

SPRING BEER REVIEW

AMERICAN PALE ALE

BRAZIL'S COLORADO

The Beer Connoisseur

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American IPA
*The King
of Craft*

MONEY
& CRAFT
Big Bucks In Beer

LARRY BELL
Past, Present, Future

The Dish On
GUMBO

Spring 2015 | Issue 18



EASY, JACK.



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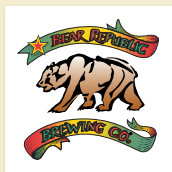
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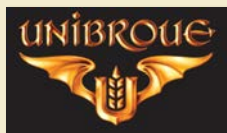
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Issue 18, Spring 2015

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From the Editor

Marty Jones, who is one of our regular contributors, occasionally had the pleasure of hanging out with the late Michael Jackson when the beloved and slightly quirky authority on beer styles and all things beer came to Denver. “Visiting breweries with Michael was



Entering the Olde Meck brewery. The password? ‘Reinheitsgebot!’

like hitting blues clubs with Muddy Waters or going to working class rock bars with Bruce Springsteen,” said Jones.

Like others, Jones found Jackson to be a humble, engaging and funny man in addition to his thoughtful and encyclopedic approach to beer. I never had the pleasure of meeting Jackson, so I asked Jones if he would venture a guess at what the “Beer Hunter” might say about the current state of craft beer and brewing seven or so years after his seminal blog went dark.

“That’s a real toughie,” said Jones. “Perhaps something right to the point of it all: ‘It has certainly come a long way, hasn’t it? It’s quite delightful, isn’t it?’”

Veteran beer writer Jay Brooks, who profiled Jackson in Issue 6, recalled how Jackson made his point in very engaging speeches through anecdotal digressions. Facile with language, Englishman Jackson’s blogs were erudite but avoided being stuffy through mockingly good humor and other devices such as an appreciative focus on the most recent beer he’d been drinking in travels around the world and the stories behind them. Or, related subjects!

By way of digression, this is an introduction to our three main features in this issue about the rising popularity of American IPAs, the innovative spirit of Larry Bell, and how investment money of all types is currently influencing the state of beer in America. The scene has come a long way since the days Jackson visited craft breweries in America in the 1980s and encouraged their owners to have faith.

These days, major brewers, who once marginalized flavorful beer like IPAs, are buying up successful smaller independent breweries now that the formerly off-beat styles are moving back toward the mainstream. What would Jackson have said about this development? He might observe that brewing has always been a tumultuous business and who can blame those who decide to choose more solvency and less tumult?

It seems to me that as long as there are brewers who bring soul-searching dedication to their work, drinkers who like flavorful beer will have plenty of choices when it comes time to hoist one.

Jonathan Ingerson

Contributors



OWEN OGLETREE

(Pages 16, 20) The founder of the popular Classic City Brew Fest held in Athens, Georgia each spring, Owen runs Brewtopia.info and writes for the bi-monthly Southern Brew News. Owen has also served as a beer judge at the Great American Beer Festival and the Great British Beer Festival.



MARTY JONES

(Page 54) An acclaimed beer journalist, evangelist and "Brewbadour," Marty Jones is one of Colorado's most ardent promoters of craft beer and its culture. His latest project, The Brew Night Show, allows Jones to weave his winking beer-minded passions into a fun new waste of his time. Hear his music at www.martyjones.net.



NORA MCGUNNIGLE

(Page 36) Nora is a freelance food and beer writer who lives in New Orleans. Her work can be found in Louisiana Kitchen and Culture among other magazines and she is a regular contributor to Southern Brew News, Alcohol Professor, Eater NOLA, The Gambit and NOLAbeerblog.com. Follow her on Twitter at @noradeirdre.



JIM DYKSTRA

(Page 52) Jim is an editorial assistant at *The Beer Connoisseur*® who also works as a freelance writer based out of Atlanta. He lives by the creed "I'd rather have a bottle in front of me than a frontal lobotomy." When not at the BC offices, he functions as part of a creative collective housed at www.beefcastle.com.



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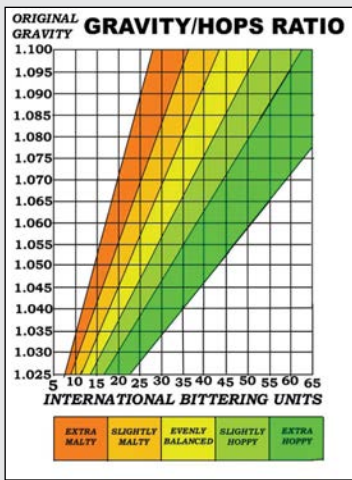
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HOW USEFUL IS THE IBU SCALE?

There's more to bitterness than numbers.

by Jim Dykstra



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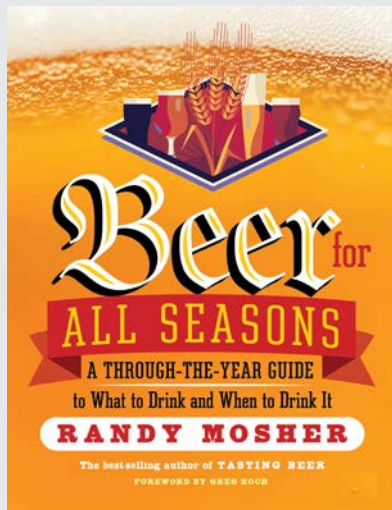


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TOP RIGHT: PHOTO COURTESY SURLY BREWING COMPANY

Correspondence



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From the Twitter bag:



Thanks @beerconnoisseur for the hospitality & write up. Seeing "employee owned" will never get old! #HarpoonRoadTrip



@BeerConnoisseur love your magazine, but disappointed to see an interview with Pete Coors, especially on craft beer. #EarlyAprilfools? 12/5/14, 5:45 PM

Editor's note: We are journalists and seek to cover the entire beer industry, particularly when major brewers start adopting new responses to the success of the independent craft brewing segment.



Cheers @BeerConnoisseur ! It's a perfect GA day for a #GAbeer at @GraysonBlues



Monkey Wrench Joe 10/25/14, 1:35 PM



@hopsandgrain reppin in my @BeerConnoisseur mag #atxcraftbeer



Check out this article from @BeerConnoisseur, grab a growler & cozy up with one of these great beer-studded books: ow.ly/GLTbV. 8:00 PM - 11 Jan 15

Editor's note: This link leads to something to think and drink about: "Literary Beer: Brewing in the Classics" by Martyn Cornell.



If you don't know what brew to drink, try @BeerConnoisseur, right?! 12/15/14, 4:16 PM

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NEWS

BREWERY OPENINGS CONTINUE TO RISE

The Brewers Association reported that 2014 was another positive year for the expansion of beer sales by smaller, independent breweries. Using data from Symphony IRI, Nielsen and in-house information, the BA reported an increase in market share (due in part to the change in its definition of craft brewer).

Other signs also confirmed an increased interest in craft beer. The U.S. brewery count surpassed 3,200 and the number of brewery licenses is above 4,500, indicating many new independent breweries are in planning. Thirteen states now boast more than 100 breweries. “Consumers

are making a conscious choice to buy and try the plethora of options produced by small and independent craft brewers,” said Bart Watson, chief economist of the BA.

The BA statistics are in contrast to the annual data released by the Beer Institute, whose figures indicate overall growth in beer sales are flat. Using a domestic tax paid estimate, the BI reported a decrease in overall beer sales of 0.8 percent through the first 11 months of 2014. The number of barrels being taxed during that period dropped by 1.4 million barrels.

The data confirms the growth of the flavorful beer

segment known as craft, which includes breweries owned by major brewing companies, versus traditional light American lagers. The BA data indicates a nine percent growth in households trying beer styles that fall outside traditional American lagers.

The preferred style for those venturing outside the mainstream was IPA according to the BA. The IPA style accounted for 21 percent of sales volume in the craft sector as defined by the BA, which excludes brewers with more than 25 percent ownership by a brewer making more than six million barrels per year.

Magee Backs Off Lawsuit vs. Sierra

In a sign of increasing competition among the leaders of the Brewers Association's list of craft brewers, Tony Magee, owner of the Lagunitas Brewing Company, briefly filed suit claiming a trademark infringement against the Sierra Nevada Brewing Company.

The suit claimed the label of the Hop Hunter IPA of Sierra Nevada, announced the first week of January, was too similar to the label for the Lagunitas IPA, which features the three letters of the beer style in large type. A spokesman for Sierra Nevada vigorously denied any trademark infringement.

Once Twitter response proved predominantly negative, Magee quickly dropped the suit and explained his reversal in a series of tweets, including this one: “Today was in the hands of the ultimate court; The Court of Public Opinion and in it I got an answer to my Question; Our IPA's TM has limits.”

Concern about the new beer being viewed as a collaboration with Lagunitas, an issue raised by distributors, helped motivate Magee to file suit, he said.

Sierra Nevada ranks second on the current BA list and Lagunitas ranks fifth. Both companies have opened second breweries in Mills River, North Carolina and Chicago, respectively, and anticipate increased brewing volume.



President, Chef Earn AHA Honor



President Barack Obama and White House chef Sam Kass have received honorary invitations to become lifetime members of the American Homebrewers Association.

Mr. Obama is the first president in history to brew beer in the White House, serving the first batch of White House Honey Brown Ale to guests during the 2011 Super Bowl.

Guests were impressed by the beer's subtle taste profile and drinkability. The local honey, harvested from the South Lawn on the White House grounds and added to the recipe during the malting step, was a major part of the beer's appeal.

Gary Glass, the director of the American Homebrewers Association, said the universal nature of homebrewing sparked his invitation to the president, calling it a "model example of a bipartisan, pro-community and pro-business activity that all kinds of people can be passionate about and enjoy."

Before stepping down from his positions at the White House at the end of December, Kass posted recipes for the White House Honey Porter and White House Honey Blonde on The White House website after a petition signed by 12,000 homebrewers came through the We The People site hosted at www.whitehouse.gov.

DOMAIN NAMES UP FOR GRABS

If you've ever dreamt of owning a beer domain, your dreams can become reality. Virtual reality.

Earlier this year, the Ireland-based internet domain name registrar Minds + Machines began selling the rights to variations of the top-level domain name ".beer," prompting an Internet land grab of beer industry-related entities hoping to claim a slice of online momentum by having addresses with ".beer" as the suffix.

Sale of the top-level domain names began in late 2014 and by the end of the year, over 1,250 breweries had applied for approximately 5,000 varying domains. Among the first to sign up was New Belgium Brewing Company, which purchased a total of 29 ".beer" domain names. Its choice of "sour.beer" leads to a page featuring the company's sour beers and "find.beer" leads to New Belgium's finder page for all its brews.

There have been some unique choices. The "old.beer" address leads to the Once Upon A Time site operated by Pretty Things Beer & Ale Project under the name oldbeers.com. The site promotes the Massachusetts brewery's alter ego projects of historic beers revived from bygone recipes.

"Ondemand.beer" belongs to the site of a start-up, New York City-based Swill, which intends to promote the purchase of beer, wine and spirits online with delivery an option. The Indiana Brewers Guild cleverly took "drinkin.com" to highlight a play on the state name's abbreviation. More than a few breweries are tying names to their labels such as the "brawler.beer" address that leads to the site of Yards Brewing Company, home of Brawler ale.

Minds + Machines won the right to the ".beer" top-line domain name in the bidding process conducted by the Internet Corporation for Assigned Names and Numbers (ICANN).



Mug Shots – The first Brew Men Calendar featuring brewers in Wisconsin's Sheboygan County **raised \$15,000** to fight prostate cancer and to promote men's health. Bravo, guys!

American IPA is...

The King of Craft

By Jonathan Ingram

Potent, aromatic, good looking and an acquired taste, the American IPA has become the martini of beer. It's a sure sign of true beerhood and sophistication to be drinking one - and can be a little daring.

A freshly bottled or brewed American IPA can buzz you with rich aromas, bracing hop bitterness and flavors anchored by malt goodness, plus a strong alcohol kick. Like the craze of habanero peppers and even hotter ghost peppers working their way into the mainstreams of American food, bitterness in an IPA can be an experience whose pleasure lies in the intensity it brings. If it's a Double IPA, another stateside invention, there's even more hops, malt and alcohol.

As the American IPA has evolved since the first Liberty Ale from Anchor Brewing Company in 1972, it has turned the classic English version on its frothy head. Instead of rich malt and alcohol tempered by extra hop bitterness, the American version celebrates the Pacific Northwest's citrusy, piney, floral hops while the malt plays a more secondary role. In some IPAs the malt is there to allow as much hopping as possible. In addition to Amarillo and Mosaic, the names of the ground-breaking "C hops" have become buzz words: Cascade, Centennial, Chinook, Citra and Columbus.

There's a school of thought about why people eat pain-inducing hot peppers, but none yet on the attraction to high bitterness in beers such as West Coast-style IPAs.

For most American IPAs, a drinker cannot get the intense aromas, where taste begins, and the array of hop flavors in the beer without the accompanying bitterness. And, the interplay of bitter and malt sets up a classic taste bud tango. Like eating peppers, it can become a matter of competitive pride - how much bitterness can a drinker sustain and still claim taste and appreciation? How much bitterness and strata of flavor can a brewer introduce?

The myth is that the India Pale Ale first shipped from England to the troops serving on the subcontinent had extra hops, which are anti-bacterial, to preserve it over the long voyage. An increased alcohol level from a higher gravity at brewing and timing shipments so the voyage served as part of an aging process probably did as much to preserve the beer. Craft brewers in the U.S. recommend drinking their IPAs within 90 days of bottling for best results. After that, the hopping turns stale.

The IPA style is well suited to weaving the wort - sugar-laden water derived from mashed malt - together with hops at different stages of the brewing process and then fermentation. Methods now include wet hopping, which employs just harvested cones that can produce a more mellow taste compared to dried hops. Sierra Nevada Brewing Company has recently introduced distilled hop oil in its new Hop Hunter IPA.

The flexibility of the American IPA style is one of its best calling cards. It can be brewed in a lower alcohol format - Session IPA.

There's the ultra-hoppy West Coast style, an East Coast style (hoppy but more approachable) and a New England style (American hops but balanced). The style can also be adapted to different types of malt or yeast. Judging categories now exist for Black, Brown, Red, White, Rye and Belgian IPAs.

But the American IPA made with predominantly Pale or Two-Row barley malt remains king with the evolutionary Double the crown prince. Quite a few of the largest U.S. craft brewers on the Brewers Association's Top 50 list have made the American IPA or Double their flagship brew. The BA says 21 percent of sales among its independent brewers are IPAs.

When it comes to much sought after versions, there's Heady Topper, a Double from The Alchemist in Vermont, and California's Pliny the Elder, the original Double IPA first brewed by Russian River Brewing Company in 1994. A beer-seeking frenzy erupts each February around Hopslam, an easy drinking Double from Bell's Brewery produced in limited quantities. Some IPAs, like the award-winning Hop Drop 'N Roll made by NoDa Brewing Company in Charlotte, are also scarce and richly distinctive but less heralded.

These days, there's no problem finding a good American IPA in any beer store. The style is also brewed in many of the world's beer-loving countries - a bookend to the original English version's status as the first global beer.

And, for the record, make mine a Double! 🍷



Top Scoring American IPAs from the BC Beer Review

BREWER	BEER	NOTES	SCORE
Ballast Point Brewing Company	Sculpin IPA	A quintessential, hop-driven San Diego-style IPA.	97/Issue 9
Bell's Brewery	Two Hearted Ale	Complex and deceptively drinkable.	96/Issue 17
Ska Brewing Company	Modus Hoperandi	Hops blend with provocative dark fruit notes.	96/Issue 4
Lakefront Brewery	Extended Play (Session)	For those looking for two or three hop-forward pints.	96/Issue 15
Alaskan Brewing Company	Hopothermia (Double)	Fruity character from both hops and fermentation.	95/Issue 17
Founders Brewing Company	All Day IPA (Session)	Regarded as the original low ABV, session-style IPA.	95/Issue 14
Stone Brewing Company	Ruination IPA (Double)	A classic, boasting more than 100 IBUs.	95/Issue 4
Deschutes Brewery	Hop Henge IPA (Double)	The aroma screams hop-driven.	93/Issue 10
Elysian Brewing Company	The Immortal IPA	This American IPA has an English accent.	93/Issue 4
Lagunitas Brewing Company	Day Time Ale (Session)	Well done emphasis on lower ABV plus citrusy hops.	93/Issue 17
Firestone Walker Brewing Company	Union Jack IPA	Sweet, fruity hops in union with toasty malt.	91/Issue 4
Heavy Seas Beer	Loose Cannon Hop3 IPA	Waves of grapefruit, herbs and pine hops abound.	91/Issue 15
Dogfish Head Craft Brewery	90 Minute IPA (Double)	Rich and complex at 9% ABV, 90 IBUs. A big beer.	90/Issue 4
Ninkasi Brewing Company	Tricerahops IPA (Double)	Gargantuan hop aroma is no surprise at 100 IBUs.	90/Issue 10
Green Flash Brewing Company	West Coast IPA	Now a Double, scored here as a "single."	89/Issue 10
Sierra Nevada Brewing Company	Torpedo	Piney, floral, citrus hop flavors burst onto the palate.	89/Issue 4
Terrapin Beer Company	Hopsecutioner	A well executed blend of six hops.	89/Issue 4

Arriving From Brewers In the Spring Season

BREWER	BEER	NOTES	SCORE
21st Amendment Brewery	Hell or High Watermelon	Wheat beer, watermelon added in second fermentation.	79/Issue 3
Abita Brewing Company	Spring IPA	A citrus and floral West Coast-style IPA.	
Boston Beer Company	Maple Pecan Porter	Vermont maple syrup and subtle pecan character.	
Boulevard Brewing Company	Boss Tom's Golden Bock	A sweet, crackery maibock with light floral notes.	
Breckenridge Brewery	Ophelia	A hoppy wheat beer, "for multiple acts."	
Brooklyn Brewery	Dry Irish Stout	Crisp, malty, and sessionable.	
Cold Spring Brewing Company	Spotlight IPA	"Mash hopping" yields lemon, grapefruit aroma, flavor.	
Great Lakes Brewing Company	Lake Erie Monster	Sharp hop teeth and long malty claws.	
Narragansett Brewing Company	Lovecraft Honey Ale	Dungeonesque in an H.P. Lovecraft way – malty, a bitter kick.	
North Coast Brewing Company	Scrimshaw Pilsner	Like many pilsners, goes well with BBQ.	
Oskar Blues Brewery	Gubna	Malt backbone checks, balances bold bitterness decree.	
Red Brick Brewing Company	3 Bagger	A barrel-aged tripel, with flavors of banana, vanilla, rum.	
Shipyards Brewing Company	Melonhead	A wheat beer brewed with essence of watermelon.	
Spotz Brewery	FM 966 Farmhouse Ale	Named for a road just south of the brewery.	
Stevens Point Brewery	Point Three Kings Ale	A kolsch with fruit and grass notes.	
Three Floyds Brewing	Rabbit Rabbit	Effervescent, intricate, sure to put hare on your chest.	
Two Roads Brewing Company	Igor's Dream	A Russian Imperial stout aged in whiskey barrels.	

Many think of the rich complexity of a Dunkels Weissbier as providing the refreshing fermentation character of a weissbier along with the dark malt complexity of a Munich dunkel lager.

to experiment once again with wheat beer recipes made with darker malts as in the early days of weissbiers. These Dunkels Weissbiers, or Dunkelweizens, contained all the refreshing complexity of golden weissbiers but offered more of a brown color along with a multi-faceted, rich malt profile of toasted bread crust and caramel.

Malted wheat usually makes up 50 to 70 percent of the grain bill of a typical Dunkels Weissbier, with Munich, Vienna, pilsner and dark wheat making up what's left. Many think of the rich complexity of a Dunkels Weissbier as providing the refreshing fermentation character of a weissbier along with the dark malt

complexity of a Munich dunkel lager. Weissbier "hefe" versions are unfiltered, with yeast sediment in the bottle that is often stirred up and poured with the beer.

A Dunkels Weissbier throws a tall, fluffy head and wafts light phenolic aromas of clove and fruity esters reminiscent of banana. Bubblegum notes should be restrained, along with any traces of spicy or floral hop fragrance and flavor. Clove-like fermentation compounds, bready wheat character and caramel-like malt complexity should be focal points of this style – all backed by a medium-light mouthfeel and spritzzy effervescence.

AMERICAN PALE ALE

As a teenager in southern California, Ken Grossman immersed himself in homebrewing and always told his mother, "It's just an experiment. I'd never drink the stuff." No one could have predicted that these rudimentary homebrews, concocted by the future founder of Sierra Nevada Brewing Company, would help conceive the style of American Pale Ale now enjoyed around the world.

Grossman loved hops but had difficulty finding an acceptable supply in the 1970s. He made the drive north to Yakima, Washington and struck a deal with a hop grower to part with 100 pounds of whole cone hop samples that included fresh Cascade. He was in love.

Grossman's greatest wish was to formulate a British-inspired pale ale using American hops. In 1980 he spent a great deal of time

and money – dumping around ten batches of beer – before arriving at the final Sierra Nevada Pale Ale recipe that hit shelves commercially in March of 1981. Grossman admits, "This beer helped launch the American craft beer movement and changed the tastes of millions."

A classic American Pale Ale (APA) should impart moderate aromas of spicy, citrusy, resinous American hop varieties supported by a low to moderate malt profile that's sometimes described as having nuances of toast, bread, biscuits and even a hint of caramel in some examples. Dry-hopping offers added dimension to the nose of APAs, with restrained fruity esters also playing a role.

Colors range from golden to amber with moderate white to slightly off-white foam that usually boasts respectable staying power.

Still bottle-conditioned and carbonated with residual yeast, Sierra Nevada Pale Ale bottles and cans contain a natural, creamy, soft carbonation and a slight layer of yeast at the bottom.

Still bottle-conditioned and carbonated with residual yeast, Sierra Nevada Pale Ale bottles and cans contain a natural, creamy, soft carbonation and a slight layer of yeast at the bottom.

Expect a medium-light to medium mouthfeel and body with a smooth, somewhat dry finish from moderate hop flavor and bitterness. Perceived APA hop notes may include citrus, spice, pine resin, pineapple, kiwi, berry and/or hints of cherry. Fruity esters should be very light to moderate.

Less robust than a typical American IPA, the moderate malts of an APA come across as clean and somewhat simple – an appropriate

background to highlight the focus on hop flavor and judicious bitterness. APAs present an accessible, sessionable balance.

In comparison with classic English pale ales, APAs usually exhibit lighter colors, fewer esters, less fermentation complexity and more restrained, or completely absent, caramel malt character.

When enjoying an APA, try a bit of bready provolone or dry Parmigiano Reggiano. Fried fish or chicken also make a perfect pairing choice, along with pepperoni pizza, grilled sausages and even a simple cheeseburger and fries. 🍷



We brewed this especially bitter ale in dedication to the world's would be astronauts, in remembrance of the 2005 St. Patrick's Day Massacre on the Brewery Party Grounds and also in joyous celebration of our 20-day suspension that following January. Do the crime. Do the time. Get the bragging rights. There is a symmetry to everything. Hot will always cool. Up always comes to down. Markets rise and crash. \$2 per gallon becomes \$4 per gallon then \$2. First the right begets the left; then the left becomes the right; and then the right becomes the wrong all over again. Hop prices do soar and then just as surely crash and everyone cries except the brewer. Some drugs are legal (like alcohol) while others are forbidden. Some pleasures are embraced and are also forbidden. Ask the former NY Governor or PeeWee Herman. Saddam and Noriega once got paychecks from the CIA? The King of Beers becomes another's brood mare. GM becomes Gee...Um... How many times have you heard an unusual word several times in one day. What is one day undercover- is the next day revealed- and the slunks back down where it came from again. The sun went down today and returns tomorrow as if for the first time. When governments are simple, people are simple. When governments are clever, people are clever. Earth mirrors heaven. There is symmetry to everything.



The Lagunitas Brewing Company was founded in 1993 by Brewmaster, Emil Kjiignek. Beginning in 1970, Mr. Kjiignek studied late 16th century European erotica with an emphasis on paraphalasticism and eugenic influences at the University of Melange from 1971-74 under the tutelage of Dr. Pechutchnik and Splam. Upon pupation he served as a subminister of sublimational research in the Azerbaijani Department of Redundancy Department for the Ministry of Ministers from 1974-75 where his passion for Zymurgistic issues began in earnest. He pursued his interest in brewing at the Klienberganstratzhausen von Felderstienkabutz in 1978. Following his expulsion for excessive loquastitude during vespers, he joined a radical splinter group of Underground Brewers and their extreme leftist brewing dogma completed his radicalization as a New Brewer. This period saw the development of most of the recipes now in use by the Lagunitas Brewery as well as the flowering of his early work on Post-Apocalyptic Celtic Pose-latudes. The later work is mostly lost now due to a chronic Aphasia and a mid-lateral lesion on his anterior certitude for which Mr. Kjiignek is now under treatment and expects a full recovery. *Cheers!*

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**IN REMEMBRANCE OF THE 2005
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LIKE FATHER, LIKE *Daughter*

Bells Share Commitment to Innovation, Craft

by Owen Ogletree

During the fledgling days of Bell's Brewery, founder Larry Bell found himself in a bind. He needed to drive around Kalamazoo, Michigan to complete deliveries of his popular Amber Ale, but his seven-year-old daughter Laura was sick and home from school. While Bell labored to get the brewery off the ground, his wife worked a regular job to help pay the bills. So, he strapped Laura into the van with some paper and crayons and hit the road.

Shortly after driving past Laura's school, Amberly Elementary, Bell looked over and noticed his little girl had sketched a beer label called Bell's Amberly Ale. "This label included a logo and everything," he recalled. "It featured a guy with crazy eyes and hair sticking straight up. Laura called him 'Mr. Ale.' If the school ever saw this, I knew I'd be in trouble."

That morning twenty years ago helped inspire him to double his efforts to keep Bell's Brewery going in a time when craft

breweries were scarce and struggling. He saw the brewery as a legacy for his daughter and son. Today, Bell's Brewery ranks as the oldest and largest craft brewery in the state of Michigan.

Looking back from her current position as a co-owner and vice president of Bell's Brewery, Laura Bell sees a myriad of reasons why her dad succeeded as a craft beer pioneer. "Being an innovator not only involves coming up with a wonderful product," she said. "Inspiration is important and my dad received inspiration from so many different people, places and experiences over the years. He's also gifted at seeing how the company needs to grow, adapt and focus. Thirty years is a long time, and it's remarkable that he's gotten us here."

IN THE BEGINNING

Larry Bell's people skills and aptitude for business sprang from a variety of early life experiences. In junior high, he wanted to

live in Chicago and become a jazz drummer. “Jazz was one of my earliest failures,” he said. “I soon started promoting and booking bands and playing music with them, although not very well. I was doing some radio work in college when I decided to focus on a teaching career. I did some student teaching at a very poor, rural school in Mississippi and this quickly cured me of the teaching bug.”

Bell’s love affair with all things malt and hops began when his brother gave him an airline ticket as a high school graduation present. He boarded a plane for the first time and flew to Washington, D.C. to visit his brother, who immediately took him to The Brickskeller pub. Bell was only 17 and underage, but things were different back then. He drank five interesting beers and marveled at the pub’s vast collection of beer cans.

The illicit visit to The Brickskeller prompted Bell to begin his own massive collection of cans and breweriana that’s now displayed proudly in Bell’s Eccentric Cafe in Kalamazoo. “I have so much stuff, that some people call me a hoarder,” he said. “I prefer the term eccentric. The items on the walls of our bar are the history of my life, so I could never sell the place.”

THE HOMEBREW CONNECTION

After college, Bell landed a job in a Euro-style bakery in Kalamazoo that was owned by friends who homebrewed using some of the grains. Homebrewing immediately became an infatuation and inspired mad thoughts of creating beer on a commercial scale.

In 1983, Bell’s mother gave him \$200 for his birthday. He spent \$35 on incorporation fees and asked the bakery’s attorney to set up a stock sale. He traded six shares of his new company for a few months free rent at a storefront near the bakery and \$165 bought inventory to open up a homebrew shop. “Shortly afterward, I sold \$2,000 worth of stock for a new brewery and got a \$7,000 loan, only because my wife co-signed.” Bell points out that the brewery’s first

beers were actually made on his homebrew system. “This whole thing really started on a shoestring!”

September 19, 1985 saw the opening of the original Bell’s Brewery next to the homebrew store in Kalamazoo. Bell’s Eccentric Cafe is now housed around the corner. Like one’s first car from many years ago that continues to run well, the homebrew shop still holds a revered place in Bell’s business paradigm. “I keep the homebrew store because I see homebrewers as the ‘minor league’ of professional brewers,” he says. “Many of the guys working in our brewery started as homebrewers, and homebrewers make great consumers at the pub. They’re your target audience that you want to befriend and help out.”

Bell hosted the first homebrew club in Kalamazoo back in the 1980s and the group still flourishes today. “At least one of Bell’s major brands was inspired by creative, early homebrewers, and we now host a competition at the original brewery where each homebrewer gets five gallons of the same wort made from barley we grow on our farm in central Michigan. They do whatever they want with the wort, and we judge the final beers. The winner brews the recipe on our system, has their beer on tap at the pub and gets to enter the beer at the Pro-Am competition at the Great American Beer Festival.”

BREWING UP NEW FACILITIES

In 2003, Bell’s christened a modern, sprawling new brewing facility in Comstock, Michigan – just a few miles outside of Kalamazoo. After almost 20 years of dreaming, building solid brands, juggling finances and developing an indispensable aptitude for business, Bell finally had a brewery that would allow him to meet demand and expand into markets thirsty for craft beer. (Two years later, the original name of Kalamazoo Brewing Company was changed to Bell’s Brewery.)

Financing the new facility proved quite stressful. “My banker was president of the bank, and I was on their community relations board. He had given me a contract to go ahead

The brewery in Comstock started with a loan of \$1.9 million in 2003 that almost fell through when the bank president was fired. The \$22-million expansion in 2012 included a new 200-barrel brewhouse.



on the new brewery, but the bank called me later to tell me he had been fired, and the new guy refused to make good on the loan. With \$1.9 million on the line, I was close to considering bankruptcy. Fortunately, my banker landed on his feet at a different bank, and the first deal he made was for our brewery.”

As much as Bell is often seen as a fixture in the business community of the Kalamazoo area, his heart belongs to the scenic, rural areas of Michigan’s Upper Peninsula, where he owns some property that has long belonged to his family. “This is a magical place with a different culture and three seasons for fishing, hunting and snowmobiling,” he declares. “It’s always been a dream of mine to brew beer up there and celebrate the culture.”

In November of 2014, he fulfilled this dream by opening the \$1.3 million, 11,500-square-foot Upper Hand Brewery in Escanaba, Michigan, about 425 miles north of Kalamazoo. The small production facility’s 20-barrel brewhouse shipped just 620 barrels of Upper Peninsula Ale, Escanaba Black

and Upper Hand Lager in 2014 and makes no Bell’s products at all. He seems proud of the fact that his Upper Hand beers are not available in the Lower Peninsula. He notes, “To get these beers, you have to travel to this beautiful place that I call home.”

ROCK SOLID BRANDS

Back at Bell’s Brewery in Comstock, which was expanded in 2012 to include a new \$22 million, 200-barrel brewhouse, the hoppy Two Hearted American-style IPA and the fruity, wheat-centered Oberon rank as top sellers among Bell’s standard portfolio that includes Amber Ale, Porter, Kalamazoo Stout, Bell’s Lager, Midwestern Pale Ale and the tart, sessionable Oarsman Ale. An indicator of just how much Bell’s enjoys experimentation and creativity, the seasonal and specialty lineup boasts more than 50 inventive varieties.

Hopslam double IPA, a cult-classic specialty beer, started when Bell accepted an invitation several years ago to participate in the Lupulin Slam challenge at The Brickskeller



Above: The entrance to the Eccentric Cafe.

Middle: Eccentric Day at the Cafe brings out the colorful side since odd outfits are mandatory for admission.

Bottom: Bell wanted the emphasis on conversation at the Eccentric. No TVs were installed.

pub that pitted three East Coast ales against three selections from the West Coast in a hoppy showdown. “We made a massively hopped, high-gravity IPA that was really amazing, but at the last minute I had to cancel and couldn’t drive it to the event,” recalled Bell. “So, we put it on at the pub instead, and it immediately caught fire.” Without any marketing, Hopslam soon gained mammoth popularity, entirely by word-of-mouth from hop-head consumers.

Bell’s currently distributes kegs, bottles, cans and five-liter mini-kegs in 20 states and Puerto Rico. The brewery sells no beer to overseas markets but has participated in collaborations at breweries in the U.K. for the Wetherspoon pub chain.

IMPRESSIVE BEER, LARGE VOLUMES

In 2015, Bell’s is shooting for production totals in the range of 410,000 barrels. “I don’t think anyone who started a craft brewery back in the 1980s or 1990s had any kind of clue that this market expansion would ever happen,” said Bell. “The advice from old brewery business leaders used to be ‘Get to 30,000 barrels and stay there – you’ll have a nice business.’ That was my original goal. That’s come and gone.”

With so much buzz about quantity in today’s explosive craft beer climate, Laura Bell likes to emphasize the importance of quality. “In our lab, production areas and packaging – it all comes down to making sure we are doing things right,” she said. “At the end of the day in our pub, there’s always a group of employees from every level of our company drinking our beer and showing pride in what great products we make.”

Larry and Laura like to think of each employee as a member of the Bell’s family. With 320 employees, 100 of which were hired just last year, maintaining personal relationships can be a challenge. “We have a slideshow of every employee,” Laura explains. “We study the slides and get quizzed. We really want to know our people and promote a family atmosphere at Bell’s.”

Something's brewing at South College.

QUALITY AND CREATIVITY

In today's trendy, fickle, beer-of-the-moment craft beer culture, how does Bell's manage to maintain its prominent status and remain on the radar of aficionados? Larry sees a "silent majority" of craft beer drinkers out there who appreciate outstanding products and classic styles. "These people aren't posting, blogging or fixating on the trendy stuff," he said. "They enjoy consistent, well-made, flavorful beer, and we provide this."

On occasion, Bell's does go out of its way to shake things up. Bell's annual All Stouts Day involves a tap takeover at the Eccentric Cafe with 21 different black ales made on the pub's pilot brew system. "It's so cool to look around the entire bar and see 200 people drinking nothing but dark beer," said Laura. "It's fun and keeps customers excited and interested."

Aside from the Eccentric Cafe's role as a research and development test facility for Bell's latest brands, the pub forms a vibrant and spirited social hub for Kalamazoo. From the inception of the pub in June of 1993, Larry wanted no televisions. Remarkable beer, food and conversation make up the heart of the pub. He just approved a \$2 million upgrade to improve the kitchen, add 120 more seats and build a new sports bar in the back.



If you've ever thought about becoming a brewer, here's your chance. South College now offers the Professional Brewing Science program, a nine-month program that will give you the skills you need to become a professional brewer. You could work at one of America's many craft breweries or brew pubs, at a major brewing company, or start your own microbrewery.

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ALL IN THE FAMILY

An old friend who teaches business once sat Larry down and talked about the popularity of light beers. He told him that Bell's should cash in and get on board. "I told him that's not what Bell's is about. We will never make a light beer."

There may not be a stauncher advocate of craft beer in America than Bell. When at odds with a distributor in Chicago not giving his beer its due in 2006, for instance, Bell with-



started in sales and rotated my way through all kinds of jobs at the brewery – even running the forklift," she said. "In 2009, when I was 24, my dad asked me point-blank if I was in? I had learned so much about the business and developed a deep interest in craft beer. I had to say yes."

In her early days with Bell's, Laura enjoyed working the Bell's booth at festivals around the country and talking to customers who didn't know she was Larry's



Few, including Bell, foresaw the dramatic expansion of demand for craft beer when he first started. The advice he got from veterans of the brewing business was "Get to 30,000 barrels and stay there – you'll have a nice business."

drew from the state of Illinois and the highly lucrative Chicago market before returning with beer under a Kalamazoo label and a different distributor.

Bell's daughter will help continue the advocacy for craft beer. "Bell's is owned by family," said Laura. "There's no bullshit. We don't have to answer to people who don't know about craft beer. The people here want to continue the legacy my dad started. We monitor ourselves, and our customers respond to this."

Bell recently completed a stock repurchase from some of his early minority investors to ensure the business will stay in the family. He owns Bell's Brewery with daughter Laura and son David. David Bell works in the political arena, but Laura has her sights squarely on a career with the brewery. She admits to not holding much interest in the brewery during her youth, but when she couldn't find a job after college, her dad offered her a position at the brewery. "I

daughter. "I loved listening to people talk about our products and tell me stories about my dad," she said. "It turned out to be really easy for me to become passionate about our brewery and our beers."

Like a veteran rock star still cranking out hits, Bell's founder always seeks inspiration from fresh sources. "I need young people in the band to come up with new ideas," he said. "Laura is always creative and innovative, and I think she will make a wonderful successor."

With his intense originality, creativity, success and passion for craft beer, Bell remains a student of the industry. "I'll never stop learning and trying out innovative ideas and new brands," he declares. "Maybe some of our new beers will fail, but many will do well. As time goes by and things get more complicated and the industry changes, it's easy to take your eye off the passion for making great beer. We still have passion, and our business will always be about the beer." ☪

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MONEY

CRAFT

Will Dollars Guarantee Flavorful Beer Is Here To Stay?

by Jonathan Ingram

As the sales of flavorful beer continue to soar, there's seemingly no end to the outpouring of affection for it by a growing cadre of beer lovers. But as a wave of dollars flows into the craft beer business, it begs a question. Who is going to be making the flavorful beer – and the money that goes along with it?

From artisan breweries to microbreweries and those in the realm of a million barrels a year – or trying to reach that milestone – three patterns emerged over the past year. Some craft breweries are finding unique paths toward growth through bank loans and private sales. Others are taking private equity investments as a path to reaping financial rewards while remaining in the brewing business. A third group has elected to reap all the rewards by selling their breweries outright.

What this means for the market segment of craft remains to be seen.

In the category of outright sales are New York's Blue Point Brewing Company, the 10 Barrel Brewing Company in Oregon and the venerable Elysian Brewing Company of Seattle – all recently purchased by AB InBev within a 12-month period. With the brewing giant poised to make good on its multi-million dollar investments, which previously included the acquisition of the Goose Island brand, that means these breweries' production and sales are expected to increase – with the profits accruing to AB InBev.

AB InBev is not finished with its acquisition strategy, according to Townsend Ziebold, a managing partner at First Beverage Group. "ABI set a strategy of buying a series of regionals and they're in the middle of executing that," said Ziebold. You can look at a map of the United States and I don't think ABI is finished with their regional strategy. My guess is they have several more to do."

In macroeconomic terms, the craft segment prospered during the Great Recession and took market share year after year despite premium prices. This performance caught the attention of private equity and banks in addition to major brewers. In an odd take on

crowd funding, the top tier of craft brewery owners are often surrounded at the Craft Brewers Conference or any other meeting of the industry by would-be buyers, some of whom slip them notes or large denomination dollar bills signaling their intent.

Craft brewers are now welcomed with open arms at commercial banks as well. "There is a lot of debt financing available for breweries out there now from banks," said Larry Bell, who over a decade ago contemplated bankruptcy during the first expansion of Bell's Brewery when a bank loan hit a snag. "Banks are aware of the successes and profits going on now in the craft beer arena," continued Bell, who has recently used bank loans to buy out his early partners and expects his daughter Laura Bell to run the brewery in the future.

From the perspective of another Michigan brewer, Mike Stevens of Founders Brewing Company, many of the same people who started the flavorful beer revolution will continue to sustain it despite investment from major brewers.

"These are really exciting times to be in the craft beer business," said Stevens, who co-founded his company with Dave Engbers. Stevens sees the recent influx of financing as an opportunity for brewers such as himself and Engbers to keep brewing. "It's going to become a chance for craft brewers to design the future," he said. "I think there's an opportunity to go forward and control our own destiny."

With that in mind, Stevens and Engbers recently sold a 30 percent equity stake to the owners of Spain's San Miguel brand. It was a good fit, said Stevens, because he and his partner want their families to follow in their footsteps at Founders and the Mahou family that owns San Miguel believes in that strategy.

At the higher production end of the craft scale, other changes have been obvious that will help sustain some of the original members of the Brewers Association's Top 50 Craft Brewers, who are by definition independent. Publicly traded Boston Beer Company has bought breweries in key locations

around the country. Private brands such as Sierra Nevada, New Belgium, Lagunitas, Stone and Green Flash are establishing new breweries east of the Mississippi using debt financing and Deschutes is looking. As part of its expansion, Green Flash bought into the highly regarded microbrewer Alpine, a fellow California company.

In New York City, ownership of Brooklyn Brewery, has been quietly transferred to the Ottaway family by co-founder Steve Hindy. Plans for a million-barrel brewery in the New York City area are underway for Brooklyn, whose greatest area of growth lies in exports.

Southern Tier Brewing Company, SweetWater Brewing Company and Uinta Brewing Company each announced the sale of equity stakes to private equity investors.

In deals that invariably restructure a company, private equity investors bring additional financing and an opportunity for original ownership to reap some profits without giving up all of the stock. Brewery owners are also looking for expertise from private money firms to help manage growth in a business complicated by the challenges of manufacturing, distributing and selling high quality fresh beer. On the other hand, private



Javier López del Hierro, president of Spain's largest brewing company Mahou San Miguel, celebrates between new partners Mike Stevens, left, and Dave Engbers of Founders.

For those in the Midwest, expanding in place also makes sense. Bell's, located near Kalamazoo, and Founders, in Grand Rapids, are poised to dramatically expand operations using bank financing. While Bell declines to share his bank loan information, Founders has stated its expansion is connected to a \$42 million loan. Boulevard Brewing Company, under ownership of craft-sized Duvel Moortgat of Belgium since 2013, has expanded its operations in Kansas City to the tune of \$12 million in investment.

Others on the Brewers Association's Top 50 list are turning to financing from equity groups. In a short span in the fall of 2014,

equity investments often result in another sale within a five-year period.

Because private equity investors are more interested in return on capital and continuity of leadership, they often take a large minority or slight majority ownership. The process of brewing the beer is not expected to change at Southern Tier, SweetWater and Uinta. But only SweetWater's founder Freddy Bensch retained a majority of the equity in his company, according to a variety of industry watchers.

Bensch emphasized Atlanta's SweetWater will continue current operations after the investment by TSG Consumer Partners.

“Operationally speaking,” he said in a statement, “SweetWater will remain unchanged whatsoever, and we will continue business as usual as we strive to keep making the best beer we possibly can. We look forward to the future and taking it to the next level...one beer at a time.”

But changes on the administrative side are not out of the question in private equity deals. Shortly after the investment from Ulysses Management arrived, Southern Tier founder Phin DeMink announced the hiring of John Coleman, the former president of Pabst Brewing Company, to be the company’s new CEO. Coleman is charged with increasing sales from the current 100,000 barrels a year level at the brewery near Binghamton, New York.

Ziebold expects to see more private equity investments in the BA’s Top 50 list of companies.

“I think we’ll see both majority and minority investments,” he said. “I think you’ll see few one hundred percent buyouts by private equity. Good private equity is smart enough to know they like some continuity in management and ownership. Private equity or family offices can be good partners for founders looking for partial liquidity and who want to continue in the business.”

Private equity is not the only way for craft brewers to take some profits and continue to brew beer. In 2014,

Harpoon Brewery founders Dan Kenary and Rich Doyle sold a 48 percent equity stake in the brewery to employees under an Employee Stock Ownership Plan. This follows in the footsteps of New Belgium, the pioneer of employee ownership in the craft segment.

In the cases where AB InBev purchases breweries, the object is for the major brewer to handle much of the overhead and administrative activity without too much additional expense while gaining revenue and market share by growing the craft brand.

Although outright purchases by major brewers are an exception to the overall trend, they can have far greater impact. The Leinenkugel brand, for example, has become a one million barrel brewer as part of the Tenth and Blake Beer Company owned by MillerCoors. Under new president Dick Leinenkugel, the family-operated Wisconsin brewer looks to double production to two million barrels, including its popular shandy style beers.

When AB InBev bought Goose Island of Chicago in 2011 for \$38.8 million, the parent company quickly began brewing some iconic beers like 312 Urban Wheat outside of the Fulton Street Brewery. Both the Leinenkugel and Goose Island brands have become mainstays on supermarket shelves across America due to the strength of the major brewers’ distribution and brewing networks,

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As always, the recent sale of craft breweries to a major brewer like ABI has rubbed some beer lovers the wrong way, especially those who see craft as the champion of individualism versus big money corporations. The response to the owners at Elysian was a case in point.

“This week has been oddly similar to last week with the notable exception that a lot more people hate us,” an Elysian newsletter posted on its website a week after the sale was announced in January. The newsletter also stated the brewing process would not change. “We’re going to keep being creative and weird and inventive.” But it remains

unclear if some of the beers of Long Island’s Blue Point, 10 Barrel, located in Bend, Oregon, and Elysian will be brewed elsewhere under new ownership.

The recent financial activity in the craft segment serves to at least signal that flavorful beer is here to stay even with the changes in ownership of some breweries. Given the expansion of production in many quarters, it also confirms craft is more of a marketing term than reflective of “hand-crafted” brews.

Under any name, the last five years have been exciting for the flavorful beer segment. The next five years are likely to be even more dramatic as well financed, well advised and talented brewers of all sizes continue to seek a larger market share. 🍺

‘WE LOVE BEER. WE WANT TO MAKE BEER’

When John Cochran thought about transitioning from working at a microbrewery to building one, he was motivated by brewing beer and selling it – not by possibly making a lot of money.



In order to keep brewing, Buckowski and Cochran discovered they needed to find an exit strategy for Terrapin’s original investors.

“Our thing was, ‘We love beer. We want to make beer. How can we get out there and make beer?’” recalled Cochran, who launched Terrapin Brewing Company with Spike Buckowski in 2002. “I really believe that’s the way most of the brewers are. Even the new ones today. ‘This is good. I can make beer. My friends tell me the beer is good. I can make a living at this.’”

Part of the Third Wave in the American craft beer movement, Terrapin helped convert the Southeast to flavorful beer territory after setting up operations in Athens, Georgia – which led Cochran and Buckowski to the next challenge. How could they keep growing and could they ever reach a goal of brewing a million barrels of beer each year?

The answer was finding money to replace the initial minority investors, a common concern for craft brewer start-ups who are successful but need more capital to grow. “A lot of us never thought of an exit strategy for our initial investors,” said Cochran. In the case of Terrapin, the exit strategy arrived in the form of a minority equity investment from MillerCoors in 2010. The brewing giant’s Tenth and Blake Beer Company, a division seeking to brew and market more flavorful beer, took a 25 percent share of Terrapin, one of the first signs of money flowing into the U.S. craft beer segment despite the Great Recession.

PHOTO: COURTESY TERRAPIN BEER COMPANY

'WHEN MONEY IS TOO EASY, IT'S NOT A GOOD THING'

John Marrino opened the Olde Mecklenburg Brewery in Charlotte, North Carolina in 2009 with the help of minority investors, who also provided loans.

An engineering graduate of Tulane, Marrino had made his living for a German company that manufactured water treatment systems. As a frequent traveler to Germany, he fell in love with German-style beers and brewing. Inspired by an article he read about the re-building of the Narragansett brewery, Marrino, a Boston native, decided to go into the brewing business in Charlotte, where his previous career had taken him. He focused on styles he was already familiar with using the Reinheitsgebot, the German purity law for brewers.

Emphasizing local sales and self-distribution, Marrino expanded rapidly after opening in 2009 as Copper, a Düsseldorf-style alt, quickly became his flagship beer. Now operating from a second, purpose-built brewery, Olde Meck brewed 15,000 barrels last year - all sold within a 20-mile radius of Charlotte. Marrino's new facility cost \$8.5 million to establish and was financed by bank loans. He also used the loans to replace the private loans from his initial shareholders, who continue to hold an equity stake.

"I think next year we'll start returning capital to shareholders," said Marrino, who estimates shareholders have earned 400 percent. "Nowadays it's a lot easier to get capital in craft brewing. I get five guys a week walking in here asking if they can invest. I turn them away because fortunately I don't need them."

Marrino thinks the easy money can be a double-edged sword. "It gives a lot of craft brewers the ability to open and a lot of them shouldn't have the ability to open," he said. "We're going to have some guys that maybe bring down the standard. When it's too easy it's not a good thing. It should be difficult by definition."



Using bank loans for funding, engineer Marrino designed the fully automated Olde Meck brewery himself.



Where Will New Owner Take Pabst?

Although there were many high profile transactions involving beer companies in 2014, none generated as much attention as the acquisition of Pabst Brewing Company by Russian-born American Eugene Kashper. And none involved as much money or controversy.

The purchase price was said to be \$700 to \$750 million by a variety of sources and included \$593 in debt financing, according to Forbes.com. The money bought a company C. Dean Metropoulos originally purchased for a mere \$250 million in 2010.

Kashper, who partnered with investment firm TSG Consumer Partners to make the purchase, is the founder of Oasis Beverages, which originally was stated to be the buyer in the media release announcing the deal in September. Based in Cyprus, Oasis launched in 2008 with a brewery in Moscow and later partnered to purchase brewing operations in the Ukraine and Kazakhstan.

Once headlines decried the prospect of the iconic Pabst Blue Ribbon brand being purchased by a Russian company, the deal was quickly re-characterized as a purchase by Kashper and TSG.

Under a board of directors including Eric Ottaway, the CEO of Brooklyn Brewery, it is a matter of speculation how the purchase will affect the beer business in the U.S. and internationally - or whether Kashper and partners paid too much.

"We intend to invest meaningfully in the organization, to continue strong marketing support for PBC's unique brands, and to drive new product innovations and renovations, such as the recent launch of Ballantine IPA," said Kashper in a statement.

The new owner has stayed out of the media eye since the firestorm over the initial announcement. At Oasis, he enjoyed a successful stint as chairman before resigning in favor of the Pabst deal. The Oasis conglomerate is a licensed contract



brewer for well known German, British and Danish brands as well as the importer to Russia of brands such as Duvel, Chimay and Budvar. The Moscow brewery, meanwhile, produces throwback beer from the Soviet era and a "pre-revolution" brand, which captured a solid following in the Russian capital. The operations in Ukraine and Kazakhstan also focused on traditional brands.

Having started his career at the Stroh Brewery Company two decades ago, Kashper, who emigrated to the U.S. with his parents at the age of six, has become an expert in historic brands, licensed brewing and international business. He now owns the rights to a portfolio of historic U.S. brands such as Ballantine, Old Style, Schlitz and others that are contract brewed. The list includes Pabst Blue Ribbon, which is brewed by MillerCoors in Milwaukee.

Pabst sales have leveled off recently from previous strong growth but Ballantine IPA, an historic brew relaunched by the previous Pabst owners, is gaining traction. Whichever direction he chooses to take Pabst, the Columbia University-educated Kashper will be a man to watch. 🍷

PHOTO COURTESY PABST BREWING COMPANY

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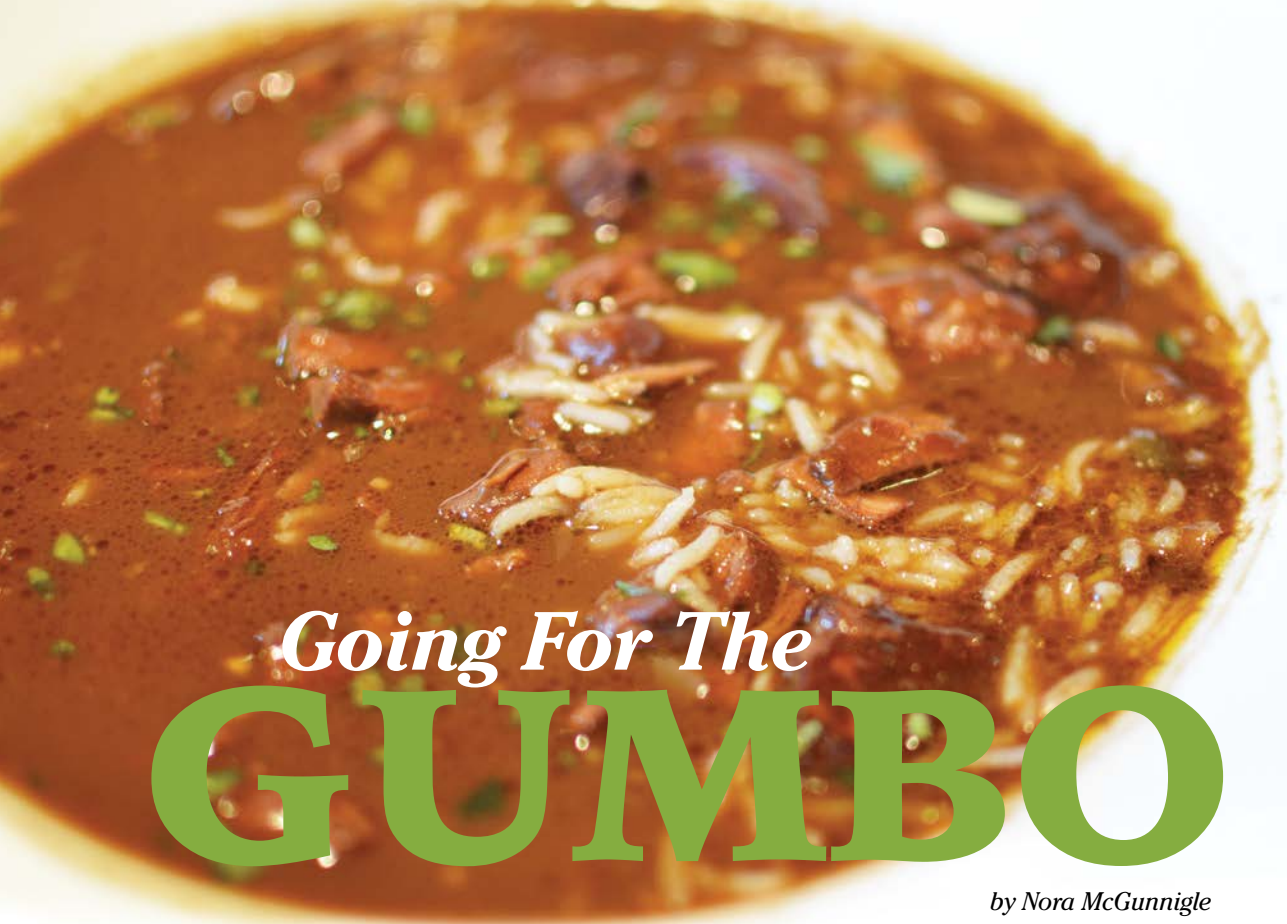
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Going For The **GUMBO**

by Nora McGunnigle

If there's one dish that symbolizes the melting pot of Louisiana's Creole culture, it's gumbo. Originating from African, Native American and French cultures, gumbo has recently found a new influence. Craft beer and its higher flavor profile have joined the luscious assortment of ingredients.

With 200 years of documented history, gumbo traditionally has been made with seafood, meat, sausage, game, poultry, and vegetables. It's thickened and flavored by a roux of flour and oil, okra or filé – flaked, dried sassafras leaves, a contribution from the Choctaws of the Mississippi Delta. Some gumbos use all three thickening methods.



PHOTO BY NORA MCGUNNIGLE

The name gumbo is derived from an African word for okra. Since okra and filé were readily accessible and a full meal could be made by adding scraps of meat or seafood and vegetables, gumbo has long been universally popular in Louisiana across all social lines. In recent times, more upscale versions are made entirely with the French-style roux, which takes time, energy and a bit more skill to bring to a rich chocolate brown.

Celebrated TV chef Emeril Lagasse, who owns Emeril's, Delmonico and NOLA in New

Known for cooking with beer, chef Emeril Lagasse uses the Abita brand's Turbodog in his popular Duck and Wild Mushroom Gumbo.

(See recipe on following page.)

Orleans as well as restaurants in Orlando, Las Vegas, Charlotte and Bethlehem, Pennsylvania, has brought gumbo to the national scene and helped put the emphasis on the dark brown French-style roux. Known for cooking with beer, Lagasse uses the Abita brand's Turbodog in his popular Duck and Wild Mushroom Gumbo. A stoutish English brown ale brewed just across Lake Pontchartrain from New Orleans, the beer matches up well with the dark roux and, said Lagasse, "adds a unique, bittersweet flavor that gives the sauce depth and richness."

West of New Orleans in Lafayette, chef and restaurateur Justin Girouard, owner of the French Press, looks to another local beer for pairings with his chicken-andouille sausage gumbo. "Everyone wants a bottle of beer with their gumbo," said Girouard. His favorite pairing is Bayou Teche LA-31 Pale Ale, brewed in nearby Arnaudville.

Bayou Teche Brewing and the French Press were both launched in 2010 with Cajun-style food in mind and the two have collaborated on beer dinners and fundraisers through the years since. Cajun food started with the French

influences of the Acadians, who moved to the Bayou country after being forced out of Canada in the 1700s and subsequently became known as Cajuns. From the start, Bayou Teche owner Karlos Knott was influenced by the French



farmhouse style of brewing to better make the connection to Cajun food.

Naturally, he turns to beer when cooking his own meaty gumbos. "I think the key to successfully using beer to cook our style of food is balance," said Knott. "I would not use any beer that is too extreme, either too hoppy, too fruit forward or too malty." For his gumbo, after browning the chicken, duck, sausage or andouille, "we deglaze it with a few bottles of beer. You want to scrape up all of that flavor sticking to the bottom of the pot."

"For the beer we sometime change it up," he continued in his distinctive patois. "For a duck gumbo our Passionné wheat is nice. I would think any nice citrus fruit wheat beer would work. For a seafood or gumbo des herbes, I bet a bottle of a really citrusy-tart sour would knock it out of the park."



Yields: 3 Quarts | Prep Time: 30 Minutes | Total Time: 2 ½ hours

INGREDIENTS

1 duck (4 to 5 pounds), rinsed well and patted dry, excess fat removed
 4 teaspoons salt
 ½ teaspoon freshly ground black pepper
 ¼ cup vegetable oil
 1 cup all-purpose flour
 1 ½ pounds wild mushrooms (chanterelle, wood ear, shiitake, oyster), cleaned, stemmed and diced
 1 ½ cups finely chopped yellow onions
 ¾ cup finely chopped celery
 ¾ cup finely chopped green, red and/or yellow bell peppers

2 tablespoons minced garlic
 1 (12-ounce) bottle Abita Turbodog, or other stout beer
 6 cups chicken stock
 1 teaspoon dried thyme
 2 bay leaves
 4 teaspoons Emeril's Essence* (see below)
 ¼ teaspoon cayenne pepper
 Steamed long or medium-grain white rice, accompaniment
 1 cup chopped green onions, green tops only, for garnish
 ½ cup chopped parsley, for garnish

DIRECTIONS

Using a sharp boning or butcher's knife, cut along either side of the backbone, remove and discard. Cut the duck in half through the breastbone. Cut the legs from each half. Remove the first 2 digits of the wings. Set the legs aside and cut the breasts in half horizontally. Season the duck with 1 teaspoon of salt and the black pepper.

Place a large Dutch oven over medium heat until hot. Place the seasoned duck, skin-side down, in the pan and sear until golden brown, 7 to 8 minutes per side. Remove from the pan.

To the fat remaining in the pan, add the vegetable oil. Stir in the flour. Using a heavy wooden spoon, stir the roux constantly over medium heat until it reaches the color of dark chocolate, 20 to 25 minutes. Add the mushrooms, onions, celery, peppers and garlic and cook, stirring, until soft, 4 to 5 minutes. Add the beer and stir to incorporate. Add the stock, thyme, bay leaves, Essence, cayenne pepper and the remaining 3 teaspoons of salt. Stir well to blend. Increase the heat and bring to a boil. Lower the heat and return the seared duck pieces to the pot. Simmer, stirring occasionally, for 1 hour and 30 minutes.

With tongs, carefully transfer the duck pieces to a platter to cool. When cool enough to handle, remove the skin and discard. Remove the meat from the bones and return to the gumbo. Discard the bay leaves.

To serve, ladle into large soup bowls and top each portion with about ¼ cup of hot rice. Garnish with the green onions and chopped parsley, and serve immediately.

*EMERIL'S ESSENCE

INGREDIENTS

2 ½ tablespoons paprika
 2 tablespoons salt
 2 tablespoons garlic powder
 1 tablespoon black pepper
 1 tablespoon onion powder
 1 tablespoon cayenne pepper
 1 tablespoon dried leaf oregano
 1 tablespoon dried thyme

Yields: ¾ cup

DIRECTIONS

Mix all ingredients together and store in air tight jar or container.

Recipe by Chef Emeril Lagasse, copyright MSLO, Inc., all rights reserved. | www.emerils.com/128409/kick-butt-gumbo

Girouard also uses his gumbo in a popular breakfast dish called Cajun Benedict, using the gumbo to smother french bread, boudin (a Louisiana sausage made with pork and rice) and poached eggs. His clientele prefers the traditional chicken and sausage gumbo, and he says that the key is getting the roux as dark as possible, almost to burning, and then throwing in the “Holy Trinity” (celery, onion, and green bell pepper) to cool the roux down and to caramelize the sugars

using winter greens as inspiration for his gumbo.

Although gumbo has long been popular in the summer when fresh okra is abundant, Bell prefers making it during the cooler “gumbo weather” in winter.

Like the many options for gumbo itself, the use of beer as an ingredient and as a pairing comes down to the eye and taste buds of the beholder.

A purist, Bell doesn’t use beer as an ingredient. Unlike Knott, Bell likes the idea of a hoppy pairing, preferring



Pairings for gumbo are in the taste buds of the beholder. Some prefer hoppy for the spiciness, others like balanced.

in the vegetables. The other important piece is to source a good andouille sausage. “It makes all the difference,” said Girouard.

Chef Bart Bell grew up in Breaux Bridge, right next to Lafayette. A chef and former owner of Crescent Pie and Sausage Company in New Orleans, he is well known for his Cajun sausages, gumbo, and jambalaya. Currently working with local farm Covey Rise, Bell has been

Hopitoulas, an IPA brewed in New Orleans by NOLA Brewing. “The hoppy bitterness balances out the spicy and strong flavors of the ingredients,” he said. “It’s all about balance.”

There is, of course, a third option for beer and gumbo. Lagasse is known for his suggestion while making the dish on Emeril Live. “You want to make a two-beer roux,” he told his audience. “Stir it for as long as it takes you to drink two beers.” 🍺

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BEER REVIEW

JUDGES

OUR JUDGING PROCESS

The beers were judged by individual reviewers based on the merits of the beer and how well they exemplify specific styles as defined by the Brewers Association and the Beer Judge Certification Program. To provide the beers with a truly objective evaluation, each was tasted blind. The beers were presented to the judges as numbered entries with the only identifying information being the style.

THE SCORE BREAKDOWN:

100 to 96: World Class
You need this beer in your life.

95 to 91: Exceptional
Don't hesitate.

90 to 86: Very Good
A brew to savor.

85 to 81: Good
Enjoyable but not life-altering.

80 to 75: Average
Somewhat unimpressive.

**74 and below:
Not recommended**
Just walk away.



Tom Cannon ~

Tom has been drinking beer for 40 years, hunting for good beer for 26 years and homebrewing for 22 years. He is currently an Exam Director for the Beer Judge Certification Program and has achieved the Grand Master II level as a beer judge. He has visited breweries from Portland, Oregon to Pilzen in the Czech Republic and is always on the lookout for new beer experiences.



Phil Farrell ~

Circling the globe many times and educating his beer palate for nearly four decades, Phil is a vice president of the Beer Judge Certification Program and a Grand Master III level beer judge. He has been homebrewing for 20 years, winning medals and striking gold at the American Homebrewers Association national competition. He believes the perfect pint is out there waiting for him somewhere on planet Earth.



Pete Garofalo ~

A Grand Master IV beer judge, Pete has been appreciating good beers since the days when locating a tavern with two "alternative" taps was a major find. He has been a homebrewer since 1991 and an active member of the Beer Judge Certification Program since 1994. He formerly served on the BJCP Board of Directors as the Northeast/International representative and remains active as a judge.



Owen Ogletree ~

Founder of the popular Classic City Brew Fest held in Athens, Georgia, Owen runs Brewtopia.info and writes for Southern Brew News. A National Judge as ranked by the BJCP, Owen has also served as a beer judge at the Great American Beer Festival and the Great British Beer Festival. Owen wrote the food pairings for the Review and the Style Studies pages.



96

Style: Belgian IPA

ABV: 6.9%

IBUs: 77

Serve at: 45°



CALI-BELGIQUE

Judge's Notes by Phil Farrell

The interplay of the Belgian and American markers, where each element takes turns being more prominent in the drinking progression, is excellent in this golden beer. The aroma brings a wonderful blend of pine resin, earthiness, pepper, grapefruit and lemon zest. There are a lot of hop and yeast aromatics with just a hint of alcohol and malt. The flavor tastes more Belgian than anything else before a very bold American IPA jumps out and starts hitting the palate. The finish is dry, bold, and heaven if you are an IBU hound. The aftertaste again revives the Belgian connection with a reprise of earth, pepper, and zest. The multiple layers of aroma and flavors were superb.

Stone Brewing Co.

Escondido, California | www.stonebrewing.com

(760) 294-7899

Distribution: All states and DC except AR, HI, MS, ND, OK, SD, VT, WV, WI and WY.

Food Pairings

Blue cheeseburger with fried egg; pumpkin soup.
Cheese: Edam.

Malts: Not available from brewer.

Hops: Magnum, Chinook, Centennial.

95

Style: American Pale Ale

ABV: 6%

IBUs: 45

Serve at: 45°



GRAND-AM

Judge's Notes by Tom Cannon

American Pale Ales used to imply a balance to the malt and hop character in a beer, but these days, the hopheads have taken over. The hops in this pale, almost peach colored beer are done extremely well from the grapefruit, resinous nose to the passion fruit/citrus mix in the flavor, to the clean, crisp, only somewhat bitter finish. To call this beer one-dimensionally hoppy is to do it a disservice when the hops are so elegantly done. This rarity among all the hop monsters is worthy of being drunk rather than sipped, and it's easy to see how one of these could lead to consumption of more of the same.

Bear Republic Brewing Company

Cloverdale, California | www.bearrepublic.com

(707) 894-2722

Distribution: CA, NY, OR, PA, TX, and VA.

Food Pairings

Turkey reuben with mustard; lemon tarts.
Cheese: Cambozola.

Malts: Two-Row, Munich, Wheat, Honey.

Hops: Galena, Cascade, Crystal, Amarillo.



Victory Helios Farmhouse Ale

Anderson Valley Blood Orange Gose



HELIOS FARMHOUSE ALE

Judge's Notes by Phil Farrell

This beer has an unmistakable aroma of *Brettanomyces barnyard* funkiness in all its glory. Once the beer warms there are typical saison light citrus aromas with a touch of pepper spice. The flavor is every bit as complex as the aroma. I initially taste barnyard, lemon citrus, earth, and pepper. The middle consists of a little grainy, bready wheat malt to complement the funky spiciness. The finish is fairly dry with a complex barn, sweaty leather horse blanket and saison tartness in the aftertaste that lingers. This beer is a fantastic marriage of saison and Brett character.

Victory Brewing Company

Downingtown, Pennsylvania | www.victorybeer.com
(610) 514-7000

Distribution: AL, AK, AZ, CA, CO, CT, DC, DE, FL, GA, ID, IL, IN, KY, ME, MD, MA, MI, MN, NV, NH, NJ, NY, NC, OH, OR, PA, RI, SC, TN, TX, VT, VA, WA, WI and Puerto Rico.

Food Pairings

Pepper chicken wings;
apricot cake.
Cheese: Wynendale.

Malts: Pilsner, Acidified malt.

Hops: Spalt Select, Styrian, Golding, Tettnang.

95

Style: Brett Beer
ABV: 7.5%
IBUs: 40
Serve at: 45°



BLOOD ORANGE GOSE

Judge's Notes by Owen Ogletree

Much like Berliner weisse, salty gose beers have experienced a surge in popularity among craft beer buffs in recent years. This gose includes a healthy dose of pungent blood oranges that merge with fragrances of toasted bread, marmalade and orange peel. The salt character seems evocative of a seaside breeze, while the appearance is brilliantly clear with a striking orange tint and light carbonation. Multifaceted flavor notes of orange, lemon, salted toast, lactic acid and mild wheat combine in a harmonious balance. Any hop aroma, flavor or bitterness seems virtually unnoticeable. This creative, citrus-oriented recipe ranks as extremely drinkable, restoring and appealing.

Anderson Valley Brewing Company

Boonville, California | www.avbc.com
(707) 895-2337

Distribution: AL, AZ, CA, CO, FL, GA, HI, ID, IL, KS, KY, MD, MA, MI, NJ, NM, NV, NY, NC, OH, OR, PA, SC, VA, WA, and WI.

Food Pairings

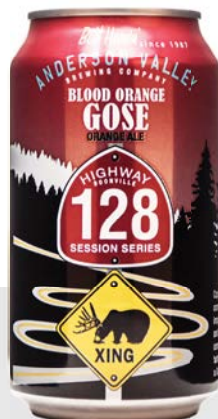
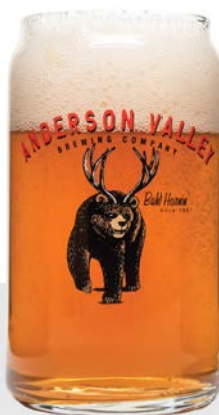
Coconut cake; sweet potato pancakes.
Cheese: Quark.

Malts: Pale Two-Row, Malted White Wheat.

Hops: Bravo.

92

Style: Fruit Beer - Gose with Blood Orange
ABV: 4.2%
IBUs: 25
Serve at: 45° to 50°





Summit Frost Line Rye

92

Style: Rye IPA
ABV: 5.8%
IBUs: 54

Serve at: 44° to 48°



FROST LINE RYE

Judge's Notes *by Pete Garofalo*

A surprising whiff of coffee, dark chocolate and toasted malt is initially apparent. Hops are secondary with an earthy, herbal edge that is restrained. Spicy graininess adds a layer of depth to the considerably deep, rich malt character. The malty theme continues into the initial flavor, with grainy, nutty, and toffee-like aspects, accented by peppery graininess. Hop flavor is moderate and herbal, but the bitterness is firm and quite sufficient to balance the ample malt character. Overall, this malt-focused brew possesses depth and complexity that keeps things interesting while achieving a malty, yet dry impression.

Summit Brewing Company

St. Paul, Minnesota | www.summitbrewing.com

(651) 265-7800

Distribution: AR, FL, IL, IN, IA, KS, KY, MI, MN, MO, NE, NJ, ND, OH, PA, SD, TX, and WI.

Food Pairings

Corn dogs with mustard;
chicken cardamom curry.
Cheese: Aged sharp cheddar.

Malts: US Pale, US Caramel Rye,
US Pale Rye, German Chocolate Rye,
US Flaked Rye.

Hops: Summit, Citra.

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STONY BROOK RED

Judge's Notes *by Owen Ogletree*

Like a rustic wine, this fruity selection suggests odors of sweet cherries, prunes, berries and hints of lactic acid and mild balsamic vinegar. A shy caramel malt note struggles to be noticed. A gorgeous, dark brown color holds a modest red hue when the translucent beer is illuminated and a moderate, durable, tan head invites the drinker to quickly pull a sip from under the foam. Contrary to the aroma, the flavor seems only lightly acidic with supporting notes of burnt caramel, dark toffee, Bing cherries, dates, blackberries, sherry and oak tannins. This notable, medium-bodied Flanders-style red ale comes across as a satisfying, moderately complex, lightly soured illustration of a timeless beer style.

Boston Beer Company

Boston, Massachusetts | www.samueladams.com

(617) 368-5080

Distribution: All states and DC.

Food Pairings

Chocolate mousse; bacon-wrapped pork tenderloin.

Cheese: Brie.

Malts: Two-Row Pale, Munich, Dingemans Special B, Dingemans Aromatic.

Hops: Hallertau Mittelfrueh.

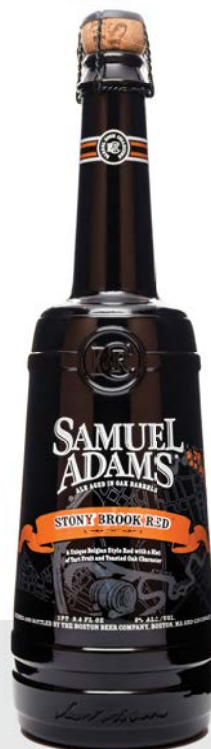
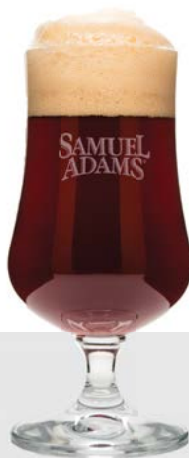
90

Style: Flanders Oud Red

ABV: 9%

IBUs: 10

Serve at: 45° to 50°



DORTMUNDER GOLD

Judge's Notes *by Owen Ogletree*

Vividly golden and exceptionally clear, this malty lager throws aromas of floral hops, grains, hints of sweet corn, honey and hard water with traces of sulfur. Sweet malt flavors and light honey and corn notes from pilsner malts balance floral, spicy, noble hops, forming an elegant flavor combination and a wonderful, lingering hop finish. When swished around the palate, the creamy mouthfeel and moderate body seem perfect for the style. With accurate ingredients, commendable technical merit and charming malt and hop harmony, this example of an increasingly rare German lager style seems like a bit of flavorful history in a glass.

Great Lakes Brewing Company

Cleveland, Ohio | www.greatlakesbrewing.com

(216) 771-4404

Distribution: DC, IL, IN, KY, MI, MN, NJ, NY, NC, OH, PA, VA, WV and WI.

Food Pairings

Shortbread cookies; chicken pot pie with mushroom gravy.

Cheese: Tilsit.

Malts: Harrington Two-Row Base, Caramel 60.

Hops: Cascade, Mt. Hood.

90

Style: German Exportbier

ABV: 5.8%

IBUs: 30

Serve at: 45°





SweetWater Spinnerbait

90

Style: Belgian Red

ABV: 6%

IBUs: 25

Serve at: 45° to 50°



SPINNERBAIT

Judge's Notes *by Tom Cannon*

The Belgian Red style usually contains a level of sourness that this example does not have. It does have some fruity notes and a firm Belgian character. The aroma has some sweet, candy-like cherry features along with a faint farmhouse nose. It pours a brilliantly clear dark copper, with reddish highlights. Pepper and a slight smokiness cut through the somewhat sweet candy-like malt flavors and a firm bitter finish keeps the beer from coming across as cloying. The crisp finish provides a very nice quenchability to the beer. All of the flavors come across as bright and clean.

SweetWater Brewing Company

Atlanta, GA | www.sweetwaterbrew.com

(404) 691-2537

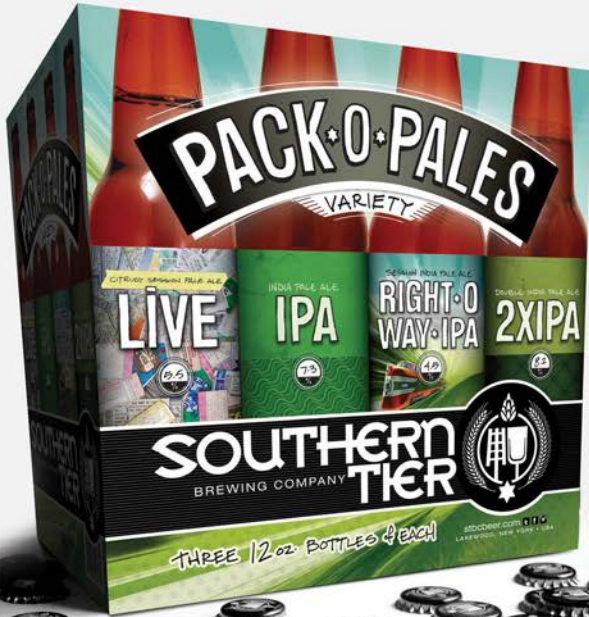
Distribution: AL, DC, FL, GA, KY, NC, SC, TN and VA.

Food Pairings

Cheese quesadillas; braised pork belly.
Cheese: Cheshire.

Malts: Two-Row, Pilsner, Aromatic, Wheat, Black Wheat.

Hops: Columbus, Willamette, US Golding.



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Spencer Trappist Ale

Affligem Blonde



TRAPPIST ALE

Judge's Notes by Owen Ogletree

Poured into a Belgian-style beer chalice, this elegant brew produces restrained aromas of fruity Belgian esters, banana, allspice, nutmeg, vanilla and light tropical fruit allusions. Deep gold in color with a slight haze and resilient stand of white, creamy foam, this selection offers all the beauty and allure expected in classic Trappist ales. Flavor notes of clove, complex malt and floral hops mingle with touches of banana, phenols, lemons and papaya – giving way to a light/medium, slightly dry finish of lingering malt and esters accentuated by water that seems rich in mineral content. This ale ranks as a respectable example of a graceful style of "everyday" beers enjoyed by many Trappist monks.

Spencer Brewery

Spencer, Massachusetts | www.spencerbrewery.com

(508) 885-8700

Distribution: CA, CT, DC, GA, ME, MA, NJ, NC, PA and RI.

Food Pairings

Ham and cheese croquettes;

French lentil salad.

Cheese: Pont L'Eveque.

Malts: Two-Row, Six-Row, Caramel Munich.

Hops: Willamette, Nugget.

89

Style: Trappist Single

ABV: 6.5%

IBUs: 25

Serve at: 40°



AFFLIGEM BLONDE

Judge's Notes by Phil Farrell

Deep gold with fairly good clarity and a modest white head, this beer exhibits Belgian aromatics with pear and apple the dominant fruit. Pepper and coriander are the prevailing spices over a bready malt backbone. Once it warms there is a little lemon zest that promises even more surprises. The flavor is as pleasing as the aroma suggests – spicier and slightly lower alcohol than I might expect. But the fruit aromas didn't transfer with the same intensity to the flavor. The finish is dry and has a firm but pleasing bitterness. This beverage is very refreshing, lower in alcohol and much more quaffable than golden strong ales and tripels.

Brouwerij Affligem

Opwijk, Belgium | www.affligembeer.com

(Imported by Total Beverage Solution, www.totalbeveragesolution.com)

Distribution: CA, CO, CT, DC, DE, FL, GA, HI, IL, MD, MA, MI, MN, MS, NJ, NY, NC, OH, OK, OR, PA, RI, SC, TN, TX, VA, WI and Puerto Rico.

Food Pairings

Artichoke dip with pita points;

steamed, buttered quahog clams.

Cheese: Saint-André.

Malts: Pilsner, specialty.

Hops: Apollo, Hallertau Spalt.

88

Style: Belgian Blond Ale

ABV: 6.8%

IBUs: 24

Serve at: 42° to 46°





Pabst Ballantine IPA

Hacker-Pschorr Weisse



88

Style: American IPA
ABV: 7.2%
IBUs: 70
Serve at: 48°



BALLANTINE IPA

Judge's Notes *by Pete Garofalo*

Resinous, piney hop aromas are fresh and appealing, fading as caramel malt emerges. Fruity esters add an accent of strawberries and citrus fruit: tangerine and mandarin orange. A more restrained bready, grainy malt character is secondary. The initial flavor is quite caramelly sweet, with hints of toffee and toasty grain. A notable surge of hop character (flavor and bitterness) washes through mid-taste, bringing the overall impression back into balance. The finish is clean as the bitterness and carbonation-driven acidity dry the mouthfeel. This is a very flavorful beer, with a blend of fruity esters, caramel malt, and firm bitterness that are not quite integrated.

Pabst Brewing Company

Los Angeles, California | www.pabstbrewingco.com
(210) 226-0231
Distribution: All states and DC.

Food Pairings

Fried cheese curds; pulled pork tacos.
Cheese: Queboid.

Malts: Pale, Caramel 20, Caramel 40, Munich, Acidulated malt, Cara-Pils.

Hops: Magnum, Columbus, Willamette, Cascade, Brewers Gold.



88

Style: Weissbier
ABV: 5.5%
IBUs: 13
Serve at: 39° to 45°



HACKER-PSCHORR WEISSE

Judge's Notes *by Tom Cannon*

German Weissbiers, known as hefeweizens in America, generally range from light and spritzzy to dark and a bit fuller. This one is on the fuller side. The aroma is sweet and bready with a touch of banana. In the glass, it's a dark gold/amber with a fluffy white head that settles quickly with nice lacing on the glass. Hints of toffee along with the standard ripe banana, and some clove add a pleasant spiciness. A comforting Weissbier, the malt provides a firm backbone to the beer and the yeast provides the interesting flavors. With such rich flavors this Weissbier is perhaps suited to early spring rather than a hot summer day.

Hacker-Pschorr Brewery

Munich, Germany | www.hacker-pschorr.de
(Imported by Paulaner HP USA, www.paulanerhpusa.com)
Distribution: AZ, CA, CO, CT, DE, FL, GA, IL, IN, KS, MD, MA, MI, MN, MO, MT, NE, NH, NJ, NY, ND, OH, OR, PA, RI, SC, SD, TN, TX, VA, WA and WI.

Food Pairings

California sushi rolls; fruit trifle.
Cheese: Welsh Pantysgawn goat cheese.

Malts: Malted Wheat, Two-Row Bavarian Summer Barley.

Hops: Hallertau.



Thiriez Extra

Gordon Biersch Maibock



THIRIEZ EXTRA

Judge's Notes *by Pete Garofalo*

This hoppy interpretation of a Saison starts off with a yeasty, bread-like aroma that gradually melds with a honey sweetness. Perfumy hops mingle with some peppery phenols and hints of lemon zest, resulting in a very appealing bouquet. The flavor is somewhat of a surprise, with an intense bitterness washing away vestiges of crackery Pils-type malt, citrusy fruit esters, and peppery Belgian-type phenols. The lasting impression is of a crisp, tangy, firmly bitter beer with subdued malt character. With its hoppy focus that edges toward puckery sharpness, the beer seems to be closer to a Belgian IPA. Nevertheless, this is a very drinkable interpretation of the Saison style.

Brasserie Thiriez

Esquelbecq, France | www.brasseriethiriez.com

(Imported by Shelton Brothers, www.sheltonbrothers.com)

Distribution: AZ, CA, CO, DE, DC, FL, ID, IL, IN, IA, KY, LA, ME, MD, MA, MO, NV, NY, ND, OH, OR, PA, RI, SC, SD, UT, VT and WA.

Food Pairings

Seafood bisque; Vietnamese coconut lemongrass.
Cheese: French Morbier.

Malts: Two-Row.

Hops: Bramling Cross.

86

Style: Saison
ABV: 4.5%
IBUs: N/A
Serve at: 45°



MAIBOCK

Judge's Notes *by Phil Farrell*

This clear light amber beer sports a thick, cream-colored head. The aroma is clean with toasted malt and a touch of spicy hop character. I detect a hint of bready yeastiness and sulfur notes, which is consistent with a well lagered beer. The flavor is very homogenous from start to finish with toasted malt, light floral hop and a final touch of sweetness. The malt lingers in the aftertaste with just a whisper of alcohol. Other than the malt richness, it would be difficult to discern this beer was any stronger than a typical amber lager. Recommended for those who want to step up to something more interesting than a traditional pilsner.

Gordon Biersch Brewing Company

San Jose, California

www.gordonbiersch.com

(404) 278-1008

Distribution: AZ, CA, FL, HI, NV, NM, NC, OH and VA.

Food Pairings

Lobster roll; smoked turkey with dry rub.
Cheese: Mascarpone.

Malts: Two-Row Pale, Munich, Caramunich.

Hops: Hallertau Aroma.

85

Style: Maibock
ABV: 7.3%
IBUs: 25
Serve at: 40°





85

Style: American Wheat Beer

ABV: 4.8%

IBUs: 18

Serve at: 38°



UFO HEFEWEIZEN

Judge's Notes by Owen Ogletree

With a deep gold color, slight cloudiness and fluffy white foam, this American ale seems just as attractive in appearance as its Bavarian Weissbier cousins. However, the nose is wholly different from the spicy, clove-like character of a German wheat beer. This American version offers tinges of minerals and citrus with mild banana and hop nuances, while the flavor profile focuses on wheat malt and gentle, citrusy hops. The tongue also picks up notes of minerals, lemons and cereal grains – all backed by a pleasant hop tease. Light-bodied and not astringent, this wheat beer offers a moderately dry finish and drinkable personality that's a bit understated but clean and approachable.

Harpoon Brewery

Boston, Massachusetts | www.harpoonbrewery.com

(617) 574-9551

Distribution: CT, FL, IN, LA, ME, MD, MA, MI, NH, NJ, NY, NC, OH, PA, RI, SC, TN, TX, VT, VA, WV and Puerto Rico

Food Pairings

Creamy cucumber salad;
banana pudding.
Cheese: Dilled Cream Havarti.

Malts: Pale, Wheat, Carapils.

Hops: Apollo.

84

Style: American Pale Ale

ABV: 5.5 %

IBUs: 45

Serve at: 40° to 50°



DEVIL'S ALE

Judge's Notes by Phil Farrell

An inviting citrus/grapefruit and resinous Pacific Northwest hop aroma draws you into this clear orange-amber brew and its low white head. There is an underlying light biscuit aroma with definite caramel once it warms. The flavor is also very clean with no discernable esters or fermentation character. The flavor is very hop-centric with a fairly dry palate-cleansing bitterness keeping the caramel in check. The finish is very crisp with a light lingering citrus in the aftertaste. The carbonation is low making the beer, which has some American amber as well as IPA characteristics, seem a little fuller on the palate despite the body being light.

San Tan Brewing Company

Chandler, Arizona | www.santanbrewing.com

(480) 917-8700

Distribution: AZ, CA and TX.

Food Pairings

Crab tostadas; creamy Corona-
nation chicken.
Cheese: Derby with sage.

Malts: Two-Row, Wheat, Caramel
80, Munich, Roasted Barley, Vienna.

Hops: Centennial, Cascade,
Simcoe.

BELGIUM

Carl Kins



Five Trappist breweries have joined together to create Tastes of Trappists. The Achel, Chimay, Orval, Rochefort and Westmalle brewing operations are aiming for three goals: a sustainable tourism strategy; thematic cycling/hiking routes; and customized vacation packages.

Palm Changes Name in Homage to History

There was big news from Palm Breweries. The company changed its official name to Palm Belgian Craft Brewers to emphasize that Belgian brewers can be considered the first craft brewers. At the same time, it highlights the company’s heritage and range of special beers, including Rodenbach and Boon. Palm has also installed a small eight-barrel brewery, which it will use to brew limited releases under the general name Arthur’s Legacy. Palm has appointed four dedicated specialists to brew herb and spice, hop, fruit and wood beers. Those beers will definitely be sought after.

The Belgian beer scene keeps evolving with new breweries much like the American craft movement. ZYTHOS confirmed 11 breweries in planning during the last six months of 2014 and 26 beer companies, i.e. contract brewers.

One of those in planning is the Brussels Beer Project, whose owners are organizing a second round of crowd funding. In the first, 350 people paid \$200 to get 12 beers annually for the rest of their lives. This enabled BBP to commercialize three beers – Delta, Dark Sister and Grosse Bertah, all brewed at De Proefbrouwerij.

CZECH REPUBLIC

Max Bahnson



Budvar’s Exports On The Rise

Budějovický Budvar reported a record production of 700,000 barrels for 2014, half sold as exports. The Czech company sent beer to 70 countries last year, an increase of five countries.

The company’s exports include the Czechvar label used in North and South America (under an agreement with Anheuser-Busch) and its original Budějovický Budvar label used in the European Union. More Czech breweries are paying attention to exports as a way to compensate for a market where volume sales are stagnant and profit margins are decreasing.

November saw the opening of **Pivovar Cvíkov**, in North Bohemia. The new brewery is part of a very interesting trend unique to the Czech Republic: “resurrected” breweries. This one had been shut down in 1968 and a local businessman, together with a renowned brewmaster, are the people behind its resurrection. Like most of its kind, Pivovar Cvíkov focuses mostly on traditional Czech styles, while also trying to play a positive role in its community.

Pivovary Lobkowicz has taken an unconventional approach to the Chinese market. Lobkowicz has opened a brewpub in Tianjin, a coastal city near Beijing. To be a chain, the brewpubs will be operated in partnership with a Chinese businessman who spent two years working in the Czech Republic and, like many foreigners, fell in love with “pivo.” Lobkowicz will provide the technology, Czech ingredients and will send one of its brewmasters to China for a year to train local staff.



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GERMANY

Christopher Guest


Stickee Monkey Brings Beer Star Hat Trick

Brewmaster Matt Brynildson and Firestone Walker have scored top honors for the third straight year at the prestigious European Beer Star Awards in Munich, Germany.

The California brewery received the Consumer's Favorite in Gold award for its Stickee Monkee, a barrel-aged quad. This brew completed an impressive hat trick following Firestone Walker's Pale 31 and Double Jack, previous winners of the Consumer's Favorite award.

The 2014 Beer Star featured 1,613 beers from 42 countries. Judging was performed by an expert panel of beer sommeliers, brewmasters and beer journalists from 25 countries.

Fifty-two categories were included at the competition with gold, silver and bronze medals being awarded in each category after a blind tasting. The Consumer's Favorite was chosen by attendees in a blind tasting of all 52 gold medal winners.

Firestone Walker's hot streak also included silver medals for its Union Jack IPA, Feral One and Pale 31.

After a lengthy slump, 2014 saw the first increase in German beer consumption and beer sales in three years. Per capita consumption rose to 28 gallons and beer sales rose for the first time since 2006.

The German Brewer's Association (DBB) gave numerous reasons for the uptick. An unseasonably warm winter, a beautiful spring and summer and Germany's triumph at the 2014 FIFA World Cup in Brazil were all given as reasons for the surge in consumption and sales.

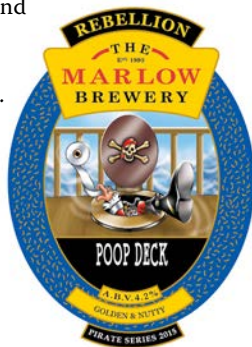
Exporting beers was a major part of the upswing in production. German beers, especially the ever-popular Pilsner, continued to gain devotees in the United States and China. "We are currently experiencing a renaissance of beer and a renaissance of brewing," said Dr. Hans George-Eils, president of the DBB.

UNITED KINGDOM

Carolyn Smagalski



Rebellion Beer co-owners Mark Gloyens and Tim Coombes have entered 2015 with a galley of Pirate Beers sufficient to make Captain Jack Sparrow dance on a dead man's chest. Each brew, released monthly, punches in at 4.2 percent ABV, showcasing a stash of premium ingredients for full flavor. February's Poop Deck merged Maris Otter Pale Ale, Crystal and Cara malts with Golden Naked Oats, finished with Brewers Gold hops. A trio of beers is set for the remainder of the year: Blackbeard in March; Jolly Roger in August; and the crisp Yo Ho Ho in time for the December holidays.


British To Land at CBC in Portland

The Society of Independent Brewers has announced that UK brewers can now become International members of the Brewers Association in America. Launching a twist of creativity, the BA has agreed to highlight UK Brewers Association members who brew collaboration beers with UK brewers at the 2015 Craft Brewers Conference in Portland, Oregon, April 14-17. Some of the heavy hitters include the Adnams, Ilkley, FourPure and Rudgate brands.

The Nottingham rugby community is arse over elbow with the new beer at The Bay. Greene King IPA has signed a five and a half year contract as the Official Beer of Nottingham Rugby as it moves to the Lady Bay Sports Ground, better known as The Bay.

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BREWING IN BRAZIL

A NEW POPE HITS TOWN

by Jim Dykstra

The city of Ribeirão Preto was a hub of Brazilian beer production in the early 20th Century because it hosted large scale brewing facilities, which in turn spawned numerous smaller beer operations, including one renowned house called the Pinguim. Locals would liken going to Ribeirão Preto and not having a pint at the Pinguim to going to Rome and not visiting the Pope.

These days there is a new Pope of Preto whose pints are surely revered.

Marcelo Carneiro da Rocha, whose family is in the orange growing business, founded Cervejaria Colorado in 1996 after falling in love with brewing as a hobby. His love affair with Ribeirão Preto, an inland city in the state of Sao Paulo, was well established and the decision to build a brewery there was easy.

"We chose Ribeirão Preto because it already had a brewing tradition," said da Rocha. "Many little breweries were closed but a very powerful mainstream brewery, Antarctica, was still operating."

The initial consumer response to Colorado was frigid. In the words of da Rocha, "It was a very tough beginning. All the locals perceived Antarctica as the pride of the city and that only started to change when the corporation that owned the brand closed that brewery and created unemployment. It was a self-esteem blow to everybody. Then they started to support the little guy who was keeping the flame alive."

The flame fired passion and over the next ten years Colorado grew from a small brewpub into one of the premier craft breweries in Brazil. Demand led da Rocha to expand and rebrand into a production brewery.

He contacted graphic designer Randy Mosher, an American authority on all things beer, and asked for help in the rebranding effort.

"Marcelo wanted me to do something in the style of an authentic label of American craft beer," Mosher said. "I had come across some early 20th Century beer labels from Brazil, and they had this wild naiveté and sense of exuberance that struck me as really Brazilian." da Rocha agreed that was the right sensibility and Mosher created new labels for Colorado.

At first da Rocha planned on calling his operation Cervejaria California, but at the last minute changed the name to Colorado, because it better represented the "quality of water and the craft culture." Plus, he had bought some brewing equipment in the U.S. state of Colorado.

The Colorado brewery's symbol is a spectacled bear, the only bear native to South

The label for Colorado's Vixnu is a "poke in the eye" of AmBev's ubiquitous pilsner brand Brahma, according to designer Mosher.



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Brazil

America. In essence, it's a nod to the inspiration the North American craft scene provided, where bears are far more common, and also a declaration of sorts.

The spectacled bear is an endangered and largely unprotected species, facing an uncertain future due to loss of habitat. While craft is on the upswing in Brazil, certain parallels can be drawn between the lack of governmental assistance for both the bears and craft breweries.

The Brazilian craft movement faces a mountain of red tape and a virtual monopoly of the beer market by four major conglomerates accounting for 99 percent of market share. Da Rocha speaks for the growing numbers of small breweries, which have grown to around 350 in the past decade.

"It's a trench war down here," da Rocha said. "It's not that we're against inequality, it's just that we're for free enterprise and we cannot survive those giants going against us with the government doing nothing. I respect them, but I demand respect in return."

And he's not ashamed to get crafty. In fact, Colorado's labels proudly proclaim it is "Brazil's Craftiest Brewery".

According to Mosher, the label for Colorado's Vixnu (pronounced vish-nu) is a "poke in the eye of AmBev," referencing its ubiquitous pilsner brand Brahma. (The story goes that Vishnu cares for the world abandoned by Brahma.) Vixnu is a bold double IPA boasting an initial flash of piney hops tempered by a roasty rapadura cane sugar backbone. The finish is crisp and satisfyingly bitter, more from Brazilian rapadura sugar than hops.

Mosher also cites the story of Guanabara, a Russian imperial stout known in Brazil as Ithaca. The Brazilian Ministry of Agriculture, which approves all beer titles, revoked the name of Vintage after an initial approval, so da Rocha jokingly went with Ithaca in reference to the ancient story of The Odyssey. The beer itself is an odyssey of flavor. Black rapadura cane sugar stamps a simultaneously savory and sweet imprint on the palate, before a hearty finish of chocolate and coffee malt notes.

Brewer da Rocha is not ashamed to get crafty. In fact, Colorado's labels proudly proclaim it is "Brazil's Craftiest Brewery."



Also available in the U.S. is Bertho, a sweet and creamy ale made with Brazil nuts, from the *Bertholletia excelsia* tree.

Known sometimes as the "Besppectled Bear," da Rocha projects a lack of concern about the competition from the country's major brewers.

When asked why, he cites a fundamental difference between his company and brewing behemoths. "Colorado has always identified with the homebrewer's values: education and beer culture," he said. He then recites his slogan: "Bebe menos, bebe melhor," or "Drink less, drink better."

It's a slogan that fits nicely with the conservation of the endangered spectacled bear and the preservation of Brazil's craft brewing culture. 🐻

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Let's Stop Drinking Alcoholic Beverages

by Marty Jones

While we debate whether "craft" beer is the right term for tasty creations from Sierra Nevada Brewing and the newly opened nanobrewery down the street, how about we discuss a different word? One that's been doing big damage to the image of beer and beer culture for decades: "alcoholic beverage."

Could there be a worse term for classifying the life-enhancing, health-improving, fellowship-inspiring creation that is beer? Except for maybe "junk food," alcoholic beverage is a pejorative, worst-case-scenario/illness descriptor unlike any in the consumer world. Nobody consumes cancer-victim smoking devices, caffeine-addict drinks and morbid-obesity doughnuts.

Yes, a number of beer drinkers quaff in excess and may be alcoholics. Obviously that's a serious problem for those people and their families and communities. No doubt about it. But should all beer makers, sellers and drinkers get branded with the scarlet A-word and lumped in with alcoholism? Heck no. We visit breweries and ask for our AHA (American Homebrewers Association) discount, not an AA perk.

Besides, the average beer holds a single-digit percent of alcohol and over 90 percent water. Wouldn't "hydraulic beverage" be a more accurate term?

How did we end up with this misleading, image-smashing term? My in-depth research found that the first use of "alcoholic beverage" took place in 1777, at a meeting of our young nation's newly formed Bureau of Zealots Knowingly Impacting Liquorous Libations. (The group also had America's first acronym: BUZKILL.)

The group was led by one A. T. Totaler. While searching for a term that would equate beer lovers with town drunks, she found a perfect slur for beer speech. "The moste defaming word we can use for the imbibers of fermentious, maltuous drinke," she declared, "is alcoholic beverage. It portrayeth the consumer of beer in a moste unflattering lyghte."

Sadly the term stuck and became part of the lexicon for prohibitionists and pro-ethanol types. But

we can change that with a better classification for beer.

We can steal a trick from sport drinks: "performance beverage." We can filch a card from the pot trade - "medical malt you wanna drink" - and highlight the many health bennies of moderate beer

consumption. Okay, Uncle Sam won't allow such helpful beer and health talk, so we can run with "recreational potable" instead.

Surely "alcohol-enhanced" would be a great improvement, or at least "alcohol-containing" if we want to play it straight. Or we could more eagerly adopt a term that already gets some use and fixes the problem: "fermented beverage." It's accurate. It's not a slam against its drinkers and producers. It gives a shoutout to our yeast co-workers.

Any of these terms would end the "alcoholic" stigma at the store and in conversations about what you do for a living or like to sip. For beer-minded journalists and readers it would end puzzling headlines such as "Alcoholic Drinks Up in Europe" (Why celebrate individual bad behavior?) and "Brewers Worry About Drop in Alcoholic Beverage Sales." (I don't know any breweries targeting alcoholics.)

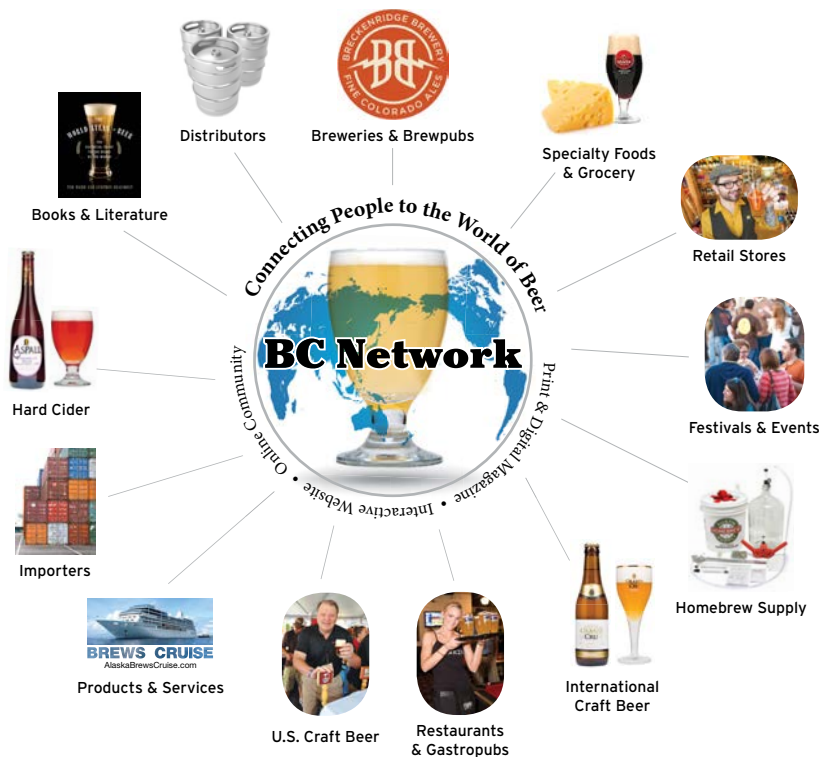
While we debate craft, can we agree to purge "alcoholic beverages" from our vocabularies and Word glossaries? We are beer connoisseurs, beer lovers and beer geeks. We are writing new chapters in the world's beer history. It's time we demand a proper and more respectful nomenclature for our beloved drink!

To aid the cause, I've worked up a musical rallying cry. It's in the key of "B" of course, and here's the chorus. Sing it with me: *Brew lovers let's flex/Our lexiconic leverage/Demand beer not be called/An alcoholic beverage!* ♪



Welcome!

The beer business is one of few in the world regularly referred to as a community. Since our readers consist of both beer enthusiasts and industry participants, we have created the *BC Network* to better connect this community.



In the following pages there is a wealth of information on participating companies that would like to be discovered by you.

You will also be able to engage these businesses interactively in a directory scheduled to go live on our new website.

Additionally, our new website will feature a revolutionary online beer review platform. Here, both editorially selected and *BC Network* listed brands will be rated by our expert judges and separately by you, our readers, for the popular review. Results will be published in the magazine's Beer Review pages.

Companies participating will be listed in the online directory and in print. To fully connect our *BC Network* participants to our industry readers, each company listed receives copies of the magazine for business use.

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FEATURED

Mid-Atlantic (ma), Midwest (mw), New England (ne), South (s), Southwest (sw), West (w)

*Look for beer listings by region in U.S Craft Beer

	BREWERY	LOCATION	PHONE/EMAIL	WEBSITE
s	5 Seasons Brewing Company	Sandy Springs, GA	(404) 255-5911	www.5seasonsbrewing.com
s	5 Seasons North	Alpharetta, GA	(770) 521-5551	www.5seasonsbrewing.com
s	5 Seasons Westside	Alpharetta, GA	(404) 875-3232	www.5seasonsbrewing.com
s	Bathtub Brewhouse	Marietta, GA	(678) 995-1590	www.bathtubbrewhouse.com
mw	Benjamin Beer Company	Paddock Lake, WI	(262) 586-8084	www.benjaminbeer.com
s	Burnt Hickory Brewery	Kennesaw, GA	(770) 514-8812	www.burnthickorybrewery.com
mw	Chain O'Lakes Brewing Company	McHenry, IL	(815) 331-8345	www.chainolakesbrewing.com
s	Cherry Street Brewing Cooperative	Cumming, GA	(770) 205-5512	www.cherrystreetbrewing.com
s	Coastal Empire Beer Co.	Savannah, GA	(912) 335-2804	www.coastalempirebeer.com
s	Creature Comforts Brewing Co.	Athens, GA	(706) 410-1043	www.creaturecomfortsbeer.com
s	Eagle Creek Brewing Company	Statesboro, GA	(912) 489-2337	www.eaglecreekbrewingco.com
s	Eventide Brewing	Atlanta, GA	(404) 907-4543	www.eventidebrewing.com
s	Fannin Brewing Company, Inc.	Blue Ridge, GA	(706) 258-2762	www.fanninbrewingcompany.com
s	Good People Brewing Co.	Birmingham, AL	(205) 286-BEER	www.goodpeoplebrewing.com
s	Highland Brewing Company	Asheville, NC	(828) 299-3370	www.highlandbrewing.com

BREWERIES & BREWPUBS

FEATURED

Mid-Atlantic (ma), Midwest (mw), New England (ne), South (s), Southwest (sw), West (w)

*Look for beer listings by region in U.S Craft Beer

	BREWERY	LOCATION	PHONE/EMAIL	WEBSITE
s	Hop Alley Brew Pub	Alpharetta, GA	(770) 696-2097	www.hopalleybrew.com
s	JailHouse Brewing Company	Hampton, GA	(678) 734-3202	www.jailhousebrewing.com
s	Jekyll Brewing	Alpharetta, GA	(844) 453-5955	www.jekyllbrewing.com
mw	Light the Lamp Brewery	Grayslake, IL	(847) 752-8489	www.lightthelampbrewery.com
s	Macon Beer Company	Macon, GA	(478) 227-9581	www.maconbeercompany.com
s	Mad Fox Brewing Company	Falls Church, VA	(703) 942-6840	www.madfoxbrewing.com
s	Max Lager's Wood-Fired Grill & Brewery	Atlanta, GA	(404) 525-4400	www.maxlagers.com
s	MAZURT Brewing Company	Atlanta, GA	info@mazurt.com	www.mazurt.com
s	Omaha Brewing Company	Omaha, GA	(229) 838-4779 or (855) 351-2337	www.omahabrewingcompany.com
s	Pontoon Brewing	Atlanta, GA	info@pontoonbrewing.com	www.pontoonbrewing.com
s	Red Hare Brewing Company	Marietta, GA	(678) 401-0600	www.redharebrewing.com
s	Reformation Brewery	Woodstock, GA	(678) 341-0828	www.reformationbrewery.com
sw	Saint Arnold Brewing Company	Houston, TX	(713) 686-9494	www.saintarnold.com
s	Slice & Pint	Atlanta, GA	(404) 883-3406	www.sliceandpint.com
mw	Sprecher Brewing Company	Glendale, WI	(414) 964-2739	www.sprecherbrewery.com
s	Terrapin Beer Company	Athens, GA	(706) 549-3377	www.terrapinbeer.com
s	Thomas Creek Brewing Company	Greenville, SC	(864) 605-1166	www.thomascreekbeer.com
s	Twain's Brewpub & Billiards	Decatur, GA	(404) 373-0063	www.twains.net
s	Wild Heaven Craft Beers	Decatur, GA	(404) 997-8589	www.wildheavencraftbeers.com
s	Wrecking Bar Brewpub	Atlanta, GA	(404) 221-2600	www.wreckingbarbrewpub.com

U.S. CRAFT BEER

FEATURED

Headline Brewery • Column 1 (Brand Name) • Column 2 (Style) • Column 3 (Availability) • Column 4 (BC Rating)
Collaboration (c), Year-Round (yr), Seasonal (s), Limited Release (lr), Special Release (sr), No Rating (n/r)

Allagash Brewing Company Portland, ME

Allagash Black	Belgian Dark Strong Ale	yr	90
Allagash Confluence	American Wild Ale	sr	n/r
Allagash Curieux	Belgian Tripel	yr	n/r
Allagash Dubbel	Belgian Dubbel	yr	n/r
Allagash Fluxus	Styles vary	sr	n/r
Allagash Four	Belgian Quadrupel Style Ale	sr	n/r
Allagash House Beer	Belgian Pale Ale	yr	n/r
Allagash Hugh Malone Ale	Belgian IPA	sr	n/r
Allagash Interlude	American Wild Ale	sr	n/r
Allagash Odyssey	Belgian Strong Dark Ale	sr	n/r
Allagash Saison	Saison	yr	n/r
Allagash Tripel	Belgian Tripel	yr	n/r
Allagash Victor	Belgian Golden Strong Ale brewed with cabernet franc grapes	sr	n/r
Allagash Victoria	Belgian Golden Strong Ale brewed with chardonnay grapes	sr	n/r
Allagash White	Witbier	yr	92

Breckenridge Brewery Denver & Breckenridge, CO

471 Small Batch IPA	Double IPA	yr	n/r
72 Imperial	American Imperial Stout	sr	n/r
Agave Wheat	American Wheat	yr	94
Avalanche Ale	American Amber Ale	yr	n/r
Barleywine Batch #2	Barrel-Aged Barleywine	lr	n/r
Barrel-aged 72 Imperial	Whisky Barrel-Aged Imperial Stout	lr	n/r
Chocolate Oatmeal Stout	Spice Beer (Oatmeal Stout)	c	n/r
Lucky U IPA	American IPA	yr	n/r
Mountain Series Hoppy Brown	American Brown	lr	n/r
NVP (Nitro Vanilla Porter)	Spice Beer (Porter)	yr	n/r
Oatmeal Stout	Oatmeal Stout	yr	n/r
Ophelia Hoppy Wheat	American Wheat	sr	n/r
Saison Ridge	Saison	c	n/r
Summer Bright	Golden Ale	sr	83
Vanilla Porter	Spice Beer (Porter)	yr	77

Eagle Creek Brewing Company Statesboro, GA

Grass Roots Lemon Lime	Hefeweizen	yr	n/r
Low Country	Pale Ale	yr	n/r
Puff's Magic Dragon	Dry Stout	yr	n/r
Spot Tail	Blonde Ale	yr	n/r

Omaha Brewing Company Omaha, GA

Hannahatchee Creek IPA	American IPA	yr	n/r
Like No Udder	Sweet Stout	s	n/r
Nada-Banana Ale	Weissbier	yr	n/r
Oma-Hop Session Ale	Session IPA	yr	n/r

Red Brick Brewing Company Atlanta, GA

21st Anniversary Dark Saison Ale	Rum Barrel-Aged Dark Saison	sr	n/r
3 Bagger	Barrel-Aged Belgian Tripel	lr	n/r
A-Town Brown Ale	American Brown Ale	s	n/r
Beard Envy	Barrel-Aged Barleywine	lr	n/r
Brick Mason Imperial Stout	Imperial Stout / Oak-Aged Stout	sr	n/r
Brother Leo	Belgian IPA	lr	n/r
Divine Bovine	Sweet Stout	s	n/r
Dog Days	Hefeweizen	s	n/r
Hibiscuwit	Spiced Witbier	sr	n/r
Hop Circle	Session IPA	s	n/r
Hoplanta	American IPA	yr	n/r
Laughing Skull	American Amber Ale	yr	n/r
Matcha Super Green Yuzu IPA	American IPA	sr	n/r
Thick Silky	Strong Porter	sr	n/r
Vanilla Gorilla	Spice Beer (Porter)	lr	n/r

Starr Hill Brewing Company Crozet, VA

Boxcarr	Pumpkin Porter	s	n/r
Dark Starr Stout	Dry Irish Stout	yr	n/r
Debut #1: Tripel	Belgian Tripel	lr	n/r
Double Platinum	Imperial India Pale Ale	yr	n/r
Grateful Pale Ale	American Pale Ale	yr	n/r
Jomo	Vienna Lager	yr	88
King of Hop	Imperial India Pale Ale	sr	n/r
Little Red RooStarr	Coffee Cream Stout	sr	n/r
Live Sessions Bandstand	Barleywine	lr	n/r
Live Sessions Cryptical with Mudhouse Coffee	Imperial Stout	lr	n/r
Monticello Reserve Ale	Colonial Style Ale	sr	n/r
Northern Lights	India Pale Ale	yr	n/r
Reviver	Red India Pale Ale	s	n/r
Sabbath	Black IPA	lr	n/r
Shakedown	Imperial Chocolate Cherry Stout	sr	n/r
Snow Blind	Doppelbock Lager	s	n/r
Soul Shine	Belgian-Style Pale Ale	s	n/r
Starr Pils	German Pilsner	yr	n/r
The Love	German Hefeweizen	yr	n/r
Whiter Shade of Pale	White IPA	sr	95

INTERNATIONAL CRAFT BEER

Headline Brewery, Country & Import Co. • Column 1 (Brand Name) • Column 2 (Style) • Column 3 (Availability) • Column 4 (BC Rating)

Collaboration (c), Year-Round (yr), Seasonal (s), Limited Release (lr), Special Release (sr), No Rating (n/r)

Country Codes: Belgium (BE), Brazil (BR), Czech Republic (CZ), Germany (DE), Netherlands (NL), United Kingdom (GB), Vietnam (VN)

Antwerpse Brouw Compagnie (BE) <i>Artisanal Imports, Inc.</i>				Witte Noire	Belgian Specialty Ale	yr	n/r
Seef Bier	Belgian Specialty Ale	yr	n/r	Zoetzuur Flemish Ale	Flanders Oud Red Ale	yr	n/r
Brasserie St-Feuillien (BE) <i>Artisanal Imports, Inc.</i>				George Bateman and Son, Ltd. (GB) <i>Artisanal Imports, Inc.</i>			
Belgian Coast IPA	Pale American-Belgo	yr	n/r	Batemans Mocha	Chocolate-Flavored Beer (Strong Ale)	yr	n/r
Brune	Belgian Dubbel	yr	n/r	Batemans Rosey Nosey	Spice Beer (Ale)	s	n/r
Dry-Hopped Saison	Belgian Saison	yr	n/r	Hue Brewery (VN) <i>Artisanal Imports, Inc.</i>			
Grand Cru	Belgian Blonde	yr	n/r	Hue Beer	International Pilsener	yr	n/r
La Blanche	Belgian Witbier	yr	n/r	Meantime Brewing Company (GB) <i>Artisanal Imports, Inc.</i>			
Speciale	Belgian Dark Strong	sr	n/r	Barley Wine Ale	British Barleywine Ale	lr	n/r
Tripel	Belgian Tripel	yr	n/r	Coffee Porter	Robust Porter	yr	n/r
Brouwerij Bocker (BE) <i>Artisanal Imports, Inc.</i>				Cranberry Stout	Fruit Beer (Stout)	lr	n/r
Cuvee des Jacobins Rouge	Flanders Oud Red Ale	yr	n/r	India Pale Ale	English IPA	yr	80
Omer	Belgian Golden Strong Ale	yr	n/r	London Porter	Robust Porter	yr	94
Vanderghinste Oud Bruin	Flanders Oud Bruin	yr	n/r	Old Smoked Bock	Smoke Beer (Bock)	lr	n/r
Brouwerij Bosteels (BE) <i>Artisanal Imports, Inc.</i>				Russian Imperial Stout	Russian Imperial Stout	lr	n/r
DeuS Brut des Flandres	Belgian Golden Strong Ale	yr	n/r	Scotch Ale	Scotch Ale	lr	n/r
Pauwel Kwak	Belgian Specialty Amber	yr	n/r	Weizen Double Bock	Doppelbock	lr	n/r
Tripel Karmeliet	Belgian Tripel	yr	90	Robinsons Brewery (GB) <i>Artisanal Imports, Inc.</i>			
Brouwerij Huyghe (BE) <i>Artisanal Imports, Inc.</i>				Chocolate Tom	English Old Ale	yr	n/r
BeauJardin Framboise	Belgian Fruit Ale	yr	n/r	Ginger Tom	English Strong Ale	yr	n/r
BeauJardin Rougeberries	Belgian Fruit Ale	yr	n/r	Old Tom	English Old Ale	yr	n/r
Brouwerij Martens (BE) <i>Artisanal Imports, Inc.</i>				TROOPER	Extra Special Bitter	yr	n/r
Martens Pils	International Pilsener	yr	n/r	Sünner Brauerei (DE) <i>Artisanal Imports, Inc.</i>			
Cervarjaria Colorado (BR) <i>Artisanal Imports, Inc.</i>				Kölsch	Kölsch	yr	96
Colorado Berthô	Specialty Beer (Nuts)	yr	n/r	Sünner Kellerbier	Kellerbier (Kölsch)	yr	n/r
Colorado Guanabara	American Imperial Stout	yr	n/r	Trappist Brewery Koningshoeven (NL) <i>Artisanal Imports, Inc.</i>			
Colorado Vixnu	Imperial IPA	yr	n/r	La Trappe Bock	Bock	s	n/r
Cervarjaria Wäls (BR) <i>Artisanal Imports, Inc.</i>				La Trappe Dubbel	Belgian Dubbel	yr	94
Wäls Belô Ipê	Belgian Quadrupel	yr	n/r	La Trappe Isidor	Belgian Specialty Ale	yr	n/r
Wäls Belô Petroleum	Russian Imperial Stout	yr	n/r	La Trappe Jubilaris	Belgian Specialty Ale	sr	n/r
Wäls Belô São Francisco	Belgian Dubbel	yr	n/r	La Trappe Quadrupel	Belgian Quadrupel	yr	n/r
De Proef Brouwerij (BE) <i>Artisanal Imports, Inc.</i>				La Trappe Tripel	Belgian Tripel	yr	n/r
La Grande Blanche	Belgian Witbier	yr	n/r	Oak-Aged Quadrupel	Barrel-Aged Quadrupel	lr	n/r
Lozen Boer	Belgian Quadrupel	yr	n/r	Trappist Witte	Belgian Witbier	yr	n/r
Reinaert Flemish Wild	Belgian Golden Strong Ale	yr	n/r	Urthel (BE) <i>Artisanal Imports, Inc.</i>			
Saison Imperiale	Belgian Saison	yr	n/r	Hop-It	Pale American-Belgo	yr	n/r
Žatecký Pivovar (CZ) <i>Artisanal Imports, Inc.</i>				Saisonnière	Belgian Saison	yr	90
Žatec Bright Lager	Bohemian Pilsener	yr	n/r	Samaranth Quadrium	Belgian Quadrupel	yr	n/r
Žatec Dark Lager	Strong Lager	yr	n/r				

HARD CIDER

FEATURED

Collaboration (c), Year-Round (yr), Seasonal (s), Limited Release (lr), Special Release (sr)

	BRAND NAME	STYLE	BREWERY & COUNTRY	IMPORT COMPANY
<i>lr</i>	Aspall Cuvée Chevallier	English Brut Cider	Aspall Cider House (GB)	Artisanal Imports, Inc.
<i>yr</i>	Aspall Demi-Sec	English Cider	Aspall Cider House (GB)	Artisanal Imports, Inc.
<i>yr</i>	Aspall Dry	English Cider	Aspall Cider House (GB)	Artisanal Imports, Inc.
<i>yr</i>	Aspall Imperial	English Cider	Aspall Cider House (GB)	Artisanal Imports, Inc.
<i>yr</i>	Aspall Organic	English Cider	Aspall Cider House (GB)	Artisanal Imports, Inc.
<i>yr</i>	Aspall Peronelles Blush	English Cider	Aspall Cider House (GB)	Artisanal Imports, Inc.
<i>yr</i>	EZ Orchards Cidre	French Cider	EZ Orchards Cider (US)	
<i>yr</i>	Farnum Hill Dooryard	American Cider	Poverty Lane Orchards & Farnum Hill Cider (US)	
<i>yr</i>	Farnum Hill Extra Dry Cider	American Cider	Poverty Lane Orchards & Farnum Hill Cider (US)	
<i>yr</i>	McKenzie's Hard Cider	American Cider	McKenzie's Hard Cider (US)	
<i>yr</i>	Mercier Orchards	American Cider	Mercier Orchards (US)	

MEAD

FEATURED

Collaboration (c), Year-Round (yr), Seasonal (s), Limited Release (lr), Special Release (sr)

	BRAND NAME	STYLE	BREWERY & COUNTRY	IMPORT COMPANY
<i>yr</i>	Monks Mead	American Mead	Monks Meadery (US)	

FESTIVALS & EVENTS



Suwanee American Craft Beer Fest

PHOTO BY LISA SILFIES

FESTIVALS & EVENTS

FEATURED

Festival (f), Tasting (t), Dinner (d), Industry Event (ie), Homebrewing Competition (hc)

	EVENT	LOCATION	DATES	WEBSITE
hc	The Battle of Fredericksburg Homebrew Competition	Fredericksburg, VA	Mar. 1	www.battleoffredericksburg.com/BOF2015
f	Bockfest Cincinnati 2015	Cincinnati, OH	Mar. 6-8	www.bockfest.com
f	Secret Stash Bash	Sandy Springs, GA	Mar. 7	www.secretstashbash.com
f	Suwanee American Craft Beer Fest	Suwanee, GA	Mar. 14	www.suwaneebeerfest.com
f	6th Annual Hunahpu's Day®	Tampa, FL	Mar. 14	www.cigarcitybrewing.com/hunahpus-day
f	Atlantic City Beer and Music Fest	Atlantic City, NJ	Mar. 20-21	www.acbeerfest.com
f	The Art of Beer Festival	Benton Township, MI	Mar. 21	www.artofbeerfest.com
f	Tupelo Craft Beer Fest	Tupelo, MS	Mar. 21	www.tupelocraftbeerfest.com
f	Firkfest - Cask Beer Festival & Chili Cook-off	Anaheim, CA	Mar. 21	www.firkfest.com
hc	Brewin' In the Isles	Brunswick, GA	Mar. 22	www.brewscene.com
f	3rd Annual Boulder City Beerfest	Boulder City, NV	Mar. 28	www.bouldercitybeerfestival.com
f	Burly Beers and Barleywine Festival	Mills River, NC	Mar. 28	www.sierranevada.com/BurlyBeers
hc	Charlie Orr Memorial Chicago Cup Challenge	Crest Hill, IL	Mar. 28	www.bossbeer.org/competition.html
f	Northern Lights Rare Beer Fest	St. Paul, MN	Mar. 28	www.chopliverinc.com
f	All Ale to The Queen Beer Carnival	Charlotte, NC	Mar. 28	www.allaletothequeen.com
f	Roswell Beer Fest	Roswell, GA	Mar. 28	roswellbeerfestival.com
f	Great Vegas Festival of Beer	Las Vegas, NV	Apr. 11	www.greatvegasbeer.com
f	Thirsty Orange Brew Extravaganza	Johnson City, TN	Apr. 11	www.thirstyorange.com
f	20th Annual Classic City Brewfest	Athens, GA	Apr. 12	www.classiccitybrew.com/brewfest.html
ie	Craft Brewers Conference & BrewExpo America® 2015	Portland, OR	Apr. 14-17	www.craftbrewersconference.com
f	SweetWater 420 Fest	Atlanta, GA	Apr. 17-19	www.sweetwater420fest.com
f	Missouri Beer Fest	Columbia, MO	Apr. 18	www.missouribeerfestival.com
f	Gnarly Hops and Barley Fest	Culpeper, VA	Apr. 25	www.gnarlyhops.com
f	7th Annual Northwest Beerfest	Chippewa Falls, WI	Apr. 25	www.facebook.com/northwestbeerfest
f	BrüFrou: Craft Beer + Culinary Pairings	Denver, CO	Apr. 25	www.brufrou.com
f	Madison Craft Beer Week	Madison, WI	May 1-10	www.madbeerweek.com
f	Rochester Craft Beer Expo	Rochester, MN	May 2	www.chopliverinc.com
hc	Wild West Brew Fest	Katy, TX	May 2	www.katybrewfest.com
hc	3rd Annual Beans and Brews	Elizabethtown, PA	May 13	www.marketstreetib.com/beans-and-brews
f	4th Annual Charleston Beer Garden	Mount Pleasant, SC	May 16	www.charlestonebeergarden.com
f	Crown Beer Fest	Crown Point, IN	May 16	www.crownbeerfest.com
f	The Hop Jam	Tulsa, OK	May 18	www.thehopjam.com
hc	Just Brew It Homebrew Festival	Asheville, NC	May 23	www.justeconomicswnc.org/just-brew-it
f	Grayslake Craft Beer Festival	Grayslake, IL	May 30	www.grayslakebeerfest.com
f	International Great Beer Expo Philadelphia	Philadelphia, PA	May 30	www.greatbeerexpo.com/philly
f	Maryland Craft Beer Festival	Fredericksburg, MD	May 30	www.mdcraftbeerfestival.com
ie	SAVOR: An American Craft Beer and Food Experience	Washington DC	Jun. 5-6	www.savorcraftbeer.com
f	Blue Hop Brew Ha Ha	Johnson City, TN	Jun. 6	www.bluehopbrewhaha.com
f	St. Paul Summer Beer Fest	St. Paul, MN	Jun. 6	www.chopliverinc.com

RESTAURANTS & RETAIL



Chef Adam Dulye
The Monk's Kettle - San Francisco

RESTAURANTS & GASTROPUBS

SPONSOR



FEATURED

RESTAURANT	LOCATION	PHONE	WEBSITE
Bell's Eccentric Cafe	Kalamazoo, MI	(269) 382-2332	www.bellsbeer.com/eccentric-café
Breckenridge Colorado Craft	Denver, CO	(303) 297-3644	www.breckbrewcocraft.com
Catch 22 Gastropub	Athens, GA	(706) 549-6333	www.catch22athens.com
Chops & Hops	Watkinsville, GA	(706) 310-1101	www.chopsandhops.com
Empire State Pizza & Dogs	Lawrenceville, GA	(770) 972-8249	www.empire-state-pizza.com
Empire State Pizza & Growlers	Dunwoody, GA	(770) 680-5516	www.pizzawingsbeer.com
Hofbräuhaus Las Vegas	Las Vegas, NV	(702) 853-BEER	www.hofbrauhauslasvegas.com
Hop Alley Brew Pub	Alpharetta, GA	(770) 696-2097	www.hopalleybrew.com
Hoof & Ale	Marietta, GA	(678) 224-8844	www.eatathoof.com
Flying Saucer (Addison)	Addison, TX	(972) 991-7093	www.beerknurd.com/stores/addison
Flying Saucer (Austin)	Austin, TX	(512) 454-8200	www.beerknurd.com/stores/austin
Flying Saucer (Charlotte)	Charlotte, NC	(704) 717-8179	www.beerknurd.com/stores/charlotte
Flying Saucer (Columbia)	Columbia, SC	(803) 933-9997	www.beerknurd.com/stores/columbia
Flying Saucer (Cordova)	Cordova, TN	(901) 755-5530	www.beerknurd.com/stores/cordova
Flying Saucer (Ft. Worth)	Ft. Worth, TX	(817) 336-7470	www.beerknurd.com/stores/fortworth
Flying Saucer (Houston)	Houston, TX	(713) 228-9472	www.beerknurd.com/stores/houston
Flying Saucer (Kansas City)	Kansas City, MO	(816) 221-1900	www.beerknurd.com/stores/kansascity
Flying Saucer (Little Rock)	Little Rock, AR	(501) 372-8032	www.beerknurd.com/stores/littlerock
Flying Saucer (Memphis)	Memphis, TN	(901) 523-8536	www.beerknurd.com/stores/memphis
Flying Saucer (Nashville)	Nashville, TN	(615) 259-3039	www.beerknurd.com/stores/nashville
Flying Saucer (Raleigh)	Raleigh, NC	(919) 821-7469	www.beerknurd.com/stores/raleigh
Flying Saucer (San Antonio)	San Antonio, TX	(210) 696-5080	www.beerknurd.com/stores/sanantonio
Flying Saucer (St. Louis)	St. Louis, MO	(314) 932-1456	www.beerknurd.com/stores/stlouis
Flying Saucer (Sugar Land)	Sugar Land, TX	(281) 242-7468	www.beerknurd.com/stores/sugarland
Flying Saucer (The Lake)	Garland, TX	(972) 226-0725	www.beerknurd.com/stores/thelake
Max Lager's Wood-Fired Grill & Brewery	Atlanta, GA	(404) 525-4400	www.maxlagers.com
Meddlesome Moth	Dallas, TX	(214) 628-7900	www.mothinthe.net
Meehan's Public House (Atlantic Station)	Atlanta, GA	(404) 249-7812	www.meehansatlanticstation.com
Meehan's Public House (Buckhead)	Atlanta, GA	(470) 355-5116	www.meehansbuckhead.com

RESTAURANTS & GASTROPUBS

RESTAURANT	LOCATION	PHONE	WEBSITE
Meehan's Public House (Downtown)	Atlanta, GA	(404) 214-9821	www.meehansdowntown.com
Meehan's Public House (Sandy Springs)	Atlanta, GA	(404) 843-8058	www.meehanssandyssprings.com
Meehan's Public House (Vinings)	Atlanta, GA	(770) 433-1920	www.meehansvinings.com
Olde Blind Dog Irish Pub (Brookhaven)	Atlanta, GA	(404) 816-5739	www.oldeblinddog.com
Olde Blind Dog Irish Pub (Milton)	Milton, GA	(678) 624-1090	www.oldeblinddog.com
The Ale House at Amato's	Denver, CO	(303) 433-9734	www.alehousedenver.com
The Ale House, Grand Junction	Grand Junction, CO	(970) 242-7253	www.alehousegj.com
The Brass Tap (Mesa)	Mesa, AZ	(480) 610-BEER	www.brasstapbeerbar.com/Mesa
The Mainline Ale House	Fort Collins, CO	(970) 449-5601	www.mainlinefoco.com
The Porter Beer Bar	Atlanta, GA	(404) 223-0393	www.theporterbeerbar.com
The Wing Cafe and Tap House	Marietta, GA	(770) 509-9464	www.wingsinmarietta.com
There Brookhaven	Atlanta, GA	(404) 949-9677	www.therebrookhaven.com
Three Blind Mice	Liiburn, GA	(770) 696-4139	www.tbmrestaurant.com
World of Beer (Midtown Atlanta)	Atlanta, GA	(404) 815-9221	www.worldofbeer.com/Midtown-Atlanta

SPECIALTY FOODS & GROCERY

FEATURED

STORE	LOCATION	PHONE/EMAIL	WEBSITE
Frozen Pints (Craft Beer Ice Cream)	Atlanta, GA	scoop@frozenpints.com	www.frozenpints.com
The Ice Cream Bar (Alcoholic Ice Cream & Sorbet)	Atlanta, GA	scoop@theicecreambar.com	www.theicecreambar.com
Savi Provisions (Brookhaven)	Atlanta, GA	(404) 869-1818	www.saviprovisions.com
Savi Provisions (Buckhead)	Atlanta, GA	(404) 523-2300	www.saviprovisions.com
Savi Provisions (Inman Park)	Atlanta, GA	(404) 523-3131	www.saviprovisions.com
Baker's Bark (Original #1 Craft Beer Sauce)	Griffin, GA	(770) 468-4494	www.bakersbark.com
Knotty Pretzels (The Official Pretzel of Beer)	Marietta, GA	(404) 957-9900 or email for free samples	www.knottypretzels.com info@knottypretzels.com
Stinky Brooklyn	Brooklyn, NY	(718) 522-7425	www.stinkybklyn.com
Hurts So Good (100% Natural Caribbean Inspired Premium Pepper Sauce)	Chuckey, TN	(423) 863-2413	www.hurtssogood.org
Savage Jerky Co.	Buford, GA	sales@savagejerky.com	www.savagejerky.com

RETAIL STORES

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FEATURED

STORE	LOCATION	PHONE	WEBSITE
Ale Yeah! (Decatur)	Decatur, GA	(404) 371-4331	www.aleyeahbeer.com
Ale Yeah! (Kennesaw)	Kennesaw, GA	(770) 726-3957	www.aleyeahbeer.com
Ale Yeah! (Roswell)	Roswell, GA	(770) 992-2246	www.aleyeahbeer.com
Barley & Vine Growlers	Stockbridge, GA	(770) 506-4724	www.barleyandvinegrowlers.com
Blue Heron Beer, Wine and Deli	Lacross, VA	(434) 757-2222	www.blueheronbeerwine.com
Bruisin' Ales	Asheville, NC	(828) 252-8999	www.bruisin-ales.com
Craft Beer Cellar (Belmont)	Belmont, MA	(617) 932-1885	www.craftbeercellar.com/belmont
Craft Beer Cellar (Braintree)	Braintree, MA	(781) 428-3283	www.craftbeercellar.com/braintree
Craft Beer Cellar (Brandon)	Brandon, FL	(813) 413-4951	www.craftbeercellar.com/brandon
Craft Beer Cellar (Clayton)	Clayton, MO	(314) 222-2444	www.craftbeercellar.com/clayton
Craft Beer Cellar (Nashua)	Nashua, NH	(603) 809-4148	www.craftbeercellar.com/nashua
Craft Beer Cellar (Newton)	Newton, MA	(617) 916-0244	www.craftbeercellar.com/newton
Craft Beer Cellar (Portland)	Portland, ME	(207) 956-7322	www.craftbeercellar.com/portland
Craft Beer Cellar (Portsmouth)	Portsmouth, NH	(603) 373-0993	www.craftbeercellar.com/portsmouth
Craft Beer Cellar (Warwick)	Warwick, NY	(845) 544-7688	www.craftbeercellar.com/warwick
Craft Beer Cellar (Waterbury)	Waterbury, VT	(802) 882-8034	www.craftbeercellar.com/waterbury
Craft Beer Cellar (Westford)	Westford, MA	(978) 577-6443	www.craftbeercellar.com/westford
Craft Beer Cellar (Winchester)	Winchester, MA	(781) 369-1174	www.craftbeercellar.com/winchester
Decatur Package Store	Decatur, GA	(770) 319-8200	www.deaturpackagestore.com
Flynn's on Maxwell - Uptown Wine & Beer	Greenwood, SC	(864) 223-9463	www.flynnsonmaxwell.com
Gravity Craft & Homebrew Supply	Conyers, GA	(770) 679-5118	www.gravityhomebrew.com
Green's (Buford Hwy)	Atlanta, GA	(404) 872-1109	www.greensbeverages.com
Green's (Ponce De Leon)	Atlanta, GA	(404) 321-6232	www.greensbeverages.com
Gremlin Growlers	Peachtree City, GA	(678) 489-4428	www.gremlingrowlers.com
Growler Spot	Macon, GA	(478) 621-4340	www.growlerspotmacon.com
Historic Casanova Liquor Store & The Nova Wine Bar	Hudson, WI	(715) 386-2545	www.thenovaofhudson.com
Hop City (Atlanta)	Atlanta, GA	(404) 350-9998	www.hopcacitybeer.com
Hop City (Birmingham)	Birmingham, AL	(205) 279-2337	www.hopcacitybeer.com
Mac's Beer & Wine	Atlanta, GA	(404) 872-4897	www.macsbeerandwine.com
Schoolhouse Beer and Brewing	Marietta, GA	(770) 361-5247	www.schoolhousebeer.com
Sigler's Craft Beer & Cigars	Chattanooga, TN	(423) 485-3271	www.siglerscraftbeerandcigars.com
Sprayberry Bottle Shop	Marietta, GA	(770) 973-7073	www.sprayberryybottleshop.com

RETAIL STORES

FEATURED

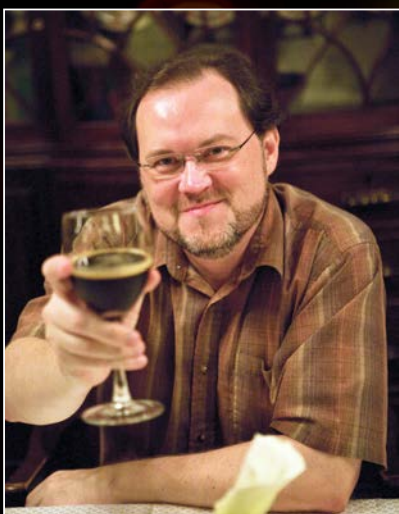
STORE	LOCATION	PHONE	WEBSITE
The Beer Growler (Savannah)	Savannah, GA	(912) 544-6414	www.thebeergrowler.net
The Bucket Trade	Chester, VA	(804) 322-3372	www.thebuckettrade.com
The Craft Beer Factory	Marietta, GA	(404) 632-3369	www.thecraftbeerfactory.com
The Four Firkins	St Louis Park, MN	(612) 889-0927	www.thefourfirkins.com
The Lincoln Fill Station & Home Brew	Snellville, GA	(678) 580-1203	www.lincolntillstation.com
The Stout Brothers	Smyrna, GA	(770) 319-8200	www.thestoutbrothers.com

HOMEBREW SUPPLY

FEATURED

STORE	LOCATION	PHONE	WEBSITE
Bell's General Store	Kalamazoo, MI	(269) 382-5712	www.bellsbeer.com/store
Brew Depot	Alpharetta, GA	(877) 450-BEER	www.beer necessities.com
Brewmasters Warehouse	Marietta, GA	(770) 973-0072	www.brewmasterswarehouse.com
Gravity Craft & Homebrew Supply	Conyers, GA	(770) 679-5118	www.gravityhomebrew.com
The Lincoln Fill Station & Home Brew	Snellville, GA	(678) 580-1203	www.lincolntillstation.com

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Atlanta Beer Tours	We offer unique, custom tours of the best craft beer spots in town.	(770) 402-9916	www.atlantabeertours.com
Atlanta Brews Cruise	Atlanta Brews Cruise, the ORIGINAL and only continuously scheduled Atlanta Brewery Tour company.	(404) 384-6006	www.atlantabrewscruise.com
Beer Street Journal	A national, daily website bringing you The Best in Beer.		www.beerstreetjournal.com
Brew Paw Beer Gear	Unique Beer Clothing & Accessories	(716) 485-3438	www.shop.brewpaw.com
Beer Snob Clothing Co.	Uniting craft beer connoisseurs everywhere for those with beer taste on a champagne budget.	(931) 732-4637	www.beersnobclothingco.com
Innate - Beer Essentials	Your planet. Your choices. Your gear. Clean Design for Active Lives.	(877) 406-6283	www.innate.ca
Peach State Ale Trail	Georgia's craft beer connection. Our passport program in partnership with Georgia Craft Brewers Guild provides exclusive benefits to members. Choose your itinerary, destination, & destiny.	(478) 361-3507	www.peachstatealetrail.com
SafeRide America	We drive you and your car. Download SafeRideNOW for a \$30 credit using promo code BC2015	(404) 888-0887	www.saferideamerica.org
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FEATURED

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Leon Farmer and Company	Athens, GA	(706) 353-1166	www.leonfarmer.com
Leon Farmer and Company	Gainesville, GA	(770) 534-1200	www.leonfarmer.com
Eagle Rock Distributing Company	Norcross, GA	(770) 498-5500	www.eaglerocks.com
Sentman Distributors, Inc.	Elkton, MD	(800) 492-1135	www.facebook.com/pages/sentman-distributors-inc
Coastal Beverage Company	Elizabeth City, NC	(252) 338-3690	www.coastal-bev.com
Coastal Beverage Company	Farmville, NC	(252) 753-3332	www.coastal-bev.com
Coastal Beverage Company	Pollockville, NC	(252) 288-3475	www.coastal-bev.com
Coastal Beverage Company	Wilmington, NC	(910) 799-3011	www.coastal-bev.com
Carter Distributing Company	Chattanooga, TN	(423) 266-0056	www.carterdist.com
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BC NETWORK MEMBER INDEX



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Carter Distributing Company	Max Lager's Wood-Fired	The Ice Cream Bar
Catch 22 Gastropub	Grill & Brewery	The Lincoln Fill Station and
Chain O'Lakes Brewing Company	MAZURT Brewing Company	Home Brew
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Chops & Hops	Meddlesome Moth	The Porter Beer Bar
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The beer business is one of few in the world regularly referred to as a community. Since our readers consist of both beer enthusiasts and industry participants, we have created the *BC Network* to better connect this community within the magazine.

*Coming soon. Engage the *BC Network* interactively through our new online business directory at www.BeerConnoisseur/Network

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These traditional cigars hail from the always innovative minds at the Drew Estate Cigar Company. Dubbed Smoking Monk, this groundbreaking line of cigars utilizes some of the world's most revered tobaccos to create five separate blends, each crafted specifically to pair with its namesake beer. The man behind the madness, Jonathan Drew, is a craft beer maniac who set out with a single goal in mind: create the most premium blends from Central America's most flavorful tobaccos and specifically blend them to complement his favorite styles of beer. After hours of arduous taste testing, it is safe to say Jonathan has succeeded. Now it's time for lovers of the brew everywhere to experience all that this perfect pairing has to offer.

This five cigar assortment features one of each blend in the Smoking Monk portfolio. Test them all to find your perfect pairing. Cheers!

Hefeweizen - A crisp and smooth Connecticut that's loaded with nuances of cedar, sweet cream, vanilla, and pepper. Mild.

Imperial Stout - This dark and rich maduro blend delivers hearty notes of chocolate, coffee, sweetness, and spices. Medium to full.

American IPA - A surprisingly unique profile filled with smoky-sweet notes, and hints of pepper, fruit, and oak. Medium.

Porter - This deep brown-colored maduro offers a toasty tobacco core backed by rich, sweet notes of cocoa, espresso, and honey. Medium.

Triple Belgian - Spicy, complex, and brimming with flavors of earth, fruit, and pepper backed by a warm, rich aroma. Medium to full.



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