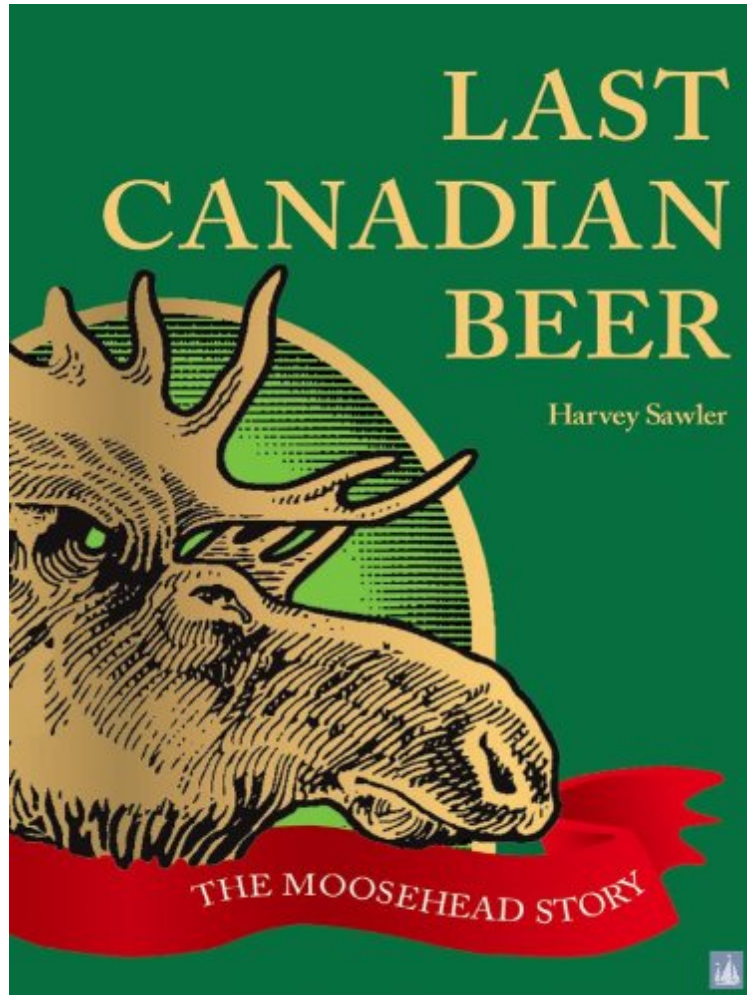


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Last Canadian Beer

Harvey Sawler

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Harvey Sawler : Last Canadian Beer before purchasing it in order to gage whether or not it would be worth my time, and all praised Last Canadian Beer:

0 of 0 people found the following review helpful. Good read about a great beerBy WeezulPretty interesting story about the Moosehead family business, been one of my favorite lagers for years. It's nice to know they haven't sold out to the corporate machines yet.

Featuring important insights from the company's current executives and employees, Last Canadian Beer: The Moosehead Story is not only a fascinating company history, but also a candid look at how a small New Brunswick business remains competitive in a difficult global marketplace. While other Canadian beer brands long ago sold out to American and European interests, Moosehead has remained fiercely independent.Last Canadian Beer is the remarkable story of a time-honoured business, a complex family, and a beloved beer.

About the Author Harvey Sawler is a well-known Canadian tourism consultant and the author of seven books, including the non-fiction works *Last Canadian Beer: The Moosehead Story* and *Frank McKenna: Beyond Politics*. Born and raised in Hamilton, Ontario, Harvey has spent most of his life in Atlantic Canada and lives at Bellevue Cove, PEI, with his partner, Charlotte Stewart.