



STAFF PHOTO/STEVE SOMERVILLE

Server Stephanie West pours a Red Falcon Ale for brewing company co-founder Bill Perrie at Boston Pizza. It's also on tap at the Earl of Whitchurch.

New Stouffville Brewing Company launches Red Falcon ale

Pub Guy hops into beer industry

BY CHRIS SHANAHAN

The Red Falcon has landed in Stouffville and local beer lovers like Bill Perrie couldn't be happier.

Mr. Perrie's Stouffville Brewing Company has launched its debut Red Falcon premium ale into selected bars and restaurants here and across the GTA and southwestern Ontario.

"It has a sweet malt taste with a roast barley finish," is how Mr. Perrie described his traditional red ale, soon to be available at The Beer Store and hitting LCBO outlets next spring. It's now being enjoyed in tallboy cans at Boston Pizza and on tap at the Earl of Whitchurch pub.

The first batch of craft beer was canned and kegged last week at Guelph's Wellington Brewery and is already generating a buzz on the local bar scene. Word is circulating amongst beer aficionados that if you like the taste of Rickard's Red, you'll love Red Falcon.

Developed by veteran brewmaster Paul Dickey, it's made in small batches using only the finest barleys, malts and other natural ingredients.

Mr. Perrie, a multi-faceted entrepreneur known far and wide as Canada's Pub Guy,

Check out our video about Stouffville's Bill Perrie and why he decided to brew and sell his new beer at yorkregion.com



admits the time-consuming process of launching his own beer is exciting but also somewhat daunting.

"It's kind of nerve-racking as well because now we have to sell it," he said, adding that a quality product and solid name and logo are essential to long-term success. "We wanted a strong image and a bird of prey (gives us that). We also wanted a strong logo with the word red in it."

In reality, there is no such species as a red falcon, however, he felt the combination of the two words helped create a powerful brand statement. Add to that a catchy slogan - Taste That Soars Above the Rest - and the marketing strategy was in place.

Mr. Perrie and company partner Jim Williamson of Pickering are now searching for a suitable manufacturing plant so they can

do all of their brewing locally. "We're looking forward to finding a home in Stouffville so we can fly the flag for the town in the craft beer world," he said.

In the meantime, they'll continue to brew it under contract at the Wellington micro-brewery, Canada's oldest independent.

The 56-year-old Stouffville resident feels a main appeal of craft beer is that every brand is unique, allowing the drinker to experience styles and flavours refreshingly different from the larger, mass-produced commercial brands.

"I think there is a growing tendency for people to try more local beers," said Mr. Perrie, who in his travels across the province is always discovering new products to sample and write about.

LCBO statistics show Ontario craft beer sales have increased 57 per cent since 2006.

"I always say I don't eat the same food every day, so why should I drink the same beer every day?" he added. The brewing company will showcase Red Falcon at the second annual Stouffville World Music Festival in Memorial Park Sept. 21.

Mr. Perrie surely knows his beer; he's a virtual whiz when it comes to all beverages

that are cold, wet and hoppy. In addition to his brewing venture, he produces The Pub Magazine. The quarterly publication is a beer lover's delight, highlighting the finest watering holes Ontario has to offer.

Mr. Perrie is also the author of several books on independent pubs that sell craft beers.

When he's not brewing, publishing, writing or promoting, the native of Dundee, Scotland, can be heard as the host of The Pub Radio Show. The program airs on Whistle Radio 102.7 Saturdays at 7 p.m.

Mr. Perrie and Mr. Williamson both caught the craft beer bug 10 years ago when they founded TAPS magazine, a national publication exploring the world of beer.

And though the two are no longer involved, the magazine remains a strong industry voice.

These days the new beer launch is filling their days to the brim.

According to a statement at the Red Falcon website, www.redfalconale.com: "It is an easy-drinking, malt-focused beer that has an initial sweetness followed by a dry-roasted finish. Never cloying, this beer will satisfy your thirst for something different."