



**Groom for success**  
The rapidly growing skin care market

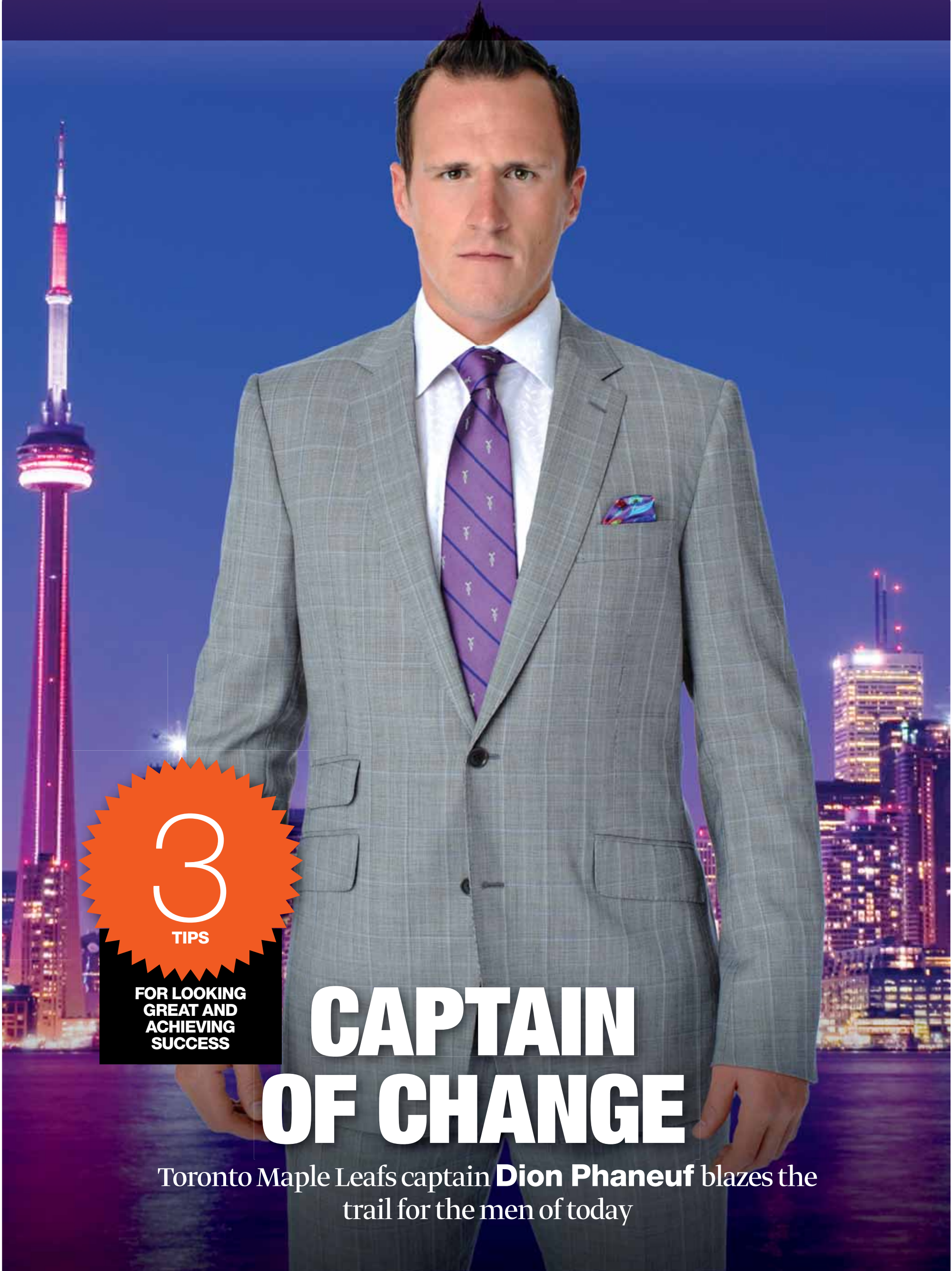


**The power closet**  
Tips and tricks to dress to impress

**MEDIA PLANET**

November 2010

# THE MODERN MAN



**3**  
TIPS  
FOR LOOKING GREAT AND ACHIEVING SUCCESS

## CAPTAIN OF CHANGE

Toronto Maple Leafs captain **Dion Phaneuf** blazes the trail for the men of today

PHOTO: MAPLE LEAF SPORTS ENTERTAINMENT



pairs well with awesomeness.



Please drink responsibly.

Probably the best beer in the world



## CHALLENGES

TIP

1

BEING A MODERN MAN IS ALL ABOUT ACHIEVING YOUR DESIRED LIFESTYLE



The quintessential **guy** of our era is smashing the stereotypes of yesteryear with newly-minted **ambition**—and he **looks sharp** while he's at it.

# A higher state of evolution is upon us

**T**here's no such thing as the ideal man, but all guys have the potential to become better men. These are the guys the writers and editors at AskMen speak to; the ones who recognize an opportunity to improve in their lives, and want to seize it. Having accomplished their self-improvement goal, these guys usually shift their focus to another one. Why? Because that's the kind of guys they are, and the process of positive evolution—of becoming a better man—is a never-ending one.

## The personal challenge

Pushing oneself through change is a great way to get to know oneself. After a decade of trying out awkward labels (ubersexual?), the modern man has found his fit. He looks at himself and recognizes what he sees: a confident, well-rounded, accomplished guy... who could be better. A lot of us are still focused on evolving in our careers, but progres-

sively more of us are finding that our happiness comes from being better elsewhere: by being better at home with our families, in front of the game with our friends, or all alone, running early in the morning. But one thing is consistent: Wherever modern men strive to become better men, they spend time doing so. Time that is becoming scarcer and thus more valuable—particularly so today, as so many things that once held value no longer do (How are your RRSPs recovering?).

So what does the modern man want in 2011? He wants time—that one thing none of us can buy. Well, maybe that's not entirely true. We can't acquire time, but we can change our lifestyles in an effort to tack on some more onto the end. And we can manage our lives so as to squeeze in a bit more time here and there. And we can make the best use of the time that we do find, by spending it doing the things we love and pursuing the experiences that we'll remember.



**James Bassil**  
Editor-in-Chief  
Askmen.com

“The process of positive evolution—of becoming a better man—is a never-ending one.”

## Out and about

In Toronto in 2011, there will be no shortage of options for men who have time to spare. Attend—or give—a guest lecture at the monthly Trampoline Hall get-together at the Garrison (absolutely no expertise required). Judge a Monday-night cook off at Food for Thought at the Drake. Catch the tail end of the Julian Schnabel and Henry Moore exhibits at the AGO. Or spend your time by yourself, getting a proper shave at Monsieur Barber Shop.

In examining and assembling the trends that modern men are flocking to, we focused on 2011's hottest commodity: time. We set out in search of high-quality menswear that will stand the test of it, anti-aging grooming products that will defy it, and gadgetry that will save it. And we broke out a special section focusing on men's fashion trends that are surfacing in 2011 because however the modern man chooses to spend his time, he wants to look good doing it.

# The homestead of today

**After four years overlooking highway traffic, Jani Tuomi can't wait to perch himself in a new condominium with a downtown view.**

At 32, many of his friends live and work in the heart of the city and revel in their eclectic surroundings. Now that his money is down on a 700-sq.-ft., one-bedroom unit in Toronto's Harbourfront/Core area, the technology consultant can almost touch the action.

Tuomi had a number of key condo requirements. The builder had to be reputable and the units expertly designed. Energy efficiency was essential since “it puts more money in my pocket.” An outdoor terrace with gourmet barbeque would help him entertain in style. And an oversized fitness area for cardio, weights and yoga would keep him in shape.



**HIGH STYLE LIVING**  
The courtyard view at one of Minto's condominiums.  
PHOTO: MINTO URBAN DEVELOPMENTS

“King West seems to be really focused on the 30-somethings, from the restaurants to social areas,” he says. “[This] building fits that lifestyle with all the amenities so you can live at home, keep yourself in shape, and be really close to all the things you need.”

## Building intuition

That said, developers are responding to what men want. Hanging out happens in spacious outdoor lounges with waterfalls and fireplaces, catering kitchens, games rooms and media rooms. Suites feature technology to control lighting, heating, television and music. Buildings have green (garden) roofs. Garages boast car and bicycle sharing programs

plus plug-ins for electric cars.

“The modern man wants the best in life and he's willing to pay for it,” says Riz Dhanji of Canderel Stoneridge Equity Group Inc. “They want to show their friends and family that they can live on their own in a nice, well designed space and entertain as much as possible to show off where they live.”

## An emerging focus

And that's why male-focused marketing is so important. Says Jennifer O'Brien of Minto Urban Developments: “When you understand the priorities of your customer, you can then reach out to the places you know he is visiting, get the media he is reading and get your message in front of him.”

SUZANNE WINTROB

editorial@mediaplanet.com



## WE RECOMMEND



**The Brotherhood of Mover**  
Coming together to beat prostate cancer.

PAGE 5

“The Brotherhood has more than 300 members this year and they have already raised \$12,000.”

**Grooming trends** p. 5  
Men's skin care isn't all about the shave.

**The man's drink** p. 7  
A beverage for every occasion.

**MEDIA  
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**Managing Director:** Gustav Aspegren  
gustav.aspegren@mediaplanet.com  
**Editorial Manager:** Jackie McDermott  
jackie.mcdermott@mediaplanet.com  
**Title Developer:** David Shoemaker  
david.shoemaker@mediaplanet.com

Responsible for this issue:  
**Publisher:** Brandon Luckino  
brandon.luckino@mediaplanet.com  
**Designer:** Penelope Graham  
penelope.graham@mediaplanet.com  
**Contributors:** James Bassil, Sachin Bhola, Ben Bowers, Anthony Dominic, Damien Lynch, Jonathan Sandals, Andrew Seale, Suzanne Wintrob, Biotherm

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NEWS

# Give your man the gift of luxury

**Out of all the innovative electronics that have been released this year, tablets are top of mind.**

The iPad may have been first to market, but products like the 7-inch Samsung Galaxy tab and the Blackberry Playbook prove Apple isn't the only company capable of developing attractive devices in this new category. Despite Job's vision of a world where everyday computing happens on time saving touch screens though, Apple set a new standard for portable laptops as well through their update to the ultra-slim MacBook Air. Long-time rival Microsoft has also been busy redefining user interactions with mobile devices and game systems. Its Windows Phone 7 software, now available on sleek handsets such as the Dell Venue Pro and HTC 7 Mozart, is a unique spin on the mobile OS. Microsoft Kinect—a new accessory for the Xbox 360—similarly epitomizes a different take on motion based gaming, and unlike the Wii or PlayStation Move, allows gamers to ditch clunky controllers altogether in favor of just using their bodies. Not to be caught flat-footed, Google set its sights on the living room via its new Google TV platform. Using devices like the Logitech Revue set top box or Sony's Internet TV, users can quickly search for content or the web right on their TV - effectively ending the need to keep a laptop couch-side.

**The look of luxury**

In the world of luxury, fashion labels are now placing heavy emphasis on better experiences too. Concepts like brand heritage and made in America craftsmanship are major selling points for boutique brands like Allen-Edmonds and Alden shoes, Alexander Olch ties, J.W. Hulme Co. bags, or Band of Outsiders, Hamilton Shirts, and Steve Alan clothing. Luxury travel has similarly placed more focus on once in a lifetime opportunities through packages like Abercrombie and Kent's Antarctica expeditions, sailing the open seas with Sea Cloud Cruises, or living the western high life at Triple Creek Ranch. Naturally, what could go better with owning well-made products and posh adventure vacations than drinking rare booze like The Glenlivet: 1973 Cellar Collection single-malt, Andy Warhol x Dom Pérignon, or Dalmore Trinitas 64 Year Old whisky? If your answer is documenting it all with the Leica M9 Titanium or M9 Ostrich leather limited edition, then you'd be right.

**BEN BOWERS**  
Askmen.com  
editorial@mediaplanet.com

# Men's skin care goes beyond the surface

**A growing market**

- 1 The selective men's skincare market corresponds to \$23.6 million (2009 data), compared to the women's skincare market, which reported sales of \$3.7 billion.
- 2 The market is growing rapidly, but it remains modest. Men are taking care of themselves and their appearance, but there is still an opportunity for more education at this level.
- 3 In 1990, only four percent of men used skincare products on a regular basis, while in 2006, 28



- 4 percent reported regular use.
- 4 In 43 percent of cases, the initial purchase is made by

- 5 women and, subsequently, men return themselves to replenish their supplies.
- 5 In the beginning, after-shave treatments and deodorants were the first bestsellers, but today, the market has become nearly as sophisticated as that for women. The category experiencing the strongest growth is anti-aging.

**Men skin particularity**

Men's skin is between 16 to 22 percent thicker than that of women. It contains more collagen and therefore wrinkles later. Due to the presence of more sebaceous glands, it tends to be more oily.

The skin is subject to daily aggressors like shaving and needs the protection of soothing and regenerative active ingredients.

Courtesy of Biotherm

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kitchen 11'6" x 11'5"  
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opt. island  
Welcome Home  
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## INSPIRATION

TIP

2

FIND  
FULFILLMENT  
THROUGH  
CHARITY  
INITIATIVES

1 - 2. Dion Phaneuf greets fans at the Merry Go Round Children's Foundation event.

PHOTO: MERRY GO ROUND

3. Phaneuf signs autographs at Toronto Maple Leafs Skate for Easter Seals Kids.

PHOTO: GRAIG ABEL



**Question:** How does Toronto Maple Leafs captain **Dion Phaneuf** lead today's men in the quest to stay fit, motivated and connected?

**Answer:** He splits his time between his personal ambitions and extensive charity work.

# Captain of change

## LEADER TO LEADER

**Tossing and turning in a blender is 1980s vanity, a dash of the 1990's lost generation and a pinch of the 21st century's love of digitalization—The "modern man" hovers between social media profiles and unabashed curiosity towards the world he lives in.**

But the true movers and shakers are those who work towards building a better society.

Image-conscious, healthy, in-the-know, socially and environmentally responsible—these are the traits that describe the modern man.

Take Toronto Maple Leafs captain Dion Phaneuf for example.

The 25-year-old is young, fit and motivated.

"I think the best way to lead is you definitely want to be the guy who's working the hardest—day in and day out," Phaneuf told the press at the start of the season.

After an unexpected trade uprooted him from Calgary, which he'd called home since he signed with the Flames in 2005, the Edmonton native was forced to whittle out a niche in his new community.

But the six-foot-three defenseman recove-

red his composure after the trade, telling QMI press agency: "It was a shock when it happened, but it's the best thing that ever happened to me."

Phaneuf quickly rolled up his jersey sleeves and set to work.

"Dion started changing the culture within seconds of getting in the dressing room," said Toronto Maple Leafs' President and General Manager Brian Burke during a press conference. "This is a guy who saw a leadership vacuum and leaped in and filled it."

### Man of the people

Five days after his debut with the team, Phaneuf laced up and hit the ice with his new teammates for the Toronto Maple Leafs Skate for Easter Seals Kids. The annual event gave fans a chance to skate with players and alumni for a minimum pledge of \$125, with proceeds benefiting Easter Seals and the Maple Leafs Sports and Entertainment's Team Up Founda-

tion.

But it didn't stop there; the next few weeks were punctuated with charity work.

He showed his support for the Merry Go Round Children's Foundation and its Kids, Cops and Computers program by attending the annual mixer last March.

His devotion to the community in a few short weeks earned him the March 2010 Toronto Maple Leafs ESQ Community MVP.

With a new season, the tireless player looked for new ways to give back.

September saw Phaneuf hit the links with 63 other Leafs past, present and future for the Leafs & Legends Charity Golf Classic. All proceeds from the sold-out tournament went to the MLSE Team Up Foundation.

Phaneuf will al-

so show off his cooking chops on November 23rd at Brassaii for the Toronto Maple Leafs Have a Heart Dinner, in support of the MLSE Team Up Foundation.

### And he's got class...

Of course earning \$6.5 million a year and playing in hockey's biggest market has a few perks. Phaneuf, who, according to a write-up in the Toronto Star has an affinity for expensive watches, also balances a relationship with Canadian actress Elisha Cuthbert. The couple is often attached at the hip for charity events.

He also loves music, telling George Strombolopoulos during an appearance on his show that he often mans the iPod station in the dressing room.

Despite a recent injury that has left the captain temporarily side-lined, Phaneuf will continue his role as a community leader and a prime example of the modern man.

ANDREW SEALE

editorial@mediaplanet.com

Give your suit a **power-up** with bold colours, **refined** fabrics and tricked out accessories.

# Dress to impress

**In his pursuit of self-improvement, it's no accident that the modern man admits his need to look better. Yes, we said need.**

Remember when you suited up for that job interview earlier this year, and found yourself questioning its fit, how to match your tie with your shirt, and the manliness of your, well, man bag? We do. Projecting a successful image is the difference between getting that job and not moving forward in life. Thus, the modern man no longer looks at fashion as vain or as an afterthought, but rather sees it as a sartorial vehicle to achieve his broader goals.

Enter power dressing. A major theme in menswear for Fall 2010 (and looking ahead) is a return to building a power wardrobe. We took a liking to this trend, and not just because it has the word "power" in it. Stemming from the '80s (think Michael Douglas and Charlie Sheen in Wall Street), we're relieved to report that this trend benefited from

a much-needed push of the refresh button. Today's version of power dressing still serves to provide the man with a sense of authority—you know, the kind that shows the bosses you mean business—and style.

We can't stress how central fit is here. Though men's body types vary, you'll probably want to size down, as most North American men tend to air on the larger size of the fit continuum. Choose a higher arm hole, have the arms and waist taken in (tailor required), aim for a lapel width of two to two-and-a-half inches, favor two-button suits over three, and make sure you get a clean break on your pants. Did we mention you'll need a tailor?

### Power shopping

Step one in building a power wardrobe is the suit. Contrary to popular belief, navy is preferred over black in business dressing, because it can be worn year-round and its cut is slimmer and shorter than the average off-the-rack suit. For a timely alternative, invest in a modern (read:

six buttons, slim and a lot of structure) double-breasted blazer option in charcoal.

Power dressing involves anchoring strong suiting with accents of bold colors. A dress shirt in purple will do the trick when paired under your charcoal suit. To further anchor your look, consider a pair of purple-accented dress socks. While we have your attention on the foot area, consider upgrading your shoe game with patent leather; a classic lace-up feels fresh, or rock electric blue brogues if you're feeling bold.

### Pulling together

Ties often get grouped into the



Dad's-Christmas-gift category, but don't underestimate the art of mastering ties. Try a gray herringbone tie in 100 percent English wool (don't forget that just as suiting gets heavier in cold-weather months, so should the fabric of your tie).

Whether you're buying a new suit or just refining your look

with a new pair of shoes, the modern man recognizes the investment he's making, not just financially, but in the time it takes to craft an image of himself that he feels sure about—and that's self-improvement we believe in.

SACHIN BHOLA

Askmen.com

editorial@mediaplanet.com





**A GROWING CAUSE**  
 Bubba Nicholson models his Mo with his pooch pal, Mr.G.  
 PHOTO: MOVEMBER

Breast cancer may have the pink ribbon, but **prostate cancer** has the fabulous Mo.

# A cancer-beating brotherhood

## HOW WE MADE IT

### Growing for a good cause

Usually when Bubba Nicholson and his young rugby union team mates from Burlington Ont. were in the showers after a game or practice, the banter revolved around girls and drink. That changed in 2007 when one of the team revealed he had been diagnosed with prostate cancer at the age of 36.

After two years the team mate finally beat the cancer. Sadly, he then lost his life in an unrelated incident. The whole episode changed Nicholson's own life.

"We were used to talking about everything from parties, to sex, to mothers-in-law," Nicholson recalls. "We say that we are brothers and fight for each other on and off the field. But we are not comfortable talking about the one thing that can take our lives from us—our health."

### The Movember Foundation

Nicholson went home after his team mate broke the news and Googled prostate cancer. One of the things that jumped out at him online was Movember.

Every November, thousands of men around the world grow a Mo (slang for moustache in Australia, where the movement began in 2003) to raise awareness and funds for men's health—specifically prostate cancer—through the Movember Foundation, a non-profit organization that runs the global men's health initiative.

Funds raised through Movember's Canadian campaign go directly to Prostate Cancer Canada to fund vital research into better screening and treatment options and to run support services for men surviving prostate cancer.

### The brotherhood of bad facial hair

Nicholson and 30 club mates decided to form their own fundraising

fraternity. They christened themselves "Theta Omega Mo" with the tag line the "brotherhood of bad facial hair". Many of the guys have the logo tattooed on them as well, Nicholson says.

They decided to raise funds while growing their own Mos, and collected a few thousand dollars for the Movember Foundation. The next year around 60 men from the club got involved, raising \$10,000. This number swelled to \$16,000 in 2009, courtesy of 160 mo-growing dudes. "The Brotherhood has more than 300 members this year and they have already raised \$12,000. Just as crucially, all participants are encouraged to visit their local doctor and get a full physical done," Nicholson says.

Men who grow moustaches for Movember are called Mo Bros and they become walking, talking billboards raising awareness around men's health. The women who support them are dubbed Mo Sistas, of

course.

### L.A. MoBro

Last year, Nicholson moved to L.A. to be nearer to his girlfriend. With memories of his former team mate fresh in his head, he closed his marketing consultancy and began volunteering for the Movember Foundation there. He is now a full time employee.

Despite the anguish of prostate cancer sufferers, awareness is growing. In 2009, global participation of Mo Bros and Mo Sistas climbed to 255,755, with over one million donors raising \$47 million. Last year's Canadian campaign was the second largest in the world after Australia, with 35,156 Mo Bros and Mo Sistas raising \$7.8 million for Prostate Cancer Canada.

DAMIEN LYNCH  
 editorial@mediaplanet.com

# 5

## MO-CREATING TIPS

### A fresh start

**1** Start Movember with a good, clean shave. Rinse skin with warm water to open pores. Apply a layer of your favourite shave preparation to lock in heat and moisture.

### Soften up

**2** Men with especially coarse or curly hair may experience ingrown hair. Try gently exfoliating the area to remove dead skin and dab acne medication to soften it. Apply a warm, moist cloth for a few minutes to bring hair to the surface.

### Make it yours

**3** Once you've passed the awkward growth stage, choose a moustache that suits your style. Visit [www.SchickMoPic.ca](http://www.SchickMoPic.ca) to upload a picture of yourself and personalize the Mo to match your face.

### Stubble shame

**4** You may want to schedule "Schick" days (Mo-related sick days) to avoid an unwanted preview and let it fill out a bit. Or use conference calls and online meetings.

### Keep it clean

**5** Nothing screams amateur moustache man like lunch crumbs on your newfound lip growth. Visit a bathroom after each meal.

Courtesy of Schick Hydro

DAMIEN LYNCH  
 editorial@mediaplanet.com

## The ultimate guy's road trip

### Pick a destination

**1** Take your time. Whether it's a cross county trip coast to coast, or a quick weekend jaunt, sometimes the fastest route isn't always the best. Maybe there's a great restaurant that'll be worth the extra hour out of the way, or a roadside attraction that's hilarious: (e.g. visiting the world's biggest prairie dog). Maybe on your way there's the opportunity to stop over for a night by a college town with a hot, uh, music scene.

Destinations can help you pick the best time to leave. Sometimes it's better to leave later, you'll miss the traffic and can cruise in record time. Other times a day drive is worth the sights, so be sure to plot the spots you don't want to miss.

### Make a trip playlist

**2** Music is crucial to a successful roadtrip. It's the music you listen to on this trip that when you hear it again in a year or two will remind you of all the things that usually stay in Vegas. A good idea is to download a new album to listen to, and don't be afraid to hit that repeat button. Recommended is Brothers (deluxe edition) by the Black Keys. "I'm gonna be (500 Miles) by the Proclaimers is also commonly referred in most circles as the greatest road trip song of all time.

### Get some cameras

**3** Sometimes your remembering muscles can get a little ...hazy. Hand out a black and white disposable camera to everybody on the trip. Then, collect them all after the trip and get them developed. The great thing about disposable cameras is that they're hard to break, inexpensive, and on occasion a real photo blows away the ones you take on your phone. As a plus, no one can tag it.

ANTHONY DOMINIC  
 editorial@mediaplanet.com



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\*Spa services not included. All amenities, activities and restrictions vary by resort and may be available at an additional charge. Restrictions apply.



# Grooming trends

**There is one real constant among the male stars who have dominated entertainment since the early 1990s—George Clooney, Brad Pitt, Matt Damon, and the rest of the modern Rat Pack—they look just as good now as they did when they made it on their first magazine covers.**

This is a point that has not been lost on the increasingly time-pressed, age-conscious modern man.

European men may have been hip to anti-aging products for some time, but the North American male is now rapidly adopting the grooming and lifestyle habits that will help him look 32 for the rest of his life. This means men are not only investing in cosmetic-based products—like the Matthew Fox-endorsed L'Oreal Eye Roller (a manly version of "eye cream"), Clinique Age Defense Hydrator SPF 15 (a manly version of "moisturizer") and Gillette Fusion Pro Series Thermal Face Scrub (a manly version of "exfoliant")—but also the health & fitness gear that go hand-in-hand with fighting the sands of time, a trend not lost on businesses looking to tap into the lucrative male pocketbook. Companies like Bayer have released male-targeted One A Day Multivitamins in order to supplement the diets of time-pressed guys who may have missed their daily nutrient quota, cool reusable water bottles like the SIGG 1.0L Swiss

Cross Black Touch have made staying hydrated easy and stylish for desk jockeys, and no-holds-barred workout programs like P90X have become life-changing tools for guys who were brainwashed into thinking that trim, chiseled physiques were the product of Photoshop.

### Stopping the clock

Anti-aging products may be the hot, new trend in grooming, but men's markets have also seen a resurgence in the level of attention men pay to facial hair (after all, aside from death and taxes, shaving is the only certain thing in a man's life). Powered by the embrace of traditionalism, as well as the notion that guys should truly be enjoying the time they take to handle the unavoidable tasks of life, using old-school premium shaving tools, like The Art of Shaving Power Shave Set, have become a daily ritual for men who opt for 2010's hottest facial hair style: Clean-shaven. If you're asking yourself, "Clean-shaven? What about these moustaches I've been seeing all over Toronto?" Well, those would—hopefully—be the work of Movember: A month-long drive to raise money for prostate cancer research, in which guys take donations in order to grow crimes of fashion on their upper lips.

JONATHAN SANDALS  
 Askmen.com  
 editorial@mediaplanet.com



# WHAT A MAN WANTS

## WHAT A MAN NEEDS This Holiday Season

HERE ARE 5 MUST-ADDS TO YOUR HOLIDAY WISH LIST THIS SEASON:

### № 1 RAPTORS HOLIDAY PACK



This 3 game pack includes the Celtics, Mavericks and Heat – your chance to see Wade, LeBron and Chris Bosh. If you're really good, maybe they'll tack on the Suns and the Magic to make it a 5 game pack. [raptors.com](http://raptors.com)

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№ 3 YOUR OWN LEAFS JERSEY  
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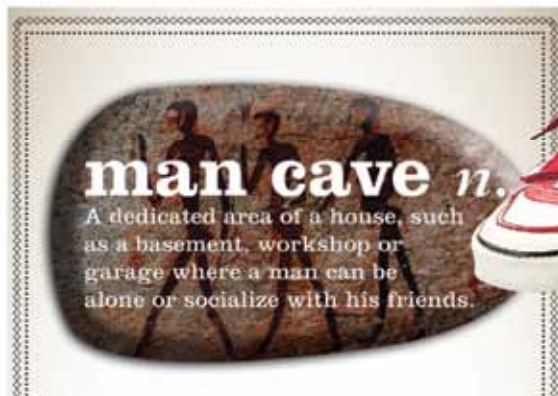


With over 100 live NBA match ups including 30 Lakers, Heat, Celtics and Suns games, NBA TV Canada is a must-have. It's the new home of basketball in Canada.  
[www.nba.com/nbatvcanada](http://www.nba.com/nbatvcanada)

### № 5 EXCLUSIVE DION PHANEUF AFFLICTION T-SHIRT



Holiday parties in the calendar? Not sure what to wear? Pick up Dion's new Affliction tee.



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### 1 JARRETT JACK GUARD



### JARRETT

can now enjoy Canadian winters thanks to his Canada Goose gear. The authentic and stylish collection keeps him warm and comfortable, especially on those long winter road trips to the likes of Minnesota, Boston, Chicago and New York.

## STAYING IN THE CITY FOR THE HOLIDAYS?

Here are the top things to do if you're planning to hang out in the city

### COURT

#### ACTION ON THE COURT



#### TAKE IN SOME BASKETBALL ACTION

The Raptors take on the Pistons Dec 22nd and the Celtics Jan 2nd. [raptors.com](http://raptors.com)

### ICE

#### ACTION ON THE ICE

#### TREAT THE BUDDIES TO A MARLIES GAME



at Ricoh Coliseum. Starting at \$10 a ticket, you can play Santa and there's no shortage of games – the Marlies play Dec 26th, 29th and 30th. If you like, add in a few Leafs Game by upgrading to the Leafs Nation Mini Pack which includes 1 Leafs game and 2 Marlies games. call 416.597.PUCK | [marlies.ca](http://marlies.ca)

### WEAR

#### WEAR YOUR TEAM



#### HEAD TO REAL SPORTS APPAREL

Does the thought of heading to a mall for holiday shopping make you crazy? Head to Real Sports Apparel, the largest team licensed apparel store in the city. Merchandise includes exclusive collectibles, lifestyle apparel and more. Visit [realsports.ca](http://realsports.ca). Wrap up all your Real Sports Apparel gifting with player-designed holiday gift wrap. Proceeds support the Team Up Foundation. Get yours by calling 416.815.4877.

### WATCH

#### WATCH YOUR TEAM



#### BOOKED YOUR HOLIDAY GET TOGETHER YET?

Head to Real Sports Bar & Grill, VOTED THE #1 SPORTS BAR IN NORTH AMERICA BY ESPN, where you can watch your favourite team on the 2 story high screen or one of the other 199 HD televisions. Select a beer from one of the 112 taps and be sure to try Chef Tony's thai chicken wings, they say it's the recipe that got him the job...literally. call 416.815.7325 | [realsports.ca](http://realsports.ca)

### BOYS

#### FOR YOUR BOYS



#### HOST A VIEWING PARTY

Chill out at home and catch one of the following games live on LeafsTV or NBA TV Canada. Hands down one of the best turkey hang-over remedies:

- DEC 20TH // MAVERICKS @ HEAT 7:30PM
- DEC 26TH // LEAFS @ DEVILS 7PM
- DEC 30TH // BLUE JACKETS @ LEAFS 7PM
- JAN 8TH // BOSTON @ CHICAGO 8PM

### LADY

#### FOR YOUR LADY



#### HIT TORONTO'S NEWEST DINING EXPERIENCE

Score some points with the significant other at e11even, located in Maple Leaf Square. The menu features North American classics and table-side iPads to help you select from over 600 choices from the restaurant's extensive wine cellar. Heading to e11even for a night out is a win-win situation. To book a reservation, call 416.815.1111 • [e11even.ca](http://e11even.ca)

### UNDER ARMOUR'S



### TOP 3 WAYS

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- Hit the stairs – be it the stair climber at the gym or the stairs in your condo or house, you can't go wrong with this old-school workout.
- Add a few extra sit-ups to the regime – you know you'll be having seconds at all of those holiday dinners, so a few extra sit-ups won't hurt.

The Leafs sport Under Armour at the gym, rink and on game day. This gear is essential – providing comfort, versatility and functionality. Hands down it helps them perform.



GET YOUR UNDER ARMOUR GEAR AT REAL SPORTS APPAREL



NEWS

# Craft beer: The new brew of choice



**Beer may be the quintessential male beverage, but today's modern man expects much more zest in his glass than the frothy yellow ale his Grandpa guzzled.**

"We're not necessarily looking to push the boundaries, but we do appreciate brewers whose passion for beer shines through," says Toronto beer enthusiast Andy Holloway, 44. "That passion might show up in the form of something a bit more experimental, such as crossing a German wit with an American hoppy ale, or just making a standard beer, like a lager, uncommonly well."

Great tastes, pleasant aromas and alluring hues—that's what guys like Holloway are after. And that's just what Canada's craft breweries are delivering with all-natural creamy beers hinting of coffee, citrus, spices and other intriguing flavours. Organic beer, guaranteed to be free of herbicides and pesticides, is also a draw for health-conscious gentlemen.

**Mixing it up**

"No guy will have one beer in his fridge," says Joel Manning, Mill Street Brewery's brewmaster. "He'll have half a dozen beers and will buy different beers depending on the occasion—a football game, poker night or



family dinner."

And like fine wine, modern men are matching beer to food. Amber beer and citrusy pale ale pair well with chicken wings, chili and curry, says Manning, while roasted beers complement caramelized grilled meat.

**New horizons**

To meet demand, brewmasters are constantly experimenting with new

recipes for the sophisticated male buyer. Still, that doesn't mean odd is in.

"Beer is like guy comfort food," says Manning. "It can't be so strange that you go back to your regular beer. It needs to have a balance to it, made up of flavours that are familiar."

SUZANNE WINTROB  
editorial@mediaplanet.com

NEWS IN BRIEF

**Searching for suds?**

Looking for your favourite craft brew? Ontario Craft Brewer's new free app for iPhones and GPS-enabled handhelds makes it easy to source more than 150 varieties. Search by brand or brewery and your smartphone will point you to the closest retail store. A Blackberry version of OCB Beer Locator will be available soon. Info: [www.ontariocraftbrewers.com](http://www.ontariocraftbrewers.com)

DON'T MISS!



The man's drink for every occasion

**Business meeting**

Forget all that "I'll have what he's having" nonsense. Get a beer if you like. But make it a good one. And don't look at the menu.

**First impression**

This is tricky as it represents your personality, so don't stretch—but a premium tequila on the rocks may do the trick.

**Special celebration**

There is the obvious—Cristal Rose Magnum—but another interesting option is the \$115 dollar bottle of Samuel Adams Utopia (Yes, it's a \$115 beer!) Utopia is a strong, rich, dark beer that, unlike most beers, is un-carbonated and is served room temperature in a snifter glass. The recommended pour is two-ounces, and meant to be savored like vintage port or a fine cognac.

**After work drink in the financial district**

A cognac or a single malt scotch on the rocks says distinguished and successful.

**The holiday drink**

The quintessential eggnog with a little Canadian whisky, vanilla syrup and nutmeg thrown in for good measure.

ANTHONY DOMINIC  
editorial@mediaplanet.com

# The art of nosing whisky

**Ask any whisky expert and they will tell you there are no hard, fast rules about how to enjoy a glass of Single Malt, blended Scotch whisky or Canadian whisky—it really does come down to personal preference.**

But, when you're ready to delve into the liquid you are about to consume, there are some best practices that will enhance your enjoyment and understanding of what's in your glass.

A whisky tasting is referred to as a "nosing" because flavour is predominantly determined by our sense of smell. While taste buds can detect only four distinct sensations (sweet, salty, sour and bitter), the olfactory cells can perceive 32 primary aromas and these are used to build an individual's sensory experiences. Every whisky presents a variety of aromas so the nose of the liquid becomes one of its most distinguishing features.

There are some simple steps that can easily be followed when nosing a

whisky in the glass:

**Step 1) Bring the liquid to room temperature:**

Whisky is best appreciated at room temperature. The warmth draws the aromas out of the liquid and makes them more identifiable whereas chilled whisky can be "closed off" and withholds aromas.

**Step 2) Use your senses:**

Begin first by studying the appearance of the whisky. The hue will tell you a lot about the maturation process of the particular liquid. Note the colour, clarity and brightness, all of which will change based on which specific whisky you are nosing. To determine aroma, first nose the whisky "neat" which means without any water or ice added. Swirl the warmed liquid around in your glass and, if you want to nose like a true expert, cover the glass with the palm of one hand and give it a firm shake. Put your nose right into the glass and breathe

through both your nose and mouth.

**Step 3) Taste the whisky:**

Once you've noted the aromas, take a sip of the liquid and let it drift over your entire palate. Note the mouth-feel of the liquid—is it sharp or creamy, is it full-bodied or thin? By taking another sip you can also evaluate the primary tastes in the liquid—sweet; acidic/sour; salty, dry/bitter?

After you've swallowed the whisky make note of the aftertaste and finish. Does the flavour linger on your palate? Do you taste additional notes or flavours?

**Step 4) Add some water:**

Once you've done all this with straight whisky, add a few small drops of water and repeat the process. You will find the whisky quite changed and should be able to glean more from your nosing experience when the water is used to open up the liquid. It is important to always use distilled or bottled water, preferably at room temperature, when adding to a whisky, as

tap water can muddy the flavours and aromas present.

**Try and begin developing a whisky vocabulary.**

Often there are common notes amongst certain whiskies. Gibson's Finest Sterling for example has aromas of fresh cut oak and hints of vanilla on the palate, with a crisp finish. Gibson's Finest 12 Year Old has a hearty vanilla aroma with a pronounced vanilla taste, a smooth texture and clean, enduring oak finish. Both variants have been created by the same producer but each exhibits unique aromas and flavours.

Experiment and try a variety of types and ages to determine what you like best, and then decide how you want to consume your whisky. There are best-practice guidelines but at the end of the day, it all comes down to how you prefer to enjoy your dram!

Courtesy of William Scott & Sons  
editorial@mediaplanet.com

Please drink responsibly.

No mixing required.

Probably the best gentlemen's drink in the world

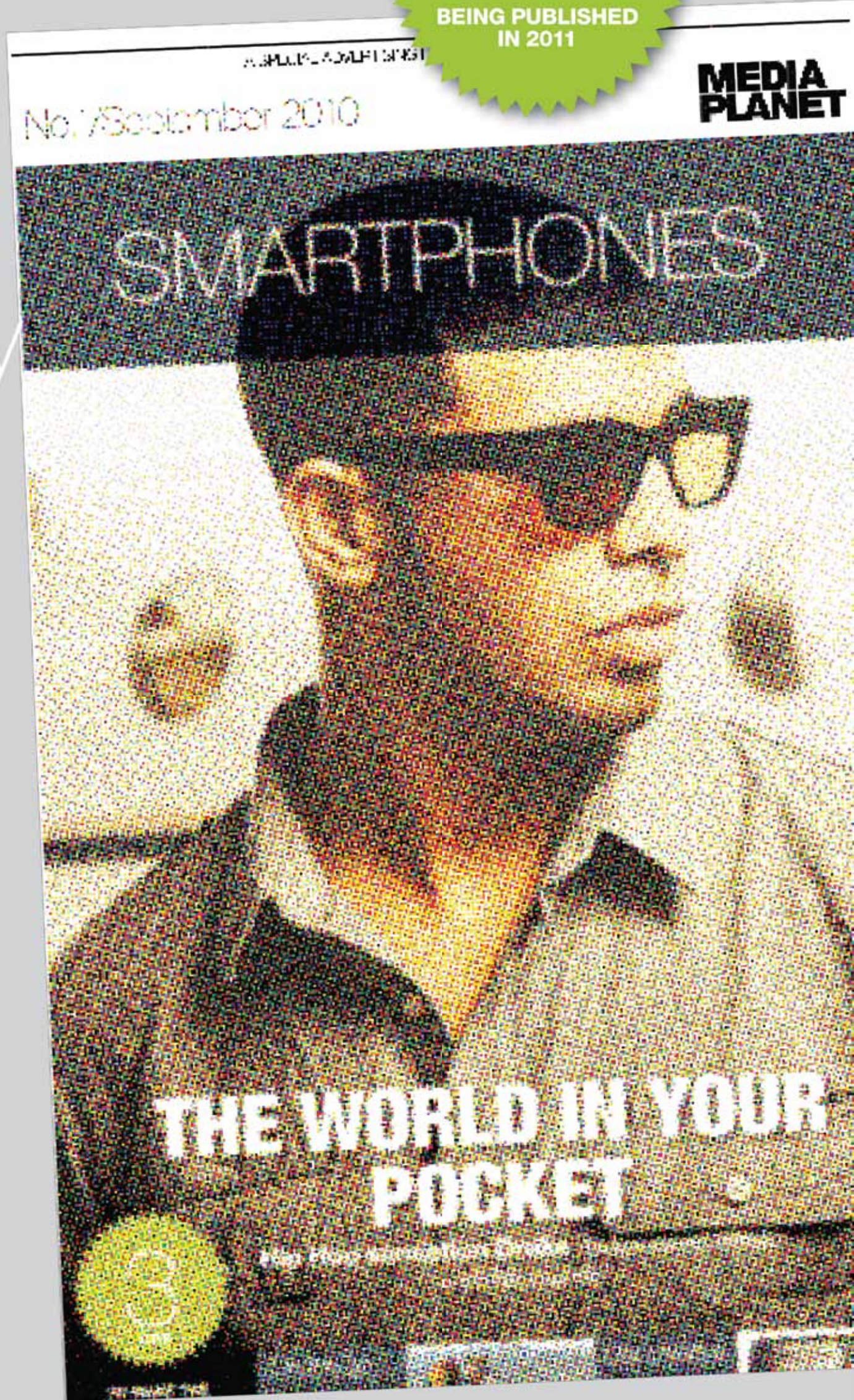
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