

## MAY 18 FIREWORKS SPECTACULAR WILL HONOUR THREE LOCAL COMPANIES



**SAINT JOHN, NB – May 1, 2017** – Saint John will be treated to a spectacular fireworks demonstration next month courtesy of three local companies each celebrating their 150th anniversary.

G.E. Barbour Inc., Moosehead Breweries Limited, and Source Atlantic, all trace their roots to 1867, the year of Canada’s birth. The three organizations will be honoured at a special Saint John Region Chamber of Commerce dinner and celebration May 18. Following the dinner, at approximately 9:45 p.m., the skies over Saint John will light up with one of the longest and most remarkable fireworks displays ever held in the province.

Peter Graham, of T.W. Graham Limited, the leading fireworks supplier and technician in Atlantic Canada, will be in charge of the show. “This will be a fireworks demonstration unlike anything we’ve ever seen in Saint John,” he said. “The three companies have asked me to stage a show to remember and that is exactly what we will do. The display will feature almost 800 individual firework shells and will last an estimated 22 minutes,” he said. “I’ve planned this show to give spectators layer upon layer of fireworks. I’m getting goosebumps thinking about how special this show will be,” he said.

Graham has been lighting skies over Atlantic Canada with pyrotechnics for 50 years. This will be the biggest show of his five-decade career. “What makes this show special is the scale of the firepower as well as the availability of new and never-before-seen fireworks from Spain and China. Some of these shells have 50 per cent more explosive power that what was available to us in the past,” he said. Graham also promised several surprises during the show including a “good-night kiss” that will leave spectators breathless.

Source Atlantic, Moosehead Breweries, and Barbour Foods are celebrating a major milestone with their sesquicentennial birthday. “We recognize the long and ongoing support of the citizens of Saint John as well as our customers and our employees who have supported us and with whom we have had the privilege of working with throughout these years,” said Steve Drummond, president of Source Atlantic.

For their part, the three companies consider the fireworks to be a gift to citizens of the region. “In recognition of this 150<sup>th</sup> milestone we are providing a fireworks display bigger than the city has seen. We would love for the whole community to join us for this part of the celebration,” he concluded.

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**See below a brief history of the three companies.**

## A Brief History of our Honourees

### G.E. Barbours Inc.



G.E. Barbours Inc. is a proud family-owned food processor located in Sussex, New Brunswick with a passion for fine foods and quality products. The company specializes in teas, spices, extracts and nut butters made from ingredients sourced from every corner of the world. The Company's Barbour, King Cole and Morses brands are market leaders in their categories.

Barbour's was founded in 1867 when brothers George L. and William Barbour established a food wholesaling business in what is now Market Square, Saint John, NB. In 1895, George's son, G.E. Barbour, purchased the business and added the tea and coffee offerings of newly acquired Dickason & Armstrong. The now famous King Cole Tea brand was introduced on South Market Wharf in 1910.

In the 1950s the Brennan family acquired the company. Though the family name may have changed, the tradition of quality upon which the company was founded has been passed along and carefully preserved. In 1966, Barbour's moved from Saint John to Sussex, New Brunswick where you can still find the company today and the 21st century finds Barbour's emerge as a leading manufacturer of natural and organic food items.

From the very beginning, Barbour's has been family-owned and operated and proudly Canadian. These two facts still hold true to this day.

## Moosehead Breweries Limited



Moosehead has a long and storied history. Since 1867 the company has survived two fires, take-over battles, explosions, expanded its line of beers, and began distributing its products throughout Canada, the United States and around the world. But, believe it or not, Moosehead had very humble beginnings.

Back in 1865, Susannah Oland sailed from England to Nova Scotia with her family and her recipe for delicious brown October ale. Behind the walls of a humble brewery, Susannah turned her ale from a home-grown Oland classic into a household name in Halifax. With husband John and nine employees, they named the upstart The Army and Navy Brewery – after its most appreciative customers. John Oland’s untimely death forced Susannah to sell the brewery. Seven years later, the godmother of beer was back in business as S. Oland, Sons and Co.

After Susannah's death, her sons John Jr., Conrad and George carried on the tradition. The boys lead the company into the next century as the Maritime Brewing & Malting Co. In 1917, much of the city including the Oland brewery were destroyed in the Halifax Explosion. Conrad died and his brother John was injured. Most people would’ve packed up their barley and gone home. George Oland packed up and moved to New Brunswick.

With insurance money, he and his sons bought another brewery and bounced right back. With luck and a great product on his side, George and his New Brunswick Brewery bought a second, larger brewery in Saint John that is the site of Moosehead’s present-day operations. Finally, the Moose we’ve all come to know and love made its appearance when George launched Moosehead Pale Ale. The Moosehead brand cemented the Oland’s place in Canadian brewing history.

With international and global sales, and many brewing awards later, Moosehead is now Canada’s oldest and largest independent brewery. Six generations of Olands have worked for the family brewery. Great-great-great Grandma Susannah would be proud.

## Source Atlantic



In May 1867 W.H. Thorne General Hardware Merchants was launched by Senator W.H. Thorne as a retail and wholesale store on the corner of Dock Street and Market Square in Saint John, New Brunswick. In 1875 Senator W.H. Thorne was joined by Richard C. Scovil and the firm of W.H. Thorne & Company was formed. To better provide for the needs of customers, the retail and wholesale business were separated and a new building erected especially for the wholesale division on Canterbury Street. The retail division carried on at the original Dock Street building.

In 1877, the Great Fire of Saint John destroyed both stores and their contents. To provide for the continuation of the business, a temporary two-story structure was built on the Market Square site and, inside of ten days, business resumed. In the meantime provision was made for the building on Prince William Street and eighteen months later the new premises were occupied.

In 1923 W.H. Thorne's nephew, J.G. Harrison, succeeds as president until 1943 when the company was acquired by KC Irving. The company, newly named Thorne's Industrial, opens its modern 200,000 square foot facility on Chesley Drive which is still today the company's head office, distribution center and largest branch in Canada.

Source Atlantic was created in 2001 through the consolidation of a number of independent and long-standing companies with Thorne's Industrial being one of those companies. Many of these businesses shared common customers thereby enabling Source Atlantic to become a single source of distribution and service across a multitude of verticals.

Today, Source Atlantic Limited is an innovative and industry leading wholesale distributor serving the needs of the industrial, government, commercial and residential contractor markets in Canada and beyond. We are partnered with hundreds of world-class suppliers, offer a multitude of specialized and technical services, and have many business solutions designed to optimize industry.