



ALMA MATTERS

FALL/WINTER 2006

Publication for the Marianopolis College Community

Bierbrier Brewing Inc.

by Charles Bierbrier '95

Bierbrier Brewing is Montreal's newest and smallest industrial brewery which was founded by **Charles Bierbrier '95** in October of 2005. After less than one year in operation, the downtown brewery is producing enough beer to supply many of Montreal's hippest and trendiest restaurants and bars, as well as supplying its beer to select dépanneurs and grocery stores.



Charles Bierbrier '95

Charles Bierbrier's passion for beer began at the age of 16 with his homebrewing experiments in his basement. He also enjoyed reading about beer history, the brewing process and learning about the various beer styles from around the world. Bierbrier fondly recalls his days at Marianopolis where he would spend time reading books on beer during his breaks between classes. The recipes he brewed then were the basis for his desire to one day pursue this as a full time venture. Some might also say he was destined to brew beer as his last name derives from the German word meaning "brewer of beer." This is what his family did generations ago.

Although Charles enjoyed homebrewing and had a passion for beer he decided to study Economics at McGill University upon graduation from Marianopolis. After completing his BA

at McGill, Charles worked in banking and eventually took a position as a stockbroker with Merrill Lynch. He admits that he really enjoyed his work in the financial services industry, but that he often would come home and dream about one day starting a brewery and brewing quality beer commercially for others to enjoy.

"It reached a point where I would go to sleep and the idea of opening a brewery would keep me awake at nights", says Bierbrier. With this in mind, he decided to leave the finance world and enrolled in the MBA program at the John Molson School of Business at Concordia University. Bierbrier felt that armed with an MBA, he would better be prepared to start his own business and launch his brewery.



It was only when he completed his MBA that Bierbrier focused on the launch of his brewery and began to work on the project on a full time basis. Bierbrier explains that the start-up process is a monstrous task with many details to take care of, but eventually all the pieces start to come together.

Prior to constructing the brewery from scratch, there were months of research and planning that went into the writing of the business plan. This was followed by lots of small scale brewing (and tasting) to fine tune the recipe that would eventually become Bierbrier Premium Ale.

The final step was to convert an old industrial space which once housed a printing press into a modern industrial brewery. "Everything needs to be sanitary and food grade since it is essentially a food production plant," Bierbrier states. One can tell that a lot of passion went into building the

brewery by the look of it. It resembles a laboratory with white walls and stainless steel fermenting tanks and brewing equipment.

The focus now is to continue to brew quality beer and to keep promoting and marketing the product in order to expand distribution. Bierbrier feels that things are definitely on a roll and the brewery keeps growing by adding more fermenting equipment in order to meet up with demand.

Those who would like to taste this fine Montreal brew can consult the brewery's website for a complete list of dépanneurs & grocery stores that carry the beer. Visit www.bierbrier.com

For more information you can contact Charles Bierbrier at (514) 933-7576

MISSING

Do your parents still receive your Alma Matters even though it has been over 10 years that you have moved out?

Do you know other alumni who do not receive Alma Matters?

Please help us keep in touch by updating your information with the Development Office. Invitations to events in cities like Toronto, Ottawa, and New York are only sent to those with a current address in those cities, so if you live in Toronto, and your parents in Brossard are still receiving mail, you might miss out on a fantastic event!

Please contact alumni@marianopolis.edu or call (514) 931-8792 ext. 202 for details.