



Home Brew: How Vancouver and Beer Made Each Other

Museum of Vancouver releases interactive online catalogue about the history of beer culture in Vancouver

For Immediate Release: November 15, 2023 — The explosion of craft breweries in Vancouver over the past decade is not the first wave of breweries to operate in the city. From the 1880s until the 1910s, a number of small breweries produced beer for Vancouver’s thirsty population—which is explored in ***Home Brew, the Museum of Vancouver's online catalogue on the history of Vancouver's beer culture. The catalogue will be released on December 15, 2023.***

This catalogue is not an exhaustive history of these breweries, but a brief consideration of the many factors—human, ecological, geographic, etc.—that continually influence our evolving relationship with this complicated brew. Though beer is something enjoyed leisurely, it is not a passive thing. Beer influences tastes, revitalizes urban spaces, and inspires social and sustainable innovation. It is a driving force.

[Media can have a sneak peek of the catalogue here.](#)

Please do not share the catalogue until December 15, 2023.

This catalogue features many pieces from the Museum of Vancouver collection, all accessible virtually through our online database called OpenMOV. Some of the featured items from the MOV collection include a Cascade Ale clothes brush, a Vancouver Breweries Cascade Ale beer glass, a Labatt’s Expo 86 beer coaster, and a WWII Old Style beer carton.

There is also a timeline of Vancouver’s Early Breweries and a timeline of Vancouver’s Contemporary Breweries including popular names such as Steamworks Brewing Company, Parallel 49 Brewing, 33 Acres Brewing, and Red Truck Beer Company.

We invite you to explore this interactive online catalogue and discover more about how Vancouver and beer made each other.

On December 15th, the Museum will be hosting a launch event for the catalogue with community partner Parallel 49 Brewing. The fun event will feature a special “home brew” made specially for the occasion, as well as a presentation of the catalogue by the MOV's CEO, Mauro Vescera, as well as guest speakers Graham With, Parallel 49's Head Brewer, and Ken

Beattie, the Executive Director of the BC Craft Brewers Guild. Tickets will be \$5 (plus fees) and all proceeds will be donated to the Museum of Vancouver. Tickets are now on sale! Members of the media are also invited.

For interviews, images, or to RSVP to the launch party, email Marketing & Communications Manager, Debby Reis, at dreis@museumofvancouver.ca.

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About the Museum of Vancouver: The Museum of Vancouver (MOV) connects Vancouverites to each other and connects Vancouver to the world. The museum's programs, exhibitions and collections bring people together and inspire conversation about the future. The museum is an independent non-profit organization dedicated to inspiring a socially connected, civically engaged city. The Museum of Vancouver acknowledges that the city of Vancouver is on the shared, unceded traditional territories of the Musqueam, Skwxwú7mesh and Tsleil-Waututh First Nations.

About Parallel 49: Parallel 49 Brewing Company is a craft brewery based in the heart of East Vancouver. They were founded in 2012 by passionate craft beer enthusiasts and have quickly become a staple in the Canadian craft beer scene. Today, Parallel 49 Brewing is sold in over 100 cities across Canada, serving up more than 70 unique brews per year. With over 90 employees, P49 is dedicated to continuing to deliver on their mission statement: Making great beer accessible to all!