

Next LCB Meeting
May 29th
7:00 PM
Lancaster Brewing
Company



Treasury Report
\$ 1009.05



In This Issue

Water Lou ?

The "New" Guinness

Victory Views Spring 2002

Real Beer Page Mail

Upcoming Events and
Club Calendar

Water Lou ?

I would like to welcome our newest member Karen Shiley. Karen came to the April meeting with her Brown Bag Stout to share with us. The Bock beer tasting was better than I expected thanks to Matt at State Line who helped select the brews. Other than the weak, rather bad tasting, and foul smelling Bock from Texas the beers were very good. They are still not my first choice, but I could learn to like Bock beers. Did not keep a list of the beers; next time. We have changed the planned trip to Fell's Point in Baltimore to Saturday June 15th. We will have a sign up sheet at the meeting or you can call Bob at 653-9796.



Thanks to Jonathan Crothers for hosting the all grain brewing demonstration. He has a nice setup and pours good beer.

Be sure to continue to bring those fine homebrews to the meeting. Bob Hollman is planning on a yeast culturing presentation at the meeting Wednesday May 29.

“Never take a beer to a job interview.” Billy Bob (some place in Texas)



The "New" Guinness

I recently found myself searching for a six-pack after work on a Sunday night. I drove to my usual spot and found "Subs and Six-Packs", formerly "Quik Six", closed. In a near-panic, I tooted into the Columbia Avenue Villa-Nova. I'm never sure what I want until I actually see it, and the selection wasn't too bad. It came down to either Bass or Guinness. I chose the Irish brew and laid out twelve hard-earned dollars for the six.

After settling in at the computer I pulled a Guinness from the cardboard container hoping they had warmed a bit since the purchase twenty minutes prior. The first thing that caught my eye was the "New 6 Pack" printing on the carrier. New 6 Pack? Well, maybe they just mean I haven't drank this one before. Hardly. The "new" meant a "new" bottle shape. Although I do like it, it can only be described as "girlish". It feels very similar to a mortar shell. It also only holds 11.2 ounces. That's a 4.8 ounce reduction from the standard 6 x 12 oz. pack. While I'm very willing to accept this common diminished volume from the Belgians, the Irish need to cough up the missing juice.

Also on the bottle, and this confused the bejesus out of me, was printed "serve extra cold". What the... serve extra cold? Guinness? Extra cold? What time warp/space continuum have I traversed here? Extra cold is for beers with no taste to begin with. Perhaps the folks at St. James Gate have opted to shoot heroin instead of drinking their own product at lunch time. Well, a later paragraph will explain the "cold" suggestion.

Next, and I'm already tired of change in my Guinness by now, I hear what sounds like a piece of glass in the bottom of the first bottle. Oh great, I broke one of the expensive bastards in transit. Nope, it's what we all know as a widget. Yes, it's in a bottle. The text on the side says, "Hear something? That's the new rocket

widget delivering you the great taste of Guinness draught." Swell. Every sip I wait to feel this glass-sounding widget hit the back of my throat and choke me out. Never got over that feeling. I know what your thinking.....why didn't the moron pour the Guinness into a glass like anyone who has the least bit of beer knowledge would do. Well, I had a glass ready, but the text right below the widget info told me to drink it "Straight from the bottle".

Let's recap here. The Irish folks at Guinness are telling me to drink their product very cold and straight from the bottle. Man, maybe I'm the one on heroin.

Oh, and the sound from the bottle when you pop the cap isn't anything close to the great "wizzer" sound of the can widget. No, actually it sounds like an 89-year-old woman clearing the phlegm from her throat. "Like a Guinness baby? Ok, here you go sweetheart.....hhaaaarrrrgggkkkkkaaaaarrrraaaa kkk." Phlegm balls optional.

Ah yes, I promised to explain the cold thing. Well, by the fifth girly-bottled, phlegm-sounding Guinness, I realized that if you don't want your ceiling painted "Irish Brown", you KEEP THE GUINNESS COLD. Apparently, the widget is not warm-weather friendly.

If you want my advice, take your twelve dollars and buy four Victory Storm King's. You'll still hear the throat clearing, but it will be from your own throat the next morning when you try to remember what happened after you ingested that 48 ounces of 9.1% ABV American elixir!!

BelgianHead

VICTORY VIEWS Spring 2002

Teach Your Children Well

For a beer industry buddy of ours with a teenage son, the inevitable occurred a few weekends ago. Having retrieved his son from an evening party it soon became evident that the boy had had some alcohol to drink. Suspicions confirmed, and confessed to Mom, the family had an important talk about the issue of alcohol consumption the following morning. After the admission, "I really didn't like what it did to me," the next question was what was consumed? The answer: 'hard' lemonade.

Hard lemonades, ciders and their more recently spawned 'malternatives' that slyly sport the prestigious names of big-time, high-alcohol spirits are called RTD's within the industry. 'Ready To Drink' denotes a certain level of convenience, much like the food court meals that sustain many a modern teenager. Generally fruity, fizzy, and sweet, these beverages offer a quick alcohol hit, typically a standard 5% a.b.v. The ever-articulate Brits, who watched their traditional draft ciders bastardized a few years ago into such bottled confections dubbed these drinks 'alco-pop' leaving little mystery as to who these RTD's intended victims were.

So let's dissect this marketing endeavor aimed at securing new alcohol consumers and how it is devolving the traditional beer industry, shall we?

First, the product. Fruity and fizzy, it is not far removed from familiar soda pops. Then the packaging. Some names are sensational, like 'Hooch', to titillate a crowd easily swayed by silliness. Joe Camel rides again. Then there are those with the major liquor brands splashed across the labels to lure the youth into a 'grown up' drink.

The air of sophistication, what junior drinker can resist that? And though it's a bit early to summarize the rest of the marketing onslaught that propels these RTD's, don't bet that it'll focus on the fine product attributes such as corn grits, syrups and distilled flavorings. Gee, maybe some of that high school chemistry education will assist consumers in deciphering the label.

Now if the big brewers wish to further the trend they embarked on in the 70's with light beer in abandoning real beer to chase cheap, unworthy gimmicks then that is their decision. It is an informed decision, to be sure. Demographic data clearly shows us that the population of 21 yr. olds here in the US will increase from its current number by 16% by the year 2010. It would seem that the big brewers are making a 'beer is dead' statement in the manner in which they are courting this future.

Fear not for the future of your beloved beer as long as Victory and a whole host of thriving microbreweries stand by real, flavorful beer! But do your part for our shared future as well. Take the time to share your passion for creative, full-flavored beer with those 21+ newcomers to the world of social alcohol consumption. Teach them the noble heritage and tradition that supports conventional brewing. Pass on the honored social customs that revolve around responsible drinking. And start by buying them a beer. A real beer.

To paraphrase an old bumper sticker that you've probably seen once; be good to your kids, for it's they who will choose what products you have access to in the beer coolers.

With these thoughts, make this season of graduations and parties meaningful by setting a great example of how a good beer drinker behaves. Cheers!

Summer Seafood Beer Dinner

On Wednesday June 5, Chef John will welcome 35 guests to Victory Brewing Company for our Seafood Beer Dinner. Just let us know if you'd like to be amongst that crowd who will enjoy the following:

Welcome Beer - Victory Lager -

Napoleon of Smoked Salmon & Nori Tasty layers of sweet sushi rice, smoked salmon and roasted seaweed.
- served with Prima Pils -

Whirlwind Steamed Mussels

Prince Edward Island mussels steamed in our own witbier with garlic, parsley and red pepper.
- served with Whirlwind Witbier -

Baby Spinach Salad Topped with fried oysters and a warm Creole mustard vinaigrette. - served with The Mad King's Weiss -

Chesapeake Striped Bass En Papillote Oven roasted Rockfish with fresh spring vegetables prepared in parchment paper.
- served with St. Boisterous Hellerbock -

Fresh Berries Sabayon Raspberries, Strawberries and Blackberries topped with a Sunrise Sabayon Sauce. - served with Sunrise Weissbier -

Dinner served at 6:30 pm sharp. Seating limited to 35 guests.

Cost is \$40 per person, all inclusive. Reservation with credit card is required. A \$15 charge will be made for any cancellations within 24 hrs. of the event. Reservations can be made via phone: 610-873-0881x 115
Or by fax: 610-873-0985 Or e-mail: drink@victorybeer.com

Beer Dinner @ Fork Restaurant

On Monday July 15 our friends at Fork Restaurant will play host to an exciting meal for 60 guests that will revolve around Mexican food and Victory Beer. Many details are still in the works as to the actual dishes and beers to be served but what is not in doubt is that Fork and Victory will deliver a great event. Call Fork for further details at 215-625-9426. Fork is located at 306 Market Street in Philadelphia.

And to burn all those calories off:

Check out all of the action involving the women of Victory/Amoroso's/HH Racing's professional cycling team. An offshoot of Tri State Velo, the local cycling organization that we continue to support, this professional, UCI sanctioned group has been burning up the pavement from California to Connecticut. Core riders of this team have been nurtured to success by many years within Tri Sate Velo's development program. To create a substantial force, Team Manager Mike Tamayo has pulled in additional athletes from Hong Kong, Mexico, Argentina and Canada to complement our home-grown talent. Learn more about their recent success and upcoming challenges at their website: www.amorososhhracing.com. Or, certainly make it out to the Liberty Classic held in Philadelphia on June 9. This race runs concurrent with the First Union Pro Cycling Championship and offers the most exciting competitive cycling that you could ever hope to witness. Further details can be found at: www.firstunioncycling.com.

By the way, Victory's commitment to local cycling has earned us the prestige of being Official Beer of the 2002 the First Union Pro Cycling Championship! For Victory's generous sponsorship, we will enjoy the opportunity to serve Victory beer exclusively in the hospitality areas. What a treat for the many who travel to town to see the best of pro cycling and enjoy the best beer in the region, Victory Beer. Cheer the women of Victory/Amoroso's/HH Racing team on for their chance to stand on the podium and taste victory!

Later Sunday Kitchen Hours

With the later summer sun in full effect we are starting to keep our Kitchen open until 9 o'clock on Sundays to accommodate our patrons who wish to reward themselves with a great meal and a great beer to end the weekend. Normally we stop serving meals at 8 pm on Sundays and we will go back to that schedule come Fall. Our closing time of 10 pm on Sundays is unaffected. See you here on Sunday!

Whirlwind Wows 'Em!

Our own Whirlwind Witbier will appear in the upcoming July issue of Bon Appetit magazine in an article penned by renown British beer author, Michael Jackson. We are so proud of our little swirling dynamo of refreshing flavor! Summer time is his moment to shine and he is doing so in a grand way this year. But don't worry, Whirly won't be leaving Downtown for Tinsel-town any time soo with so many thirsty fans here to satisfy first!

Summertime B-B-Q Feast

Those of you who stopped by for our Hot Sauce Tasting with Capt. Thom on April 28 (yes, including the couple that drove from Massachusetts for it) know what a good time it was. Concerning your requests to do more such entertaining events, we have concocted this B-B-Q bash. On Sunday July 28, 2002 we will again host Capt. Thom and a special porcine guest. Yes, on the smoking barbecue will be one mighty hog, done up just right to feed the masses that come on down that day. To complement this down-home delight will the full regime of Capt. Thom's amazing line of B-B-Q sauces from far and wide, and maybe even a few hot sauces to liven up the baked beans and what not.

Real Beer Page Mail

CRAFT BEER SALES TOP \$3.3 BILLION

With growth of 1.2% in 2001, craft beer sales topped \$3.3 billion in 2001, according to figures released by the Institute for Brewing Studies. "The industry, which began in the 1970s, has shown growth every year for the past 20 years. That really speaks to the staying power of craft beer," said Paul Gatzka, IBS director. In 2001, the industry produced more than 6.2 million barrels of craft beer in the United States. This growth means the net volume gain for 2001 was 78,620 barrels - equivalent to more than 1.5 million cases of new craft-beer sales - bringing the total U.S. craft brewing industry annual sales for 2001 to more than \$3.3 billion.

<http://realbeer.com/news/articles/news-001711.html>

TAX BREAK FOR SMALLEST BRITISH BREWERIES

Britain's beer drinkers and smallest breweries offered praise last month after Chancellor Gordon Brown announced that overall beer taxes were frozen for the year and that smaller breweries would qualify for a tax break. "This is excellent news and we're very pleased that the Chancellor has responded positively after twenty years of campaigning," said Mike Benner, CAMRA's head of campaigns. "This will help even out the playing field for Britain's 350 small brewing companies which will promote competition and increase consumer choice." Brown said that the government would cut in half the duty microbrewers producing real ale will pay, which is "equal to 14p off each pint."

<http://www.realbeer.com/news/articles/news-001706.html>

PILSNER URQUELL EYES TOP TEN

South African Breweries plans a \$10 million a year global advertising campaign in an effort to boost the Czech brewed Pilsner Urquell into a spot among the world's top ten selling beers. Pilsner Urquell aims to increase production nearly five-fold by 2010 to compete with the world's top selling beers such as Budweiser, Heineken and Carlsberg. The brewer kicks off its first TV campaign this month in Poland, and will make that country, Germany, Russia and the United States its four priority markets. The TV ads may reach the U.S. by the end of this year.

<http://www.realbeer.com/news/articles/news-001713.html>

RUSSIANS MAY BAN BEER ADVERTISING

It appears that booming beer sales in Russia don't excite everybody. In fact, the parliament is considering a ban beer on advertising on TV in the country. The Russian Duma approved the first draft of proposals to prohibit TV advertising of beer, the use of people (especially famous personalities) and animals in beer ads, and the promotion of beer as a drink to satisfy thirst. "Not American missiles, but [the] alcoholization of people and drugs aggression threaten us," said Vladimir Zhirinovskiy, vice-speaker of the Duma, in discussions on the amendments to the law. "Our society is tired of aggressive advertising of the yellow devil."

LET THERE BE (MORE) LIGHT

The Boston Beer Co. continues to expand distribution of its Sam Adams Light, pushing into Arizona and the Chicago area last month with rollouts that included blind taste tests. In the tasting in Phoenix, Sam Adams Light won easily, with Corona Light and Amstel Light finishing second and third. Meanwhile, Michelob Ultra has done well enough in test markets that Anheuser-Busch plans to sell the new low-carbohydrate beer in select markets this summer and nationwide by October. The beer has 2.9 grams of carbohydrates in a 12-ounce bottle, compared to 11.7 grams in regular beer. Miller Lite has 3.2 grams of carbohydrates, Coors Light has 4.4 grams and Bud Light has 6.6 grams.

*****WEB WATCH*****

A FAVORITE PUB

"When I am in the New York area, I try to visit one of my favorite pubs anywhere in the world: Andy's Corner," writes Michael Jackson. "It is not in Manhattan or any of the other boroughs; it is in a neighborhood called Bogota (pronounced more like 'pagoda' but with a 'b'), in the Jersey suburbs." He explains why.

<http://www.beerhunter.com/documents/19133-001708.html>

FAVORITE BEER NAMES

Old Frothingslosh is gone, but you can get beers with names like Raspberry Leghumper, Blithering Idiot Barley Wine and Monkey Knife Fight these days. Have a favorite?

<http://realbeer.com/library/beerbreak/archives/beerbreak20020418.html>

BEER COMPETITION RESULTS

Brewing Industry International Awards

<http://www.realbeer.com/news/articles/news-001705.html>

World Beer Cup finalists

<http://www.realbeer.com/news/articles/news-001704.html>

Helsinki Beer Festival 2002

<http://www.realbeer.com/news/articles/news-001712.html>

DRINKER DEVELOPS RSI WHILE HOISTING PINTS

A Manchester University psychology student is apparently suffering repetitive strain injury -- most commonly called RSI -- by continuously lifting his pint glass at the local pub. "Matt (Royle) is the first person I have ever seen in my career with RSI caused by drinking beer," specialist physiotherapist Jan Davison told the Oldham Chronicle newspaper. RSI occurs when a tendon becomes inflamed after continuous repetitive movement, commonly caused by racket sports, video games and computer keyboard use. In Royle's case, he visits his Fallowfield local four nights a week and drinks six pints each session.

<http://www.realbeer.com/news/articles/news-001714.html>

BEER CANS TO CARRY ADS

Japanese brewer Suntory plans to sell advertising on cans of its low-malt beer in order to lower the price of the product. The ad revenues will make Suntory's new 350ml low-malt beer the lowest priced product on the market. The first ad will be for Fast Retailing Co.'s clothing. Suntory is also negotiating with companies handling music software, movies and other products that attract customers in their 20s and 30s.

A TALE OF TWO BEER MATS

A British pub landlord has banned beer mats showing a man in underpants stretching a condom as part of a health campaign. The Health Promotion Division of the National Assembly for Wales distributed the bilingual beer mats and posters to pubs and clubs across North Wales. They show a slogan saying: "Protect your prop forward! Use a condom for your protection" and list a number of sexual diseases. "Prop forward" is a rugby term. Kevin McArdle, the licensee of the Ye Olde Mail Coach in Conway, said, "If they took the picture off and had only the words, that would be better." For a photo of the mat, see:

<http://www.realbeer.com/library/beerlog/2002/04/09.html>

- An entirely different beer mat which detects the two most common date-rape drugs by having a few drops of spiked drink spilt on it could be in pubs "within three weeks," according to the company that developed it. The mat is an almost immediate test for the presence of GHB and a class of drugs that includes Rohypnol and Temazepam. Both classes of substance, when combined with alcohol, leave victims open to any suggestion, and induce amnesia that can be long-term or permanent. Made by a firm called Surescreen Diagnostics, the mat has four small, white or yellow windows on it which change color if a drop of spiked drink falls on the sensitive areas.

A ROSE BY ANY OTHER NAME ...

An Oregon rose grower likes Full Sail beer so much, he named a rose after it. Edmunds' Roses of Wilsonville, Ore., is now selling the Full Sail Rose. It is a sweet smelling hybrid tea rose. The Full Sail Rose features a frothy display of billowy white bloom with contrasting dark green foliage and an intense heady fragrance. Once it starts blooming in the spring, it never stops until late fall. When asked what inspired the name, Phil Edmunds, President, Edmunds' Roses said, "We were discussing the naming of the rose over a Full Sail Amber or two, and decided we liked the beer so much, we would name a rose after it."

AMERICAN BEER MONTH CHALLENGE CUP COMING

Do you drink beer? Do you sell beer? Do you brew beer? If you answered yes to any of those questions, then the American Beer Month Challenge Cup is for you. For three days in July, drinking establishments across the nation will designate 10 special taps for American beers, and track the beer they pour. The place that sells the most will win a giant loving cup, and a customer who helps that watering hole win may receive \$100 of free beer.

Bars and brewpubs may compete not only for the championship cup, but with friendly rivals to see who sells the most American beer or the most of a particular brand. Side bets are welcome, and regulars can boast their "local" is better than the guy's down the street or across the country.

Now is the time to spread the word, for in July we drink.

<http://www.realbeer.com/challengecup>

Lancaster County Brewers

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May 29th Club Meeting Lancaster Brewing Company 7:00pm
Culturing Yeast by Bob Hollman

June 15th Club Trip to Fell's Point (near Inner Harbor, Baltimore Md.)

Possible destinations include :

The Cat's Eye Pub "Best Bar" Fells Point-Canton City Paper's Readers' Choice 1997, 1998, 1999 & 2001

Max's on Broadway - 166 taps, 200 bottles

The Wharf Rat - Oliver's Ales and Stouts

Baltimore Brewing Company (DeGroen's) GABF Gold winning Pils

Bertha's Mussels- good seafood, cozy bar, Oxford cask ale

John Steven, Ltd.

Duda's,

(Don't miss out on this one !)

June 26th Club Meeting Lancaster Brewing Company 7:00 pm

October 5th Club Picnic Adamstown Rod and Gun Club

State Line Liquor Tastings:

This is it til September.....

Thursday June 13th 7-9PM **Summer Beers ('cept for the Wheats)**

Thursday July 11th 7-9PM **Now the Wheats**

(Print this page and cut this table out to keep as a reminder of upcoming events.)

We're on the Web!

See us at:

<http://www.lancasterbrewers.com>

and

<http://clubs.yahoo.com/clubs/lancastercountybrewers>

