



"We have about 150,000 people come through this facility annually," says Hillinger, adding that the number includes people from the tours, as well as functions (approximately 300+ a year), like private parties or weddings. And the best is yet to come.

FULL STEAM AHEAD

When Steam Whistle Brewing began operations at the John Street Roundhouse, the intention was always to incorporate a restaurant. That idea may have flown out the window soon after the official opening when a private party demonstrated the value of having a large events space available for rent. But the idea has come back home to roost.

Renovations have been underway for the past year and a half. As a result, the Steam Whistle Brewing is now launching Locomotive Hall, a 7,500 square foot venue that can host up to 1,000 people. It also has its original Steam Whistle Pilsner Hall, a 5,000 square foot space.

Also new this year is the Steam Whistle Biergärten, a 2,500 square foot restaurant modelled after the traditional beer gardens of Munich, Germany.

Locomotive Hall hosted its first event on April 12th of this year — to great success.

The Steam Whistle Biergärten, which offers 100-indoor and 50-outdoor seats, is slated to have its official opening May 11th.

"It's a very exciting time for the company right now," says Hillinger. "We have a lot of exciting change happening."

Other big news from the Canadian brewery is the decision to augment its single Steam Whistle brand with a



Munich Lager. The "darker" beer has been available for the past year from the company's sister brewery, Von Bugle Brewing, which is located in Etobicoke.

Steam Whistle Brewing also has the exclusive rights to brew, package and sell a craft beer called Fat Tire Amber Ale from Colorado-based craft beer producer New Belgian Brewing. The long-term licensing agreement took effect in early 2019.

A CASE IN POINT

The founders of Steam Whistle Brewery have shown their fortitude and business acumen in helping to pioneer the Canadian craft beer market. Together, they created a business plan that has stood the test of time.

Having established such a firm foundation, the company is set to take the next step forward under the leadership of Andy Burgess — one that will continue to make Canada proud. 🍀

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Wow! Look What a Shipping Container Can Become!

Steam Whistle Brewing has been coming up with some very innovative concepts, helped along the way by company's like Venture Food Trucks. According to Niki Hodgskiss, "We just celebrated our 30th anniversary this year. The company has evolved over the years from a small family business manufacturing hot dog carts, to building large scale food trucks, concession trailers, and shipping containers."

As it turns out, you can do practically anything to a shipping container, and it is resonating with today's market.

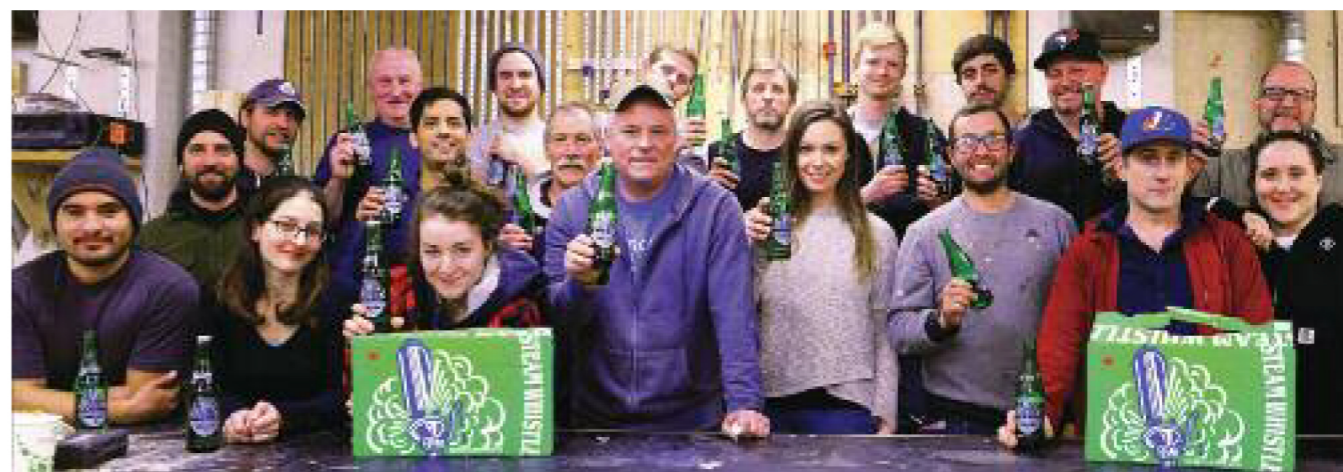
"Our clients (bar owners, restaurateurs, marketing agencies) are always seeking the most innovative, fresh ways to stand out in their competitive industry. Trends are always changing, so we adapt to what our customers want. That's why all our builds are 100 per cent custom. Everyone wants something different!"

The container Venture Food Trucks did for Steam Whistle is a very high-end commercial kitchen, with great esthetic features. "The huge canopy opening is a feature that customers love because they can see right into the kitchen. The ceramic subway tiles on the back wall are also a nice touch."

And that's the beauty of shipping containers — you can modify them in so many ways to give an absolutely powerful impression.



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Bob, the amazing ale manager. Mike is mixing from this picture.

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by Melanie Franner

Photo courtesy of Robyn Pearson, Smooth Studios

Craft beer may have lost some of its novelty of late, with the market heavily saturated with microbreweries. Steam Whistle Brewing is betting on its long history in the sector to remain Canada's largest, most respected craft brewery. That bet and a new business philosophy are set to take the private company into a new era of doing Canada proud.

Founded by three long-standing colleagues of the former Upper Canada Brewing, Steam Whistle Brewing helped create the Canadian craft beer market. The company built its business on the philosophy of producing a single, genuine craft beer that Torontonians could be proud of.

"The brewery itself opened in 1999," says Josh Hillinger, on-site experience manager, Steam Whistle Brewery. "This was the pre-renaissance era of craft beer if you will. The mass movement in craft beer didn't really occur until around 2008."

But the nine years proved more than enough time for Steam Whistle Brewing to make a name for itself – and a market. The company currently produces approximately 85,000 hectolitres of its Steam Whistle pilsner, distributing the beer all across Canada.

Today, the three original founders no longer work for the company. Andy Burgess took over as president and CEO in November 2018.

FORTUNATE FORESIGHT

Part and parcel of Steam Whistle Brewing is the company's iconic John Street Roundhouse location. The 9,300 m² building was built in 1929 by the Canadian Pacific Railway. Steam Whistle Brewery is the first tenant to occupy the building since CP moved out in 1988.

"The Roundhouse has become pivotal to our brand," explains Hillinger. "It's one of the things that sets us apart from our competitors. Leasing this building was a huge gamble for our founders back in 1999. At the time, this area was a ghost town."

Today, the heritage building is located at the heart of Toronto's sports and tourism industry.

The building also houses an actual brewery — accounting for 40 per cent of all the Steam Whistle beer produced. The site also offers public brewery tours, is a much sought-after events venue, and has even become a tourist destination in its own right.

Change a' Brewing

Steam Whistle Brewing Ups its Game

Tyson Porcellato, executive chef, Steam Whistle Biergärten and Josh Hillinger, project manager/onsite experience, Steam Whistle Brewing + Steam Whistle Biergärten

