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Press Release

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For Immediate Release

Charles Bierbrier: Born to Brew

What's in a name? Plenty if you ask thirty-year old Bierbrier. His name is a contraction of the German for "beer brewer" and his ancestors were purveyors of ale centuries ago.

"It skipped a few generations," explains Bierbrier, "but the urge to brew was in me at a young age." In fact, he explains how he made his first home-brews at the age of 18 in his basement.

After graduating from McGill University in Economics, Bierbrier entered the world of investment management. After several years he decided to leave the financial services industry and completed his MBA at the John Molson School of Business at Concordia University. It was at this point that Bierbrier decided to leave the corporate world behind and pursue his passion. “I’m an entrepreneur,” he says. “I need the challenge of starting a company and working at its success.”

The family tradition carries on in Bierbrier’s Guy Street brewing facility, where the stainless steel vessels make golden ale with a smooth finish, not unlike good British pale ale. Beer connoisseurs can certainly call on an esoteric vocabulary to describe Bierbrier’s Ale, but the smile it puts on the average drinker’s face is sufficient testimony to its quality.

“Watch us,” Bierbrier says with a glint in his eye, “we’re going to become a major player in the brewery scene.”

And he means it. After all, his ancestors are watching over him.

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