



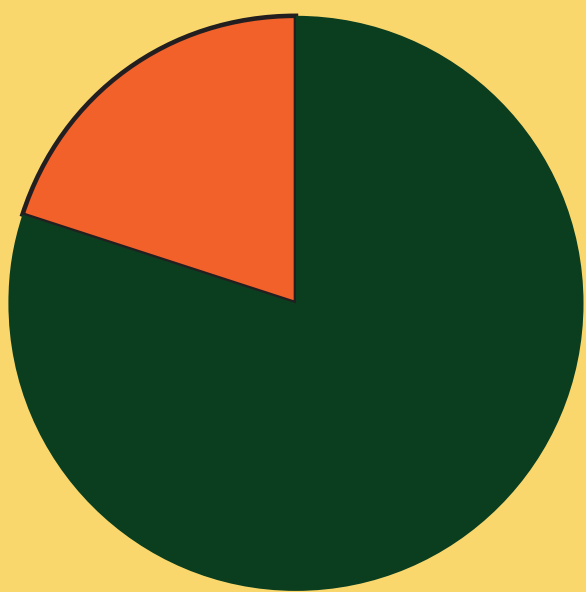
the expected popularity of the Irish pub

When you look around Montréal, it is plain to see that there are many Irish pubs on the island. With the likes of McKibbins, Cunninghams, Irish Embassy Pub & Grill, amongst others, you might think there is just not enough room for another Irish establishment. On the contrary, with research found about Canada and the Irish, it can be determined that we have room for some more that will definitely do well.

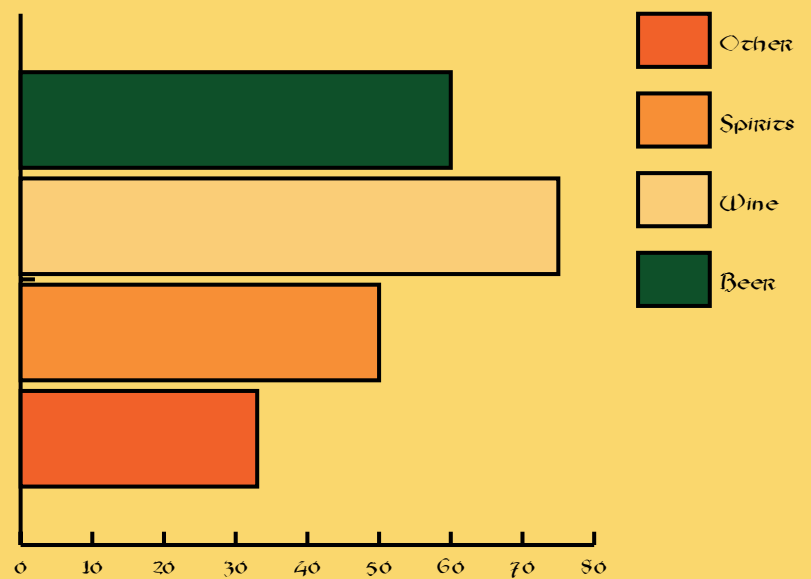
When traveling abroad, **55% of Irish people visit Irish pubs**, according to research done in 2017.¹ The Irish currently make up the **third largest Ethnic group in Quebec**, suggesting that an Irish tavern would attract Irish tourists and the Irish population if they are missing home or have family visiting.² With so many Irish people, another Irish establishment will certainly do well.



In a 2017 survey it was shown that more than **80% of Quebecers drink** with 75% of Quebecers liking wine, 60% like beer, 50% enjoying spirits, and 33% choosing other alcoholic beverages.³ From here we can determine that Quebec is a great place to open any kind of establishment that sells alcohol, and that if the place sells beer it will sell well. Since Irish pubs or taverns are known for their beer, it is sure to do well in a province that has 60% of its population enjoying beer.



■ Don't Drink
■ Drink



With the knowledge that there are a lot of Irish Canadians and that more than half of Irish tourists go to Irish pubs in the country they are visiting, there is a clear connection between the Irish and Irish pubs. Whether they are visiting or live here, they will come, in addition to anyone else who enjoys Irish food and drink. Beer is the iconic drink of Ireland, and with so many Canadians enjoying beer, they are sure to come to an Irish establishment like Boyles Taverne to try some of the best beer they can find. It can then be concluded that Boyles Taverne will do well as an Irish pub in Montréal.

¹ www.drinksindustryireland.ie/3-in-4-agree-beer-tax-too-high/

² www12.statcan.ca/census-recensement/2006/dp-pd/hlt/97-562/pages/page.cfm?Lang=E&Geo=PR&Code=24&Table=2&Data=Count&StartRec=1&Sort=3&Display=All

³ educalcoool.qc.ca/en/facts-tips-and-tools/facts/quebecers-and-alcohol-2017/#.XG6r8M9KhBw