

Milestones in Steam Whistle Brewing History

Now one of the top ten selling premium beers in Ontario Beer Stores, Toronto's independent Steam Whistle Brewing began as a dream of three friends who had worked together at one of Ontario's microbrewery pioneers.

May 1998

On an annual canoe trip of former employees of The Upper Canada Brewing Company, from the days before it was purchased by Sleeman Brewing and shut down, three friends – Cam Heaps, Greg Taylor and Greg Cromwell – talked about returning to the business they loved and DREAMED about opening up their own brewery one day.

August 1998

The three friends INCORPORATED an entity titled “Three Fired Guys” Brewing, each put in some seed money and started to write the business plan for their future brewery.

January 1999

With Frank Heaps aboard as the brewery's Chairman, the brewery plans now nicely developed and a roster of enthusiastic SHAREHOLDERS involved, the group purchased a complete EQUIPMENT package – brewhouse, fermentation vessels and packaging equipment – from a family run brewery in Montreal, Brassau Brewing, which was closing its doors.

June 1999

Now officially incorporated as STEAM WHISTLE BREWING (after an epiphany about how a factory steam whistle should grace the roof of the yet-to-be-built brewery, signaling the end of the work day and the beginning of a time for personal enjoyment), the brewery sells its final shares. With a bank loan and equity from private investors in place, the brewery is finally a “go”.

July 1999

The brewery's unique GREEN GLASS BOTTLE is selected after an exhaustive search of heritage bottles from local collectors (brewerianists). Based on the industry standard green bottle popular in the 1950s with breweries and pop bottlers, Steam Whistle finishes its logo and packaging designs.

July 1999

Toronto City Council accepts Steam Whistle Brewing's proposal to develop one third of the heritage site, the CPR John St. ROUNDHOUSE for its home. Vacant since May 13th 1988 when the last train was serviced here, the Roundhouse was at one time a 24-hour a day operation servicing the steam and later diesel-powered locomotives that hauled passenger trains into Toronto's Union Station.

October 1999

Steam Whistle BROKE GROUND to build their brewery with architectural plans that were sensitive to its historic use and heritage designation. The portion of the building that Steam Whistle was to occupy had at one time been dismantled to construct the underground parking garage for the Metro Toronto Convention Centre. Rebuilt using original materials or to heritage specifications it sat as an empty vault of architectural splendor with Douglas Fir beams, 30ft. ceilings and multi-paned windows.

February 2000

The original BREWMASTER, Harald Sowade begins test brews of Steam Whistle Pilsner in the newly constructed brew house, using traditional brewing methods and only four natural ingredients. The recipe is based on specifications of colour, aroma, bitterness, hop aroma, carbonation and sweet maltiness decided through a tasting of competitor brands available in Ontario. The founders knew they wanted to compete against the growing premium imports from Europe, with a similar taste profile but with a brew that was made fresh locally.

March 22, 2000

The INAUGURAL BOTTLES of Steam Whistle Pilsner roll off the production line and are shipped to Beer Stores and LCBO outlets in the Greater Toronto area. At the time, Steam Whistle employs a staff of 16, 11 of which are veterans from the beer industry, primarily Upper Canada Brewing alumni. Greg Taylor begins working full time in the business, sharing the helm with Cam. Co-founder Greg Cromwell makes his plans to move down under with his Australian wife, and not actually working in the operations of the brewery.

April 30, 2000

The FIRST KEGS of Steam Whistle Pilsner draught were delivered to bars and restaurants across Metro.

May 2000

The brewery EXPANDS DISTRIBUTION beyond the Greater Toronto area, offering its Pilsner for sale in Barrie, Kitchener, Hamilton, Peterborough.

May 24th, 2000

The brewery's on-site RETAIL STORE OPENED its doors as a neighbourhood beer store offering entertaining tours, monthly exhibitions of local artists and two event spaces for private party rentals.

July 2000

In July 2000, The Globe assembled a panel of beer experts for a blind tasting of beers representing different styles and regions from across Canada. Steam Whistle Pilsner was voted "TASTIEST CANADIAN BEER".

November 2000

Harald Sowade, our original Brew Master, receives his CAREER-BEST: a score of 95% (A+) on samples of Steam Whistle Pilsner sent to the state-of-the-art Doemens Testing Institute for the international brewery and beverage industries. Having studied at Doemens, Harald made it a life practice of sending his brews to be tested – as a means to measure his personal achievement at different breweries against Doemens highly regarded standards. This same month, the brewery launches 24 packs of Steam Whistle Pilsner into the Ontario Market.

March 2001

EXPANDS EASTWARD introducing Steam Whistle Pilsner into Ottawa and Kingston.

May 2001

Steam Whistle Pilsner received a PERFECT SCORE in a 45 beer blind taste test by NOW Magazine, Toronto. They rated Steam Whistle as "EXCELLENT".

July 2001

Steam Whistle UPGRADES its busy bottling line and installs a state of the art bottle washer from Italy. This MAG washer uses the most advanced soaker technology in the world and washes up to 12, 500 bottles per hour.

September 2001

Resurrecting a 1950's style of carton, the Brewery launches SUITCASE 12 PACKS of Steam Whistle Pilsner into the Ontario Market.

October 2001

The brewery EXPANDS further west and introduces Steam Whistle Pilsner into London.

October 2002

With steady sales, the brewery pushes further west with Steam Whistle Pilsner into Windsor.

December 2001

Eye Magazine's Annual Reader's Survey names Steam Whistle ONTARIO'S BEST MICROBREWERY.

November 2002

After a visit to an international conference and trade show about beer, Cam Heaps secures the first Shipment of Steam Whistle Pilsner into Germany. NOW Magazine Annual Reader's Poll names Steam Whistle BEST MICRO BREW. Steam Whistle wins BEST BEER IN OTTAWA by the readers of Ottawa's Xpress Magazine. Attendees at Ottawa's annual Wine & Cheese Show vote Steam Whistle Pilsner OTTAWA'S FAVOURITE BEER.

December 2002

Eye Magazine's Annual Reader's Survey names Steam Whistle ONTARIO'S BEST MICROBREWERY for the second year.

May 2003

The brewery begins to expand across Canada, selecting Alberta as its first market. Albertans consume more premium beer pre capita than any other province or territory.

June 2003

Steam Whistle continues to invest in TECHNOLOGY to drive quality at the brewery. Charlie Mifsud, Plant Manager, takes existing electronic inspection technology used in the food packaging industry and adapts it to our bottling line. Steam Whistle's painted label and unique bottle shape add some challenges for the electronic inspection, but through his own innovation and by working closely with suppliers, Charlie is able to invent an Electronic Bottle Inspector for Steam Whistle's packaging line. This kind of technology is usually prohibitively expensive for a niche operation of our volume, so we are proud that Steam Whistle stands out in Ontario's craft brewing segment as the only one with this advanced inspection system.

November 2003

NOW Magazine Annual Reader's Poll names Steam Whistle BEST MICRO BREW.

December 2003

Eye Magazine's Annual Reader's Survey names Steam Whistle ONTARIO'S BEST MICROBREWERY for the third year.

April 2004

After several years of requests, Steam Whistle Pilsner is finally sent into Sudbury and North Bay.

May 2004

To celebrate the crimp style crown and its superior seal, Steam Whistle Introduces an annual free VINTAGE BOTTLE OPENER as in-case promotion.

August 2004

The Golden Tap Awards were announced and the public named Steam Whistle Pilsner as the Greater Toronto Area's BEST LOCALLY-PRODUCED BEER. Judges at the Toronto Beer Festival crown us BEST PILSNER.

November 2004

For the LCBO shopper, Steam Whistle launches special limited edition HOLIDAY PACKAGING of Steam Whistle Pilsner – Holiday 6 packs.

December 2004

Eye Magazine's Annual Reader's Survey names Steam Whistle ONTARIO'S BEST MICROBREWERY for the fourth year.

April 2005

The brewery celebrates the first shipment of Steam Whistle Pilsner into BRITISH COLUMBIA.

May 2005

The Canada Shop in LONDON, ENGLAND makes its first order for Steam Whistle Pilsner to supply thirsty expatriates there.

June 2005

Steam Whistle introduces an EMPLOYEE PROFIT SHARING PLAN for its entire full and part time staff.

July 2005

Steam Whistle is the first brewery in Canada to use a 100% BIODEGRADABLE BEER CUP for outdoor events. This cup made of plant resin is completely compostable within 50 days.

August 2005

The Brewery's beer is named ONTARIO'S BEST PILSNER at the Provincial Brewing Awards.

November 2005

Steam Whistle launches the communications platform “DO ONE THING REALLY, REALLY WELL” which encapsulates their singular focus of making only one beer of exceptional quality that Canadians can be proud of.

December 2005

Eye Magazine’s Annual Reader’s Survey names Steam Whistle ONTARIO’S BEST MICROBREWERY for the fifth consecutive year.

December 2005

During 2005, Steam Whistle sold more PREMIUM BEER than all the other 25 independent craft breweries of Ontario combined. This according to *The Beer Buying Monitor*, a survey conducted by Ascot Marketing in a cross section of Beer Stores.

April 2006

For the first time, Steam Whistle sales vault it into the TOP TEN Selling Premium Beers in Ontario Beer Stores, according to *The Beer Buying Monitor*, a survey conducted by Ascot Marketing in a cross section of Beer Stores.

July 2006

Cam Heaps and Greg Taylor, co-founders of Steam Whistle Brewing, jointly nominated “ENTREPRENEURS OF THE YEAR” by Ernst and Young in their annual competition to recognize the outstanding business success of Canada’s Entrepreneurs, were selected as Finalists.

October 2006

Steam Whistle Brewing was chosen BEST LOCAL BREWERY by *NOW Magazine* critics.

October 2006

Steam Whistle begins powering its delivery fleet with a B20 BIO FUEL made up of 50% soya fuel and 50% recycled restaurant grease.

November 2006

Steam Whistle expands into the last corner of the province by introducing Steam Whistle Pilsner into Thunder Bay and Sault Ste. Marie. The brewery now has COMPLETE DISTRIBUTION IN ONTARIO.

November 2006

Steam Whistle launches special HOLIDAY 12 PACKS of Steam Whistle Pilsner, exclusively to the province's Beer Stores.

December 2006

Steam Whistle Brewing sends BEER TO THE CANADIAN TROOPS stationed in Afghanistan; a special Christmas greeting from the Good Beer Folks at home. Overwhelming support for this gesture flows in from individuals across Canada, from BC to PEI. This employee initiative saw staff donate a week's worth of staff beer, which was matched by the company.

December 2006

For the 6th year in a row, Eye Magazine's Annual Reader's Survey names Steam Whistle ONTARIO'S BEST MICROBREWERY.

February 2007

Steam Whistle is the subject of Comedy Channel's show "PUNCHED UP" when our retail staff, our Brewmaster, Marek, and brewery co-founders Cam and Greg, receive advice from the show's comedy team on how to 'punch up' the brewery's marketing.

February 2007

Steam Whistle EXPANDS from Bays 1-11 of the John St. Roundhouse, adding 30% more capacity and growing into Bays 12-14. This new space contains additional fermentation vessels and much needed warehouse space.

March 2007

Steam Whistle brings back good old fashioned HOME DELIVERY service of our fresh draught and bottles to homes across the GTA. This service which had been cancelled by The Beer Store a decade earlier, fulfills our promise to provide "Delivery with a Smile".

March 2007

Steam Whistle Brewing introduces a revolutionary service in Ontario's beer industry. Our "TEAM CLEAN" service reps not only clean draught lines but also check all bottled inventory at licensed bars and restaurants for freshness date codes, replacing older product. This commitment to quality, *fresh* beer is a first amongst our competitors.

April 2007

The Ontario Brewing Awards announce this year's winning brews and Steam Whistle Pilsner, for the second time, takes GOLD in the PILSNER CATEGORY.

May 2007

Cam Heaps, the younger of the two founders, is named TOP 40 UNDER 40 by Arthur Anderson in their annual award recognizing outstanding young business leaders in Canada.

May 2007

Steam Whistle adopts BULLFROG POWER, 100% clean electricity for all of its power needs at the Roundhouse. This electricity is wind and low-impact hydro generated.

May 2007

Steam Whistle Brewing's home is named one of 21 "GREEN BUILDINGS" in Toronto as part of the *Clean Air Partnership's* Green Companion Guide.

June 2007

Steam Whistle receives accolades from the LCBO for the BEST SPECIAL EVENT in 2007 in LCBO Stores. Their Elsie Award was given to us for combining the great music of Indie band "The Suits XL" with scrumptious cooking demonstrations and samplings of our award-winning Pilsner.

June 2007

Calgary's *Urbane Magazine* names Steam Whistle the TOP PICK for the Ten Best Beers for Summer.

June 2007

Calgary Beer Fest honours Steam Whistle Pilsner with the PEOPLE'S CHOICE AWARD.

June 2007

Steam Whistle Brewing is shortlisted as one of CANADA'S TOP 100 EMPLOYERS, recognizing their *Good Beer Folks* work environment.

July 2007

Team Cedar Grilling are crowned CANADIAN OPEN BBQ CHAMPIONS for a second year in a row! They took 1st place in ribs with their delectable Steam Whistle BBQ sauce.

July 2007

Out of an impressive list of nominees, 50 outstanding Ontario entrepreneurs who have demonstrated courage, determination and leadership have been chosen as finalists in the 2007 Ernst & Young ENTREPRENEUR OF THE YEAR AWARDS Program, including Greg Taylor and Cam Heaps, Co-founders of Steam Whistle Brewing.

September 2007

Steam Whistle Brewing wins the Toronto Regional Immigrant Employment Council's IMMIGRANT SUCCESS AWARD recognizing their efforts to hire and inspire skilled immigrant employees in the company. Steam Whistle's management team includes: Marek Mikunda, their Czech Brewmaster; Stefan Atton, Sri Lankan Director of Marketing; Sergei Mikhniouk, Russian Plant Engineer; Anabel Fernandez, Cuban Quality Assurance Coordinator; Yosuke Nishiyama, Japanese Quality Control Technician; Adrian Joseph, Sri Lankan Chief Financial Officer; and Jorge Mendonca, Portuguese Production Supervisor. And, the staff that work on Steam Whistle's bottling line form a veritable United Nations.

September 2007

Steam Whistle is nominated for CANADA'S MOST ADMIRABLE CORPORATE CULTURES.

November 2007

Yet again, Steam Whistle Brewing was chosen BEST LOCAL BREWERY by *NOW Magazine* critics.

December 2007

Steam Whistle launches their RETRO STYLE WALL MOUNTED OPENER in the LCBO to tremendous success. The Gift Box which includes two bottles of our Premium Pilsner, sells out in a matter of weeks with the LCBO more than doubling their order.

January 2008

Steam Whistle's support of Indie Music in Canada is solidified with their UNSIGNED concert series promoting indie artists and raising funds for the Artists Health Foundation.

February 2008

Steam Whistle begins to collect and recycle shrink wrap and all the bottle caps which are returned along with our refillable bottles. This signals the final step in RECYCLING ALL PACKAGING MATERIALS from our production line.

February 2008

The Discovery Channel airs an episode about beer making featuring Steam Whistle Brewing, on their regular show "WHAT'S THAT ABOUT?"

March 2008

Steam Whistle completes the installation of their new state-of-the-art BREWHOUSE from *Czech manufacturer DIO*. This new brewhouse reduces waste water to 1/3 of the former brewhouse, a

considerable savings to the environment. By re-circulating steam-heated water within the brewhouse cycle, Steam Whistle is also able to achieve about 25% energy savings.

April 2008

Steam Whistle Pilsner is one of only a handful of beers featured in the LCBO's ENVIRO CHIC promotion, recognized as a *green manufacturer* for their green power supply, environmentally conscious packaging and bio-deisel fueled fleet.

April 2008

Steam Whistle takes top honours at the *Toronto Wine & Cheese Show* in the BEST LAGER CATEGORY. Our Pilsner also wins FAVOURITE DOMESTIC LAGER at the *Edmonton International Beerfest*.

June 2008

Steam Whistle becomes a founding partner in and hosts the launch of GREENING GREATER TORONTO, an initiative launched by Mayor David Miller to make Toronto "the greenest urban region in the world". The Greening Greater Toronto coalition identified these major goals: 1) reduce GHG emissions; 2) improve air and water quality; 3) increase sustainable land use with more green space; 4) implement waste reduction that makes sense.

July 2008

Steam Whistle launches 500ML CANS for the Ontario Market. The cans were kicked off in a 75-store promotion in LCBO stores with distribution in 200 Beer Stores following shortly. The cans were shipped in a 24pack case format and sold as a single serving.

August 2008

Steam Whistle is crowned BEST BEER BREWED IN THE GREATER TORONTO AREA by the *Golden Tap Awards*.

September 2008

Steam Whistle Pilsner began to be shipped in 4PACKS OF CANS to the Alberta market meeting the demand for canned beer by the majority of Albertans.

October 2008

Cam Heaps and Greg Taylor win the ENTREPRENEUR OF THE YEAR AWARD at the annual Ernst and Young gala, recognizing Steam Whistle Brewing's success in the Consumer Products Category.

November 2008

Steam Whistle Brewing continues its holiday tradition of offering festive packaging for its 6packs and suitcase 12packs in Beer and Liquor Stores. In addition to the decorated cartons with a box-top gift tag, this year's HOLIDAY PACKAGING included bright RED BOTTLE CAPS.

November 2008

Steam Whistle Brewing introduces a number of power saving initiatives through ENERGY-EFFICIENT LIGHTING. After a voluntary audit by a Minister of Energy-sponsored agency, the brewery installed energy efficient fixtures and bulbs around the brewery. They also undertook to keep lights turned off to benefit from all the natural light streaming into the building, and installed motion detectors to reduce the hours lights were on in less-travelled parts of the brewery.

November 2008

Tourism Toronto played host to CHINESE CENTRAL TELEVISION as they profiled this 'world-class city's innovation and environmental initiatives'. The CCT Crew spent a day at Steam Whistle Brewing learning about our model green manufacturing practices.

January 2009

Steam Whistle Brewing receives their license and begins selling beer in BRITISH COLUMBIA on a test basis.

February 2009

Steam Whistle Brewing is selected for the 2009 – CANADA'S 50 BEST MANAGED COMPANIES AWARD, honoured amongst the Canadian companies in diverse industries whose success in meeting "the challenges of a competitive market is a direct reflection of their pursuit of innovation, and their investment in meeting the needs of their clients."

April 2009

From amongst 72 beers in 16 Categories, Steam Whistle won GOLD in the BEST PILSNER CATEGORY at the ONTARIO BREWING AWARDS. This is the third time we have received this honour. The awards ceremony was held Tuesday April 14th at the Bier Markt, Toronto, with the stars of Ontario's brewing industry in attendance. Our Brewmaster, Marek Mikunda, proudly accepted the award on behalf of all the Good Beer Folks.

April 2009

Steam Whistle Brewing was honoured at the Packaging Industries annual PACEX AWARDS for our innovative construction, functionality and designs of our Pilsner packaging. We won the GOLD Award in the Paperboard Category for our four-can-pack, and the SILVER Award in Decorated Corrugated Fiberboard category for the Wall-mounted Bottle Opener packaging.

April 2009

Steam Whistle was honoured at the GREEN TORONTO AWARDS with the ENVIRONMENTAL AWARD OF EXCELLENCE in the Energy Conservation Category acknowledging the work we have done to reduce our power consumption through energy efficient equipment and lighting, the use of alternative forms of energy such as 100% wind-generated Bullfrog Power, Deep Lake Water Cooling, District Steam Heat, and Bio Diesel (76,100 litres last year alone!), and through our Waste Diversion program which includes reuse, recycling and commercial composting.

August 2009

PORTER AIRLINES begins serving Steam Whistle Pilsner as its exclusive beer aboard all of Porter's aircraft. The partnership brings together two independent, Canadian-owned firms, both underdogs in their respective industries taking on giant competitors. Each is concerned with bringing a premium experience to their customers.

August 2009

Steam Whistle Brewing expands sales in BC with a full-time sales person and a vintage vehicle. Within weeks, Steam Whistle is available in dozens of stores, bars and restaurants.

September 2009

Steam Whistle Pilsner wins Bronze at the CANADIAN BREWING AWARDS.

October 2009

Steam Whistle Brewing is named one of GREATER TORONTO'S TOP EMPLOYERS, recognized for its great treatment of employees through programs like flexible work hours, profit sharing, employee share purchase plans and trips for long service employees.

October 2009

TripAdvisor.com, the world's most popular travel review website with 36million views a month, names Steam Whistle Brewing as the #2 OF 315 ATTRACTIONS in TORONTO.

February 2010

Steam Whistle has a strong presence at the 2010 Vancouver Olympic Games, representing our province at ONTARIO HOUSE Pavilion, and as a major sponsor of CANFUND HOUSE in support of Canadian Athletes Now Fund.

February 2010

Steam Whistle was named for a second time, one of CANADA'S 50 BEST MANAGED COMPANIES

April 2010

Steam Whistle releases a new CUSTOM PINT GLASS, inspired by retro American Pilsner glassware from last century.

April 2010

Steam Whistle Brewing is named one of CANADA'S GREENEST EMPLOYERS, recognizing our culture of environmental awareness and our exceptional earth-friendly initiatives.

April 2010

Steam Whistle launches #6 in its annual series of FREE RETRO OPENERS enclosed in suitcase 12packs of its beer. This original design is reminiscent of retro multi-tools offering something made to last and never fail you.

May 2010

The TORONTO RAILWAY HERITAGE CENTRE opens in Roundhouse Park outside of Steam Whistle Brewing, celebrating Toronto's rail history through the display of historic engines, rail cars, artifacts and rail buildings.

May 2010

Steam Whistle Brewing is named was named one of CANADA'S TOP EMPLOYERS FOR YOUNG PEOPLE, recognizing the many benefits offered to attract and retain younger workers to their organization.