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## The Big Cheese: Charles Bierbrier

Posted by Sisi in City

*In the generous heaping of poutine that is Montreal, we seek out up-and-coming movers, shakers, and hipsters of all kind to bring you the crème de la crème, the cat's meow...the big cheese. Join us monthly for a new MP feature as we profile fellow Montrealers and hang loose with completely absurd interviews. Dig in.*

Charles Bierbrier is the founding director of [Bierbrier Brewing Inc.](#), a small home-grown brewery that sits near the [Lachine Canal](#). After an undergrad in Economics and an MBA in Business Administration, he took advanced brewing classes at Maska Laboratories and ditched his office job to start a beer company. Bierbrier is making a name for itself in the local arts scene and among the beer cognoscenti of the city. The brewery's sole beer, Bierbrier Premium Ale, is available at several Montreal bars and select deps and grocery stores. Check out some reviews [here](#).



**Age:** 32

**Nicknames:** The Keg Guy ("People seriously phone me up and go 'Are you the Keg Guy?'"). Avoid Charlie, for "it sounds like a dog's name."

**What's in a name?** "Bierbrier" is German for "beer brewer," and yes that's his real name. Chuck is a pedigreed booze-maker, courtesy of Old World ancestors who had their priorities straight. Very *tol!*

**Hobbies:** Beer (duh), music, volunteerism (Rotary Club, McGill Alumni Association, etc.)

**Ear candy:** Jazz, rock, and funk; the stalwarts like Miles Davis, Count Basie, and Louis Armstrong. But then he ruins everything by saying he likes [old Hova](#) too.

**Guilty pleasure:** Late-night chocolate ice cream

**Favorite beer:** Bierbrier (surprise, surprise), although he likes all types of beer (reds, ales, stouts, etc.).

**Little-known Montreal gems:** "You stumped me."

**Weird habit:** Grooving out/humming/tapping fingers at all times...probably to [99 Problems](#) or something.

**Who would you vote for in the U.S. presidential election?:** "The right person." Oh...I am [pwned](#).

**Little-known facts:** Eats Mini-Wheats for supper, plays the jazz trumpet, and is an excellent "on-key hummer." (This kind of [hummer](#), not [this one](#).)

**Favorite restaurant:** [Garde-Manger](#), 408 St-François-Xavier

**Favorite pub:** [Grumpy's Bar](#), 1242 Bishop

**And finally, who would win in a mudfight, Mutsumi Takahashi or Youppi?:** "Mutsumi, 'cause she looks stealth."