



**BOYS ON
BREW**
by JON STEINMAN

Fermenting Revolution

Boys on Brew hits the books

New Society Publishers out of Gabriola Island is trying to save the world, so after they released a book about beer, I quickly began exploring how I could become a model citizen while downing a cold one!

In his new book titled, "Fermenting Revolution: How to Drink Beer and Save the World", Christopher Mark O'Brien deconstructs beer in such a way that fosters a new intimate relationship with our lagers and ales.

I was already deeply engaged following O'Brien's first page suggestion that "beer nurtures and soothes, inspires and excites." Yes, yes, yes it does! He continues, "It is the past, the present and the future. Beer is the nearest I ever come to God". Wow! Now that's a set-up for a good book!

O'Brien covers it all; from the history of beer to its religious connections, and from beer production methods to tasting techniques. I only wish such a comprehensive and philosophical approach to brews could have entered my life before all that teenage and college brainwashing by Labatt and Molson. Pity.

Perhaps of greatest interest in the book, are the gender issues pertaining to beer. That's right, gender issues! According to O'Brien, it's only in the past few centuries when the "masculinization of beer" began. That's right, the masculinization of beer is said to be part and parcel of globalization, and that it's men who have historically stolen beer from women and done the horrible things that can now be found in a bottle of industrial swill.

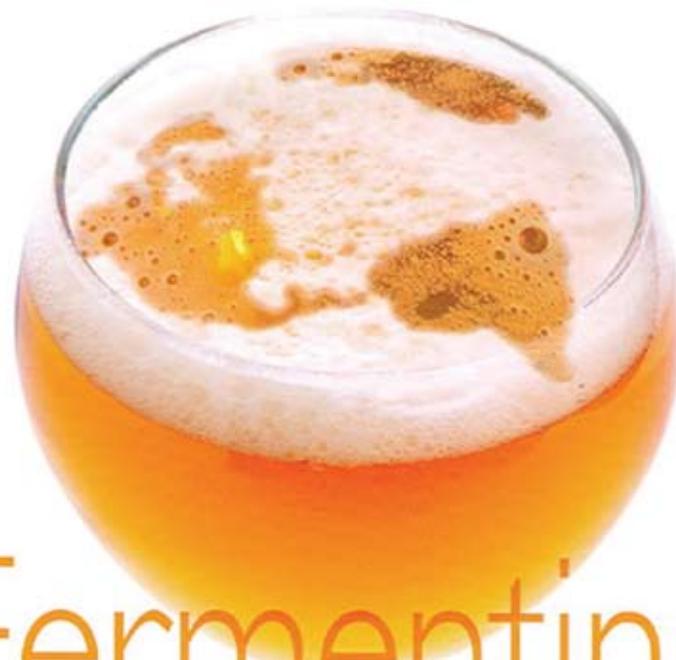
The women of early human civilizations were responsible for the brewing of beer, and this continued up until just recently, when now, in the 21st century, many men see the consumption of beer by women as a potential threat. O'Brien on the other hand refers to himself as a "femALEist", suggesting that beer at its best, empowers women and combats gender inequity.

It may have very well been the Egyptians who knew this all too well. In Fermenting Revolution, readers learn of Isis – the god of fertility. The Egyptians later adopted Isis as the Lady of Beer. Hmm, beer and fertility? I can see it, and to be honest, I'd be happy to transfer the masculine beer persona over to women. Beer does indeed have a strong, if not overpowering feminine energy. As for me, the positive emotions a fine brew evokes are frighteningly similar to those which arise when consuming the presence of the finest woman.

Fermenting Revolution – How to Drink Beer and Save the World
Christopher Mark O'Brien
New Society Publishers, 2006
www.newsociety.com

Be sure to check out a radio interview with Christopher Mark O'Brien on the weekly program out of Nelson, Deconstructing Dinner - www.cjly.net/deconstructingdinner.

How to Drink Beer and Save the World



Fermenting Revolution

Christopher Mark O'Brien

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