

Beer

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**BEER
OF THE MONTH**
Sam Adams
Latitude 48 IPA



THE NEWSSTAND'S MOST DESIRABLE BEER MAGAZINE!

BEER HALL OF FAME

THE SHRINE OF BEER

12 PARTIES
YOU NEED TO HOST

Beer Floats
BEER AND ICE-CREAM UNITE!

SUMMER SQUEEZE LOW ALCOHOL **BIG FLAVOR!**

JUL/AUG 2011 / ISSUE 20



www.thebeermag.com

POTATO SALAD
A CLASSIC
GONE WILD

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BEER REVIEWS
Drink 'em, Love 'em

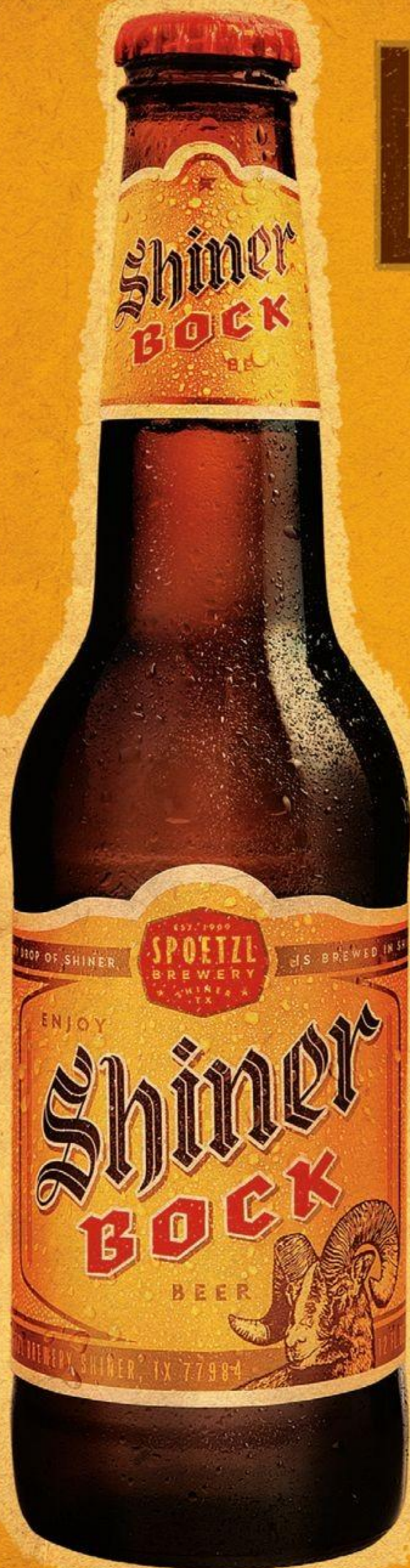


get a taste of

SUMMER



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IF WHAT YOU'RE
LOYAL TO IS

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Beer

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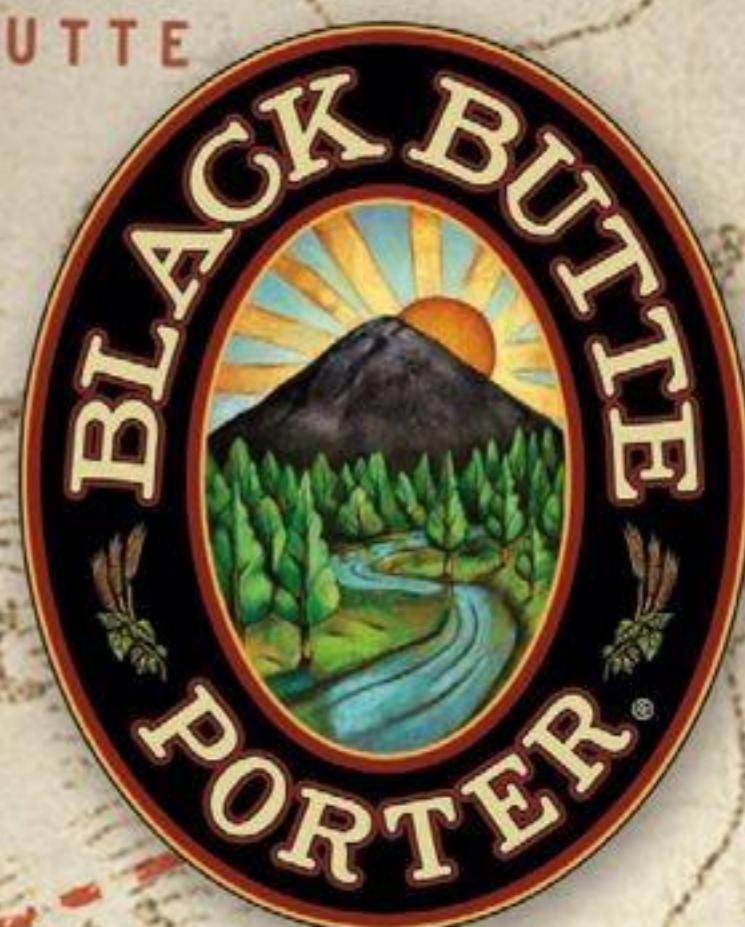
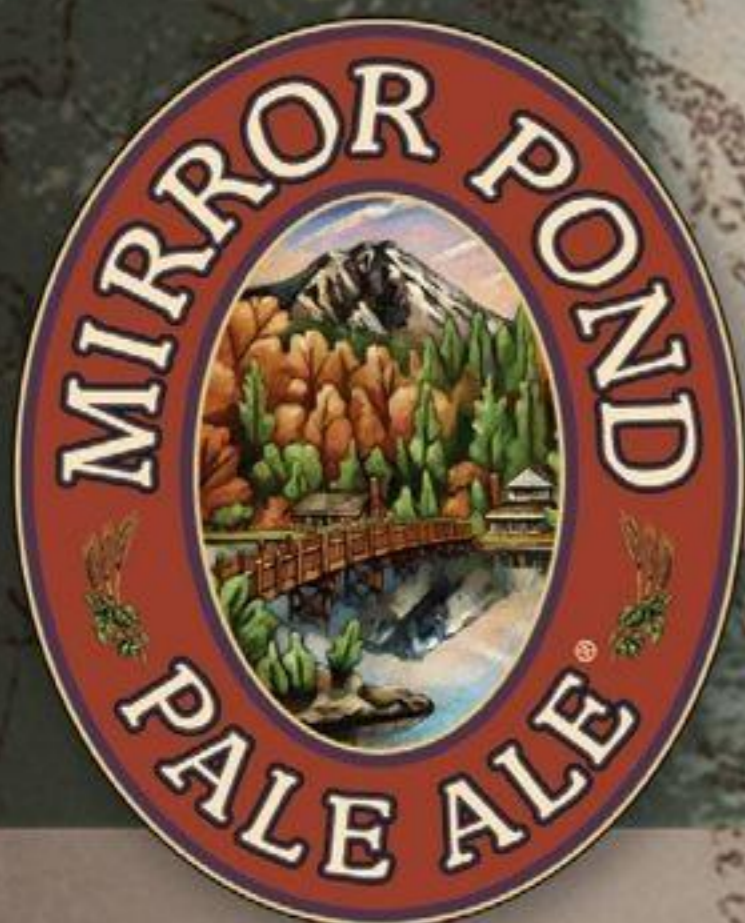




We'd like to buy the world a beer.

CAN CRAFT BEER TAKE OVER THE WORLD?

There are always jokes about size.¹ Fun size, bite size, the right size, and the wrong size. In the craft beer community, it's sometimes thought that the size of the brewery makes a difference in the quality of the beer. That really doesn't make much sense to me. Every year the "craft" industry has chipped away at the overall market. They steal a percentage here, a few tenths there, and we're still not even near being 10% of the market.<



OUR BEERS ARE ALL
OVER THE MAP.

HOW PERFECTLY
Newberry Crater
ROAD-TRIP.

Around here, nature tosses us something jaw-dropping at every turn. Which we, in turn, honor with namesake beers. As a bonus, road trips don't get any better than our epic beer-to-beer "Landmarks Trail". Wet your whistle with a filmic glimpse at DeschutesBrewery.com/landmarks.

BRAVELY DONE



Green Lakes

DESCHUTES
BREWERY
= ESTD BEND OREGON 1988 =

BEER MAGAZINE **ON THE MOVE**

We take beer seriously here, and over the past few months we've been to a bunch of festivals to help support the industry, meet new subscribers, and taste some beer. Here are a few places that *Beer Magazine* made an appearance at.

Everybody loves free shirts!

Hamilton's Tavern Shipyard Brewery Festival

Hamilton's Tavern is one of *Beer Magazine's* favorite spots to have a beer and hang out. Located in the heart of San Diego beer culture this bar is awesome. What could only make it better is that every year they team up with

Shipyard Brewing out of Portland Maine. Shipyard brought 18 of their beers that they sold for \$5 for the first pint, and \$3.50 after and also overnighted 125 live Maine lobsters to give away during the event. If you haven't put this event in your planner yet, it's time to check the website and see when it's happening next year.

www.hamiltonstavern.com

www.shipyard.com





Southern California Homebrews Association Festival

Location: Ojai, California

Southern California is packed with home brewers and one of the biggest gatherings of home brewers and home brew clubs in the area is held at Lake Casitas in Ojai, CA. This one-day event hosted about 1,500 home brewers where each club shows off its skills to other home brewers. You have to be a member to attend, but if you're serious about brewing beer, you can get a membership and try interesting beers and talk home brew all day. We had a booth there where we sold subscriptions, and contributor Jason Castonguay poured his American Special Bitter (ESB with American homegrown hops) for anybody who wanted a taste (and it was one of the best beers we had that day).

www.calhomebrewers.org



Hangar 24 Home Brew Pro Am

Location: Redlands, California

Many breweries hold what they call a Pro Am competition which is basically a contest for local home brewers. This second annual Hangar 24 competition allowed one lucky winner to get his beer brewed to be sold locally and entered into the Pro Am competition at the Great American Beer Festival. Derek volunteered to be a judge and helped with two categories: smoked and wood-aged beer and porters. None of those beers won best overall, but it was great to help out at the event. Learning to judge beer isn't easy, and if you're interested, talk to your local brewery and see if they have similar events. They are fun, educational, and a chance to try lots of local home brews.

www.hangar24brewery.com



We think beer judging should be like the Olympics!

DO

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THE
HOP CZAR
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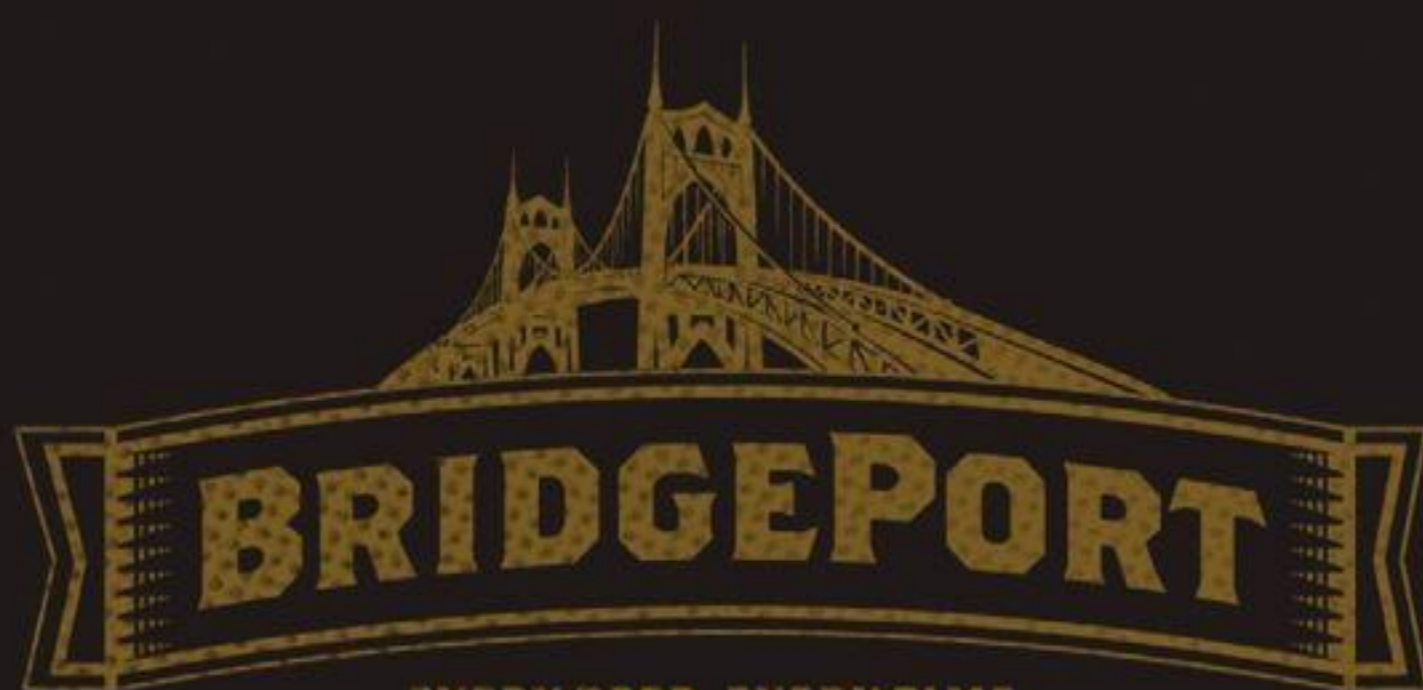
FORMULA | IMPERIAL INDIA PALE ALE

**DOUBLE
FERMENTED FIST**

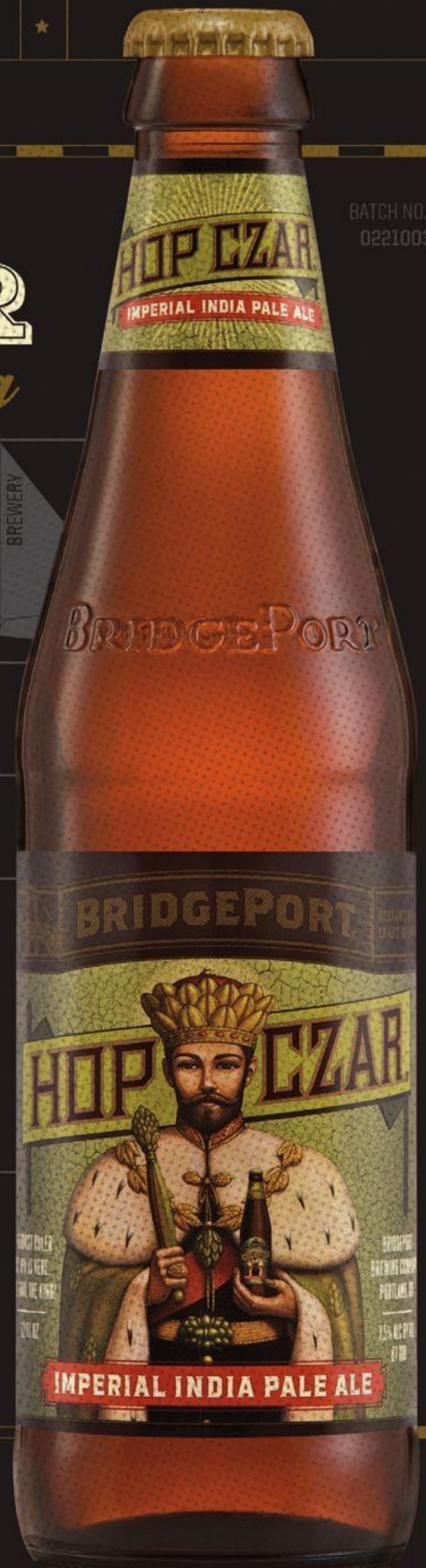
LONG LIVE THE HOP CZAR

**LONG LIVE
BEERVANA**

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SINGLE-HOP SERIES BOSTON BEER

If you haven't flipped to the Beer of The Month yet, you probably don't know that Sam Adams released a "dream pack" of IPAs that have an IPA and then 5 additional beers that are all made with the hops used in that beer as well. It's a deconstruction experiment that we absolutely love and

encourage more breweries to experiment with and release to the public so we can learn. Their experiment brewed all the beers with the same weight of hops so you can experience what the hops bring to the beer with the weights all relative.

www.samadams.com

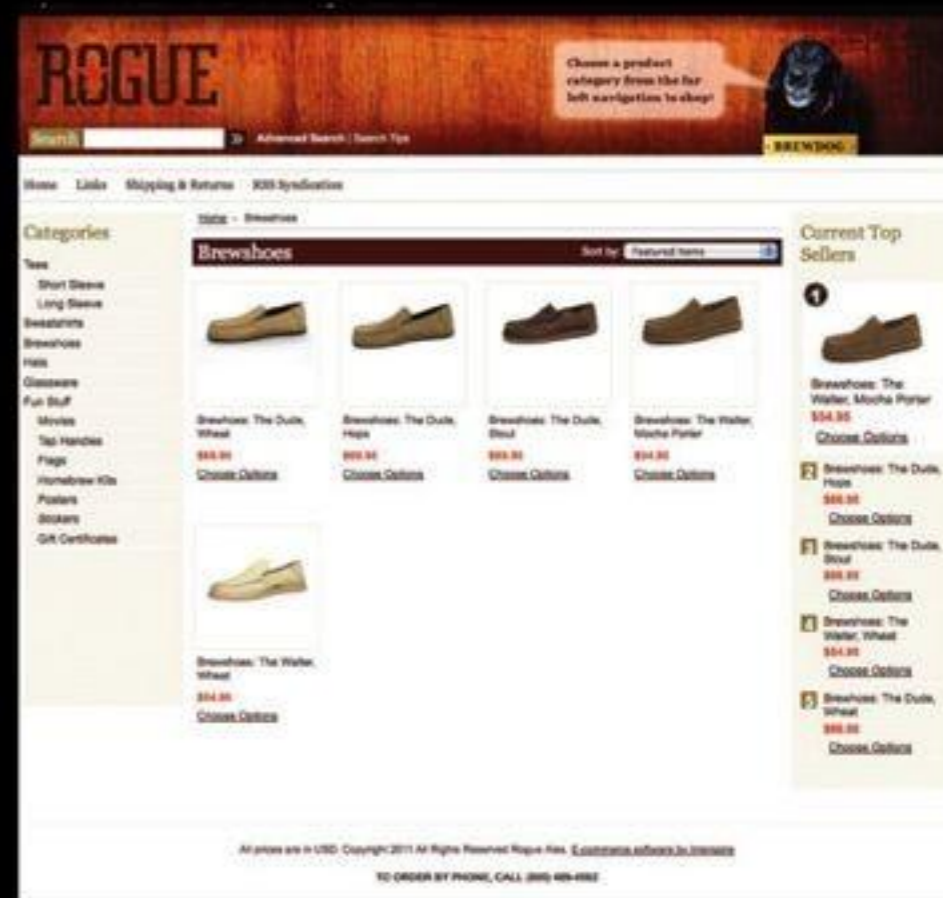


We have lost our shoes while drinking so maybe that makes sense to sell shoes?

BREW DOG

While not adding Viagra to beers, Brewdog also was on a single-hop kick and released four beers all single hopped. Unfortunately, they weren't available here in the U.S., but we got to sample them anyway and thought we'd try to get them to release a 4-pack here. The twist that Brewdog used was to brew them all to 80 IBU's so you can experience all four hops varieties at the same level. We cannot get enough of this kind of stuff. Good beer, and you learned us somethin'!

www.brewdog.com



BREWSHOES

Or as one of the typos on their page says, Brew-hoes! It's hard to understand what merchandizing does for companies, but in this case we are sort of confused by this tactic. Rogue recently introduced these stylish shoes, which we guess their brewers wear. If you want to roll, brew, or lounge in Rogue gear, these shoes might just be for you.

www.rogue.com

BONER BEER?

Brew Dog isn't afraid to push the limits of beer and marketing. You want a beer served from a dead animal? No problem. You want a beer that gives you wood? Well, apparently the crazy Euro brewers created that option. The "Royal" wedding was all over the news, and it seems way too many people were fascinated by this, with companies making special release items and sending it over to the couple. To help the "little prince" go "soldier straight" they brewed a beer with herbal Viagra, chocolate, goat weed and "a healthy dose of sarcasm." If beer goggles weren't enough, now there will be 1,000 (only 1,000 bottles were produced) crazy beer drinkers walking around for 8 hours sword fighting. The first 40 bottles contained real Viagra, but for obvious legal reasons couldn't be sold, so the next 1,000 had herbal Viagra added instead.

www.brewdog.com



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> www.artisanalimports.com

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BELGIAN STYLE TRIPEL, GOLD

European Beer Star 2005

S^t Feuillien SAISON

WORLD'S BEST SAISON

World Beer Awards 2009

SÜNNER KOLSCH

SILVER

Australian Int'l Beer Awards 2009

MEANTIME

LONDON & COFFEE PORTER

WORLD'S BEST PORTER

World Beer Awards 2009

COFFEE BEER CLASS, SILVER & GOLD

World Beer Cup 2008, 2006

Urthel SAISONNIÈRE

EUROPE'S BEST SEASONAL PALE ALE

World Beer Awards 2010

OMER.

BELGIAN STYLE STRONG ALE

GOLD

World Beer Cup 2010 and

European Beer Star 2009



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RANTS & RAVES

HERE'S YOUR CHANCE to tell us how you feel. Hate us? Love us? We want to hear. The world wants to hear. Send your comments, suggestions, poems or toasts to derekb@thebeermag.com



Dear Beer Mag...

My name is Bailey and I am a pitbull who greatly enjoys your magazine. I like to have a beer every once in a while, even when my owner isn't watching me. Anyways, I wanted to send you a letter and a picture of me drinking my favorite beer on my 3rd birthday. Its the Flying Dog's Snake Dog IPA. Keep up the good work *Beer Mag*. I'm looking forward to the next issue or at least when my owner lets me sniff it.

Sincerely,
Bailey



FOR PLEASURE

I just finished reading my May/June issue of *Beer Magazine*. I thought it was great, but the letters in the "Rants and Raves" section made me mad. There was a letter from someone complaining about the grammar and another from some chick all up in arms about how women are represented in the magazine.

So, as a woman with an English degree, I just want you to know neither of these things bother me. First, I enjoy reading your magazine because it is entertaining, has great information about beer and has a sense of humor. I don't care about the grammar. If I wanted some stuffy pretentious magazine I would buy *Draft* ... haha, just kidding. I am buying a beer magazine, not a literary journal.

Second, I know that sex sells. So, if putting hot chicks in your magazine helps sales, then that means more *Beer Magazine* and that makes me happy.

So, keep up the good work and I can't wait for my next issue.

Thanks, Molly Tyler



I'M DIRTY. WASH ME

Hello, Derek! After reading a couple issues where you've had to defend your position regarding the sexy ads and the general theme of your magazine, I just had to respond. Here's my take on the subject. Feel free to publish it if you want. (BTW, I'm a marketing and advertising professional, so if you want me to help you copy edit your material, let me know.)

Title: **SEX SELLS**

Sex sells. Damn straight! Beer brewing is more than just a hobby; it's also a business. And business is business.

When you see sexy-looking women and men in a television beer commercial or print ad, who is offended? Obviously, the advertiser is not offended, nor are the models who appear in the ads, or the majority of the beer-drinking public because they continue to buy the product (beer) and watch the programs on TV (e.g., Super Bowl, etc.)

Anheuser Busch knows a thing or two about marketing beer to the general public and in my opinion, they don't seem to care about the subjective "moral opinions" of those outside their marketing/advertising demographics, as many of their marketing and advertising campaigns consist of beautiful women in swimsuits with sexy suggestive themes.

Those who are offended by sexy, scantilyclad women in television beer commercials or print ads in magazines represent the minority of the beer-drinking public. In my opinion, they are probably the sexually frustrated prudes of the world who grew up believing sex was "dirty," and seeing a woman in a swimsuit in an advertisement (OMG!) was obscene. Don't waste your time with them; they are not your target audience anyway. You can't please all the people all the time about anything so you might as well please the majority, because that's where the business is, and BEER magazine is a business.

Thank you, Derek, for holding your ground. I love the look, style, and theme of BEER magazine and I'm sure a lot of your readers out there feel the same. Compared to other industry magazines, it's deliciously refreshing to see "good-looking people" in BEER magazine with a bottle or glass of beer in hand, promoting different brewers' brands, stories, and enjoying what all us beer drinkers love to do.

Thanks for listening.

Cheers!

Rick Richards

Los Angeles, California

I could fill these pages with emails that complained about the letters from the last issue. Some were "nicer" than others from those people who decided the magazine wasn't for them. I don't want to go back and forth every issue debating if people like the magazine, or if we make mistakes. I've always been pretty honest with all my projects. I will never be perfect, and not everybody likes me. I'm okay with those things and often other people are offended by this attitude of mine. I do know that if we made a "women's magazine about beer" that there would be no complaints, but that's not what we are, what we'll be or where we'll go. We have lots of women readers of all ages, and when we attend events even I laugh at the wide range of fans we have. I'd like to point out that it's my goal to become better at what we do. So that does mean we are trying to fix our broken bits, and make things better. But please remember we are not some huge company with an endless bank account to throw money everywhere. We're a craft beer magazine that is well liked and can be much bigger (we are watering and miracle growing our bank accounts to help). So I'd like to say thank you to all of you who emailed in reply to those last emails. They don't bother me, but it is much nicer and ego-boosting to get emails that love the magazine rather than ones that try to insult my dogs.

I'm always reading your emails and discussing beer, the magazine, or anything with our readers so if you feel the need to tell me my dogs are ugly just send me an email derekb@thebeermag.com

—Derek, grammatically unfunny



HEY EAST COAST!

Derek, excellent magazine, just saw a copy for the first time at my beer distributors. I have been in pubs since I was in high school (I mean publications...not just bars) and worked in the publishing world. I know excellent. Love your magazine...and the humor.

I particularly liked the Neon Beer Sign piece. Having a technical background, I appreciated the analogy to communicate the point accurately and with humor. Magnificent photography too.

Keep us East Coast people in mind...we love beer. Pennsylvania is a beer state. I live 40 miles from Yuengling and drive past the former Shaffer Brewery in Trexlertown (where Sam Adams is legend?? to be made now). We have a great beer history here: Stegmeier, Horlacher, Rolling Rock, Iron City (OI Frothingslosh), Jones, Duke, Schmits, Ortleibs, to name a few.

Mike Migliaccio
Sunbury, PA

Mike, thanks for noticing the article on Neon. My goal with the magazine is to include articles that are interesting, fun and pretty to look at. In this case Neon signs fascinate me and are beautiful works of art. So it's nice to see somebody else shared my strange obsession with glowing gas.

As far as East coast love, since I'm from Connecticut I've always had a soft spot for breweries out there and wish more would come to me to discuss what we can do for them. If you go to any brewery, tell them they should contact us and get us some beer to sample. We'll get out there and get some beer soon, Philly is calling our name.

—Derek

NOW YOU KNOW SUMMER HAS ARRIVED.



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Sometimes people talk to their beer, and sometimes that beer will answer your questions. If you're one of those people who don't hear the beer talk back, but want to know the answer to your questions about beer, this is the column to turn to. Ask Beer is where you get to ask a question and receive an answer without looking like the crazy person at the end of the bar. Got questions?

Email AskBeer@thebeermag.com

Fun Fact- Derek's sister was the first to notice his nipple/



Q: CAN HOPS REALLY MAKE BOOBS BIGGER?

A: If we think stuffing hops into our significant other's food every day is going to make the bra size climb the alphabet, you might want to stop now. But there is some truth to that statement because the hops plants contain phytoestrogen, which technically is a female hormone that's partly responsible for breast growth. There are lots of health benefits from the hops plant, but the magical breast enlarging quality would happen only if you ingested large quantities. Since most men seem to enjoy extra-hoppy beers, that might explain the sudden increase in sales of manssieres. Not to mention that beer can have some significant calories in it, and gaining weight also makes for bigger man boobs.

SOMEBODY TOLD ME THAT MY FAVORITE IMPORTED BEERS ARE OFTEN NOT IMPORTED AT ALL, BUT ARE BREWED HERE IN THE USA; IS THIS TRUE? AM I BEING TRICKED? ARE THEY THE SAME BEERS?

You're not being tricked, but some may feel it's a bait and switch tactic. Truth is, beer may be very cheap to produce, but overall, shipping it can drive its retail price skyward. Since beer is pretty heavy, getting it here from all over the world isn't very cost effective, or fresh either. So some of the brewing companies started building breweries in the bigger markets. This way, your beer is fresher, and it doesn't sit on a boat as it travels around the world. These breweries can also go to great lengths to ensure that the beer tastes exactly the same. Often they do blind tasting and even certify the breweries producing this imported beer that is now made in the USA. While purists may not like this and may scream that they can tell the difference, we don't think it's that big a deal. Lots of our favorite imported cars are built in the U.S. for this reason, so if they can create that same imported beer locally and save you money, do you really care any more?

WHEN I DRINK BEER THAT HAS FRUIT FLAVORS, DO THEY REALLY USE FRUIT?

Lots of beers have used fruit as an ingredient, but many also use essential oils and additives to add flavors or aromas to beers. There are lots of breweries that do use the actual fruit in their beers, but if you think about the seasons, fruit isn't available all year round even though the beers may be. Look for the beers that say they use actual fruit.



WHY DO SOME BEERS HAVE THE ALCOHOL PERCENTAGE PRINTED ON THE BOTTLE AND OTHER DON'T? I LIKE TO KNOW THE PERCENTAGE I'M DRINKING SO I CAN KNOW HOW MANY I CAN HAVE, OR DECIDE ON SOMETHING LIGHTER.

Beer label laws are still pretty antiquated and often don't make sense. The general consumer isn't buying beer solely for the alcohol, and some of us responsible types actually like to know how much alcohol we are indulging in (because some beers can taste light but have high percentages of alcohol). Breweries sometimes leave it off so you don't know you're drinking lower ABV, and some states might not require it to be on the label below a certain level. You'd think in this day and age we'd be smart enough to make it a standard. We know how many calories we're stuffing in our beer holes at McDonald's now, and we should know similar information for every beer.

Hey we don't want to make sense here.

HERE'S TO YOU

What's better than reading about beer? How about reading about you? This is where we will feature our readers love of beer. Want to see Yourself in HTY? Send your request to YOU@thebeermag.com

words: You photos: You

Submission must include a high-resolution



NAME: Sean P. Mahoney

AGE: 28

OCCUPATION: Freight Operations Supervisor

ALE *Potato Salad*

BEER & POTATOES

recipe: Brein Clements photos: Derek Buono

This is a family recipe that I have tweaked to include beer. At The Salted Pig, we use this recipe to accompany our grilled brats. However, it is good with just about anything, especially as we get into summer BBQ season. You'll notice that it is a variation of a German-style potato salad, but with a bit more sweetness. Eat it as a meal or to accompany any type of meat.

Hey Brein used bacon again!

PREP TIME: 1 Hour
COOKING TIME: 45 Minutes
DIFFICULTY: 3
SERVES: 10
STOVE TEMPERATURE: Medium-Low
SUGGESTED BEER: Anything, really



Ingredients

10 lbs. Yukon Potatoes, cut evenly into a medium dice

2 lbs. Bacon, cut into small chunks

2 Brown Onions, medium dice

1/2 Cup Sugar

3/4 Cup Cider Vinegar

1/4 Cup Beer

1/2 Cup Water

3/4 Cup Grain Mustard

Salt and Fresh Cracked Black Pepper to taste

Serves 10

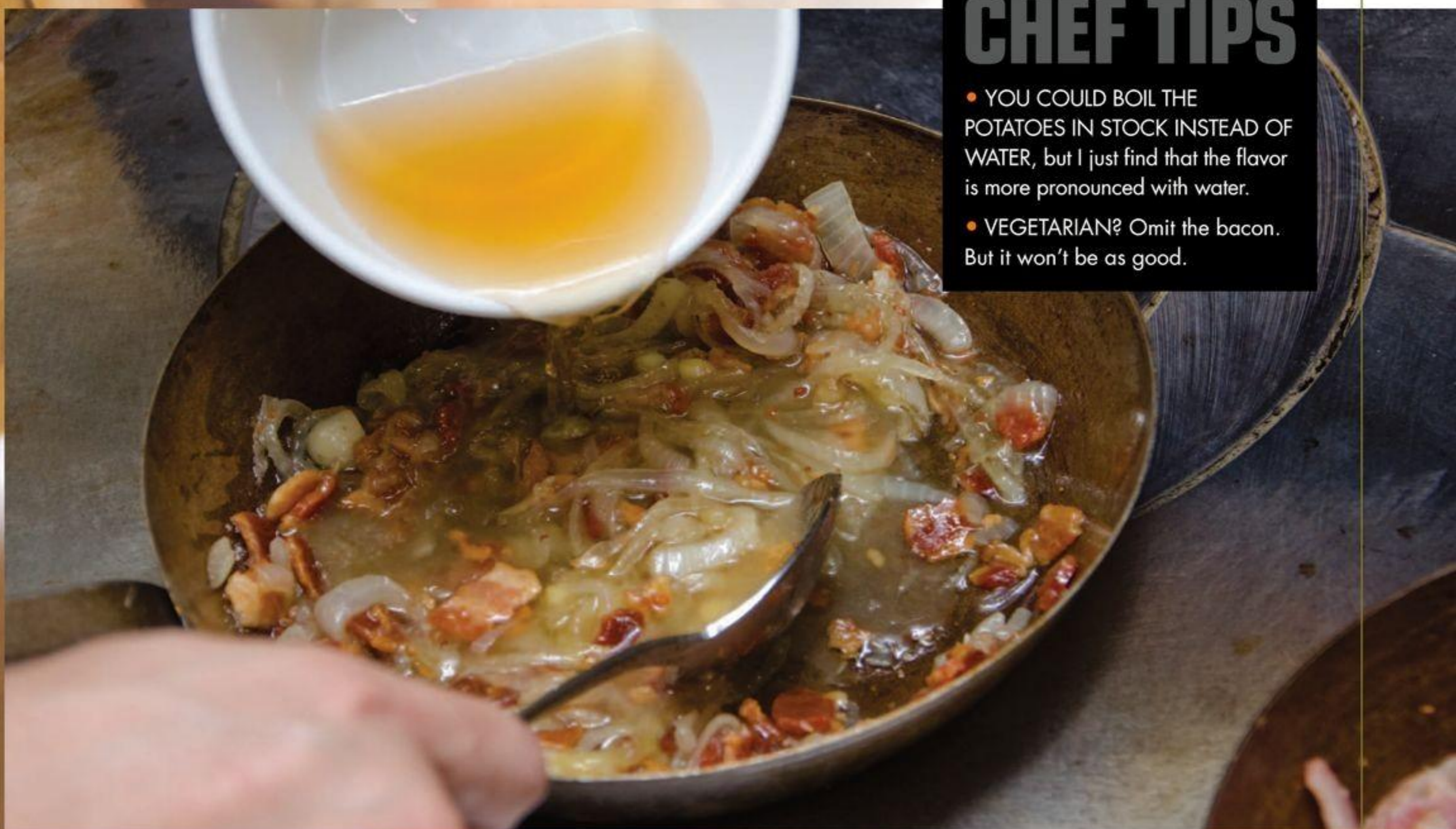


TOOLS

- Deep pot
- Knife
- Cutting board
- Large bowl
- Shallow sauté pan
- Wooden spoon

CHEF TIPS

- YOU COULD BOIL THE POTATOES IN STOCK INSTEAD OF WATER, but I just find that the flavor is more pronounced with water.
- VEGETARIAN? Omit the bacon. But it won't be as good.





Big bowl of potatoes and a giant beer.



The Method

1. Cook potatoes in salted water until tender. Drain and reserve.
2. In a sauté pan, render bacon until crisp and all fat has been drawn out.
3. Remove bacon from pan and reserve fat. Add the onion to the fat and sweat until tender. Return bacon to onion mixture.
4. Add sugar to the mixture and cook until bubbly & melted, but colorless. Then add the vinegar and allow to cook off for 10 seconds, then add the water, mustard, and beer. Season with salt and pepper.
5. Place the potatoes in a bowl and add the sauce. Gently mix and season to taste. Keep warm.



Who doesn't love potato salad? Even a bad potato salad is good, but when you make one like this you'll be the star of a party, BBQ, or a lazy Sunday lunch. The side dish that makes people happy is usually beer in our opinion, but a nice potato salad will make any party feel more like a family style affair. ☺

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jenn@marinbrewing.com



Session
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ANATOMY OF AMERICAN AMBER ALE

Everything is better when it's "American."

THE RED-HEADED STEPCHILD OF BEER

words: Brad Ruppert photos: Derek Buono

Often overlooked in favor of its sexier siblings, the Red Ale is making a huge comeback and giving the Pale Ale and Stout a royal boot to the Cadillac grill. It was there in the beginning when the microbrew revolution fired up its massive steam engine, but it seemed most people overlooked the fantastic balance between malty sweetness and hoppy bitterness of the Amber and instead turned their attention to the Pale Ale and IPA. Hop lovers continue to push the boundaries of the bitterness unit, but some amazing Reds have been popping up, such as the Ginger Twin of Two Brothers Brewing in Chicago and Hop Head Red from Green Flash in San Diego. Some breweries have harnessed the power of this fire-croched beer and made it their flagship. While a select group gravitates toward the ever-changing extreme beers, almost all beer lovers can appreciate a killer Red.

HISTORY

When the microbrew revolution first began 30-some-odd years ago, it seemed pubs were opening up all over the place and all you needed was a kitchen and the standard three: pale ale, amber, and stout. The pale ale provided the shock factor, it was extremely bitter for those times and opened people's tastes to a little-known ingredient called hops. The stout provided the visual awe; it was a dark-chocolate color and tasted like coffee. The amber was the perfect balance between malty sweetness and hoppy bitterness and got its name from the reddish hue imparted by the barley. Though it seemed easy to open a brewery at first, the harsh reality set in when brewers realized they had to make well-balanced ales to keep their customers coming back. While Sierra Nevada was making Pale Ale a household term, Mendocino Brewing was cranking out its Red Tail Ale and flooding the West Coast with an amazing amber beer.

THE INGREDIENTS:

Despite the Amber's incredible flavor profile and ginger appearance, it relies on four simple ingredients that when combined can turn a freckled little punk into a glowing red beauty.

The foundation of a Red Ale starts with the purest of water collected by gnomes high up in the mountains who carry buckets full of the refreshing goodness down to the brewery. Malted barley is the second most abundant ingredient and is used to ensure that the red carpet matches the drapes. While the barley gives her that sexy sleek appearance and sweetens her honeypot, hops are used to tone her body and mold her into a supermodel by adding just the right amount of sassy bitterness. The final ingredient that puts the fire in her thighs and turns sweetness into alcohol and bubbles is the yeast.

WATER: Perhaps not the most recognized ingredient, water contributes to many underlying properties of the Amber ale, including mouth feel, aftertaste, and drinkability. Prior to understanding the effects of pasteurization, drinking water was like sitting across the table from Christopher Walken in "The Deer Hunter." If you were lucky, you walked away with a mild case of stomach cramps. If not they were fitting you for a box and throwing dirt over your ugly mug. Amber ales originated in northern Europe, and back in those days, it was acceptable to toss your dead or rotting granny into the pond that the villagers drank from. So it's no wonder that people got violently sick from drinking water. In lieu of water, people turned to beer as a safe alternative and served it with every meal. Nothing beats a lovely amber ale with your porridge before heading off to tend to the crops.

YEAST: Just as the lioness settles upon the plain and feverishly mows down any gazelle that crosses her path, the yeast eyeballs its prey (the sugars) and shows no mercy once unleashed into a pot full of wort (sugar water). Yeast has an insatiable appetite but can be cowed by a bit of stage fright, caused by environmental variables such as temperature and overcrowding. Too hot or too cold and the yeast retracts its fangs. Too many friends or not enough friends and the yeast throws a temper tantrum, which has an adverse effect on the beer. Provide the yeast with a little encouragement, the way a fluffer does on a porn set, and she's ready to spread her love and turn your wort into beer. A common example is the American Ale Yeast strain 1056 by Wyeast or the WLP001 California Ale Yeast by White Labs.

BARLEY: A meal in a mug or a liquid lunch, the Amber Ale gets its nutritional value and glowing radiance from the two-row malted barley. The enticing aromas of a bakery are just as intense for beer lovers at a brewery during the day of brewing, thanks to the malted barley. Steeping the grains in hot water and bringing them to a boil in the magnificent copper kettles can draw a crowd of guys like a girl revealing "Oops... I'm not wearing any panties." The barley used in brewing beer comes in multiple flavors and aromas but is characterized by the rows of kernels that grow up the stalk: 2-row or 6-row. The Amber ale is comprised of 2-row pale malt along with crystal malt to give her that ginger color beer drinkers love to ogle.

HOPS: Just like Mick, Rocky's personal trainer, hops tone and shape the beer, providing balance and character. "You're a bum Rock!" Hops contain a powdery yellow substance known as lupulin that is extremely bitter but is required to counteract the sugary sweetness provided by the malt. Hops grow on a vine and are harvested once they reach the flowery green pine-cone like buds at the peak of the season in August. Growing hops requires a very dry, desert-like climate, so what better place to find them than the "Palm Springs of Washington": the Yakima Valley. Some typical hops used in Amber Ales include Tettnang, Northern Brewer, Saaz, or Willamett.

Anybody notice Gnomes collect the water for amber ales?

THE PROCESS

Making the illustrious Red Ale is quite simple. Just get yourself a Slap

Chop, fill it full of warm water, toss in some crushed barley, sprinkle in some hops, add a pinch of yeast, and chop that m.f'er up. Give it a good couple of whacks, and pow! You're all done. Well—it might be a bit more complicated than that, but in its simplest form, you are taking crushed malt, steeping it in warm water, boiling it in a kettle while adding hops to it, and then adding yeast after it has cooled to room temperature. Store it at about 70 degrees for two weeks for fermentation and holy dog shit ... you've got beer.

What styles do you want to learn more about?

VARIATIONS

The American Amber Ale is a spawn of the Pale Ale, yet it leans more toward the malty side and has a characteristic amber hue. So, like the cheese, it stands alone. Pale ales originated in England, and the hops used in English Ales are often much tamer than what we Yanks have grown to love. Irish Red Ales are a common example of what Europeans may be used to, but they are easily distinguishable by a milder taste and aroma compared with Americans Reds. From an unofficial standpoint, American Amber Ales could be broken into three categories: Hoppy Reds, Imperial Reds, and original Amber Ales. The Hoppy Red, as the name implies, is much more bitter than the standard variety, and the Imperial has a bigger set of balls, with alcohol by volume in the 9% and higher range.

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CHARACTERISTICS

APPEARANCE >

Quite possibly one of the sexiest beers on the market today is the Amber Ale because of its vibrant red glow and amazing visual clarity. Like a stunning redhead, she draws the attention of onlookers and causes beer drinkers to say of her, "I'll take whatever he's drinking" while pointing to the Amber Ale. The Pale Ale is truly pale in comparison and the Stout, while dark and exotic, can't hold a candle to this fiery seductress. The Red Ale comes with a solid off-white head and is highly sustainable during its period of consumption. American Ambers also have a fair amount of carbonation that contributes to her spark.

SMELL >

With a caramel smoothness and earth-like maltiness, the Amber Ale is the epitome of balance between harsh and smooth aromas. Not nearly as hoppy as the IPA and without the roasted or chocolaty fumes of the porter, the Red Ale lends itself to a mild sweetness and somewhat citrusy note. Light and pleasing to the senses like a blooming rose, the Amber entices the beer drinker and draws him in for a closer look, or whiff, for that matter. Imperial Reds are often a super-charged version of the Red Ale and have a heavy hop aroma and mild alcohol presence.

TASTE >

That first quaff of this ruby red libation raises the eyebrow and confounds the astute beer drinker's senses to behold such a beer. Malty aromas entice the schnoz and prepare the palate for an initial sweetness followed by mild bitterness imparted by the hops. Some Ambers may provide a slight citrus tang which but for the most part should never overwhelm the satisfying finish. A less hoppy Amber tends to have a mild earthlike or dusty flavoring that appeals to some, while others prefer a more aromatic bitter finish.

New "styles are born every day.

SERVING



FOOD PAIRING

Break out the barbeque, folks, because the American Amber Ale is the premiere beer when stacking up the charcoal and breaking out the lawn chairs. In the land of BBQ'd meats, the Red Ale is king. The incredible balance between hops and malt pairs amazingly well with Kobe beef burgers, applewood smoked bacon, and smoldering cheddar cheese. Kicking back on a sunny afternoon, nothing beats a spicy bowl of chili, a hunk of cornbread and a refreshing Red Tail Ale. Should the weather go south on you, take the party indoors and dial up the local pizza joint because nothing flushes down some sausage and pepperoni deep dish better than the marvelous Amber Ale. Should you be a connoisseur of fine cheeses, the smoky Gouda or aged cheddar complements a Buffalo Bills Ricochet Red Ale like no other.



GLASS: Unbeknownst to many folk, the serving vessel has relatively influential properties over the beer being consumed and can often alter our perception of taste and smell. Disagree? Try drinking a beer you'd normally consume from a snifter glass out of a beer bong. Consider those beers that were worthy of shot-gunning and instead pouring them into a champagne glass. Given those visuals, it's worth mentioning that all our senses come into play when sampling a beer, including taste, smell, appearance, even our hearing. Try drinking a beer sounding an air-horn next to your head every time you take a sip or pinching your nose before drinking. All your senses come into play, and having the appropriate glass enables the beer to be adequately displayed, held, smelled, and eventually consumed. The Red Ale's vessel of choice is the pint glass, which provides adequate "quaffability," freedom of aromatic release, and plenty of visibility.

TEMPERATURE: Most bars are not equipped to serve beers at different temperatures, and more than likely they have only one setting: cold. Though this is probably optimal for lagers or pilsners, Amber Ales tend to taste and smell better when allowed to warm up a bit. If drinking from a pint glass, one might find that the beer tends to open up more on the flavor and aroma spectrum after it has been consumed about halfway. This is because the drinker's hand and the warmth of the room have brought the temperature up about 10 degrees since it was poured. Starting from a standard refrigeration temperature of 35°F, the optimal coolness for Amber ales is between 45° and 54°F. Getting the beer to optimal temperature requires patience or a little pre-planning, should you take two out of the fridge and work on them both.

COMMON AMERICAN AMBERS

21st Amendment North Star Red	Kona Lavaman Red Ale
Abita Red Ale	Lagunitas Censored Ale
AleSmith My Bloody Valentine	Laurelwood Free Range Red
Anacortes Amber	MacTarnahans's Amber Ale
Arcadia Amber Ale	Mad River Jamaica Red Ale
Avery Redpoint Ale	McMenamins Red Rover
Bayhawk Amber Ale	Mendocino Red Tale Ale
Bells Amber Ale	New Belgium Fat Tire
Bear Republic Red Rocket Ale	North Coast Red Seal Ale
Boundary Bay Amber	Odell Red Ale
Breckenridge Avalanche Ale	Pelican Riptide Red Ale
Bridgeport Ropewalk	Pizza Port Sharkbite Red
Budweiser American Ale	Pyramid Broken Rake
Buffalo Bills Ricochet Red Ale	Redhook Copperhook
Deschutes Cinder Cone Red Ale	Rogue Saint Rogue Red Ale
Drakes Amber Ale	Saranac Amber Ale
Fish Tale Organic Amber Ale	Shipyard Winter Ale
Full Sale Amber Ale	Speakeasy Prohibition Ale
Green Flash Hop Head Red	Steelhead Raging Rhino Red
Hales Red Menace Big Amber	Tommyknocker Mine Shaft Red
Harpoon Ale	Troeg's Nugget Nectar
Hopworks Abominable Winter	

STATS

AMERICAN AMBER ALES >
IRISH RED ALES >

ABV

4.5-6.2%

4.0-6.0%

IBU

25-40

17-28

(Stats are dependent on underlying base, and span a fairly broad spectrum.)

Have you "liked" us on Facebook yet?

words & photos: Derek Buono

Before I took the 12-hour journey to Nova Scotia, I can say I knew as much about the area as I do about quantum physics. I might even know a little more about the physics than I did about this province of Canada that sticks out off the East coast right near Maine. I'll also admit I probably never would have thought to visit, or even look into, the location if I hadn't been flying there to visit a brewery. This isn't just any brewery in



Nova Scotia

the area; as the craft segment grows in Canada, we might be lucky enough to get a few of the beers from the north, and Alexander Keith's Brewery has decided (with a little help from AB-inBev) to bring some of their local brews down to the states. A few fellow journalists headed up to check out the breweries, meet the brewer, sample the beer, and get a quick 24-hour taste of Nova Scotia. They may claim the Titanic as "their" disaster and have on record the largest pre-nuclear blast on record, but we're hoping it's beer that makes people stop, have a pint, and look into this small yet friendly spot just above America's hairline.



Marketing tip...death doesn't attract people.



Nova Scotia Style Ales

They are not creating new styles, just pointing out that these beers are born and brewed in Nova Scotia and you'll get a little taste of what the area has to offer. The beer is not technically going to come from the main brewery in Halifax, but is brewed in strategic locations around the country to feed 22 states the three styles coming. To ensure that the beers meet the standards of the original recipes, brewmaster Graham Kendall travels to each brewery and overseas production until the taste match is 100%. Each batch is sent back and compare to the brewery standard. This is a pretty common practice in breweries that have large distribution

Makes Beer



and volume. The three styles we were able to sample were traditional styles that offer tastes of Nova Scotia.

NOVA SCOTIA STYLE LAGER (5.4%):

Brewed with noble hops prized for their subtle, spicy character, and the beer features a deep amber color and a crisp finish with an assertive but clean bitterness.

NOVA SCOTIA STYLE PALE ALE (5.4%):

Brewed with traditional two-row malt for a full, nutty flavor with a burst of fruity, spicy, and citrusy hop nose. The beer features a deep golden color with a balanced bitterness.

NOVA SCOTIA STYLE BROWN (5.4%):

A classic, full-bodied brown ale, with hints of honey and caramel balanced with a fresh hop aroma provided by the addition of cascade hops.



We didn't get the IPA here because it's too light.

Travel Back in Time: Historic Brewery Tour

We've been on lots of brewery tours, and they all tend to be the same. This time, however, the tour of the historic brewery was more like a Disney adventure. Hired actors bring you back to the era of Mr. Keith. You get to see some of the old brewery and tools used as they sing and dance around you and encourage participation. Some may find this a little strange, but it does break the mold of the normal tour. We eventually got into the tour, but most of us think a beer or two to warm you up to the entertainment might make it easier for all to feel comfortable. Of course, there are samples to be had while you learn about the history and the beer. The tours run every 30 minutes in the summer, with 15 actors dealing with the crowds. We'll rank this as one of the more fun tours we've done.

Disney World would be much more fun if they served beer.

Alexander Keith, eh?

Most people in the USA probably won't recognize the name, but Keith Alexander is a popular name in Canada, not only because the beer is now available Canada-wide but also because he arrived in Nova Scotia to partner with the local brewery, eventually buying it out in 1820 and creating the Alexander Keith Brewing Company. Keith was also mayor of the city three times and was revered as a brewer, family man, and kind-hearted guy. It's no wonder his birthday is now a great city-wide celebration.



Modern Tour

The historic brewery is functional, but not currently in use. The modern brewery is less than a mile away and boasts state-of-the-art brewing that allows Alexander Keith to create a brew that's consistently world class. The brewery itself is capable of brewing enough barrels of beer a year for the area and can supply lots of Keith fans with their brew, but to supply the 22 states in the US, sister breweries are set up to brew the beer so they taste

the same wherever they originate. To achieve this, samples are flown in for a tasting panel and each beer is compared blind to the original.

Beer and Food

Our tour of Nova Scotia also included a beer dinner for our small group at the Beer Institute, a small training facility that sits above a local pub. The chef prepared a wonderful multi-course meal, with all of the recipes containing one of Alexander Keith's beers. The dinner was amazing and the company made the entire night even more memorable.



The Tab

Traveling can be expensive, but having little parts of foreign countries coming to you in the form of food, or in this case beer, can transport you to a faraway place. Do yourself a favor and grab a Keith's and see if you like the beer. Traveling to the far eastern end of Canada might not be in your budget right now, but if you like good beer and the friendly Canadian culture, it might be a place you will want to visit. ☺

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The Apostles

A 12-Pack of the Beer World's Most Influential People

words: Jay R. Brooks

It takes a village full of brewers, beer writers, importers, salespeople, distributors, bar owners, truck drivers, grocery store managers, etc., to keep you and your favorite beers together and available at your beck and call. What the beer landscape we all see today looks like is due in no small part to a handful of individuals whose influence is still being felt more than three decades after the first welding torch sparked up to build the first microbrewery in Sonoma, California.

That first microbrewery, New Albion Brewery, was incorporated 35 years ago come October 2011. In a sense, that date marks the beginning of what was then called the “microbrewery revolution” and today we call “craft” beer, encompassing both great American beer as well as better beers from around the world. There were people before that autumn day in 1976—and many more after it—whose foresight, insight, and every other kind of sight made today’s beer scene possible. Some are no longer with us; some are no longer in the beer world. A few you’ve probably never heard of, while still others are now household names. Some got the ball rolling back in the dark times when you couldn’t find a decent beer; others are inspiring and influencing the beer community right now.

So, below are arguably the dozen apostles of beer whose last supper would undoubtedly be one kick-ass beer dinner.



12. PIERRE CELIS

Brewmaster, Beer Celebrity, Wheat Beer Pioneer

Pierre Celis is Belgium’s brewing rock star. He single-handedly revived a dead style when he began brewing the Belgian Witbier Hoegaarden in the 1960s. Even in a country known for iconoclastic brewers, Pierre Celis stood out among giants. He later brewed in Austin, Texas and also aged his beer in caves. His Hoegaarden became the basis for the popularity of wheat beers worldwide.

11. FRED ECKHARDT

Beer Writer, Homebrewing Supporter, Beer & Chocolate Pairing Guru

Through his support of homebrewing and the publication of “The Elements of Style” in 1989, Fred inspired countless amateur and commercial brewers and was one of the first American beer writers. He also pioneered the idea of pairing beer and chocolate. Since turning 80 in 2006, he has been honored by his hometown of Portland with an annual beer blast known as “Fred Fest.”



Of Beer

10. GARRETT OLIVER

Brewmaster, Author, Collaborator, Food & Beer Pairing Guru

Besides being the terrifically talented brewer for Brooklyn Brewery, and an early and prodigious collaborator, perhaps Oliver's biggest contribution to craft beer is his championing of beer and food together. Through seminars, tastings, beer dinners, and the publication of his magnum opus, "The Brewmaster's Table," he forever changed the way people viewed beer's relationship to food. Oliver is currently editing the "Oxford Companion to Beer," slated for publication later this year.



Carlton?



9. SAM CALAGIONE

Brewmaster, Author, Television Star, Marketing Guru

Against the odds, Calagione has built his once-tiny Delaware company—Dogfish Head Craft Brewery—into a powerhouse while maintaining its original "off-centered" sensibilities. Thanks to his many television appearances and a Discovery Channel documentary series, there are few, if any, better-known beer personalities. He's also the author of several best-selling beer books and has worked with University of Pennsylvania archeology professor Patrick McGovern to create a number of historical beers. Calagione truly has the "Midas Touch."

8. DAVE ALEXANDER

Publican, Beer Bar Pioneer

While virtually every good beer town has at least one great beer bar, back in 1957 there was only one. Founded by Diane Alexander's grandfather and father, The Brickseller in Washington, D.C. was the first bar to really focus on carrying a wide selection of beers, which in the early days meant imports. After Diane and her husband, Dave Alexander, took over "The Brick," Dave's passion for the beer built the Brickseller into the institution it became. He not only brought in virtually every craft beer as they became available, but he also began hosting educational events to teach people about beer and introduce brewers to their consumers, eventually getting the bar listed in the Guinness Book of World Records for its extensive beer list. Sadly, the bar closed last fall, but the Alexanders retained the rights to the name and still operate one of DC's other great beer bars, RFD Washington.

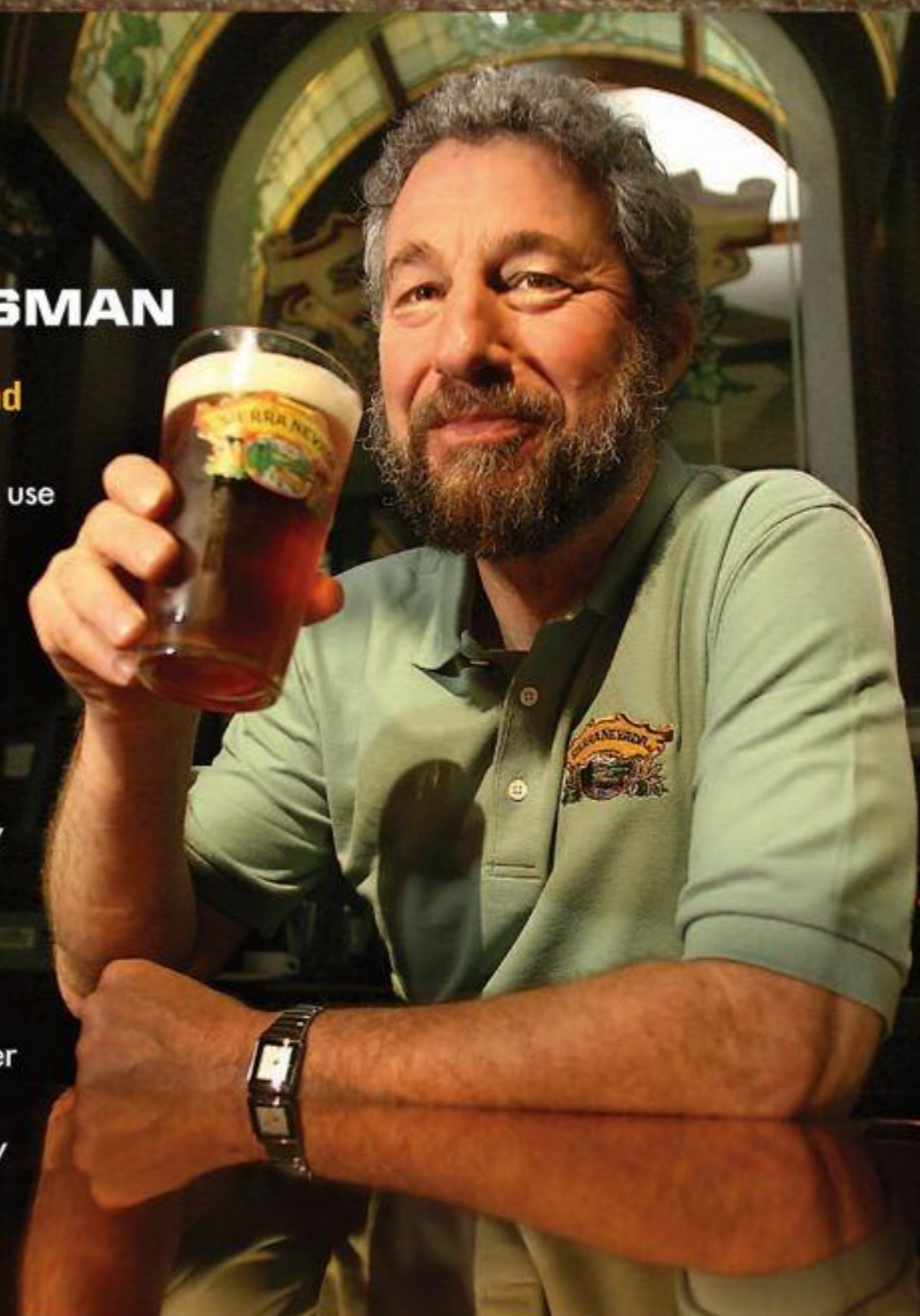


Beards are a must to make the cut!

6. KEN GROSSMAN

Brewmaster, Beer Pioneer, Leader in Environmental and Sustainable Practices

Though not the first brewery to use Cascade hops, Sierra Nevada took its signature aromas and flavors and built an empire on Pale Ale, Barley Wine and Celebration. Founder Ken Grossman has also made countless technical innovations, both in brewing and in maintaining good environmental and sustainable business practices. He has also been very supportive of the craft beer community at large and has managed to grow his company while retaining its small-company sensibilities.



7. JIM KOCH

Beer Marketer & Pitchman, Beer Pioneer

Jim Koch is without question the consummate beer marketer. He helped introduce more flavorful beer into every nook and cranny of America, taking his small brewery, Boston Beer (Sam Adams), to a nationwide distribution. With an all-malt lager, Koch convinced consumers they didn't have to settle for commodity beer that all tasted the same. Few could have predicted a decade ago that Koch's beer company would today be the biggest American-owned brewery, a remarkable achievement in twenty-five years.

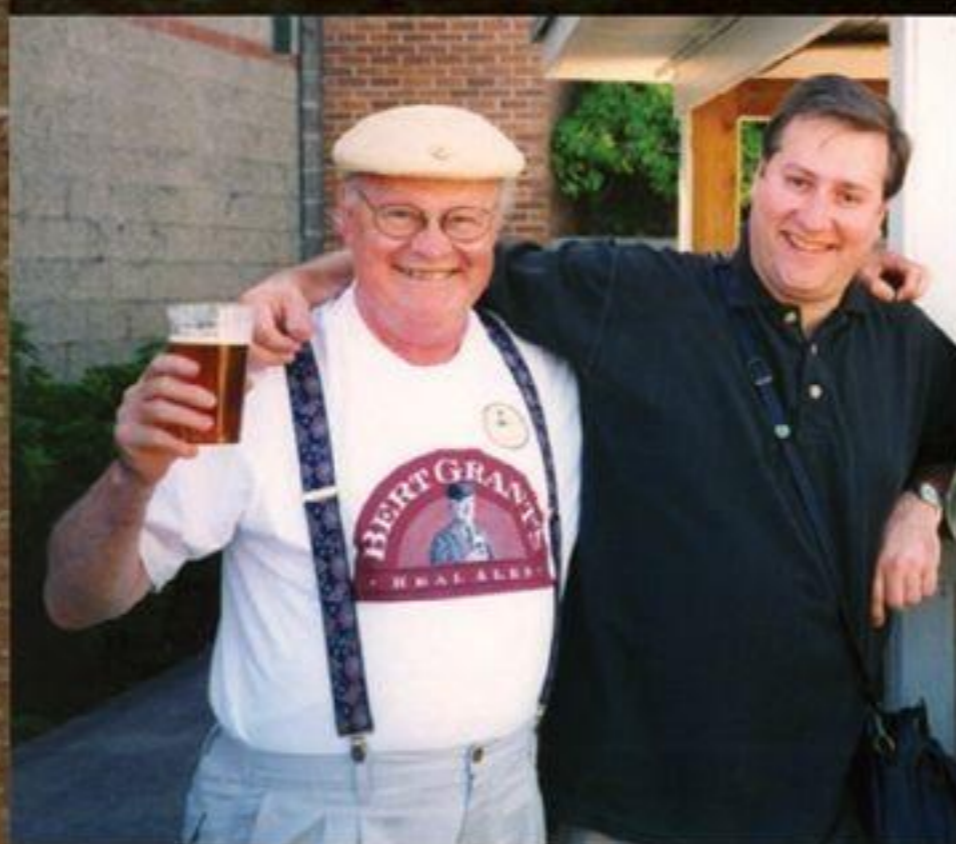




5. BERT GRANT

Brewer, Founder of the Nation's First Brewpub

Bert Grant opened the nation's first brewpub in Yakima, Washington—the heart of hop country—and challenged consumers with some of the first unfamiliar beer styles, like porters, stouts and Scottish ale. From that brewpub, the idea spread and today there are well over 1,000 brewpubs nationwide.



4. JACK McAULIFFE

Brewer, Founder of the New Albion Brewery, Father of the Modern Microbrewery

McAuliffe was undoubtedly a man ahead of his time, opening the country's first modern microbrewery in 1977, which he built himself from scratch in rural Sonoma, California. Even though New Albion lasted only until 1983, its influence was very important to many of the other microbreweries that got going in the early 1980s.

3. CHARLIE PAPAIZIAN

Homebrewer, Founder of the American Homebrewers Association, Founder of the Brewers Association, Author of the Joy of Homebrewing

Besides inspiring a homebrewing explosion with the publication of his "Joy of Homebrewing", Charlie Papazian founded the American Homebrewers Association, the Institute of Brewing Studies and the Association of Brewers—which today is known as the Brewers Association—and is the largest trade group for breweries in existence.



If you feel "slighted," you weren't in here there's always next year.

PHOTO © BREWERS ASSOCIATION

BEER

Floats

Next we tackle Beer and cereal.



words & photos: Derek Buono

WHEN TWO OF THE
BEST THINGS ON EARTH
ARE COMBINED

Recipes

The Monk's Kettle

San Francisco, CA

RECIPE: Chef Adam Dulye

BEER: St. Bernardus ABT 12

BEER STYLE: Belgian Quad

ICE CREAM: Organic Madagascar Vanilla

—Three Twins Creamery in Petaluma, CA

The Salted Pig

Riverside, CA

RECIPES: Elise Azevedo

BEER: Timmermans Strawberry Lambic

BEER STYLE: Lambic

ICE CREAM: House Made

Poached Strawberry

BEER: Maui Coconut Porter

BEER STYLE: Porter

ICE CREAM: House Made

Banana Carmel Rum

BEER: Buckbean Orange Blossom Ale

BEER STYLE: Amber Ale

ICE CREAM: House Made

Vanilla Bean

When you were a kid, was there anything more exciting to get than ice cream? I can still remember going to 31 flavors and ordering a cone of bubble gum ice cream with the real pieces of gum in there. It wasn't too much later in life that you might have discovered the magic root beer float. This combination was pure heaven, and contained just one word more than would later get many of us pretty excited about. Now that we are "all grow'd up" and love beer, many might have given up ice cream, or occasionally had a root beer float and maybe seen a beer float on the menu. I'll be honest: for the most part, I've avoided every beer float I've ever seen, mainly because they were served at establishments that seemed to have them as a gimmick. The recent explosion of craft beer and good food has sent a ripple through just about everything having to do with beer, and recently, I caved in and had a beer float that changed my view on this adult treat. No longer is Guinness and some cheap ice cream at a chain restaurant going to be accepted! We gathered up some examples of beer floats that will make you look at two of the best things on Earth differently.

QUALITY MATTERS

You scream I scream...Beer

One of the two components of this treat is beer, and the type/quality and amount will all have an effect on your float. Since many of the restaurants we talked to about their beer floats don't just drop store-brand ice cream into 16 ounces of beer, but instead use between 2 and 6 ounces of beer, it's okay to use some more expensive beer.

I scream...Ice cream

The other ingredient in beer floats is the actual ice cream, and we're not suggesting you use frozen yogurt or "light" cream. Lots of places used homemade ice cream with custom flavors, but some used simple, high-quality vanilla ice cream, and the common thread was to use rich, lustrous ice cream.

WHAT BEER SHOULD YOU USE?

As you can see from our sample recipes, the beer can vary a lot. The obvious choices are a thick, creamy stout/porter and vanilla ice cream, but many beer styles can be used and should work well with the sweetness that ice cream adds. We don't really suggest using IPAs or more bitter beers, but with nitrogen that might mute the bitterness some and work better than expected.

Clean the glasses before you serve!





TIPS FROM THE PROS

One of the secrets we were actually surprised that the Monk's Kettle in San Francisco shared with us was that they actually used a nitrogen-charged whipped-cream canister to pour the beer. Chef Adam Dulye told us they use the nitrogen because it makes the beer creamier and highlights some of the flavors that are often muted, or are changed when only CO₂ is used. Upon some experimentation at home, we noted it was wise to often try it both ways, as some flavors might become overwhelming or not be as appealing. You don't have to use the nitrogen but it might work better in some combinations.



KEG FLOAT

As a beer lover, the first thing you probably will do is pour a full pint and throw a giant scoop of ice cream in there. One thing we suggest is dialing back the amount of beer to about 2 to 6 ounces. This is an ice cream dish, and beer will melt the ice cream fairly quickly (more so because some of the beers are better served above 40 degrees); while the ice cream melted in the beer might be okay, we feel the ice cream should last throughout the dessert without fully melting.

PRESENTATION RULES

During our photo shoot, we tried several glasses; our least favorite was the standard pint glass. Part of the appeal of the dessert is the looks, and having something that looks good will taste better. As you can see from the pictures, we tried a tulip, wine, and pint glass, and found that the martini glass was the beauty queen. If you're serving this one for friends, use this glass and watch faces light up at the look, and faces of pleasure happen when they finally taste it.



Happy Endings

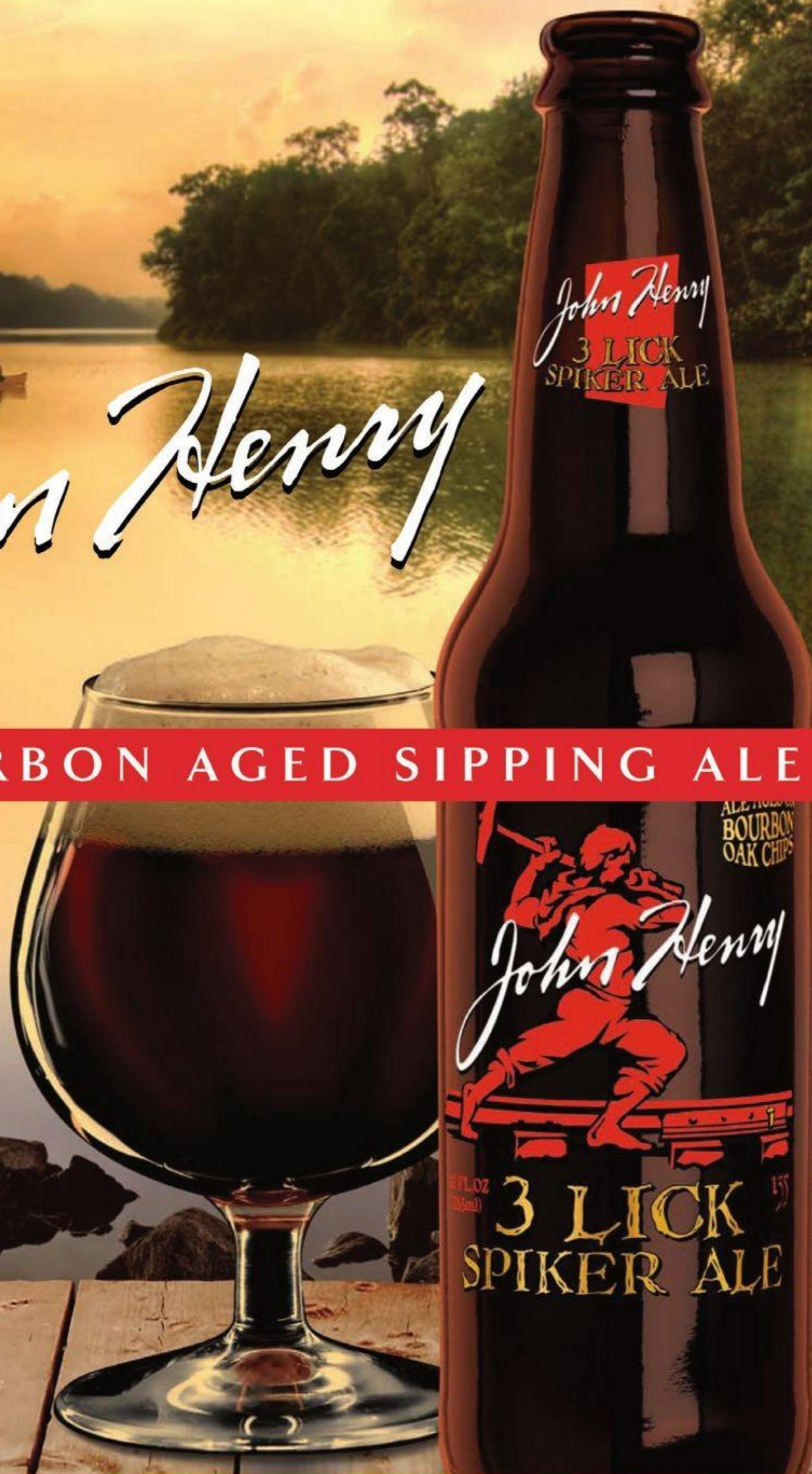
The words "beer float" make you think of a New Year's Day parade, but after a few samples of this beer dessert, that vision will quickly be erased. Don't accept people just throwing "anything" into a beer and calling it a day. As the world gets more into beer and chefs start exploring these two gifts to your stomach, it will just continue to get better. ☺



FOR THOSE SPECIAL TIMES

John Henry

BOURBON AGED SIPPING ALE



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The Others

words & photos: Derek Buono

We here at *Beer Magazine* love beer, and that love of flavor makes us enjoy a lot of other beverages as well. "Craft" isn't exclusive to beer, so each month we'll try to showcase some of the "others" in the adult beverage category. From Bourbon to Sake, it will all be here for you to read about and hopefully try.

Bookers Bourbon

Kentucky Bourbon (64.30%)

Price: \$50-60

Taste: There is bourbon, and then there is Bookers. This bourbon whiskey comes in a fancy package, but in that bottle is pure Kentucky gold by delivering a perfect looking caramel liquid. The nose is bold, hot and addictive. Drop some water in, or a cube and you'll release the vanilla, molasses, spice and even some fruity notes. The flavor delivers a Wild West type heat that makes you want to have a pistol duel, but it's balanced with caramel, vanilla and tobacco. The finish is a burn in your chest, some new sprouts of hair and a 7.5-gallon hat. Bookers is the real deal of bourbon and delivers all that it should be and more.

www.smallbatch.com



**Bert Simon Serrig
Herrenberg, 2003**

Riesling Beerenauslese (7.5%)

Price: \$20-\$30

Taste: If you haven't tried a really nice bottle of Riesling dessert wines like this Beerenauslese (hey it's got the word beer in there) you haven't lived. Not all dessert wines are syrupy sweet, and when you pour this lovely pale golden liquid in a glass you'll see it's not viscous at all. The nose is light, but you'll get some grape and fruity notes. The taste is slightly sweet, but balanced well with acidity. There are lots of grape flavors, clove, cinnamon, apricots and even apple that make this lighter ABV wine very appealing and interesting. It finishes with a nice medium length finish and really is a nice end to a meal, or the start of late night activities.

www.germanwines.com

Ty Ku Sake Silver

Jumai (15%)

Price: \$15

Taste: Sake is a great brewed beverage that doesn't get the recognition it deserves. Ty Ku is trying to bring sake a little further into mainstream. The bottle isn't traditional but many of the favors this premium sake offers are. The aroma is light and compliments it's slightly yellow tinted body. The flavor is slightly sweet with the dominant flavor being a nice rounded slight under ripe pear. The finish leaves you with a more of that ripe pear and little else. This is the low-end of the line and even at this price point it's a good drink.

www.tykyku.com

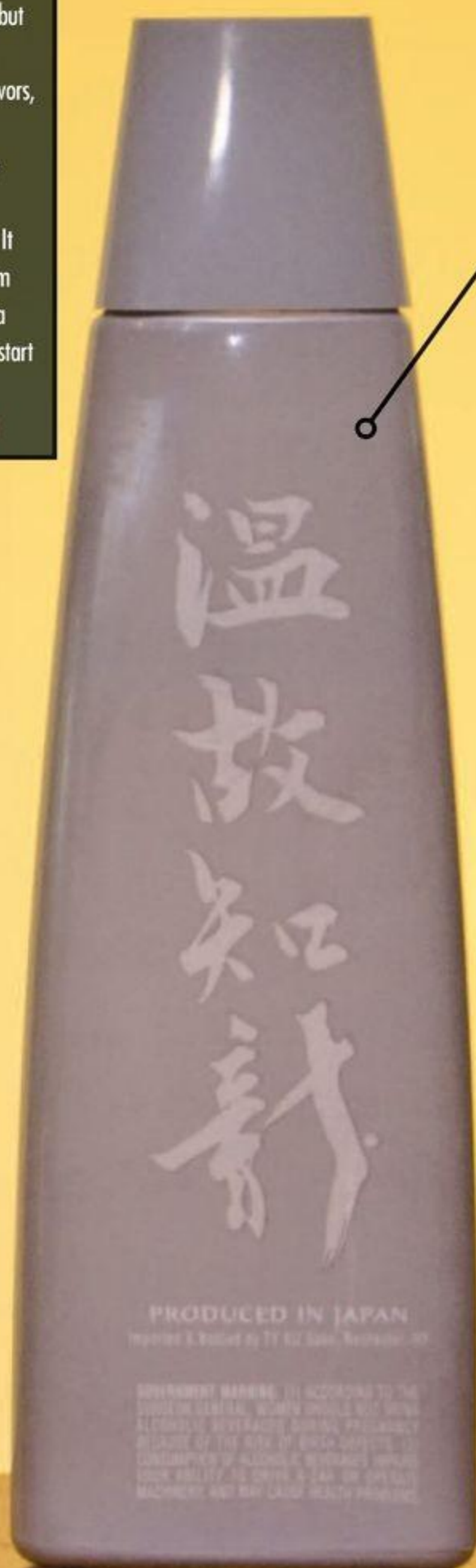
Louis Roederer Champagne

Brut Premier (41.2%)

Price: \$40-50

Taste: Take what you thought was champagne; you know the crap you drink on New Years and forget it. Once you have the real deal you'll understand why women love this stuff. Pour this light pale yellow liquid into a glass and the head almost jumps out of the glass. Pause during the pour and you'll get a perfect pour and get watch a steady stream of bubble rise to the top. The aroma is light with some pear and apple. The real treat comes once you taste. A wonderful combination of pear, green apple, butterscotch and a nice tartness all blend with a nice sharp acidity. This one taste better every sip and while it's not cheap it's worth every penny.

www.champagne-roederer.com



BREWING with WHEAT

BECAUSE WHEAT BREAD IS BORING

words and photos: Rob Sterkel

A H, WONDERFUL WHEAT! IT SUSTAINS US IN WAYS WE DON'T EVEN REALIZE. The grass originated from the "Fertile Crescent" region of the Near East eons ago. Is it any surprise that Ninkasi, the goddess of beer, was worshiped by the Sumerians of that region? Home brewers may have different ideas about what constitutes a good wheat beer, but like the Sumerians, most agree that something as wonderful as beer must be the work of the gods themselves.



BREWING WITH WHEAT

There is historical evidence to suggest that the staple grain of wheat has been used in brewing even longer than barley. It's no wonder these beers have become very popular with home brewers, from the traditional Weizen, Wit and Weisse to the ever-evolving Americanized version.

Even if they aren't making a wheat beer, home brewers are discovering that wheat can benefit a beer even in small amounts and in ways not typically associated with wheat beers. Adding wheat to a recipe helps build and retain a remarkable head on your brew.

Wheat can pose a challenge to brewers. It's harder to mash and can cause headaches when sparging. Wheat malt contains considerably more protein than barley malt, and that causes substantial haze. This is desirable in these beers, to an extent. Additional proteins can also shorten the beer's lifespan, so drink them fresh.



Wheat For Extract Brewers

Making your own tasty wheat beer isn't just limited to all-grain brewers. Wheat malt extract in syrup or dry form as well as specialty wheat grains are available. Wheat extract isn't pure wheat; it is typically a blend of wheat malt and pale malt.

If you are extract brewing, only wheat that has been malted and kilned like Carawheat can be used as steeping grains. Anything else will need at least a mini mash to convert the enzymes it contains. Mash wheat malt or torried wheat between 148°F and 156°F for at least 30 minutes.



CAN I BREW A BEER WITH ALL WHEAT?

Yes, you can. Modern malts available to the home brewer are so well modified right out of the bag that conversion is not a problem, because the wheat malt contains ample diastase to use alone.

Barley is easier for brewers to work with because of its consistency and when crushed, its husk material creates a fibrous bed that prevents the wet grain from becoming a goopy pile of glue.

Wheat, on the other hand has no husk and needs a little extra attention to prevent stuck sparges. Grist that contain more than 50 percent wheat malt tends to be sticky, and it helps to keep them on the thin side in addition to using plenty of rice hulls. Another way to definitely avoid a stuck sparge is to use a brew-in-the bag method that eliminates the mash vessel all together. A thorough demonstration of this method can be found on the 12/31/10 episode of "Basic Brewing" video.



Wheaties sucked too.



WEISSBIER OR WEIZEN

Weisse is a fairly low alcohol beer and has a target original gravity of 1.040 to 1.056. It has very low bitterness, low to medium body, and high esters as well as some banana and clove flavor derived from the yeast. Bavarian Weisse or Weizen is usually made with two base malts such as wheat malt and Pilsner or pale malt.

Hops are minimal and are typically of the noble variety (Hallertau, Saaz, Spalt, and Tettnanger). They are added at the beginning of the boil.

WITBIER

A delicate, light, but very tasty beer typically made with coriander and orange zest, "Wit" is a 400-year-old beer style that died out in the 1950s. It was, thankfully, revived by the recently departed Pierre Celis at Hoegaarden.

BERLINER WEISSE

Berliner Weisse is a low-alcohol beer that doesn't shy away from character. The flavor profile is sour from the use of lactic bacteria or lactic acid. This gives it light body and a dry, tart finish.

It's typically brewed with equal parts wheat malt and a light base malt like Pilsner or 2-Row. Again, a single addition of a noble hop variety is typical.

GOSEBIER

Wheat beer with sea salt and coriander, this has a mild spiciness from the coriander and a subtle tartness from the addition of lactic acid and the yeast strain—another style that was, thankfully, revived. Gose was knocked out of existence around the year 1516 by the implementation of the German Purity Law.

AMERICAN WHEAT BEER

American-style wheat beer does not use the typical German yeast strains or hopping methods. In fact, the whole point of American wheat beer is to avoid the typical spicy characteristics of its German cousins.

It is typically fermented with American ale yeast, giving it a neutral and clean finish. Often unfiltered, the wheat malt and yeast character is much more pronounced than in filtered beers. Hops are somewhat restrained and are seldom used as in Pale Ales. The American version of a great wheat beer may have gotten its start as a fruity gateway beer in nearly every '90s microbrewery—although that trend is changing, as hoppy wheat beers are becoming more common.

HEFEWEIZEN AND DUNKELWEIZEN

Bavarian Hefeweizen yeast strains impart banana, bubblegum, clove, citrus, and even ashy flavors. Hefeweizen is served relatively young with the yeast still in suspension, which gives it its cloudy character.

Dunkelweizen, Hefeweizen's darker cousin, is an unfiltered wheat beer brewed with Munich- or Vienna-style barley malts. These additions give it a deep, rich, barley malt character.

TYPES





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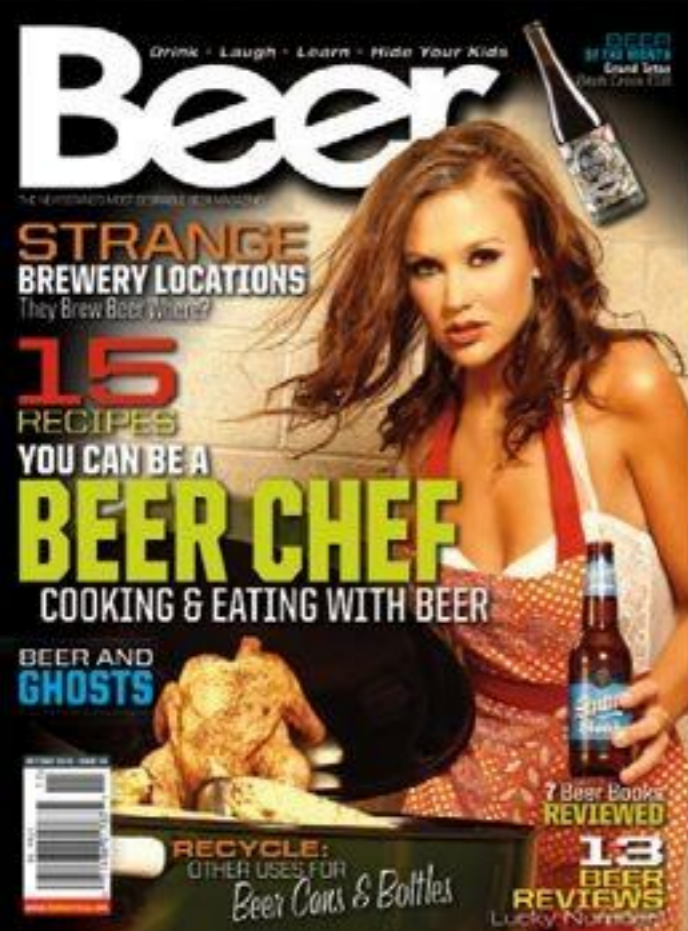
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SESSION BEERS

Tampon commercial shot?

Session



LITTLE BEERS ARE GETTING BIG AGAIN

words: Derek Buono photos: Michael Vincent

Session beers. The name is a bit pretentious, but honestly, it's just a fancy-pants name for beers you can drink a lot of, and hopefully, with friends. We've always been fans of the more traditional lighter beers, and even the ones that the craft industry tells you to hate. The recent trend in the industry has been to make beers high in alcohol, flavor and, indirectly, price. But what about those days when you don't want to have a 44% Russian Imperial Stout laced with a quintuple IPA? What most brewers will tell you, or maybe some won't, is that brewing low-alcohol beer is hard to do. You have less flavor to hide flaws, if something goes wrong it shows quickly, and flavor is generally hard to get. A new trend in beer now is to combat the big beers and deliver low-alcohol beer that has flavors you would expect from the craft industry. Are these beers good enough to make it in the long run? We can't tell, but since the end of the world was supposed to happen already, we won't try to predict the future. What we will predict is that more breweries will start to offer these easy drinking...excuse me, *session* beers, and we are behind that trend.

What is a "Session" Beer?

The beer industry sometimes likes to "church" up words or functions to make them seem less childish and more sophisticated. Session really means drinking beer. Not some high-alcohol sipping beer, but one you drink every day, and in many instances, more than a few. Since they are low in ABV, they can be more social and more of a refreshment. Some may point out that the traditional light beers you see in commercials have always had this trait, and we agree. The difference in craft beer session is that there will be more flavor or additional ingredients in an attempt to add a level of complexity, but in the general scheme of things, they are very similar.

Beers

Yes the caps are on...we don't like getting tickets!

A few Examples of Session Beer

BRIDGEPORT BREWING

SUMMER SQUEEZE, Bright Ale Brewed with lemon grass and Yuzu juice
4.5%, \$7.99 / 6-pack

WHY YOU'LL LOVE IT: This super low ABV has a creamy mouthfeel and lots of subtle flavors that are refreshing and inviting. The lemon grass in the nose is very appealing and you can get some of the tart/citrus notes of the Yuzu juice. The mouthfeel is light and not overpower. The flavors mimic the nose with a nice dose of lemon grass and some tart citrus notes. We might wish for a bit more carbonation, but on a hot day this beer is going to hit all the right spots and allow you to enjoy more than one while doing some of the summer months activities that all revolve around a nice cold beer. This beer is almost the perfect transition beer from light lager to american craft beer. It's got flavor, doesn't fill you up and can be consumed all day and night. We're big fans of beers like this and particular this offering from Bridgeport!

www.bridgeportbrew.com

FULL SAIL SESSIONS LAGER

PRE-PROHIBITION STYLE LAGER

5.1%, \$11 / 12-pack bottles

WHY YOU'LL LOVE IT: This one teeters on normal alcohol levels but since it calls itself a session beer and the price is a good value we had to include it. Look at that little stubby bottle! What's not to love? This one sticks to a pretty much traditional american lager theme. The nose is faint and gives you some floral note and grain, but nothing that will scare anybody away. The flavor is similar to most traditional lagers and gives you some nice sweetness and a balance of bitter with some corn and fruity notes. Those who find comfort in the style will find it in this little bottle. This one gives those who drink big name beers a chance to explore the craft side with out any crazy flavors that might be too much to handle. The price is also hard to beat, making this the more affordable side of session beers we tasted.

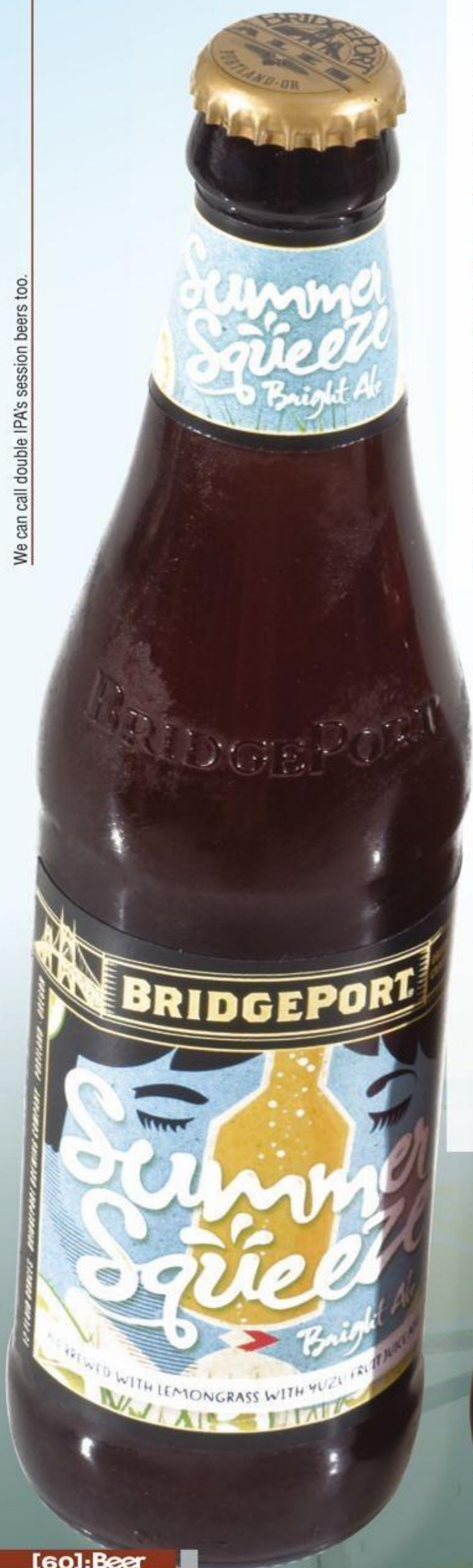
www.fullsailbrewing.com

DRAKES

ALPHA SESSIONS American Pale Ale
3.8%, \$2.99 / 12 oz. bottle

WHILE YOU'LL LOVE IT: If you're a hop head or an extreme beer drinker you'll find it harder to appreciate the lower ABV beers flavors since many will be less than the big beers you love. Drake's released and Alpha Session Pale Ale with a friendly 3.8% ABV and packed in so much hops you'll might even prefer this style of beer. Since most of the beer flavor is hops and some tiny bits of malt, you'll get to experience all the hop glory you can imagine and not be upset that any flavor is missing. We'll recommend this one to the craft beer guy looking for low ABV options and we're sure if you can find it you'll agree.

www.drinkdrakes.com



Party Time

words: Seth Martin

When was the last time you went to a killer party? Or better yet, when was the last time you threw a killer party? I'm not talking about the usual fare such as birthdays, anniversaries, graduations, or holiday parties. I'm talking about those epic bashes that occur for no other reason but to get crazy with some friends. This is the summer to remember and what better way to make a lasting impression than to throw the kind of party that will make all other parties be forgotten. With that in mind, here are some ideas for types of parties to throw.

Brad always has a picture of something and beer.



HAT PARTY

Everyone comes wearing a hat. You can make it a contest and have winners in different categories such as best, worst, and most creative.





GUESS THE BEER

A blindfolded taste-test of 7 beers. The beers could all be of the same style and people guess and choose the best, or they could all be different styles and people must guess which style they just tasted. Many variations and possibilities for creative fun.

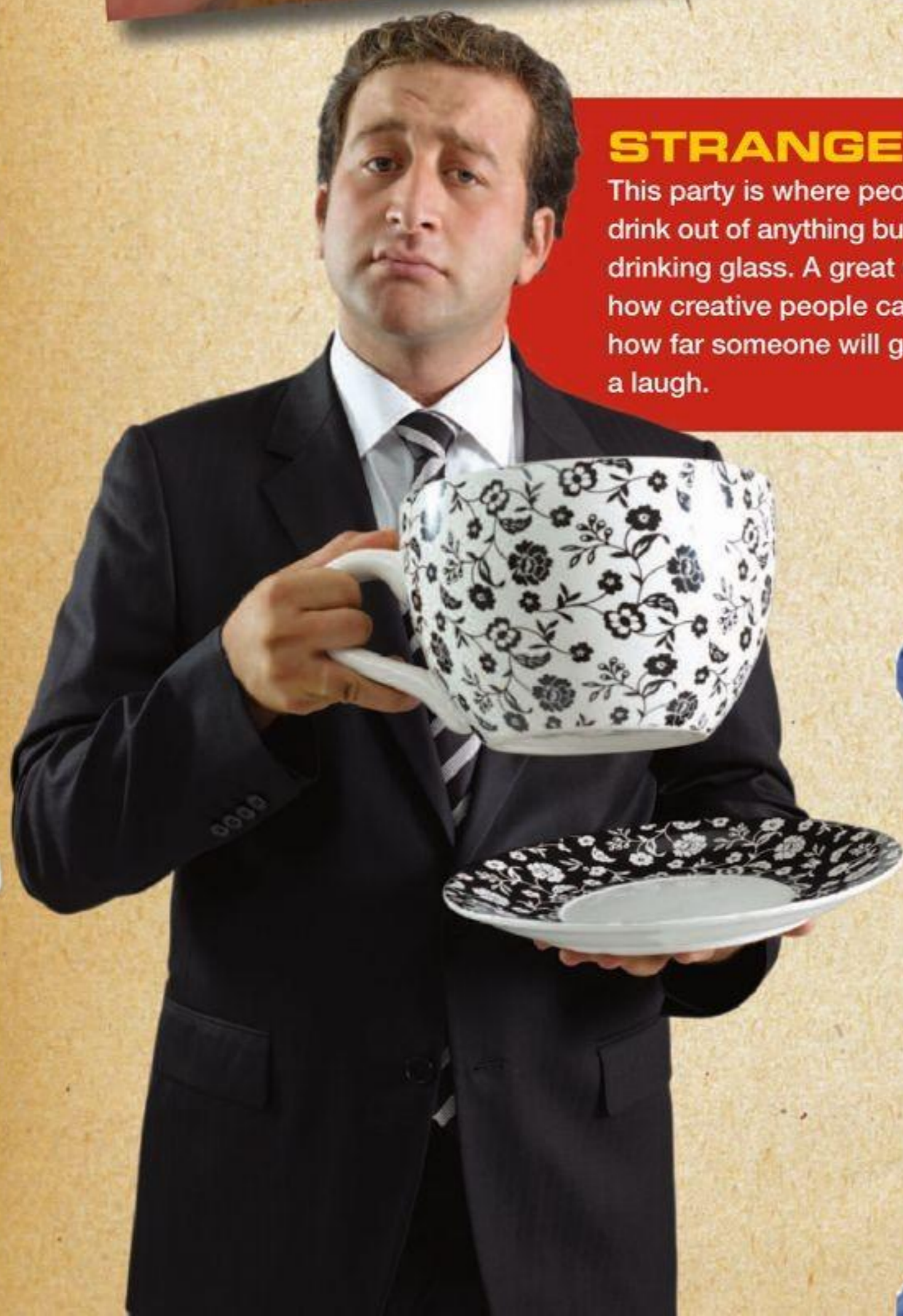


GUESS THE FOOD

A blindfolded taste-test of 7 food items that the guests need to guess what they are eating. The food can be themed, such as desserts only; anything goes. Just be sure to keep in mind any food allergies that your guests might have.

STRANGE CUP

This party is where people must drink out of anything but a standard drinking glass. A great way to see how creative people can get and how far someone will go to get a laugh.



PAJAMA JAM

Pajamas are the required wardrobe. The sky is the limit as far as the rules go, so just make sure that everyone is OK with the adult theme. Is lingerie acceptable? The answer is yes, it is always acceptable!



That guys hand is in an interesting spot.

WWW.VEGASPAJAMAPARTY.COM



All these are just reasons to have people over.

BEER GAME PARTY

Everyone brings a different beer game or party game. You can make up game stations, and guests can try their luck and skill at each. Cards, dice, board games, pong, whatever.

BEER STYLE PARTY

Everyone brings a specific style of beer to the party that they bought or brewed and must explain it to the guests.

ROLE-REVERSAL COSTUME PARTY

Guests come dressed as couples, but the man dresses as a woman and vice versa. For example, a couple comes as Bonnie and Clyde, but she is Clyde and he is Bonnie.



ANYTHING BUT CLOTHES PARTY

This party is where people dress up wearing anything but clothes. Search your house for random items that are not meant to be worn. A classic example of this is a toga party where guests wear sheets instead of clothes.





BEER AS AN INGREDIENT

A potluck party around beer. Everyone brings in a dish that has beer as an ingredient. Guinness Cupcakes with Bailey's frosting are still my favorite!

MASK PARTY

Guests arrive wearing a mask that makes it difficult to identify them. People must then guess and see if they can figure out who's who.



That is a vintage ugly shirt.



UGLIEST SHIRT PARTY

Guests come wearing the ugliest shirt they can find. Again, feel free to make categories and gaze in wonder at some of the ugliest things ever created.

These are a few ideas to get you going. Feel free to customize, combine, or add any details or ideas to your liking. The point, no matter what the theme, is for everyone involved to have fun. So let's get a little crazy and throw a party that will make for some great stories in years to come. Who knows, with a little luck, your party may become the new standard for all parties to try to live up to. Cheers. 🍻

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HANGOVERS.

THE CURE, THE CAUSE, THE PREVENTION

Beer is proof God Loves Us.
Hangovers are proof
the devil laughs last.

words: Jason Castonguay photos: Derek Buono

If beer is proof that God loves us, then a hangover is proof that he has a sense of humor. Hangovers suck, and though moderation is one option, abstinence, in my opinion, is not. So the question is whether we beer drinkers can do anything to reduce the repercussions of gluttony. The answer, of course, is not so cut and dried. The first thing we need to do is to understand exactly what a hangover is by looking at the science behind alcohol metabolism. Through this understanding we can attempt to alleviate hangover symptoms through preventive measures

NOTE: Although we are not promoting over-indulgence in alcohol, shit happens, and this article is for entertainment purposes only. Consult a physician before attempting to take any of this information seriously.

WHY DO HUMANS METABOLIZE ALCOHOL?

Most animals have a way to break down the form of alcohol that we drink because it is found throughout nature. Certain foods ferment, which produces small amounts of alcohol. Our digestive system is full of microorganisms like yeast that ferment carbohydrates into alcohol. There have been rare cases of auto-brewery syndrome where people get drunk off their own fermentation! With alcohol so widespread in nature and in our bodies, it was necessary for us to develop a way to break alcohol down, or else it would just build up in the body and we would always be drunk!

WHAT IS A HANGOVER?

Possibly the biggest limitation to research into the prevention of a hangover is a lack of clear understanding of the underlying physiology of the hangover itself. The medical term for a hangover is *veisalgia*, derived from the Norwegian word *kveis*, or "uneasiness followed by debauchery," and the Greek word *algia*, or "pain." Pain and uneasiness following debauchery sounds pretty accurate. The problem with trying to minimize hangovers is that there are many factors that contribute to the symptoms. Although everyone's hangover experiences differ, the most common symptoms are headache, queasiness, dehydration, and fatigue.

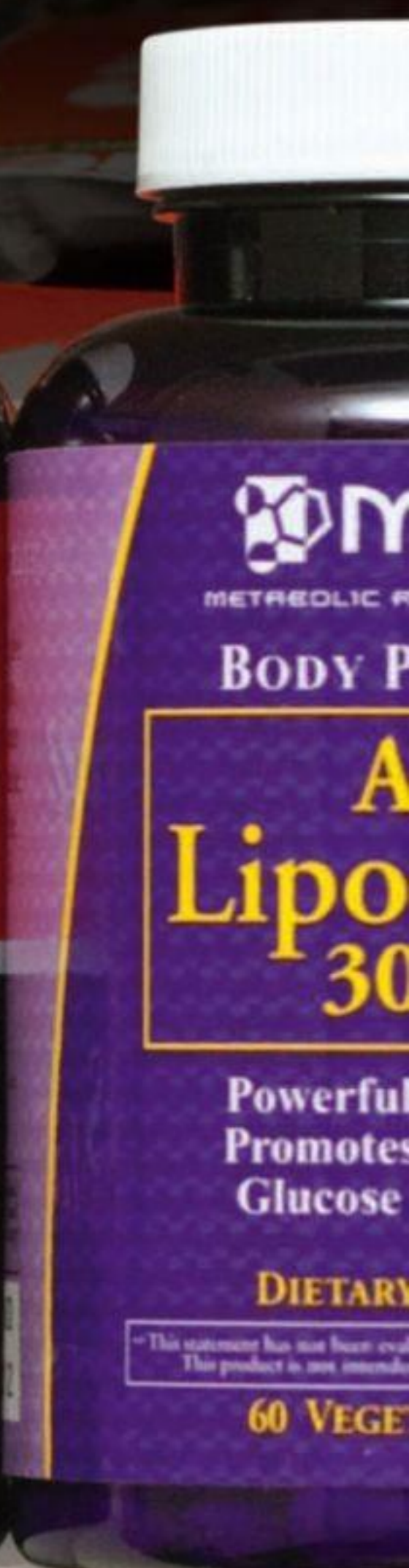
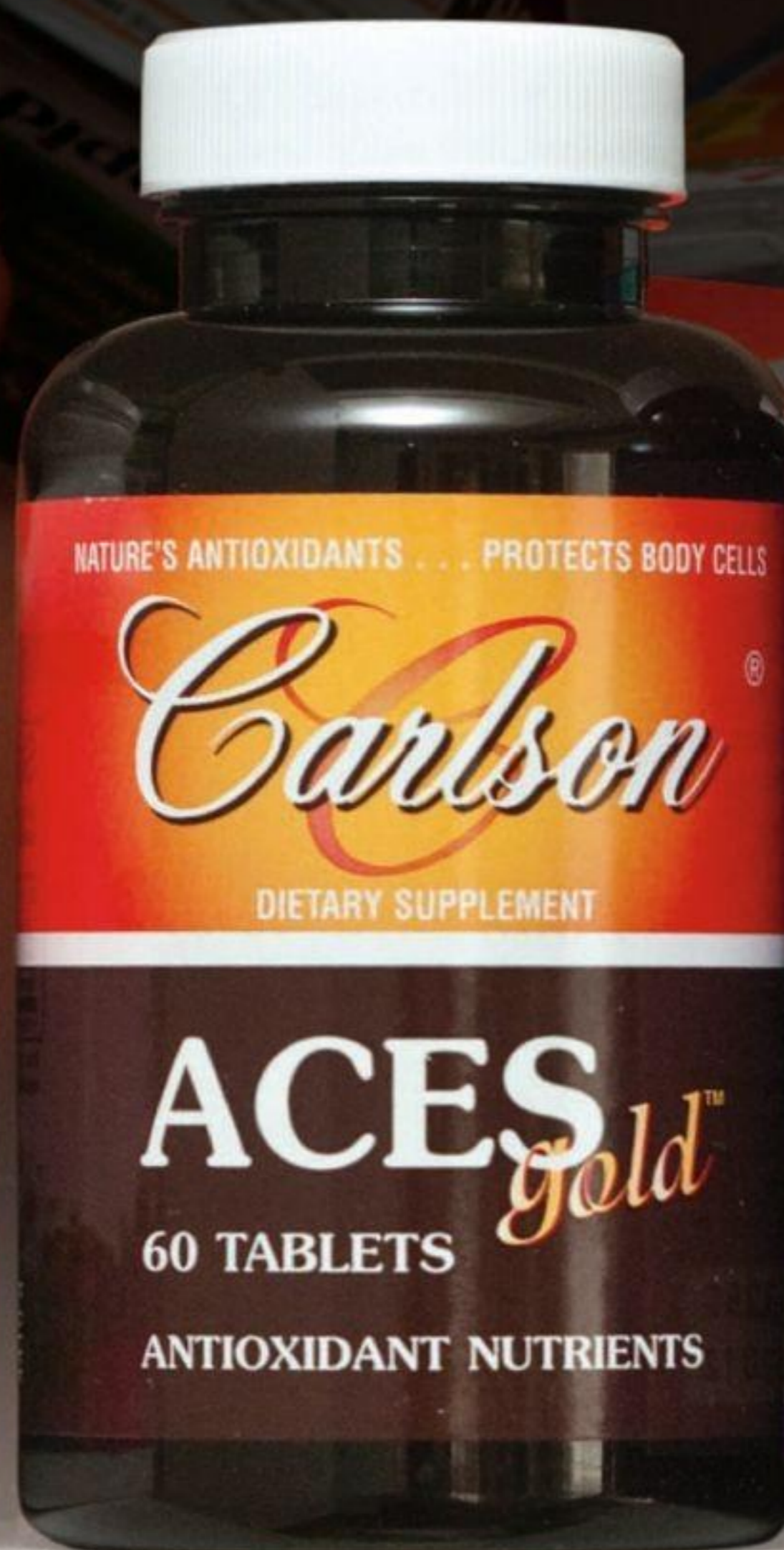
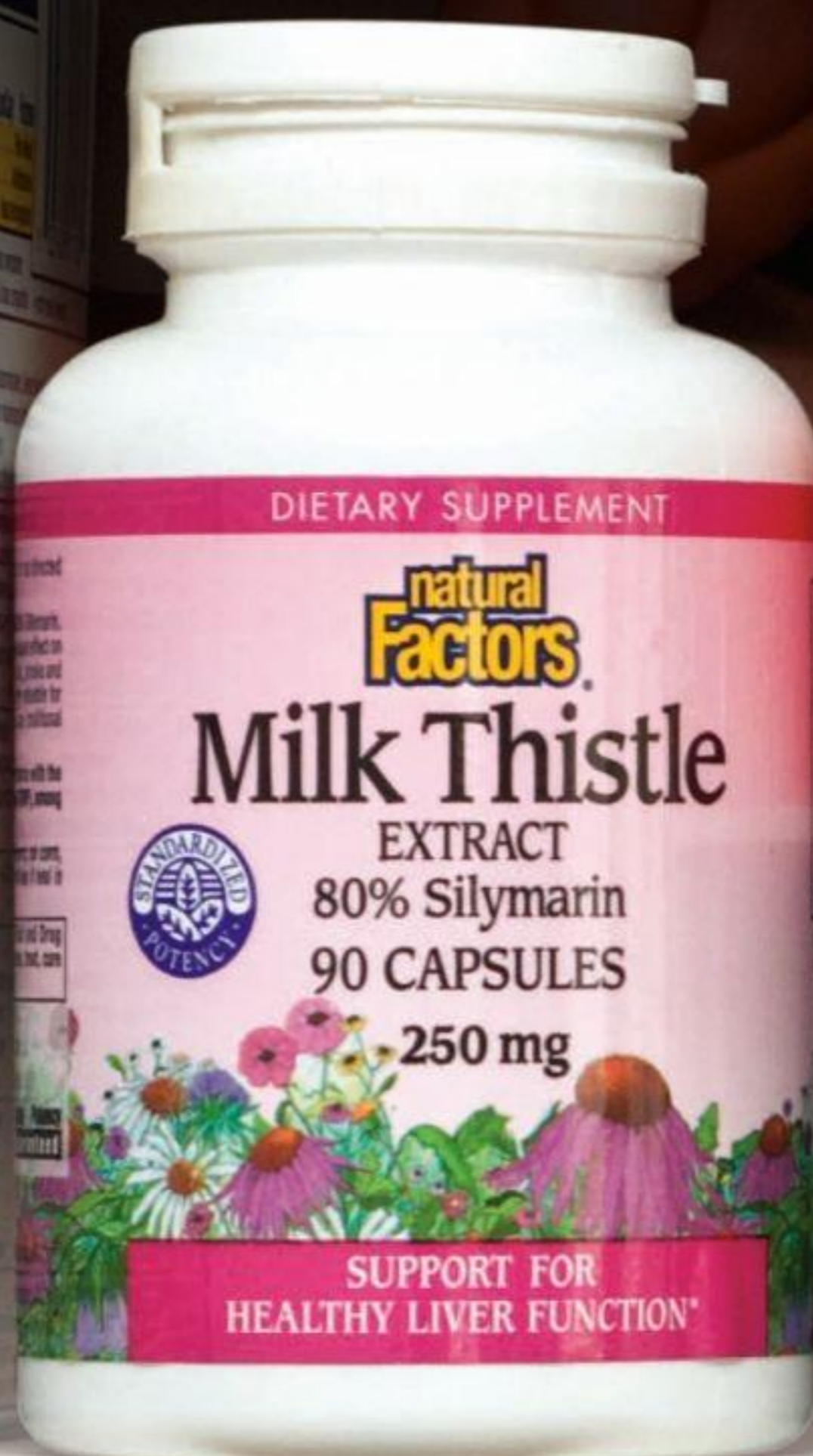
ALCOHOL METABOLISM

From the first sip of that delicious malt and hop beverage, about 20% of the alcohol is absorbed in the stomach causing irritation in the stomach lining which can often lead to queasiness. The small intestine absorbs the remaining alcohol. As the alcohol circulates in the bloodstream, it causes the pituitary gland in the brain to block the creation of the anti-diuretic hormone vasopressin, which causes the kidneys to piss away all your essential nutrients including electrolytes, minerals and water-soluble vitamins. All this loss of fluid leads to dehydration and plays a large role in headache and fatigue. Alcohol then enters the liver via the bloodstream. As much as 90% of the alcohol that we consume is broken down by the liver, with a small portion broken down in the stomach lining. The remaining 10% is lost through urination, sweat, and breath.

That is a pre-hang over face.

VICKS
Sineex
NIGHTTIME

It's probably cheaper to just suck it up and take the pain.



Alcohol itself is toxic but its metabolites are even more so. The alcohol is broken down, or oxidized, by the enzyme alcohol dehydrogenase (an enzyme that removes a hydrogen atom) into acetaldehyde. Acetaldehyde, chemically similar to

embalming fluid, is 10 to 30 times more toxic than alcohol itself and is considered carcinogenic. Thankfully, we have yet another enzyme called acetaldehyde dehydrogenase and a powerful antioxidant called glutathione that work together to quickly convert acetaldehyde into acetic acid. Acetic acid is further broken down

into energy, water, and CO₂ through the Krebs cycle. If a required nutrient is missing for the Krebs cycle, the process is delayed. When the Krebs cycle is delayed, glucose and energy are not produced and hypoglycemia (low blood sugar) occurs which can cause fatigue, dizziness and trembling. As for the liver's glutathione reserves, they quickly run out as we pound beer after beer, thereby flooding the bloodstream with large amounts of alcohol. This causes the acetaldehyde to build up in the body while the liver struggles to create more glutathione, leaving the toxin in the body for long periods of time, causing all of those nasty hangover symptoms.

PREVENTATIVE MEASURES

FOOD: For starters, eating before drinking is one of the best ways to minimize hangovers. Not only will the food protect the stomach lining from irritation through dilution, but the valve in the stomach remains shut longer, which allows alcohol to be released slowly rather than flooding into



A SPECIAL NOTE ON PAIN RELIEVERS

IT IS IMPORTANT NOT TO MIX PAIN RELIEVERS LIKE ACETAMINOPHEN, IBUPROFEN, OR ASPIRIN WITH ALCOHOL. Though they may bring relief to the pain associated with a hangover, the combination can often lead to permanent liver damage.



the small intestine where it will be quickly absorbed. This also gives the stomach lining's enzymes more time to do their work. Both fatty and high-fiber foods tend to stay in the stomach longer, so stick to these types of foods before heading out with the buddies. Eggs, nuts (especially Brazil nuts), asparagus, avocado, garlic, and cheese are great choices, as they all have nutrients that help produce more glutathione to break down the acetaldehyde. Sardines are loaded with good fats, glutathione precursors, and selenium, which make them one of the ultimate hangover prevention foods.

FLUIDS: Hydration is an important step in hangover prevention/reduction, as alcohol will cause the body to lose four times more fluid than is consumed. Hydrating also dilutes the alcohol and the toxic byproducts in the body. There is actually water in food, which is another reason to eat before you drink. Sports drinks are designed to hydrate

and replenish lost electrolytes. Tomato juice is a great way to hydrate, maintain electrolytes, and incorporate antioxidant vitamins that help to break down alcohol and prevent inflammation. The ultimate hydrator with balanced electrolytes is coconut water. Not to be confused with coconut milk, coconut water comes from young coconuts and is known as an isotonic solution—that is, it has the same level of salt concentrations as is found in human cells.

SUPPLEMENTS: Proper nutrition and hydration are a great start to a night of heavy drinking, but there are a few supplements that have shown some promise in the fight against hangovers. A study of PubMed articles reveals several potentially beneficial supplements. Some notable anti-hangover products on the market include Cheerz IntelliShot, RU-21, BioSynergy CHP, PreToxx for Hangovers and Life Extension Anti-Alcohol

Antioxidants. The star ingredient in all these is the N-Acetylcysteine (NAC).

GLUTATHIONE: The bottleneck of alcohol metabolism is, by far, glutathione. Acetaldehyde is the worst of all the alcohol metabolites, making glutathione the most important antioxidant. However, taking glutathione supplements has not shown much promise in raising levels in the bloodstream. What has shown promise is what are known as glutathione precursors, or the building blocks of glutathione. The two most well know glutathione precursors are N-Acetylcysteine (NAC) and Alpha-Lipoic Acid (ALA).

B-VITAMINS: Most of us have heard of the benefits of B-Vitamins when it comes to preventing a hangover. There can be a depletion of the body's water-soluble B-Vitamins due to increased urination. B-Vitamins are essential in many of the enzymatic reactions in the body including



alcohol metabolism. Look for a coenzyme form of a B-Complex formula, as these are more readily used by the body.

ANTIOXIDANTS: Antioxidants work by converting damaging free radicals into harmless molecules. Since alcohol promotes the creation of free radicals it can be beneficial to supplement with antioxidants. Vitamins A, C, E and the mineral Selenium are all antioxidants. Vitamin C and selenium aid in the production of glutathione. Look for an antioxidant complex called “ACES.”

ZINC: Taking N-Acetylcysteine to boost levels of glutathione can diminish levels of zinc. Zinc is an essential mineral that is present in alcohol dehydrogenase. Look for zinc picolinate, as the oxide and carbonate forms are not readily absorbed by the body.

MILK THISTLE EXTRACT: Silymarin is a component of milk

thistle that has been shown to act as an antioxidant, increase levels of glutathione and regenerate liver cells. Who couldn't use a few more liver cells?

GARLIC EXTRACT: Aged garlic extract has a sulfur-containing form of the cysteine amino acid similar to the glutathione precursor NAC mentioned above and has been shown to eliminate acetaldehydes. Look for Kyloic Aged Garlic Extract, or just eat some garlic fries..

EVENING PRIMROSE OIL: Gamma-Linolenic acid (GLA) is an Omega 6 fatty acid that is found in Evening Primrose Oil and has been shown to reduce the alcohol withdrawal symptoms associated with a long night of binge drinking. GLA also has anti-inflammatory properties and can reduce inflammation brought on by excess alcohol.

If an ounce of prevention is worth a pound of cure, then it's certainly worth a little bit of effort to try to prevent a hangover. The fact is, we don't know for sure whether these preventive measures can truly stop or reduce a hangover. But if you plan to drink in excess, then eat some grub, take some supplements, drink some hydrating fluids, and avoid painkillers. Otherwise, you might be the one saying, “Doc, none of us could remember anything from last night. Remember?”

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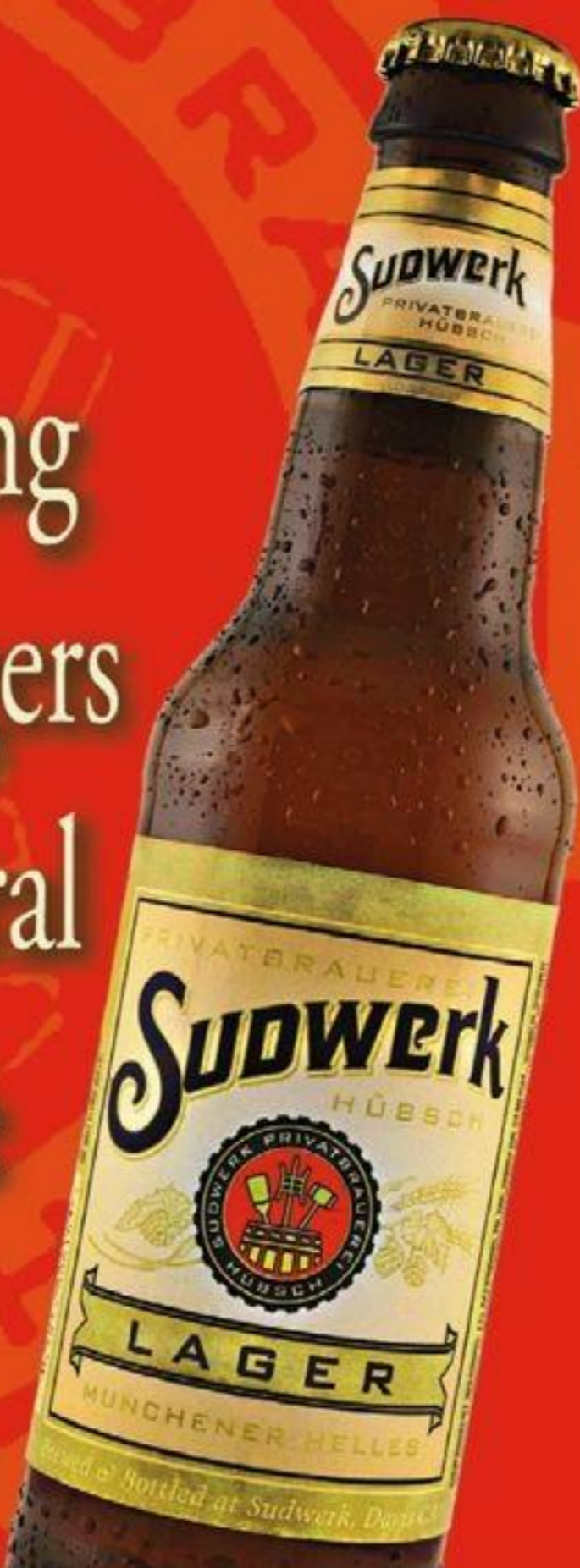
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DOES *the* Glass REALLY MATTER?

words: Derek Buono

Yes, but maybe not as much as we're told.





Lots of beer comes in a glass bottle, but few might think about the shape of the glass they pour it into and how it affects the flavor, smell, and overall experience of that delicious liquid you just spent your hard-earned money on. We decided to test all those glass recommendations we've been giving you all these years. To see if it matters, we did a "blind and dumb" taste test to see if the glass makes the beer.

We are dumb...so that test was easy.

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BEER EVOLUTION

words: Greg Sowden

Most of us have followed this path in some form.

Men are simple beings. They want a few simple things: good beer, pretty women and, if possible, both at the same time. The male mind is constantly consumed with sex ... and beer. The majority of men are no doubt at some crossroads in their life. The crossroads could include an increasing appetite for "good" beer as opposed to the common everyday lager, or it could include an increasing appetite for that higher class of female.

For most men, an interest in women will come first by chasing blonde pigtailed through the schoolyards and neighborhoods many years away from that first legal drink. These female temptresses become good practice for the future relationship with the drink most men grow to love. Throughout a beer drinker's life, he is wooed and seduced by hop aromas, golden hues, flavor profiles, and price tags—most definitely not in that order—until one brew grabs the heart and tastebuds for good.

For many elder Minnesotan men, that could be the classic Grain Belt, formerly brewed in St. Paul. For some Wisconsinites, there is a deep love of the formerly not-so-corporate Miller. Some men have already found their soulmate in the amber nectar, and many other men have barely popped their cherry. What follows will either be a walk down memory lane or a glimpse into the future, all depending on experience both with women and with brew.

1. Losin' the V-card: Blatz

Brewed in the cold blue waters of Milwaukee, Blatz is a perfect brew to steal from a middle school friend's dad's basement. Much like the first time having sex, things probably didn't go so hot, and most guys doubted it would ever happen again. To many, Blatz was the fat chick that they forced themselves to get with so their friends would quit calling them "Virgie" in the locker room. Don't be confused; Blatz might not be the first kiss of beer. Most men can think of other brews they probably got the equivalent of a beer hand-job from underneath the slide in the playground. Despite how quickly it was over (in either case), that first can of Blatz has a special place in many hearts.



FOLLOW THE
PATH OF A BEER
DRINKERS
EVOLUTION
THROUGH BEER



2. First Love: Busch Light

Busch Light is the type of beer a guy can have a high-school typefirst love relationship with. Not much to brag about now, but that goes for most guys' first loves. Many remember that plus-sized brunette who used to hold hands with them on the quad freshman year. Busch Light represents everything a guy needs in a beer during his first year of college: she's easy to drink, an entire night of her usually won't provoke vomit, and she's a cheap date. Sadly, like most first loves, guys realize there are many more like her out there. Once it is obvious that it is just as easy to get in all her friends' pants, she gets dropped for the occasional case of Keystone or, when there is a little more jangle in the pocket, a case of Mich Golden or Bud Light. Then they all become the same and men become, in essence, beer whores; throwing down anything they can get their filthy little hands on.

3. The Foreign Exchange Student: British Ales

Backpacking across Europe can open up a host of possibilities, and most guys will take advantage of each slutty option. The British Ales represented the French foreign exchange student in high school named Fleur. She didn't speak much English, but most guys figured, "Hey, If I'm real nice to her, she might put on a maid costume and let me dust her shelf." The romance will generally be short lived, but these ales hold a special place in many hearts as they open up new flavor profiles. The first taste of a cask ale can be as good as hearing Fleur shouting "S'il vous plaît ne vous arrêtez pas!"

4. Master-brew-tion: Homebrew

"Hello everyone, my name is _____ and I'm addicted to homebrewing." Though this can be called a stage on the way to true love, much like the happy time many married men spend alone, most guys who start this hobby don't plan on ever stopping. Brewing at home, for many guys, is a lot like those Friday nights in high school; just him, a choice adult magazine, and a box of tissues. Homebrewing is simply taking it upon oneself to get the job done right, and when you finally figure out how to clear the history on your parents' computer—game on. John Palmer becomes Jenna Jameson, and the Homebrew forums represent Redtube and YouPorn. God bless the Internet.



5. Soul Mate: Summit

True love; as Owen Wilson's character in *Wedding Crashers* says, it is "The soul recognizing its counterpart in another." For a guy, choosing a beer with which to spend the rest of his life is a big decision. Summit's Extra Pale Ale is a perfect example of just such a beer. It screams phrases only dreamed about by some men: "Sure honey, have the guys over for poker," "How is the game going? Vegas has L.A. by four, but with Kobe out and Fisher hurt I still think it's a good bet," or the ever famous "Do you need another beer?" Yep, she is the type of beer one could definitely settle down with. Despite this strong love, most guys know they are going to have to step out on her every now and then, but as those cheating bastards out there always justify it: it will only make the relationship stronger.



Of course, some valid steps have been left out. The Heineken stage, also called "Bangin' the Cheerleader on the 50 Yard Line," or the over-priced growlers of exotic brews, a.k.a "High-Class Prostitutes," but some guys remember certain relationships more than others. Despite where a man might be on his quest for a soulmate, it is important not to give up. Being a man means it's okay to be a whore when it comes to beer ... and women, for that matter. ☺

words & photos: Derek Buono

Orange County has never really been known for beer, but times are changing. As the area begins to embrace the beer culture, breweries have popped up and many are getting some well-deserved attention. Bayhawk Ales has been in the area for just over 16 years and has quietly been the area's largest producer of beer for quite some time. One of the areas of beer that doesn't get much media attention are the breweries that produce the blue collar craft beer that flows in restaurants and watering holes around the country. It's not that they make bad beer, but traditional-style beers often get overlooked in the media and on beer-geek websites. Bayhawk has stuck to the more accessible beer styles and avoided the temptation to mix in everything but the kitchen sink and then age it in a barrel. We decided it was time to take a short trip down to the OC to sample their beer and discuss some of the things they do: easy-drinking beer and the taboo subject of "contract brewing."

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OBJECT OF THE GAME:

The **first team**
to finish
their beers
is the winner!

THE SETUP

- 1) Select which 2 teams will play first.
- 2) Each team is equipped with a pong ball (for multi-ball action and added chaos, equip each player with a ball).
- 3) Each team picks an end of the table, just as in beer pong, and each player puts their unopened beer in the corner closest to them.

Yes, some of these games are really just drinking.

HOW TO PLAY

- The first player throws the pong ball at either of the opposing team's beers.
- If the player hits a beer, the player who threw the ball must quickly open his beer and start drinking.
- The player whose beer was hit must retrieve the live ball and place it back on the table as fast as possible and yell "Done!"
- As soon as the player drinking hears "Done!" he must stop drinking and immediately place his beer back on the table.
- Play alternates between teams, but the players can throw at any time and in any order to keep the other team guessing.
- The ball is live as soon as it hits the beer, so get your beer-flexes ready.
- If a player finishes his beer before his teammate, they continue to play and the teammate with beer left drinks for both players.
- If at any time during the game a player's beer is knocked over, he must pick it up and finish whatever is left in the can/bottle. That player must replace the old beer with a new, unopened one to continue the game.

As usual, I supply the basics and you customize them to your liking. So with that in mind, try to keep your eye on the ball and let's see who can hit and who can drink. Remember, the difference between winning and losing is in the palm of your hands. Cheers! 🍻



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SAMUEL ADAMS

Latitude 4

DECONSTRUCTION OF BEER

words & photo: Derek Buono

It seems that when most beer nuts talk about beer, they are all about the hops. There are so many varieties of hops that it's fairly confusing to understand their flavor, their effect, and even if there is a difference in the beer you're drinking. Many times your beer is stuffed with as little as one hop variety and other times, as many as 11. How do you know which hop you like, or which hop is responsible for the aroma, the flavor, or the nasty flavor you don't like? Single-hop series of beer aren't new to the beer world; many of the smaller breweries have brewed single-hop beers for you to explore the hop, but it really wasn't a series through which people could experience this method. Boston Beer had the ability and recently released its Latitude 48 IPA, and with that 12-pack deconstructed the IPA into its 5 hop varieties so you can actually experience each hop, in the same beer, and see what those hops did together in the final product. To beer geeks everywhere, this is one of the best things to hit the market since beer itself. We sat down and deconstructed the beer with a group of friends and discovered what made the Latitude 48 IPA tick.

Your toolbox isn't full of beer?

8 IPA

APPEARANCE: Pouring out Latitude 48 IPA into a pink glass gives you a good-looking beer with an amber orange brew collecting light. The other 5 beers all poured exactly the same color, which showed they brewed the same beer and only varied the hops.

HEAD: The head climbed out of the depths of the liquid and sat right on top. The retention was excellent, and it was a good-looking beer. It was interesting to note that the other beers had some variation in the head size and retention. We noted a few of the beers seem to have a more vigorous bubble stream.

AROMA: The Latitude 48 had an interesting bouquet. Immediately, you get a good hop impression that's filled with floral and some soapy notes. This isn't a West coast style, but more of an English IPA which gives it a somewhat traditional hop aroma.

The other 5 beers all had varied aromas, which was also a lesson in the aromatic qualities of the beer. Many of the beers we noted as being pleasant smelling, but a few had some aromas we normally wouldn't agree with. Even though we didn't like a few of the hop aromas in the deconstructed beers, it was still really interesting and fun to experience them alone and in the final product.

TASTE: With all five hops rolled into one beer, the flavor is appealing. It's light and not overly malty, which allows you to experience the montage of hops within. The taste is slightly sweet, but allows some orange bitters, pine, and some resin. Overall, this IPA is easy drinking and a showcase of the hops used in the beer.

We sampled each of the 5 base hop beers alone and found the experience to be fun and educational. Like our experience with the aroma, we found that we liked some of the hops more than others, but again, this is learning how they all combine and blend together in the final product.

BOTTOM LINE: We are huge fans of this 12 pack and wish it were a yearly event. There really is nothing else like this out on the market that allows the average consumer to taste single-hop beers that are all brewed the same, available all at once, and give you a finished beer to compare against. This beer series also used the same weight of hops in each beer included, so you also get a sense of intensity of the hops.

The Latitude IPA isn't the boldest beer on the market, but it is very approachable for normal beer drinkers. We don't often thank breweries, but we thank Boston Beer for doing this and hope it continues every year or inspires other breweries to release a beer series like this. If you can still find a 12 pack, grab one and then grab some friends and sit down for a few hours of learning, laughing, and drinking a fine-quality beer. ☺

They make toolboxes with coolers built in!

Stats

BREWER: Boston Beer
LOCATION: Boston, MA
WEB: www.samadams.com
STYLE: IPA
ALCOHOL PERCENT BY VOLUME: 6.0%
IBU: 60

BOTTLE SIZE: 12 oz.
AVAILABILITY: One-time Release
PRICE: \$15/12 pack
SERVING GLASS: pint
SUGGESTED SERVING TEMP: 38-48°F

AVAILABLE

U.S.

Buy some Corona and get Tortilla Chips for 1-cent!

Coors and water for a penny?

Boston Lager and get some Lay's chips for a penny.

Buy some Blue Moon and get potato salad for 1-cent!

Heineken and get a watermelon for 1-cent?

Smoke and a pancake?

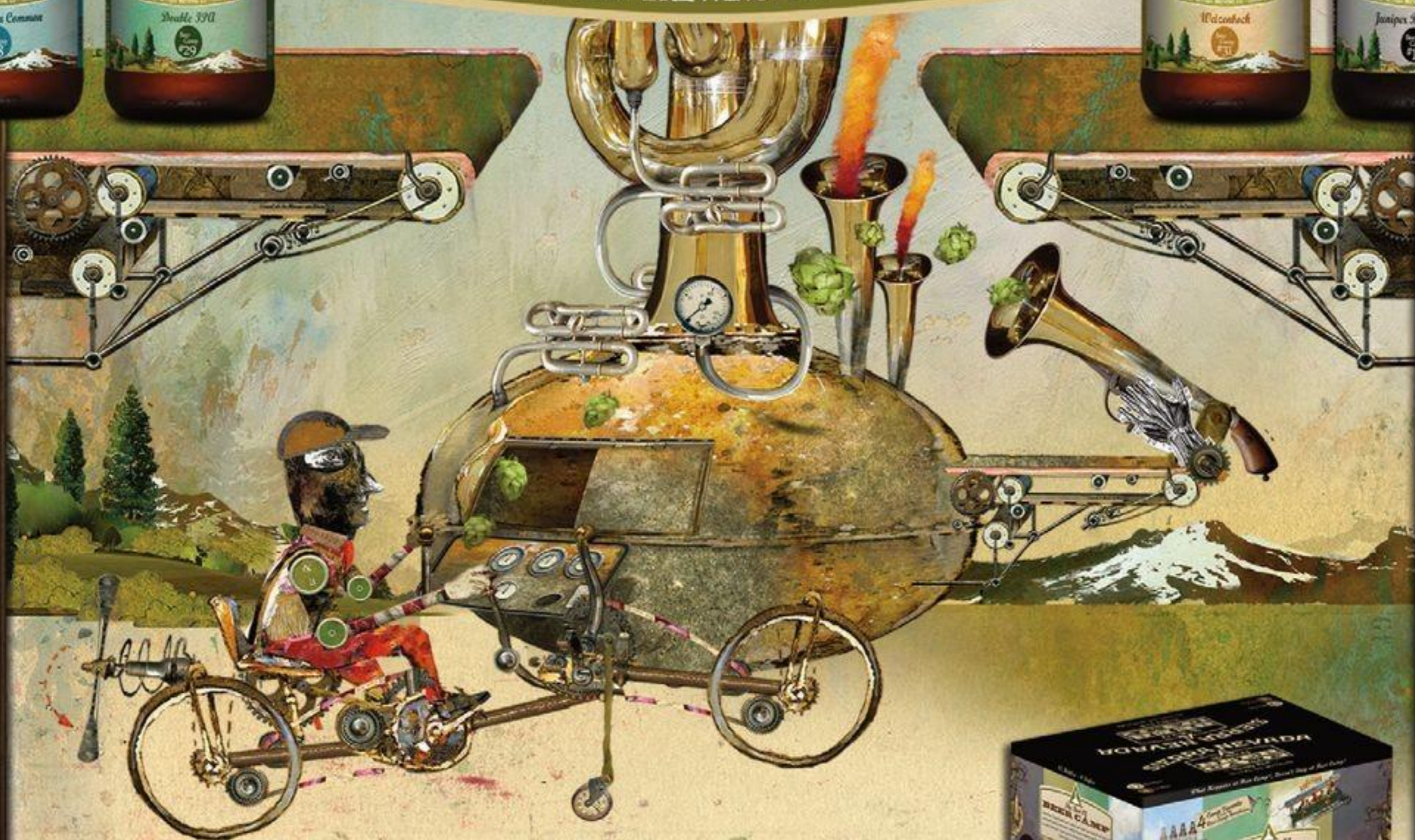
MARKETING

WHILE ENJOYING SOME BLUEBERRY PANCAKES AT BREAKFAST, I WAS LOOKING THROUGH A LOCAL GROCERY STORE FLIER THAT CAME IN THE MAIL AND I NOTICED THE HEADLINE "SUMMER OF BEER." While checking out the deals, I found some sort of strange marketing for the beers on the page. It's almost like there was some intentional humor being used here, but if you look what you get with each purchase it should make you chuckle a bit! It seems like all those club cards and tracking purchase have delivered and are now being used in marketing to beer drinkers.

There are some interesting combos in that flier, we wonder why you didn't just get to pick which you wanted for a penny, because we wanted Boston Lager and Watermelon but apparently club card information told them we didn't buy those together. Got any other funny beer sightings like this? Send them to us!



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