

Entrepreneur brewing up a sudsy success story

By NORMAN NELSON

Gerry O'Connor liked it so much, he bought the franchise.

The story starts three years ago. Gerry, who lives on Guelph Line near Derry Road with wife Susan and daughters Erin and Shannon, heard about a unique Hamilton business called 'I Brewed It Factory'.

Like a car wash which provides all the tools to clean a car, the brew club provides all the necessary tools — recipes, ingredients, brewing facilities and guidance — for customers to brew their own beer.

All customers have to do is provide the time — an initial 75 minutes to brew the beer and another 45 minutes, two weeks later, to bottle it.

Gerry was so pleased with the results he gave up his own home brewing hobby. "I tried just about every type of beer. I liked them all. It was as good as the commercial brews."

Now he brews all the beer he wants — at his own brew club, just down the road from the Price Club on Ridgeway Drive in Mississauga.

Sales are "right on target" after the first two months, and Gerry is confident his family's first entrepreneurial foray — the Mississauga Brew Club — won't be a victim of tough economic times.

His product, he says, is recession-proof. After all, he adds, "you can come here and make it cheaper."

As well, the preservative-free beer fits in well with society's growing environmental awareness.

Slowly, as he continued to make his beer at the Hamilton facility, other ideas started brewing inside his head.

"I asked one chap I knew there if they were considering franchising it," said Gerry. "He said they were working on a package. I guess a lot of other people were interested."

The Hamilton group soon put together a company — Custom Brew Beer Systems — to market the concept.

Gerry, one of the first customers at the Hamilton store, became one of the initial system buyers, purchasing the exclusive rights for Milton, Oakville and Mississauga.

The package, at a one-time cost of \$150,000, came with all the necessary equipment to brew, ferment, age, filter, carbonate and dispense the beer — and plenty of training and advice.

Originally, the O'Connors thought of finding a partner. "But we took a look at what we had accumulated over the years and thought we could do it. So far, so good."

Susan was, and still is, a Milton agent for the Co-Operators. Gerry was a union electrician working out of Hamilton. Local projects he worked on included Magna, E.C. Drury School for the Hearing Impaired and Milton District Hospital. In Hamilton, he had plenty of work with Dofasco and Stelco.

He quit in March in order to oversee the new

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Gerry O'Connor doesn't mind drawing a pint of his product but the idea is for customers to help out with the process themselves. For a small time investment they can obtain excellent beer at an extremely reasonable cost, the former electrician says.



Showing off

That's just what these quarter horses and their owners were doing at the Milton fairgrounds on the weekend. Diane Scott of Milton (left) took top honours as the all ages trial class winner in the show. Carla Danlyk of Kitchener (centre) made sure Ultra Vantage was a well-groomed entry and Wayne Davis (right) came all the way from Michigan to sit tall in the saddle.

Photos by
John Warren



NOTICE OF PUBLIC MEETING

TAKE NOTICE THAT a Public Meeting of the Liquor Licence Board of Ontario will be held at the MASONIC HALL, 910 MAIN STREET EAST, HAMILTON, ONTARIO, on TUESDAY SEPTEMBER 11th, 1990 at the hour of 10:00 o'clock in the forenoon, at which time the Board will hear an application in accordance with the Liquor Licence Act and Regulations thereunder.

The following establishment has applied for a licence of the class indicated, and the application will be entertained at the aforementioned location and time:

Application For New Licence

(The) Tea Rose Restaurant & Gallery
(Town of Halton)
155 Mary Street, Milton
Dining Lounge Licence and Patio
(Dining Lounge) Licence

AND FURTHER TAKE NOTICE that any person who is resident in the municipality and who wishes to make representation relative to the application, shall make their submission to the Board in writing prior to the date of the hearing, or in person at the time and place of the hearing. The written representation will be disclosed to the applicant and to any other person who may have an interest in the application.

Liquor Licence Board of Ontario
55 Lakeshore Boulevard East
TORONTO, Ontario, M5E 1A4

MINISTRY OF CONSUMER AND
COMMERCIAL RELATIONS
THE LIQUOR LICENCE ACT



THE HALTON ROMAN CATHOLIC SCHOOL BOARD ADVANCE REGISTRATION 1990-91 School Year

FOR NEW STUDENTS — NOT PREVIOUSLY REGISTERED

ELEMENTARY SCHOOLS: JK TO GRADE 8

Tuesday, August 28th, 9:00 a.m. - 3:00 p.m.
FOR INFORMATION: Call Local School

BISHOP PAUL FRANCIS REDING SECONDARY SCHOOL: Grades 9 to 13

1600 Main Street East, Milton — serving Milton, Georgetown and Acton

Monday, August 27th to Friday, August 31st: 9:00 a.m. - 3:00 p.m.

FOR INFORMATION CALL: (416) 875-0124

CLASSES BEGIN WEDNESDAY, SEPTEMBER 5TH, 1990
BUS ROUTES POSTED AT THE MAIN ENTRANCE OF
EACH ELEMENTARY SCHOOL

D. W. Schrenk
Chair

C. G. Byrnes
Director of Education



LE CONSEIL DES ECOLES CATHOLIQUES DE HALTON

INSCRIPTION SCOLAIRE pour la rentrée en septembre 1990

L'inscription scolaire pour tout enfant admissible mais pas encore inscrit aux niveaux de la maternelle à la 8e année aura lieu à chaque école

le mardi 28 août 1990
entre 9h et 15h

Une preuve de l'âge de l'enfant est nécessaire

La rentrée des classes pour tous les élèves aura lieu le mercredi 5 septembre 1990

Les routes d'autobus sont affichées à l'entrée principale de chaque école.

Gilbert McCraw
Président, Section de
langue française

C. G. Byrnes
Directeur de l'éducation