

Next LCB Meeting
Sept 25th
7:00 PM
Lancaster Brewing
Company



Treasury Report
\$ 1009.05



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Water Lou ?

“Beer isn’t just beer
Beer needs a home” Die Welt
(German National Newspaper)

The fireworks are planned, the cannon is loaded, and the cooler is iced down. Plan on attending the Annual Picnic Saturday October 5th from 1pm till 10pm. You can drop in anytime. Hamburgers, hotdogs, pork bar-b-queue, all the homebrew you can bring, fun and good people all for just \$5.00 (kids free). That and more is what you have at the Picnic October 5th at the Adamstown Rod and Gun Club. All you need to do is to get a ticket and bring on the fun. The Rod & Gun Club is a great place to bring the kids and spend the day. Tickets and more information will be available at the meeting.

The meeting is Wednesday September 25th at Lancaster Brewing 7:00pm. Give a little (or a lot) of thought to the type of Homebrew contest you would like to see this winter. We have not had a contest lately and several people have expressed interest in one. My thought was to have a “best of the house” in place of a style. In other



words leave it up to you to do the first round of judging.

Just in case you have an empty space on your calendars mark down October 26th as our litter pick-up date. As always meet at the Blue Ball Bank in Adamstown at 10:00 am. The Club will spring for a couple beers afterwards. I took time from my schedule to check their selection last week and they had the triple on tap at Stoudts in the barroom.

A very dignified judge was married to a very beautiful woman; unfortunately, she drank a bit much. At a party one afternoon he reproved her. “My dear that’s the fifth time you’ve gone to the bar for another beer. Doesn’t it embarrass you?” “Why should it?” She answered happily. “I just explain I’m getting them for you”



Strange Brew by Galen Shaud

(The following is an excerpt from an old book on Bolivia. I believe everyone will find the malting technique for this native brew most interesting. Everyone that is except Frank Melvin; he's been brewing like this for years.)

Bolivia, 1930: Chicha, the native beer, can be found almost everywhere. Even along some of the trails one sometimes meets an Indian woman who is sitting near a bush with a pot filled with this beverage, patiently spinning wool while waiting for some thirsty traveler to stop. When drinking chicha it is distinctly bad form to empty the bowl. The general custom is to spill a certain amount of the liquid on the ground. This is supposed to bring good luck to the person offering it. Should Indians happen to be ploughing a field and a traveler pass near there, they often come running towards him to offer a bowl of chicha, and even if he does not feel inclined to drink, the correct thing is to spill the liquid on the ground. In so doing the traveler is supposed to be blessing the soil, and for this reason the passer-by is offered the drink - not so much out of hospitality and generosity as for purely selfish motives.

I had been drinking it in preference to water, which is often bad and never safe. One morning when I woke up in an Indian hut I saw a group of men and women squatting in a circle and speaking in muted voices, which made me wonder what was wrong with them. Upon watching them I found out that this was due to the fact that they were trying to speak with their mouths full. They were chewing corn, and when they had masticated it into a paste they spat it into a wooden bowl that was placed in the

middle of the circle. I made enquiries as to what might be the object of this strange proceeding, whereupon one of the men, who spoke some Spanish, informed me that they were preparing the "moco." More puzzled than before I asked what so original a preparation might be used for, and the Indian seemed quite surprised at my question and explained that this was the first step towards the preparation of chicha. At later periods I had several opportunities to see Bolivia's national beverage being prepared.

Corn is first of all soaked in water for a day, after which it is spread out on the ground and covered with a damp cloth. Thus covered, the corn begins to swell and slightly ferment, and the next day it is put into large earthenware pots and boiled for some thirty-six hours. When it has been taken off the fire and has cooled down, the chewed corn or the "moco" is added to it.

This process is analogous to malting whereby barley is made into malt for beer brewing and similar purposes.

What actually happens is that the chewed corn becomes impregnated with saliva, which contains an enzyme diastase. When added to a mass of hot boiled corn, the diastase acts upon the starch of the corn, converting it into malt sugar, and a sweet wort is obtained. Owing to the climate and with plenty of accidental infection this mash becomes infected with yeasts, or perhaps intentionally by adding some of a previous "brew." In any case, fermentation sets in and alcohol is derived from the malt sugar.

Within twelve hours the huge pots are fairly fizzing and humming with the fermentation and the brew begins to froth; the miracle has been performed; chicha has been made! According to the age it becomes stronger and stronger, but usually it is consumed before it is three days old, and even then it is already very strong and has a great deal of authority. I must remark that in spite of my acquaintance with the finer points of the art of chicha making, I continued to drink it.

Brews in the News

The Unbearable Lightness of Beer By Lew Bryson

"Upscale light beer." Sounds like one of the great oxymorons, right up there with "jumbo shrimp" and "cheerleading scholarship," doesn't it?

Don't laugh. Three of craft brewing's major luminaries — Jim Koch, Rhonda Kallman, and Dr. Joe Owades — are betting that high-end light beer has a rich and profitable future. Given the drinking public's current propensity for "trading up," they may be right.

Koch's Boston Beer Co. (BBC) recently introduced Sam Adams Light, and Kallman and Owades have formed New Century Brewing Co. to produce Edison Light Beer. These two beers represent an attempt to reach a market that Amstel Light just can't seem to capture: the "trade-up" from domestic light beers like Bud Light and Miller Lite.

Kallman, who was with Koch in BBC from the beginning until she recently cashed out, has a theory about that. She thinks Amstel went too far.

"Amstel is a big stretch for trading up," she said, "in image, taste, and price. It's just too much for people. When there's 80 million barrels of light beer sold, and [Amstel's] only doing 600,000 barrels after spending millions on marketing ... Something's wrong with that picture."

The solution, according to Kallman and her brewing wizard, Owades, is a beer with a character — and price — that falls between Bud Light and Amstel Light: Edison Light. Owades, of course, is the man who originally invented — literally — light beer, back in the 1960s. He is still chagrined that, after Rheingold flubbed the idea, he gave it away and it became Miller Lite.

Owades' new idea builds on light beer. Edison's definitely light at 109 calories (about the same as Bud Light), but it's more — or less.

"I found a way to get rid of the bitterness in hopped beer," Owades explained, but he refused to discuss the process until the patent is granted. "With the first light beer, I gave it away. This one's for Edison." When he came up with the idea for a completely non-bitter light beer, he went straight to Kallman.

Why Kallman? Owades didn't want his idea buried. "The big guys all have their light beers," he said, "and they don't want something to upset the applecart. It took Miller to make light beer, because they weren't beer people. They didn't care about beer. They wanted a new market. Now that everyone has a light beer, no one wants something new. So Rhonda's the one to do it."

Kallman sees Bud and Miller's MGD drinkers trading up all the time, but there's no premium light beer for light beer drinkers to trade up to.

"They're going toward Corona and malternatives," she said, "trading up in price, in image. They're drinking smooth and light products in clear bottles. Edison is perfectly positioned for that. I wanted it in a clear bottle — Joe said, 'What? Not my beer in a clear bottle!' But he got over it. I wanted to put something on the market that was clearly different, and it had to be in a clear bottle so they could see how light and clear it was."

If Edison is aimed at the light beer drinker market ("We only want 95 percent of it," Owades joked), Sam Adams Light is aimed at something else altogether. You can guess that when you see it. Not surprisingly, it looks like "regular" Samuel Adams, a nice amber. But it tastes more like an Oktoberfest, not really hoppy, which is surprising, since over-hopping is one method craft brewers have used to cover lightness. At 125 calories, it's only relatively light ("Regulations say it must have 20 percent less calories than your regular beer," said Koch), but quite low for craft beer.

It's quite different from Boston Beer's first attempt at a light beer, the fairly hoppy Boston Lightship. That was "primarily a lower-calorie version of Samuel Adams Boston Lager," said Koch. "It was stylistically very similar." Lightship still haunts Koch a bit. "Lightship was a great beer," he recalls. "Everybody loved it. But nobody bought it."

Why will Sam Adams Light be any different? With characteristic candor, Koch wryly admitted, "I can't say it won't be. But Sam Adams Light is a whole new approach to light beer, built from the ground up, on a clean

Otter Creek Sold to Panorama Panorama Brewing Co., producers of Wolaver's Organic Ales, announced that they have acquired Otter Creek Brewing, Inc. of Middlebury, Vermont. Otter Creek Brewing, founded in 1991 by Lawrence Miller, has been brewing Wolaver's Organic Ales through a partnership agreement since September 1998. Wolaver's Organic Ales is the number one selling organic beer in the country, and Otter Creek is a highly regarded and established craft beer brand in the North East and Mid-Atlantic states.

Lawrence Miller will remain active on the Board of Directors and as consulting brewmaster. Morgan Wolaver will assume the position of CEO and all Otter Creek employees will remain in their same jobs with no other changes expected.

This acquisition will see no material changes in either brand. "Otter Creek products are perfectly brewed — flawless — true craft ales," said Morgan Wolaver. "We have purchased a very well managed brewery; there is no intention to change a thing.

Over 5,200 barrels of Wolaver's was sold nationwide in 2001. Otter Creek is one of the 50 largest craft breweries in the country and sold 25,000 barrels last year. Panorama will continue to brew Wolaver's Organic Ales at Mendocino Brewing Co. in Ukiah, California for the West Coast.

Ohio Brewing Co. Opens New Youngstown, OH Location June 21

The Ohio Brewing Co. at the B&O Station will celebrate the opening of its new location in downtown Youngstown, OH. The brewery, showcased behind glass walls will continue to brew the styles which have put Ohio Brewing Co. on the map, including: Verich Gold, named after brewmaster Chris Verich, Maple Porter, Buckeye Blond, Alt-Ernative Amber Ale, Cardinal Ale, Ohio Fest Buckeye Brown Ale, and Steel Valley Stout

The brewing setup features a 10-bbl brewhouse, four fermenters (with plans for a fifth) and six serving tanks. Currently, Ohio Brewing Co. is distributed in two-thirds of Ohio and several counties in Western Pennsylvania. Brewing duties are shared by Eric Watson, former head brewer at River City Ale Works in Wheeling, West Virginia. Robert Melone, former executive head chef at the MGM Grand Casino in Las Vegas is the head chef.

Located on the Mahoning River, Ohio Brewing Co. describes itself as a "modern-day brewpub which retains the warm, fun, comfortable feel of a gathering place to enjoy fresh beer and great food. The modern-day décor, unique architecture and menu are interesting, imaginative, and more upscale than that found in traditional brewpubs."

Four!

This beer will give you a set of balls — golf balls, that is, which come at a giveaway price with the purchase of a six-pack of Fuller's Ale. The promotion, which runs through June and July offers a sleeve of three Slazenger Power Control golf balls with the purchase. The Fuller's line includes ESB, London Pride, and other specialties.

PGA assistant golf professionals may want to tout their contributions to local communities. Amstel Light is selecting a few deserving golf pros for the Amstel Light Golf Recognition Ward and Grant, to be used for continuing their golf education. A selected winner will also receive a free trip to the PGA Grand Slam of Golf in Kauai, HI.

And, if you didn't enter the Beck's \$10 Million Putt & Win promotion you can watch a (hopefully) lucky golfer go for a \$10 million putt July 21 as part of NBC Sports' national TV coverage of American Celebrity Golf Championship in Lake Tahoe, NV.

Brewscoops

Just in time for summer The Lion Brewery of Wilkes-Barre, PA, is releasing Pocono Light to go along with the rest of the Pocono family: lager, pale ale and black and tan. The line is basically a re-release of the Brewery Hill name with a new look. At least it's a beer — the brewery has been releasing malternative products lately such as Cosmo, Long Island Iced Tea and Chester's Hard Root Beer.

Some people are sticklers. Turns out the 16 oz bottles of Paulaner and Hacker-Pschorr do not do justice to a Weisse glass, so the importers are

Brews in the News

bringing back the 16.9 ozs bottle. Now you can get the perfect fill again.

Samuel Adams' most popular seasonal is back — Summer Ale, tangy and crisp, brewed with wheat malt, lemon zest, ale yeast and a pinch of grains of paradise.

Rolling Rock is not only selling a 30 pack of cans, it's selling them pre-packaged in a cooler. Rocks2Go features a re-useable, insulated cooler at a nominal price.

New importers Reinheit Importers, of Hatboro, PA are opening their portfolio with three beer from two Bavarian breweries; Leikeim Premium, a pilsner, and Leikeim Weissen will be available in "bugelflaschen," or Grolsch-style bottles. Engel, brewed in Crailsheim is a slightly hoppier, typical Schwabian lager.

The Shipyard Brewing Co. recently launched a new package for their top-selling Shipyard IPA featuring original artwork of a hop farm in England by contemporary impressionist Paul Black.

To celebrate the package update for this customer favorite, Shipyard is partnering with the 5th Annual Peoples Beach to Beacon 10K Road Race to auction an original painting entitled "Tall Ships off Eastern Promenade" by Black as well as a trip for two this November to The Ringwood Brewery in Hampshire, England. Proceeds will benefit the Opportunity Farm for Boys in New Gloucester, Maine.

"Major" Micros Keeping Craft Beer On Course By Alan J. Wax
Although imports are still exerting a good deal of pressure on retailers' shelves, and malternatives are the current fad, the "major" micros are helping domestic craft beer sales stay stable.

Overall growth in the craft brewing industry last year was 1.2 percent, according to the Institute for Brewing Studies in Boulder, CO. "We continue to buck the trend," IBS director Paul Gatzka said, noting that overall U.S. beer consumption is declining.

The bigger regional craft breweries are where the growth in the industry comes from. Regional volume grew by 7 percent, while micro — 40 percent of the industry — dropped 6.5 percent. Brewpub business was off 1.7 percent, which Gatzka attributed to the aftermath of Sept. 11. Contract brewing, meanwhile, where the numbers were swayed by Boston Beer and other industry transitions, declined 6.1 percent.

Daniel Bradford, president of the Brewers Association of America, an industry group, said sales growth among BAA's members last year averaged in the low double digits. "If the big brewers had a year like this, they'd declare a national holiday."

Indeed, the No. 1 brewer, Anheuser-Busch, reported 2001 domestic beer volume rose by 1.2 percent to 99.5 million barrels and at Adolph Coors Co. sales fell to 22.7 million barrels, from 23 million barrels in 2000.

Even Boston Beer Co., the maker of Samuel Adams, had a difficult year as barrels sold fell by 6.1 percent to 1,165,000 from 1,241,000 in 2000.

But 2001 was strong for some craft brewers, including Brooklyn Brewery, whose sales rose 10 percent. "[Business has] grown pretty nicely in the last year," co-founder and President Stephen K. Hindy said. And Hindy sees additional growth of 12-15 percent in 2002.

Hindy said the brewery was impacted by the Sept. 11 World Trade Center attack. "We definitely lost some business in September and October, but it bounced back nicely," he said. "Many of the finer restaurants suffered after 9-11, but the neighborhood saloons seemed to increase their business."

At Boston's Harpoon Brewing, 2001 started off choppy, but steadily

improved with volume rising to 68,000 barrels from 63,000 in 2000, said Dan Keneary, president and chief operating officer. Harpoon, too, was hurt by Sept. 11, especially on-premise business. Sales rebounded in December and have continued strong. Keneary said.

Across the country at Sierra Nevada Brewing Co. in Chico, Calif., 2001 "was great" with sales up 9 percent to 541,000 barrels, marketing chief Steve Harrison said. Sierra's best gains were in the Mid-Atlantic and New England regions, 16 percent and 22 percent, respectively. California sales rose by 4 percent. As for 2002, Harrison said, "We're going to grow."

A New Category of Beer is Born

Two Breweries Break the Envelope By Tony Forder

There are several brews which have laid claim to the title of world's strongest. The German bock Eku 28, at around 13% alcohol by volume once owned the laurel, followed by the Swiss 14-16% abv Samichlaus. Other brews, such as the French Belzebuth at 15% abv., also belong in the big brew category.

In 1994, however, Boston Beer Co. smashed through the brewing ceiling with Samuel Adams Triple Bock weighing in at a whopping 17.5% abv. and heralding the dawn of a whole new brewing category of ultra-strong beers.

The enterprising Sam Calagione of Dogfish Head Craft Brewery in Delaware joined the category a couple of years ago with his 18% abv. Worldwide Stout, which he had been fermenting for over a year. Unfortunately for Calagione, Boston Beer released its Millennium, a more refined version of the Triple Bock, which measured 21% on the alcohol by volume scale. Worldwide Stout had to be content with the title of world's strongest beer — on tap.

Koch and Calagione are not resting on their laurels by any means. Dogfish Head is ready to unleash a 21% + beer named Raison Extra while Boston Beer's Sam Adams Utopias MMII is scheduled for a February release at the astonishing new threshold of 24% abv.

Jim Koch, president of Boston Beer Co., said the excitement in doing something that's never been done before gives him and his team the motivation to create "a new form of alcoholic beverage. It's an intriguing opportunity," he said.

The progression of the Sam Adams products has been from sweet to dry. The Millennium was lighter on the palate, not as thick or sweet as the Triple Bock. Utopias continues the quest for higher attenuation which, Koch says, was achieved by adjusting the feeding regimen of the yeast.

Prior to Triple Bock, alcohol strength had been limited by the survival of conventional brewer's yeast which is killed when a certain alcohol level is reached. Boston Beer's breakthrough was achieved by using champagne yeast and maple sugar which raised the alcohol to new levels.

Koch explained that in normal fermentation yeast breaks down the simplest sugars first leaving a residue of more complex sugars when the alcohol eventually kills off the yeast. By not only adding more yeast, but by infusing original wort throughout the process the yeast was able to work further into the sugars, yielding a higher attenuation in brewers' terminology. Thirty IBUs (International Bittering Units) of noble hops — Hallertau Mittlefrueh, Tettnanger, Spalter and Saaz — lend spicy notes to the Utopias while aging in port, scotch and cognac barrels contribute smoothness.

Calagione said his latest creation, Raison Extra (a step up from the breweries Raison d'Etre label), uses infusions of beet sugars, raisins and wort, temperature fluctuations and a variety of yeasts, along with a six month fermentation to achieve its 21 percent of alcohol. He said that his brewery, known for exotic, groundbreaking beers, discovered early on that there was a niche for really strong beers among beer drinkers.

Bob's Accidental Encounter

Sometimes good things just happen. Recently I took my son, Max to college out in Phoenix, Arizona. After several days of shopping for things for his apartment my wife still had not had enough shopping. She wanted to go to this new, huge mall in Chandler, AZ.

I hesitantly accompanied her, but I am glad I did. As we wandered around this gigantic complex, I happened to see the the letters "ewery" outside a window. "Could it be ?", I wondered. Perhaps this wasn't going to be such a drag of an afternoon afterall. I moved to get a better view, and Yes! It was "BJ's Microbrewery and Restaurant." Without much effort, I convinced my wife to investigate this most fortuitous discovery. We entered and found the establishment to be nicely appointed in wood and brass and artwork representing a Chicago theme.

We seated ourselves at the bar and were cheerfully greeted by the bartender. We noted that they offered a wide selection of their own creations on tap and decided to order a sampler. As we started to taste their wares beginning with the lightest and progressing to the darker offerings. We both arrived at the same observation, which was

that each beer was a remarkable example of it's intended style.

I don't usually enjoy wheat beers that much, but their's was very enjoyable, with the present but no overpowering hints of banana and clove. Their amber was malty, the pale ale very hoppy in the tradition of Northwestern pales. The porter was roasty and when was the last time you saw a house Imperial stout on tap ? It was rich and creamy, chocolatey and full bodied.

It was unbelievable, here we had stumbled upon a great little microbrewery without even looking for it. The bartender was very knowlegable about their beers. He informed us that this was indeed a chain of microbreweries but that the owners gave the brewmasters wide latitude in creating their own brews, but staying within several basic styles.

They also had several Belgian bottles available, such as Chimay, Westmalle and Duvel. They also had Piraat on tap.

So next time your wife, or significant other, asks you to go out shopping with her, don't be so quick to pass. You may be missing a golden opportunity.

Lancaster
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Brewers



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Sept 25th Club Meeting Lancaster Brewing Company 7:00 pm
October 5th Club Picnic Adamstown Rod and Gun Club
October 26th Litter Pick-Up
October 30th Club Meeting Lancaster Brewing Company 7:00 pm

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

