Trends and Opportunities in the Brewing Industry

Dr. Heather Pilkington/ First Key Consulting Inc.
Thursday, March 24, 2015, 2:30pm
Dupuis Hall, Room 215

ABSTRACT
In this seminar, an overview of the beer industry in Canada will be provided. The emergence of the craft beer market, including current trends, its origins, growth drivers, and expectations for the future, will be discussed. How great beer is made, from the field to the brewery to the glass will be outlined, along with the many career paths available for engineers/chemists. Some of the technical and business challenges facing breweries today will be also be explored. Lastly, some interesting ways to get more involved in the brewing industry will be highlighted.

The Department is grateful to Stone City Ales, Kingston for co-sponsoring this seminar.