

Business

Brewery gets a hop on tougher law

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In response to the tougher impaired driving legislation a local brewery is delivering a new beer with a unique name that gets right to the point.

No Jail Pale Ale by Cannery Brewing Company is a 3.05 per cent alcohol beer, created to help ease strains that local pubs, bars and restaurants have been going through with the loss of sales that owners said are directly related to B.C.'s tougher sanctions imposed on impaired drivers.

"Everybody knows the province has gone to a lower alcohol format and it has been wreaking some havoc in the bars. We figured the best way to deal with it was to come up with some solutions. We developed a choices menu with some lower alcohol options and I thought we should really have a lower alcohol craft brewed beer in our establishment," said Kettle Valley Station pub manager Martin Lewis. "I think this has the potential to be one of the best selling beers in the province."

With that idea he approached Cannery Brewing Company co-owners Patt Dyck and Ron Dyck. Cannery Brewing then devised a way to create a beer that still has all the flavour and complexity of a higher-alcohol beer.

The result is a clean, crisp ale with a bright hop finish and 3.05 per cent alcohol, about 40 per cent less than conventional beer.

"Cannery Brewing is known for its big flavour beers. We didn't want this beer to be an exception to that, although we knew that it would be a challenge to get the flavour, colour and body that we were looking for in such a low-alcohol profile," said Patt Dyck.

"We went to work and developed a unique new recipe using special brewing techniques to produce an ale that meets our standards yet offers



Mark Brett/Western News

KVR Pub manager Martin Lewis toasts the new low-alcohol beer No Jail Pale Ale produced by Cannery Brewing, represented by manager Patt Dyck (left) at the brew's official unveiling this week. The product was designed as an answer to the province's new, tougher drinking and driving regulations.

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a lower alcohol content. No Jail Pale Ale can take its place in our lineup of premium beers with a full-flavoured taste and complexity that people have come to expect from Cannery Brewing beers."

So far the brewers said they have had an enthusiastic response. At Monday's unveiling at the KVR pub, customers seemed to be enjoying it. Esther and Larry Knight were sipping on the brew while having lunch.

"I think it has a great flavour and is very good for a lower-alcohol content beer," said Larry. "I like it better than a Coors Light or something along those lines."

The Knights said with the tougher impaired laws they have been watching what they have been consuming, and the No Jail Pale Ale would be a choice they would consider off the drink menu. It is exactly what both Cannery Brewing and Lewis were hoping for when they came up with the idea.

"I think for pubs, bars and restaurants to have this option is going to be huge. Most of these establishments have taken a 30 to 40 per cent hit because of the tougher impaired rules," said Dyck. "I was just talking with one gentleman earlier that said his son used to come from Summerland all the time for lunch and a pint

or two, but now with the laws changed he can't do that. He tried the beer out today and is excited to tell his son about it."

And what of that unique name?

The No Jail Pale Ale moniker is credited to the KVR chef James Bryan and Randy Holte, director of sales at Cannery Brewing.

"It's like when you get pregnant and you give the baby a nickname because you can't just keep calling it baby all the time. The same for us when we create a new beer, we can't just keep calling it beer so the name No Jail Pale Ale got picked up and by the end when we were trying to figure out its official name we decided to just keep it," said Dyck.

No Jail Pale Ale will be available at local pubs, bars and restaurants but will not be bottled. Those wanting to take home No Jail Pale Ale can pick up small kegs, or party pigs, at Cannery Brewing.