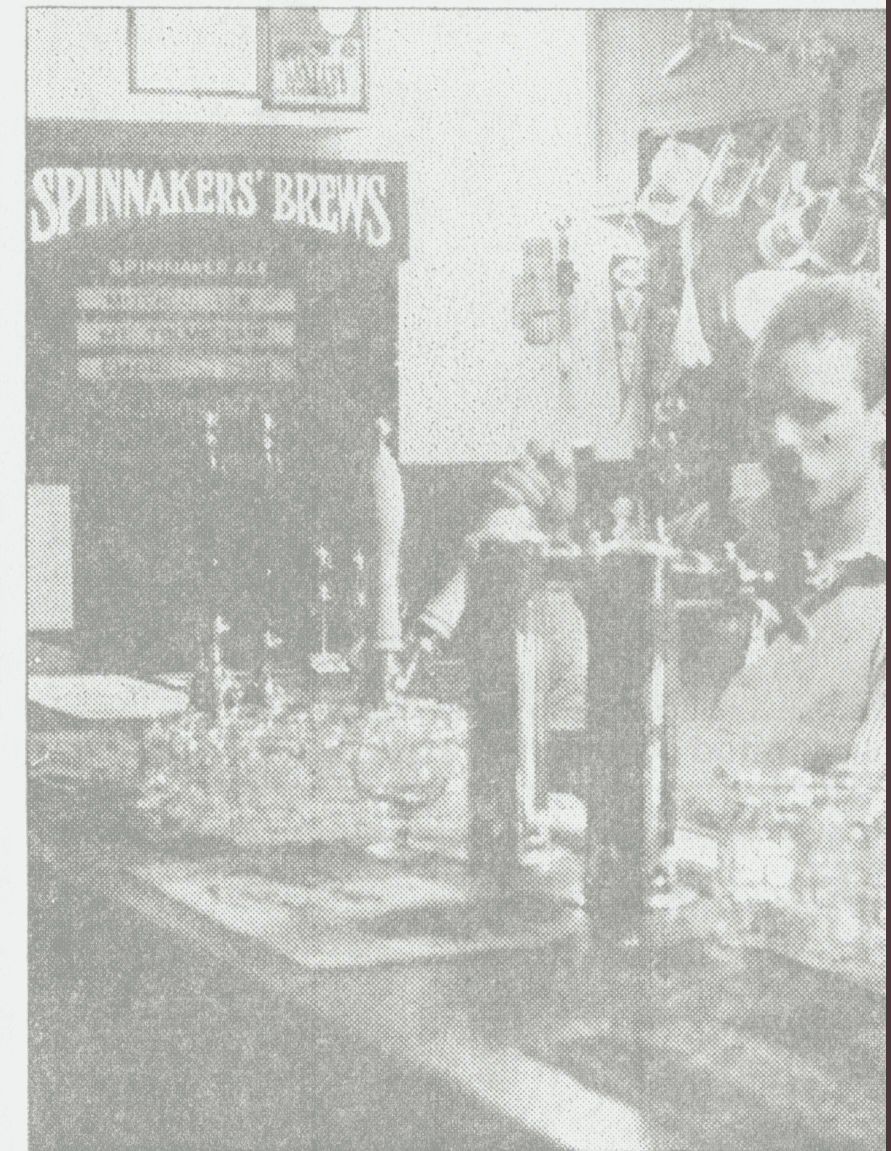
"It's just good food and good ale and good company," says Mitchell.

The absence of music discourages 19- and 20-year-olds, but otherwise the crowd is a mix of all ages and all lifestyles. The only things Mitchell insists on from his guests is "clean language and clean clothes."

He once turned away a highway construction crew whose clothes were covered in black oil.

"I said: 'I'll serve you but not in those clothes,'" says Mitchell. "They all went home and changed and came back."

Spinnakers — restricted to 65 seats by provincial legislation — is open Monday through Saturday from 11 a.m. to 11 p.m. A glass wall looks out on the harbor. As darkness falls, patrons can watch the lights come on in the tourist area across the water turning it into a fairyland. From Spinnakers, that other Victoria seems far, far away.



DOUGLAS McARTHUR/T

Spinnakers barman Rodney Lutz pumps fro

John Mitchell's formula for success was built on three essential ingredients: good food, good ale, and good company.

"It's just good food and good ale and good company," says Mitchell.

LCB investigating brewery 'kickbacks' to pubs

STONE BANKS. — HOLLY MASON
Unfair beer taxes amount to super tax on new brew pubs — Spinnakers owner

Brewer John Mitchell said Tuesday unfair beer taxes amount to a super tax on B.C.'s new brew pubs.

And, he said, kickbacks from the breweries mean the provincial and federal governments are getting more taxes than they are entitled to.

Allan Gould, general manager of the Liquor Control and Licensing Branch, said Tuesday he is aware of the kickbacks, "and we are in the midst of investigating this practice."

He said the investigation has been going on "for several months" but would not say how much longer it might take.

Gould said, "Yes" when asked if the investigation extended beyond payments made to Mitchell's brew pub, Spinnakers. He would not elaborate.

Said Mitchell: "The kickbacks are a symptom

provincial government have encouraged and prompted this form of nonsense. It's not the breweries' fault — it's the archaic method of government taxation."

Mitchell said he has received more than \$4,000 a year in rebates from Carling O'Keefe Breweries in Vancouver.

Spinnakers produces its own beer as well as buying from Carling O'Keefe.

Mitchell said Carling O'Keefe charges \$36.05 for a keg of beer and then rebates \$6 to the purchaser.

"This means they (Carlings) are overcharging by \$6 and, unfortunately, federal and provincial taxes are calculated as a percentage of the quoted price."

Here's how it works: Carling O'Keefe's basic cost of production for a keg of beer is \$36.05. The federal government then charges an excise

tax of \$10.56, bringing the total to \$46.61. Then there is a 13 per cent federal sales tax, which brings the total up to \$53.14. A special provincial tax pushes the price to \$56.55. A 45 per cent provincial malt levy raises the price to \$82.00 and sales tax of seven per cent brings the final retail price to \$87.75.

But when Mitchell buys the keg he is charged yet another \$10.56 in federal excise tax — which the major brewery already has paid.

"This is the problem," said Mitchell. "It's tax on tax on tax."

If the original cost were lowered by \$6 the governments would lose taxes.

"The province doesn't really want to look at this," he said.

"They have a vested interest in the present system. They collect more taxes this way."

Mitchell said he is not optimistic the government will ban the rebates.

"I want the federal and provincial govern-

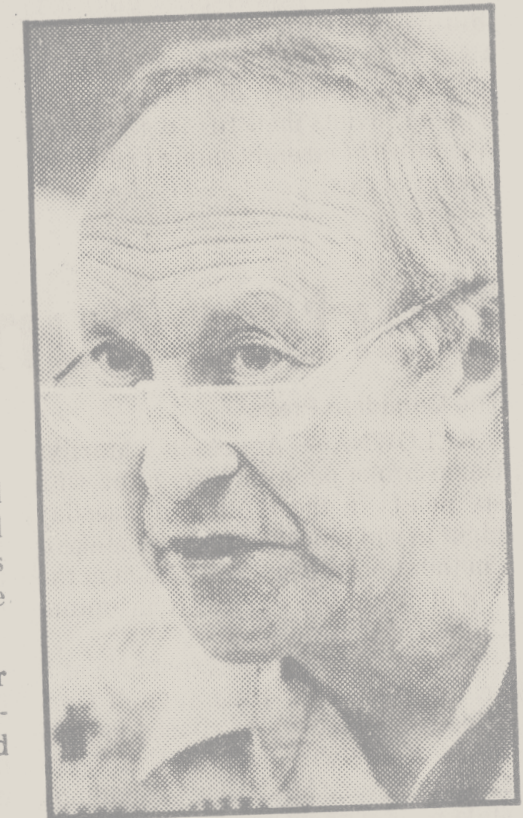
ments to adopt a taxing policy where all breweries are taxed equally for the products they produce — not the cost of production, or the selling price. Little breweries are taxed according to major breweries cost of production."

He said he was raising the issue because he wants the liquor branch to review taxation structures on beer.

Don Rose, Carling's sales manager, would not comment on the rebates paid to pubs and referred questions to Carling's provincial sales manager Dennis Reidy. He was not available for comment.

Consumer and Corporate Affairs Minister Elwood Veitch said Tuesday his staff is investigating the allegation of kickbacks but he would not comment further.

"That is where it stands until I get a report back from my staff."



■ MITCHELL: it's tax on tax on tax

AGENT OF CHANGE

As Canada's original craft brewer, John Mitchell was more than a beer maker, he was an agent of change. John fostered in a new era of government regulation that allowed craft beer, and other industries, to flourish and grow into what they are today.



Department of Intergovernmental
Relations & Economic Development
Box 2703, Whitehorse, Yukon Y1A 2C6
(403) 667-5811 Telex 036-8-260

Our File:
Your File:

March 2, 1983

Mr. A.J. Mitchell
6890 Copper Cove Road
West Vancouver, B.C.
V7W 2K5

Dear Mr. Mitchell:

I spoke to you a couple weeks ago by phone on the subject of small-scale breweries.

The Yukon Government is presently assessing whether it would be desirable to promote such a concept in Yukon. Important considerations include:

- a) whether it would be cheaper to brew draught beer in Yukon than import it from B.C.;
- b) whether a bottling plant would be viable;
- c) whether government could maintain its revenues;
- d) whether the type of water used is an important constraint; and
- e) whether a pre-packaged franchise operation (whereby all the equipment and materials, the process and technical advice are provided by the seller of the franchise, most likely a British operation) is preferable to a 'do-it-yourself' operation along the same lines as your enterprise.

Yukon's population is 24,000 of which 16,000 live in Whitehorse. The population increases considerably during the summer tourist season. There is also a potential export market in nearby Alaskan communities, and in Inuvik on the Beaufort Sea coast. Present annual consumption of beer in bars and restaurants is around 4100 kegs of draught and 350,000 dozen bottles.

If you have any thoughts or comments on the above points, they would be deeply appreciated.

Yours truly,

Peter Fairman

BUILDING AN INDUSTRY. AND A LEGACY.

John sold his stake in Spinnakers to work on other brewing projects including the Yukon Craft Beer Initiative, Mulvaney's, Shaftsbury Brewing, and others.

DISTINCTION IN BREWING

FATHER JOHN

John Mitchell designed and built Howe Sound Brewing in Squamish, BC, Canada's most awarded craft brewery. John's beer recipes have won numerous awards at international competitions including his famous Best Bitter and Father John's Winter Ale.



STILL GOING

THE GOLDEN YEARS

John Mitchell has maintained an active role in craft beer during his golden years by offering consultation on a number of projects including Old Abbey Ales and Trading Post Brewing.





GIVING BACK TO CRAFT

THE NEXT GENERATION

In 2016, John Mitchell and Trading Post Brewing established the John Mitchell Scholarship to benefit students at Kwantlen Polytechnic University (KPU) brewing school in Langley, BC. Throughout his career, John influenced a generation of new brewers and entrepreneurs. The John Mitchell scholarship will ensure the next generation of craft beer professionals have the knowledge and skills they need to succeed in the industry John Mitchell launched nearly forty years ago.



A LIVING LEGACY

Today, the man who made craft beer a global phenomenon is coming home to a place that bears his name.

JOHN MITCHELL

LEGACY PUB & BREWERY

THE REBIRTH OF REAL ALE.
HOME TO A CRAFT BEER LEGEND.

A STORY LIKE NO OTHER

AN EXTRAORDINARY OPPORTUNITY

The John Mitchell Legacy Pub and Brewery is an incredibly rare, once-in-a-lifetime opportunity to be part of a Canadian craft beer legacy. Join us as we build a valuable brand and write the next chapter in the story of John Mitchell. It's a story like no other and one that deserves to be told on a very big stage.

JOHN MITCHELL LEGACY PUB & BREWERY

PROJECT DETAILS

PROJECT DETAILS

THE BREW HOUSE

The heart and soul of the John Mitchell Legacy Pub and Brewery will be the John Mitchell-designed copper brew house. Handmade tools of the trade including mash tun, copper kettle, grant, and hop back will literally be at the heart the historic brewery. It will be a constant reminder of our great heritage, and of the brew craft that is at the core of who we are.

BREWHOUSE HIGHLIGHTS

- John Mitchell-designed
- Built by Ripley Stainless
- 10hl brew system
- Direct fired copper kettle
- Open fermenters



PROJECT DETAILS

THE PUB

The pub component will feature an open-concept kitchen in a contemporary brew pub setting. Patrons will have a choice between sit-down table service or bar-style seating. The central theme will be designed around John Mitchell's legacy as Canada's original craft brewer. The pub will display John Mitchell's personal collection of craft beer memorabilia.

PUB HIGHLIGHTS

- Open-concept kitchen
- Contemporary brew-pub setting
- Seating capacity up to 200 patrons
- John Mitchell branded
- Brewing process on display



PROJECT DETAILS

THE BANQUET & CONFERENCE ROOM

The John Mitchell Legacy Pub and Brewery will feature a one-of-a-kind craft beer themed banquet and conference room. The facility will host weddings, corporate functions, craft beer industry events, private parties, live entertainment, and monthly brewers dinners.

BANQUET/CONFERENCE ROOM HIGHLIGHTS

- John Mitchell/craft beer themed
- Weddings
- Corporate functions
- Industry events
- Double as barrel aging room



PROJECT DETAILS

JOHN MITCHELL VISITOR EXPERIENCE CENTER

The John Mitchell Legacy Pub and Brewery will feature a craft beer “experience” like no other. Visitors will enter the brew pub facility through the visitor center and access each individual component from there. Once inside, patrons will be immersed in a unique craft beer environment and will learn about John Mitchell’s brewing legacy as well as the history of craft beer in Canada.

VISITOR CENTER HIGHLIGHTS

- John Mitchell branded
- Real ale/craft beer tasting bar
- Viewing areas to live action brewing
- Interactive brewing displays
- Live action brewing and fermenting on display



PROJECT DETAILS

MERCHANDISE RETAIL AREA

Craft beer merchandise is a popular commodity and an excellent revenue generator. As Canada's original craft brewer, the John Mitchell brand will generate an added level of interest and appeal, thus creating a unique merchandising and revenue generating opportunity.

MERCHANDISE RETAIL AREA HIGHLIGHTS

- Dedicated retail area within brew pub
- John Mitchell branded merchandise
- Glassware, hats, T-Shirts, etc.
- Craft beer memorabilia and collectibles
- John Mitchell bottle-conditioned real ale



PROJECT DETAILS

CRAFT BEER HERITAGE MUSEUM

As Canada's original craft brewer, there is no better story than John Mitchell's story. The brew pub will feature a unique craft beer heritage museum, and will showcase John's personal collection of historical brewing memorabilia as well as other keepsakes and collectibles from Canada's craft beer industry.

HERITAGE MUSEUM HIGHLIGHTS

- Located inside the visitor center and pub
- John Mitchell's personal collection of craft beer memorabilia
- Historical artifacts and collectibles from Canada's craft beer industry
- Tactile displays and timelines
- Video presentations



PROJECT DETAILS

CRAFT BEER COLLABORATION CENTRE

John Mitchell influenced a generation of brewers and craft beer entrepreneurs. To honor his legacy, the John Mitchell Legacy Pub and Brewery will host ongoing craft beer collaborations and special brewing industry events.

COLLABORATION CENTER HIGHLIGHTS

- Dedicated space for hosting craft beer collaborations
- Craft beer industry events
- Craft beer seminars and educational/learning labs
- Hands-on training/teaching
- Destination for industry professionals



PROJECT DETAILS

BREWING THE JOHN MITCHELL WAY

John Mitchell believes brewing is an art and must be pursued, without compromise, to the highest level of perfection. The John Mitchell Legacy Pub and Brewery will combine the finest elements of John Mitchell's legendary brewing practices with carefully applied state-of-the-art techniques and a modern approach.

BREWING PROCESS HIGHLIGHTS

- Copper brew house
- Open fermentation
- 100% all-malt mash
- Whole-cone hops/dry hopping
- Cask/bottled-conditioned
- John Mitchell original beer recipes

DATE 27 June 186 TYPE Mitchell's

BREW NO	TIME	TEMP	S.G.	pH	Recipe
293					Pale Malt
	✓				
	✓	5ml Zn ⁺⁺			Lager Malt
	7:45	79° → 72°			Crystal Malt
	8:00	64°			Carastan
	8:30	65 min. 64° → 68°			Chocolate
	—				Roasted
	9:15				Raw Barley
	9:30				Wheat Malt
	9:40	78°			
	9:55		1040		
	10:15				Hops
	10:45	76°	1005		Brewers Gold
	11:00				Cascade
	11:30		1046		
	12:45				Yeast: 1044
	12:45				Comments
	13:00	100°	1050	Amount	plated J
	14:00	23°	1049	830L	to cytoher
	@ _____, Hrs. _____				
	"				
	"				
	"				
	Conditioning Date <u>6 July</u>	19:00	22°	1013	820L
	No. <u>6</u>				

PROJECT DETAILS

BEER PORTFOLIO

The John Mitchell Legacy Pub and Brewery beer portfolio will include a variety of John Mitchell's original real ale recipes and a selection of permanent and rotating contemporary craft beer styles. The brewery will also produce a lineup of limited release bottle-conditioned real ale available for sale in the merchandise retail area.

BEER PORTFOLIO HIGHLIGHTS

- John Mitchell's original real ale recipes
- Selection of contemporary craft beer styles
- Monthly collaboration beers
- Seasonal/experimental beers
- Cask/bottle-conditioned beers



PROJECT DETAILS

CULINARY CONCEPT

John Mitchell believes great beer should be enjoyed with great food. The John Mitchell Legacy Pub and Brewery will combine John's culinary philosophies with contemporary cooking techniques. Patrons will experience a unique fusion of modern gastropub cuisine. The menu will have an eye toward dishes that pair well with beer, including English ale onion soup, shepherd's pie, a selection of sausages and John Mitchell's world-famous fish and chips. The menu will also include dishes that use sustainable seafoods, locally-farmed meats, local cheese, and other sustainable ingredients.

CULINARY HIGHLIGHTS

- Upscale gastropub-style cuisine
- Sustainable local Ingredients
- Seasonally driven menu
- John Mitchell original recipes
- Food and beer pairing



PROJECT DETAILS

INTERIOR DESIGN CONCEPTS

The pub component will feature an open concept kitchen in a modern English brew pub setting. The central theme and décor will be based on John Mitchell's legacy as Canada's original craft brewer. The facility will showcase John's personal collection of craft beer memorabilia and other artifacts from Canada's brewing industry.

INTERIOR DESIGN HIGHLIGHTS

- Co-designed with If Communications
- John Mitchell branded
- Contemporary English brew pub atmosphere
- Craft beer memorabilia on display
- Brewing process on display



PROJECT DETAILS

THE JOHN MITCHELL BRAND

The leading idea behind the project is to create an iconic Canadian brand built on John Mitchell's legacy as Canada's original craft brewer. Sleeman Brewing is an excellent example of building an iconic brand based on the heritage of a namesake. If Communications will develop and launch the complete John Mitchell brand platform including logo design and all related brand touchpoints.

JOHN MITCHELL BRAND HIGHLIGHTS

Branding by If Communications

John Mitchell is a registered Canadian trademark

Canada's original craft brewer

John Mitchell story is documented

Ultra-premium brand



CANADA'S ORIGINAL CRAFT BREWER™

IN MEMORY OF PETER HYNDMAN

BC MINISTER OF CORPORATE
& CONSUMER AFFAIRS 1982

*"If it were not for Peter Hyndman,
Horseshoe Bay Brewery would never
have been approved and craft beer
would not be what it is today."*

— John Mitchell



Victoria, B.C.
September 15, 1982.

Mr. A.J. Mitchell,
Round Table Enterprises Ltd.,
6422 Bay St.,
West Vancouver, B.C.
V7W 2H2

Dear Mr. Mitchell:

I have always been so enthusiastic and proud of the fine work you and your associates have done that your recent letter meant a very great deal to me.

Thank you so very much for sending along your kind sentiments. The decision to give you the "green light" will rank as one of my favourites; I have quietly been into your Pub from time to time and have been thoroughly impressed by the atmosphere and the product.

Regardless of my future course, I hope it affords me some reasonable opportunity to stay in touch with you.

Yours sincerely,

A handwritten signature in dark ink, appearing to read "Peter S. Hyndman". The signature is written in a cursive style with a large initial "P".

Peter S. Hyndman, M.L.A.
Vancouver-South

APPENDIX



JOHN OHLER

PROJECT LEAD

The John Mitchell Legacy Pub and Brewery project is being developed and led by John Ohler who is working directly with John Mitchell and a team of other craft beer industry professionals. John Ohler has been best friends with John Mitchell since they first met at Howe Sound Brewing in 1996.

JOHN OHLER HIGHLIGHTS

- 23 years craft beer experience
- Founding member Howe Sound Brewing 1996
- Vice President Howe Sound Brewing 2005-2012
- Created and launched Old Abbey Ales
- Founding member/Manager Trading Post Brewing
- Certified executive chef



John Mitchell emigrated to Canada from England in 1954. He brought with him a passion for real ale. That passion launched an industry, started a revolution, and forever changed how people think about and consume beer. Since leaving Spinnakers Brew Pub, John has wanted to come back and do it all again. This is his dream. Cheers to John Mitchell!

JOHN MITCHELL

CANADA'S ORIGINAL CRAFT BREWER
1929-2019

JOHN MITCHELL HIGHLIGHTS

- Canada's original craft brewer
- Owner of Troller Pub
- Founder of Horseshoe Bay Brewery
- Founder of Spinnakers Brew Pub
- Designed and launched
Howe Sound Brewing
- Trained chef



IF COMMUNICATIONS

BRAND DEVELOPMENT

If is a full-service communications agency providing strategy, branding, advertising, design, packaging and digital. They will lead the development of the John Mitchell brand platform as well as all major communications initiatives including website, social media, and marketing. If's Associate Creative Director, Barry Duncan, worked with John Ohler while he lead the identity design for Trading Post Brewing – a project undertaken as Design Director at Dossier Creative, Vancouver.

CLIENTS

Wines of British Columbia
BC Tree Fruits Cider Co.
Hy's Steakhouse and Cocktail Bar
Gotham Steakhouse and Bar
The Shipyards
Martins Family Fruit Farm
BlueShore Financial



RIPLEY STAINLESS

PROJECT PARTNER

The John Mitchell Legacy Pub and Brewery has partnered with Ripley Stainless to design and build the John Mitchell brew house and all related brewing equipment. John Mitchell was Ripley's first brewing customer, and are now one of the largest brewing equipment manufacturers in North America. Ripley has built hundreds of brew houses over the years and is considered the leader in brewery equipment manufacture.

HIGHLIGHTS

- Leading brewery equipment manufacturer
- In business for 40 years
- Located in Summerland, BC
- Has worked with John Mitchell and John Ohler on several projects

It was Mitchell who, in 1981, broke the monopoly of the big breweries by getting permission for neighborhood pubs to brew and sell their own distinctive beers, offering Ca

to the mass-produced temptuously dismissed colorful for newspaper

As most locals k then a partner in T Horseshoe Bay. After bar at the Sylvia Hotel close to home in Cop has lived for 37 year running a cosy Eng hood pub with only was unbearable to 1 Mitchell, who trai Westminster Techn Mayfair Hotel and good glass of ale sho

The notoriously government was still for having taken a w by allowing people t small local pubs tha dows when Mitchell top — Consumer an Minister Peter H demanded to know shouldn't be allowed to make and sell civilized beer as well as atmosphere.

Mitchell recalls Hyndman replying: "I can't think of any reason why not."

This summer, the Sea To Sky Highway saw heavy pilgrimage traffic as word got around that the "A Team" of

Saluting a true brewmaster

By John Moore

Contributing Writer

WHENEVER and wherever a glass of fine micro-brewed ale is raised in this country, the first toast should always be, "John Mitchell!"

Mitchell and Appleton were re-uniting for the opening of what is probably the most ambitious step in the Canadian brewing revolution to date: a small

from Vancouver to become a "get-away destination" without being sucked into the terminally trendy whirlpool of Whistler, they probably saved themselves

cost of construction. of, one not intimidat- ve-star kitchen from to crack the books menu rooted in tradi- isine de biere" with a major coup.

ark Livingstone, who Foot Bistro at the otel; an ambitious pots and pans who han any other food what to do with it, ed in ale broth to th Black Angus beef ature Ale & Cheese ls.

nd Fenn knew, would o that end Shard had ohn Mitchell out of ce 1992. Soured by innaker's in Victoria 's succumbed to the of greed and forgot r ying to make for- ie "image" of brew-

pubs — Mitchell was a hard sell.

As a veteran bar manager, he knew that under existing legislation, Hell would freeze before a 65 seat "brew pub" could

THANK YOU.

For more information, please contact John Ohler.
johnmitchellbrewpub@gmail.com | +1 360 201 5140