

New brews promote Titanic exhibit; **Spinnakers helps to create a buzz for museum show**

March 30, 2007

Paul Hadfield has dredged the Atlantic for inspiration for a trio of new brews at **Spinnakers Gastro Brewpub**.

While the publican brews something new and quirky at least twice a year, just because he can, this time the beer will serve a purpose beyond quenching a thirst as it's promoting the imminent Titanic exhibit at the Royal B.C. Museum.

Hadfield unveiled Titanic Stout, Iceberg India Pale Ale and Unsinkable Molly Brown Ale yesterday, with all three now on tap at the pub and soon to be for sale at liquor stores.

"It's what we can do, it's what defines a brew pub as opposed to a craft brewery," said Hadfield of being able to quickly turn around small batches of beer for special occasions. "We can make these for events and don't have to take it to a broad marketplace and deal with the distribution issues.

"It's fun to play, explore and see what the creative opportunities are."

Hadfield said the fact the beers may play a small part in creating some buzz for the Titanic exhibit, which opens April 14, is all part of being part of the tourism industry and giving something back.

"I grew up in this business over the last 25 years watching guys like (Budget Rent-a-Car Victoria founder) Mark Scott, who gave so much and defined what Victoria has become in terms of business and tourism opportunities. So it seemed appropriate that when we got to a stage where we were able, that I would," he said.

The museum itself sees the quirky promotion as a suitable nudge to get people going to see the exhibit.

"What's interesting about this is over 10,000 bottles of beer were on the Titanic, and another 5,000 bottles of wine -- there was plenty to go around -- so it's appropriate that beers were crafted in commemoration of the ship's 95th anniversary," said John Zaller, creative director of Titanic: The Artifact Exhibit.

"Another really powerful element of the crafting of these beers is by their name they represent a specific period of the Titanic story," he said, noting the stout represents the robustness of the 'unsinkable' ship, the iceberg brings to mind the shattering of that

unsinkable illusion and the Molly Brown ale tells the story of both the survivors and those lost at sea.

Brown was an American socialite and philanthropist who survived the sinking and gained notoriety for her work to help others onto the lifeboats, and after rescue headed the Titanic Survivors' Committee that raised funds to help less-fortunate surviving passengers and crew.

"This exhibition is about educating people about the ship. We all think we know the Titanic story but we don't," said Zaller. "So by spreading the story into the community and the community really taking hold of it like Spinnakers has it's really going to help spread the story far and wide -- these beers help tell the Titanic story in a way that gets inside of you."

These kinds of promotions may be a boon to Spinnakers and the event in question, but it also keeps brewer Rob Monk hopping.

"It's a little daunting and keeps me on my toes, that's for sure," said Monk who relishes the creative ideas Hadfield comes up with. "Every year he comes up with more challenging things to do."

The beer will be on tap and for sale throughout the run of the exhibit, which closes Oct. 14. The first brewing resulted in 800 litres of each beer, with Hadfield estimating the first run of the Iceberg India Pale Ale will last about 10 days.

[Illustration]

Colour Photo: John McKay, Times Colonist / Spinnakers owner Paul Hadfield, left, and John Zaller, creative director of Titanic: The Artifact Exhibit, open a wooden case containing beer brewed for the upcoming exhibition at the Royal B.C. Museum. ;