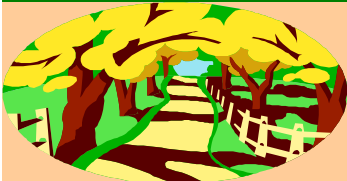


Next LCB Meeting  
September 29th  
7:00 PM  
Lancaster Brewing  
Company



Treasury Report  
\$ 880.10



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Club Calendar

## Just One (more) Floyd

Brew club,  
Hope you found some interesting brews this month, it was good for me. Cindy wondered if I wanted to stop at Sly Fox while she hit a store or two, didn't take me long especially since it was "First Friday". It was after 6:00 and I thought I would miss the Incubus but they had put extra on, so I started with one and finished with one also. In between: a quite good Saison, a strong black raspberry wheat (71/2%) and "Rt113 IPA", WOW in the Hop Devil class. Supposedly 113 IBU's, but I don't think it was that much. Sly Fox had been featuring different IPA's throughout the summer and as a grand finale they are holding an IPA festival on Dec 10th serving 10 of their IPA's. I'll keep that date in mind! Went to Atlantic City on Labor Day, Cindy and her Mom felt lucky, they weren't, I was but not monetarily. We checked the "redone" Tropicana and I located the "fire water" bar with 50 drafts, 101 bottles and not much junk. Who needs slots? We'll have Oktoberfest tasting at the meeting so bring your taste buds and help rate the offering. Lancaster Brewing is having the brewfest on the 2 & 3 of Oct., check it out. But save Sunday the 3rd for the club picnic at the Gardenspot Motorcycle Club.



For anyone attending the new Philly's (financial institution du jour) stadium stroll the "alley" and check out the brews, nice choices including hop devil. And the pork sandwich at Tony Luke's is one of the best.

This is a sampling of the Oktoberfest beers to be tasted and judged on Wed. Enjoy!

1. Saranac, Utica, NY
2. Brooklyn (brewed by Utica)
3. Harpoon, Windsor, VT & Utica
4. Dominion, Ashburn, VA
5. Weyerbacher, Easton, PA
6. Ayinger, Germany
7. Kaiser (Avery), Boulder, CO
8. Dogfish Head pumpkin ale (just for fun)

Cheers, Floyd



# Real Beer Page

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- \* InBev Now World's Biggest Brewer
- \* Miller Apologizes After Beer Can Controversy
- \* Is It a Can? Is It a Bottle? Iron City Knows
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- \* A-B Notches Win in Battle of the Buds
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- Benevolence Tasted
- \* Bear Picks Rainier in 'Taste Test'
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- \* Beer's 'Blokey' Images Turns Off Women
- \* Crop Circle Beer
- \* 'Last Orders' Beer Coasters
- \* Smallest Pub Threatened with Closure
- \* While Smallest Brewery Reopens
- \* Quote of the Month

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## INBEV NOW WORLD'S BIGGEST BREWER

Belgium's Interbrew and Brazil's Ambev have completed their planned \$11.4 billion combination as shareholders of both companies approved the deal that creates the world's largest brewer by volume. The new company is called InBev

and it will have had an industry leading 13% share of the global market with brands that include Stella Artois, Beck's, Brahma and Skol. "We are creating the world's No. 1 brewery," said Interbrew chief executive John Brock, who will become the CEO of the new company. Its headquarters are being set up at the Interbrew head office in Leuven, Belgium. The deal, announced in March, creates the largest beer maker in the world by production volume and No. 2 by revenue behind industry leader, Anheuser-Busch, the St. Louis-based maker of Budweiser and Bud Light. Brock indicated InBev has plans to also surpass A-B

in revenue, perhaps through acquisitions. He said the company has enough cash

to buy a market-leading brewer, and also wants to grow organically in the markets where it already has a presence.

<http://www.realbeer.com/news/articles/news-002316.php>

## MILLER APOLOGIZES AFTER BEER CAN CONTROVERSY

Miller Brewing's promotion to celebrate the "50th Anniversary of Rock 'n' Roll" with eight commemorative beer cans that feature Rolling Stone cover shots of Elvis Presley, Blondie and others, sparked protests that were followed by an apology from the company. Robert Thompson, a professor of pop culture at Syracuse University, called the absence of any black artists "beyond conspicuous," because they are often are credited with inventing rock 'n' roll. "It would be like doing a set of cans of six great Impressionist painters and not including any French people on it," he said. "It leaves out an enormous amount." The promotion, which ties rock's anniversary to Presley's debut at Sun Studios, also depicts Alice Cooper, Bon Jovi, Def Leppard and Willie Nelson, as well as the guitars of Eric Clapton and Joe Walsh, on cans being issued this summer by the brewer and the magazine. In the apology issued only a few days after the can lineup was announced, the company stated, "African Americans obviously have played a formative role in

the development of rock 'n' roll, and despite our efforts, we did not manage this component of the promotion appropriately, to the African-American community, to music fans and to our valued consumers."

## IS IT A CAN? IS IT A BOTTLE? IRON CITY KNOWS

Pittsburgh Brewing Co., which pioneered the snap-top can and the twist off, re-sealable bottle cap, will begin bottling its flagship Iron City Beer in a new aluminum bottle. Officials are counting the new eye-popping packaging to

fuel growth at one of the nation's few remaining regional breweries. The

143-year-old brewery is only weeks away from a Sept. 30 deadline to make a \$3.5 million payment to the Pittsburgh Water & Sewer Authority in order to prevent its water supply from being terminated. The idea is that aluminum bottles will keep beer colder for as much as 50 minutes longer than a glass bottle, says Alcoa, which will provide the aluminum for the cans. The bottles are also lighter, resealable and unbreakable. Bjorn Nabozney, co-founder of Big Sky Brewing Co. in Missoula, Mont., which has sold some of its Moose Drool Brown Ale and Scape Goat Pale Ale in an aluminum bottle, said he believes such bottles are the "future of beer packaging."

<http://www.realbeer.com/news/articles/news-002311.php>

## BARBIE GOES TO OKTOBERFEST

Munich Oktoberfest starts Sept. 18 - and Barbie is ready. James Waldron, head

designer for the fashion label Rena Lange, has created the special Oktoberfest Barbie. She is wearing an Alpine dirndl dress and has a beer mug around her neck. The dirndl is the traditional dress worn by women in Bavaria and the Alps. Waldron says he created the "Mountain Dirndl Barbie" based on Julie Andrews' character Maria in The Sound of Music. The one-off tiny ensemble consists of a hand woven French tweed skirt, a red apron with Swiss embroidery and frilly blouse with a cotton gauze and lace decollete. It also comes with the metal stein - the lidded tankers Germans use for beer at the festivals. As a result, a South African newspaper headlined the story: "Oktoberfest Barbie comes with her own jugs."

<http://www.realbeer.com/news/articles/news-002309.php>

## MADONNA GETS HER OWN REAL ALE

British brewer JW Lees continues to mix its highly respected strong ales with innovative promotions, rolling out "Material Girl Ale" and delivering a case of the beer to Madonna. "We brewed the ale to mark Madonna's return to Manchester after 10 years," a spokesperson for JW Lees said. "She played the Hacienda in 1994 and we thought that it would be a good way to mark her first

gig back in Manchester. We know she likes an ale and thought this one was a little bit special." The ale is 7.5% alcohol by volume and the brewers describe its flavor as "nutty and fruity." The brewery released 300 bottles of the ale to start, and sent a case backstage at a Madonna concert in Paris. Bottles are labeled with a similar design to that of Madonna's Immaculate Collection greatest hits album.

<http://www.realbeer.com/news/articles/news-002318.php>

## A-B CHALKS UP WIN IN BATTLE OF THE BUDS

Anheuser-Busch has won the latest round in its never-ending series of legal battles with Czech competitor, Budejovicky Budvar. A French court has ruled the American company can sell beer labeled "Bud" in France. Anheuser-Busch

and Budvar are fighting in about 50 countries over the Budweiser and Bud names. Budvar, based in Ceske Budejovice in the Czech Republic and called Budweis in German, says brewers have used the name for hundreds of years. Anheuser-Busch counters that it has used the trademark since 1876, 19 years before Budvar was established. A court in Strasbourg, France, ruled that Budvar's use of "Bud" was not protected in France under so-called geographical indication, a sign used to indicate the regional origin of a product, said Manuel Degret, a lawyer representing the Czech brewer. Geographical indications restrict the use of names for products identified with specific places, like Champagne.

\*\*\*\*\*WEB WATCH\*\*\*\*\*

## OKTOBERFEST 2004

From the original Oktoberfest in Munich, Germany, to Tulsa, Okla., it's time drink German-style beer, eat until your tummy hurts and jump in and try the Chicken Dance. Everything you need to know.

<http://www.realbeer.com/edu/oktoberfest.php>

## BENEVOLENCE, INDEED

Stephen Beaumont gets a taste of Benevolence from Cambridge Brewing. It is brewed with candi sugar; fermented by three yeasts, one English and two

## Real Beer Page

Belgian; conditioned in Jack Daniels barrels with honey, sour cherries, date sugar and a lambic strain; and finally aged in the barrel for a year-and-a-half before being blended with a 12% barley wine.  
<http://www.worldofbeer.com/totm>

### BEAR PICKS RAINIER IN 'TASTE TEST'

When Washington state Fish and Wildlife agents recently found a black bear passed out on the lawn of Baker Lake Resort, they had a good idea what happened. Dozens of empty cans of Rainier Beer surrounded the bear. It apparently got into campers' coolers and used his claws and teeth to puncture the cans. But not just any cans. "He drank the Rainier and wouldn't drink the Busch beer," said Lisa Broxson, bookkeeper at the campground and cabins resort east of Mount Baker. Fish and Wildlife enforcement Sgt. Bill Heinck said the bear did try one can of Busch, but ignored the rest. "He didn't like that (Busch) and consumed, as near as we can tell, about 36 cans of Rainier."  
<http://www.realbeer.com/news/articles/news-002306.php>

### BEER AS BRAIN FOOD?

Researchers based at University College London have found that drinking alcohol, even in low amounts, might be associated with higher cognitive ability, particularly for women. The report published in the American Journal of Epidemiology found that people who consume anywhere from one drink a week

up to 30 drinks a week performed better than nondrinkers on a battery of different tests designed to measure their intellectual ability. "Compared with abstainers, persons drinking one or two glasses of alcohol per day had a significantly lower risk of poor cognitive function," the authors wrote. Subjects who drank alcohol occasionally, but who did not drink in the week prior to the tests, also performed better than nondrinkers, but they did not do as well as the people who drank regularly. "In terms of cognitive function, we found that frequent drinking may be more beneficial than drinking only on special occasions," the authors wrote.  
<http://www.realbeer.com/news/articles/news-002305.php>

### BEER'S 'BLOKEY' IMAGES TURNS OFF WOMEN

Many women in Australia don't drink beer because they don't want to look like "one of the blokes," according to a new survey. The survey of 1100 women by ad agency Patterson Partners Adcafe found 37% liked the taste of beer and 27% were even up for "swigging from the bottle." However, 61.3% said they did not drink beer at all, 42% believed beer was a "masculine drink" and 10.4% said they felt like one of the boys when drinking beer. Adcafe spokesman Zed Elliott said the time could be right for a brewer to create a brew specifically for women. "It's clear from our research that many women don't mind having a beer but the image of being one of the boys may be deterring them from making it their beverage of choice," he said. South Australian Brewing Company managing director Mark Powell doesn't necessarily agree. "Our

research tells us that women don't want to be singled out because of their gender. They want to be treated as equals to men," he said.  
<http://www.realbeer.com/news/articles/news-002300.php>

### CROP CIRCLE BEER

A Long Island man has partnered with Blue Point Brewing Co. in Patchogue, N.Y., to sell a beer that stems from his fascination with crop circles, the mysterious shapes, some circular, that began appearing in English grain fields in the 1970s. Dudley Cates' Corp Circle Beer is brewed with barley grown in one of those fields. "There's something very interesting as yet unexplained going on in those fields," Cates said. "Crop circles carry an aura of mystery. I thought to myself, this phenomenon is real." Cates has been trying to develop a commercial beer for four years, starting with a microbrewery in Northern California and later at a Hartford brewpub. A partnership dispute and his inability to find someone to bottle the California beer put a quick end to that venture. The Hartford beer, a pale ale brewed with leftover malt from the California attempt, garnered little interest. Now, Blue Point Brewing Co. is brewing the an English-style golden amber ale using Crop Circle Optic pale malt from Warminster Maltings in Wiltshire, England.  
<http://www.realbeer.com/news/articles/news-002313.php>

### 'LAST ORDERS' BEER COASTERS

Publicans in Scotland don't think much of funeral directors' plans to use beer mats promoting their business in bars. Many said the 30,000 "Last Orders" coasters were thoughtless and wouldn't make it on to their tables.

Co-operative Funeralcare announced plans to issue the coasters with a survey on the back intended to get drinkers talking about plans for after their deaths. Pub owners called the marketing plan "inappropriate." Alex Bolland, manager of the Clansman, in Kilmarnock, Ayrshire, said: "I think it would create the wrong ambience. It might go down well in some quarters but not here. I don't think it's a good idea and I don't quite understand who would have dreamt up a campaign like this. It's not appropriate for pubs."

<http://www.realbeer.com/news/articles/news-002304.php>

### SMALLEST PUB THREATENED WITH CLOSURE

Locals have rallied behind Britain's smallest pub, which faces possible closure after it was refused permission to expand its seating area outside. The Nutshell pub in Bury St. Edmunds, Suffolk, is only 15 feet long and seven feet wide, and licensee Martin Bayliss unsuccessfully petitioned to put six tables with chairs outside to boost capacity. A spokesman from District Council said: "The applicant originally wanted to put tables and chairs outside in an area which extended across another shop's frontage and, following an objection, we could not grant that application." Bayliss has submitted his second application, for a smaller outside area, and is hopeful of a positive outcome when the council meets later this month.

### WHILE SMALLEST BREWERY REOPENS

The world's smallest brewery has reopened in a converted outhouse in rural Wales. Less than five-feet square, Bragdy Gwynant brews ale for just one outlet - the Tynllidiart Arms next door. Based in Capel Bangor, near Aberystwyth, the brewery has gone back into production after a two-year break. It produces just nine imperial gallons (10.8 U.S.) at a time, enough to fill a traditional firkin. Margaret and Mark Phillips, who own the Tynllidiart Arms and the brewery, said the beer had a secret recipe. "The previous owner of the pub moved out two years ago and up until two weeks ago the pub was closed and the brewery was too," said Mark Phillips.

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### QUOTE OF THE MONTH

"Naturally Miller, the nation's No. 2 beermaker, believes that if people would just taste their beer, they'd give up their Bud in a second. I, on the other hand, believe that if people would just taste their beer, they'd wonder why they've been blowing their money on crappy lager for so long and switch to a handcrafted ale made right in their own hometown." - Don Russell, from his Joe Sixpack column in the Philadelphia Daily News.

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<http://www.realbeer.com/shared/subscribe>

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If you want to unsubscribe, please go to the same address and follow the instructions to activate the account connected with the address you received this newsletter at. Then go to your newsletter preferences and make sure the RBPMail box is unchecked.

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## Other Beer News

### Left Hand has Gone to the Dogs

Left Hand & Tabernash Brewing Co., of Longmont, CO, hosted a dog wash on July 18. The fundraiser was held at the brewery's parking lot and proceeds went to the Longmont Humane Society. Everyone who purchased a dog wash received two free pints of beer. Let's see a cat score you free beer.

### Brewers Get Hitched

It's not unusual for beer to bring people together, but brewers Teri Fahrendorf and Jon Graber are taking it to the next level. They each brewed a special beer for their wedding, which was July 17. Jon brewed a Honey I Do Brown and Teri made a White Pearls Pale. Both were served at their reception and are on tap at the Steelhead Brewery in Eugene, OR. You can try his, hers, or a unity blend of both! The couple will be honeymooning in September, but will be back in time for the GABF.

### Boonville Beer Festival Raises \$35K

On June 11, Anderson Valley Brewing Co. hosted the Boonville Beer Festival that raised over \$35,000 for local Anderson Valley charities. A total of 55 breweries and 3,000 people attended this year, the eighth for the festival. This is the largest year so far, bringing the total raised to over \$115,000.

### AHA Hosts 26th Annual Homebrewers Conference

For the second year in a row, record numbers of homebrewers attended the Annual Homebrewers Conference. This year's event was held June 17-19 in Las Vegas. Twenty-five renowned brewers and authors spoke on a variety of educational topics. In addition to beer styles and brewing techniques, topics included other beverages, such as scotch whiskey tasting and honey wine fermentation.

Also at the conference, gold, silver, and bronze medals were awarded in the National Homebrew Competition. A total of 1,058 homebrewers from 46 states and three countries entered 4,443 homemade beers in 29 categories. With a 33 percent increase over 2003, it is the largest beer competition in the world. QUAFF of San Diego was named Homebrew Club of the Year for the fourth straight.

### Bass Reach for Greatness Awards Local Comedy Groups

Six U.S. cities hosted the "Bass Reach for Greatness" Red Triangle Comedy Tour this spring. Local improv/comedy groups auditioned in each city to compete for \$1,000 in cash, prizes and trophies. The tour debuted at the 2004 HBO U.S. Comedy Arts Festival in Aspen, CO and was headlined by Chicago City Limits.

### Boulevard Brewing Co. Breaking New Ground

Boulevard Brewing Co. has revealed plans for a new 70,000 square foot brewing and packaging building adjacent to its existing plant in downtown Kansas City. Construction is slated to begin March 2005. The new facility will eventually increase Boulevard's capacity from 105,000 to 600,000 barrels annually. The expansion is necessary due to Boulevard's impressive 15-

20 percent annual growth for nearly a decade.

Boulevard already broke new ground by traveling East to be served at the annual Congressional Barbeque. The event is sponsored by the President for his cabinet, members of Congress, and special guests. Boulevard served its most popular brew, Unfiltered Wheat Beer.

Heineken U.S.A. Named Among 50 Best Places to Work  
Heineken U.S.A. was named among the top 50 Best Small & Medium Companies to Work for in America. This was the first year for the list, which ranks the top 25 small and top 25 medium companies to work for.

### Summer Lov'n

Pilsner Urquell is giving music fans a chance to see Blues Traveler in Prague. Blues Traveler will play six venues from July 3 to August 5, where concertgoers will be given disposable cameras to take creative pictures featuring the band or Pilsner Urquell. Pilsner Urquell will select one lucky winner for the Prague Trip.

Heineken is sending lucky fans of the beer on a 4-day V.I.P. trip to Amsterdam for a tour of the historic Heineken brewery and the "Dance Valley" festival.

Stella Artois is reinforcing its brand as the timeless gold standard of European lagers with new secondary packaging. The Stella Artois chalice is prominently displayed to educate consumers on the proper pouring technique to fully enjoy the distinctive lager.

### BrewScoops

Brewed by Huyghe, in North Flanders, Floris Appel Witbier is brewed from 60 percent barley, 38 percent unmalted wheat, and 2 percent oatmeal. Brewers gold hops, crushed coriander seeds, and Curacao orange peel round out the recipe. Fresh apple juice is added during maturation. Floris Appel is available in 30 liter kegs through Merchant du Vin.

On June 14, Stone Imperial Russian Stout was released. Stone Imperial Russian Stout is intensely aromatic, with notes of anise, black currants, coffee, roastiness, and alcohol. The beer's label warns to "expect the mysterious brew to pour like Siberian crude and taste even heavier!" Stone CEO, Gregg Koch suggests cellaring the stout, tasting it every six months or so and preferably with other vintages. If you can wait that is.

Knowing that a great beer can enhance a great meal, the brewers at Samuel Adams have put together the Brewmaster's Collection, the ultimate mix pack to complement a variety of foods. The pack includes Samuel Adams Boston Lager, Light, Hefeweizen, Boston Ale, Scotch Ale, and Cream Stout.

## Miscellaneous

The picnic is at the Gardenspot Motorcycle Club this year. It is on rt. 272 1/2 mile south of the light to the turnpike interchange, and the 222 exit. Easiest is to go North on 222, get off at the turnpike/Adamstown exit and go South 1/2 mile. If you come up Rt. 272 from Ephrata, it is 1 mile North of the light at Denver/Reamstown and across the road from the Railroad Station Antiques. No "hold-in-your-hand" tickets avail., we'll just tax you when you get there.

Lancaster  
County  
Brewers



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**Sept 29<sup>th</sup> Club Meeting - Lancaster Brewing Company 7:00 pm**

**Oct 2<sup>nd</sup> Jazz, Brews and Blues - Lancaster Square  
25+ Micro Breweries from 4 States + LCB Table**

**Oct 3<sup>rd</sup> Club Picnic – Garden Spot MC Club, Route 272, just south of  
Adamstown.**

**Oct 27<sup>th</sup> Club Meeting - Lancaster Brewing Company 7:00 pm**

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

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We're on the Web!

See us at:

<http://www.lancasterbrewers.com>

and

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

