



# BARON MIND

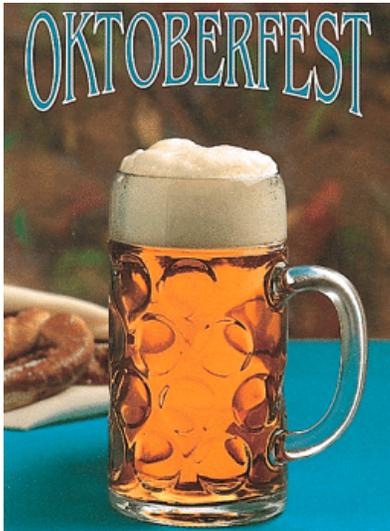
The Monthly Publication of the Beer Barons of Milwaukee

September 2002

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## Oktoberfest In America

by Roger Bergen



Munich's Oktoberfest has become the archetype of the beer experience. For most of the world's inhabitants, the word instantly conjures up images of tents packed with jolly beer drinkers swilling to the strains of an oom-pah-pah band in an ancient orgy of Gemuetlichkeit. Yet the Oktoberfest is of surprisingly recent origin, as is the beer style named for it. For more discussion of the origins and history of this style, so important in the 19th century lager revolution, I strongly recommend George and Laurie Fix's book *Vienna, Maerzen, Oktoberfest* and Michael Jackson's *New World Guide to Beer*.

Oktoberfest beers received little attention from American brewers after Prohibition, but everything has changed with the current Great Beer Revival. In fact, we now seem to be in the midst of the Great Lager Revival. Americans are rediscovering the Germanic half of their brewing heritage, and a new wave of lager microbreweries and brewpubs is sweeping the country. Oktoberfest and Maerzen beers have found fresh popularity as amber beers become ever more fashionable, and for many brewers the style is no longer a seasonal specialty but a year-round best seller.

### Characteristics

For our purposes, the terms Oktoberfest and Maerzen mean the same thing - an amber lager beer, slightly above average in gravity and alcohol, moderately hopped, with a pronounced malt flavor and aroma. A good Oktoberfest is a cleverly choreographed balancing act, with the malt supported and accented by subtle but discernible hop bitterness and flavor. It is robust, but not heavy or satiating. The wort gravity is on the high side as is traditional for a Festbier, now typically 13.0-14.0 degrees P (SG 1.053-1.057), although it was rather higher in the old days (15.5 degrees P [SG 1.063]). Often those who brew this style as an everyday beer lower the gravity to approximately 12.0 degrees P (SG 1.049). Hop rates and bitterness are moderate, typically 20-25 IBU. Color is usually 8-12 degrees L. Today some German Oktoberfests are rather pale, perhaps as low as 5-6 degrees L (the trend towards pale color can also be seen in bock beer).

### In The Brewhouse

Although Oktoberfest is a malt-accented beer, hop character is actually very important because it provides a necessary complement to the malt flavor and aroma. A very low hopping rate makes an Oktoberfest flabby and one-dimensional. Oktoberfest, however, is a beer that is easy to overhop.

A deft balance is required. I agree with the Fixes that the best result is obtained from a single hop addition at 30-60 min before the end of the boil and that it is best to use only the traditional "noble" hops, whether domestic or European (Saazer, Hallertauer Mittelfruh, Tettnanger, Spalter, Hersbruecker, or Styrian Goldings). The new domestic variety Mt. Hood (a variant of Hallertauer) is splendid, and a proportion of Fuggle or Willamette would not be entirely out of place. High-alpha hops should be used sparingly as a minor component of a blend.

Malt is the key to a great Oktoberfest. For the base malt, a good-quality two-row malt is strongly preferred. I personally believe that six-row malt has no place in all-malt beer (adjunct brewing was invented to dilute the flavor of six-row), but some of my Midwestern friends disagree. In an Oktoberfest, six-row malt can easily lead to heavy, obnoxious flavors and astringency from husk tannins. Excessive levels of dimethyl sulfide (DMS), with the unforgettable corny or vegetal flavor and aroma that result, are always a hazard when using six-row malt. Although the Fixes recommend European pilsener malt, few brewers can justify the cost when good two-row lager malts are now readily available throughout North America.

The situation is similar with specialty malts, especially Vienna and Munich malts. Despite general agreement that

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## Upcoming Events

### Meeting Dates and Style-of-the-Month:

September 25th: Oktoberfest  
October 23rd: Field Trip To  
Lakefront Brewing  
November 20th: TBA  
December 18th: Christmas Party



### Tastings, Competitions, etc...

**September 27, 2002; Oak Creek, Wisconsin - Oak Creek Community Center Septemberfest 2002**

Hours: 8-11 PM  
Location: Oak Creek Community Center, 8580 S. Howell  
Contact: (414) 768-5840  
Admission: Tickets are \$20 in advance or \$25 at the door

**September 27 - 28, 2002; Frankenmuth, Michigan - The 13th Annual Frankenmuth Oktoberfest**

Location: Heritage Park, downtown  
Admission: \$6 for adults; 15 & under are free!  
Hours: Thursday 3pm-10:00pm, Friday 3pm-Midnight, Saturday Noon-Midnight, and Sunday Noon - 8pm.

**September 27 - 28, 2002; West Dundee, IL - Emmett's Oktoberfest**

Location: Emmett's Tavern & Brewing, 128 W. Main St.  
Hours: Friday: 5 PM - Midnight; Saturday: 3 PM - Midnight  
Contact: (847) 428-4500

**September 27 - 29, 2002; West Allis, WI - Harvest Fair**

Location: Wisconsin State Fair Park

**September 27 - October 5, 2002; LaCrosse, WI - LaCrosse 42nd Annual Oktoberfest**

Location: Oktoberfest Park  
Contact: (608) 784-FEST

**September 28, 2002; Milwaukee, WI - Center Street Celebration**

Location: Riverwest,

**September 28 - 29, 2002; Germantown, WI - Germantown Oktoberfest**

Location: Dheinsville Settlement,  
Contact: (262) 628-3170

**October 3, 2002; Milwaukee WI - Nomad World Pub Beer Tasting**

- featuring Oktoberfests  
Location: Nomad Pub, 1401 E. Brady  
Contact: (414) 224-8111  
Hours: 7-9 PM  
Admission: Free

**October 3 - 5, 2002; Denver, CO - Great American Beer Festival**

**October 4 - 6, 2002; Elkhart Lake, WI - Elkhart Lake Oktoberfest**

Location: Osthoff Resort, 101 Ostoff Ave.

**October 5, 2002; Oconomowoc, WI - Oconomowoc Autumn Brew Fest**

Hours: 1 - 5 PM  
Admission: \$25  
Contact: (262) 567-2666

**October 7, 2002; Mukwonago, WI - Heaven City Oktoberfest Beer Dinner**

- Featuring Sprecher, Lakefront, New Glarus and Capitol  
Location: Heaven City Restaurant, S91W27850 Hwy Es  
Hours: 6:30 Reception - 7 PM Dinner  
Admission: \$45  
Reservations: (262) 363-5191  
Contact: www.heavencity.com

**October 17, 2002; Milwaukee WI - Nomad World Pub Beer Tasting**

- Featuring Lakefront Brewery  
Location: Nomad Pub, 1401 E. Brady  
Contact: (414) 224-8111  
Hours: 7-9 PM  
Admission: Free

**October 19, 2002; Wisconsin Dells, WI - Wisconsin Dells on Tap**

Contact: (800) 223-3557

**October 19, 2002; Chicago, IL - Largest tasting of Lambic Beers ever held in North America**

Location: Delilah's, 2771 N. Lincoln Ave.  
Contact: (773) 472-2771

**October 24, 2002; Milwaukee, WI - Nomad World Pub Beer Tasting**

- Featuring Capital Brewery  
Location: Nomad Pub, 1401 E. Brady  
Contact: (414) 224-8111  
Hours: 7-9 PM  
Admission: Free

**October 26, 2002; Kohler, WI - Kohler Weiss Cream Social**

Location: Shops at Woodlake

Event dates courtesy of Cream City Suds - creamcitysuds.com

## Beer Snobs of Milwaukee?

Last month, a certain Sherry Thomas of the Milwaukee Journal/Sentinel contacted several club officers. Supposedly she wanted to write a story about the Beer Barons of Milwaukee. After playing phone tag she finally got to speak with one of us, namely our esteemed vice-president, Karen Grade. According to Karen, the phone interview went pretty good, with Karen painting a colorful picture of the Beer Barons. To her surprise though, the interview did not produce an article about the club, but rather a story based on a new book written by bestselling author Joseph Epstein, "Snobbery: The American Version". It appears that Sherry felt that the tag "snob" best describes the Beer Barons of Milwaukee.



The article ran in the Milwaukee Journal/Sentinel on Labor Day, so I'm not sure how many of you got a chance to read it for yourselves. With that in mind, I thought that I'd attach an excerpt of Sherry Thomas's article, "New Breed of Snobs", that resulted from Karen's interview. Here goes:

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### The Beer Snob

Even the word "snob," once considered the height of vulgarity, has a certain cachet in the realm of the upwardly mobile.

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**Snobs, from page 2**

To be called a "wine snob," "food snob" or even an "art snob" might even be a compliment (although you must deny it profusely) to a would-be "connoisseur."

Karen Grade of Milwaukee isn't ashamed to call herself a "beer snob." She just doesn't "do" commercial beers.

"Once you learn the finer taste and qualities of beer that has more body and aroma," she says, mass-produced beers "just seem to lose their flavor."

In her appointed duties as vice president of the Milwaukee Beer Barons club -- a local haven for those who either produce or appreciate "good" beer -- Grade surrounds herself with other aficionados who, like her, have graduated beyond Bud Light to the hoppy liquid of enlightenment (Sprecher, perhaps, or a handcrafted ale from New Glarus).

But if she were to arrive at a party and find only Miller beer? Grade would, she says, sighing, "politely drink it" -- which Epstein's definition elevates her from snob to the more altruistic (and therefore superior) elitist.

"An elitist is somebody who just wants the best because he thinks it is the best," Epstein says. "The snob always focuses on the social context."

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So much for Sherry Thomas's article. Personally, although I firmly believe that everybody's entitled to their own opinion, I think that Sherry missed the mark. I would like to offer up direct from the Merriam-Webster Collegiate Dictionary, the definition of the word "connoisseur":

**1 :EXPERT; especially :** one who understands the details, technique, or principles of an art and is competent to act as a critical judge

**2 :** one who enjoys with discrimination and appreciation of subtleties <a *connoisseur* of fine wines>

OR in our case, BEERS!

Sorry Sherry, we aren't beer snobs, we're beer *connoisseurs*.

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**A Warm Welcome To Our  
Newest Beer Baron:**

**Bill Rupp of Muskego**



**October Officer's  
Meeting / Social Hour**  
**Date: Wednesday, October 2nd**  
**Time: 7:30pm for Officers**  
**Social hour at 8:30pm**  
**Place: Stout Bros. Public House**  
**777 N. Water**



## Beer Goggles

Scientists in Scotland have found proof of the so-called "beer goggles" effect. They discovered that men and women who have consumed a moderate amount of alcohol find the faces of the opposite sex 25% more attractive than their sober counterparts. And the study revealed that there was no difference in the beer goggles effect between men and women.

Students at Glasgow University were shown color photographs of 120 male and female St. Andrews University students aged 18 to 26. Participants were asked to rate their aesthetic properties on a scale of between one -- highly unattractive -- to seven -- highly attractive. Half of the students had drunk up to four units of alcohol, equivalent to two pints of beer or two-and-a-half glasses of wine. The 40 who had been drinking rated the people in the photographs as broadly more attractive than those not drinking.

"Everyone's heard of the beer goggles effect but we wanted to measure once and for all whether a moderate amount of alcohol increases the judgment of facial attractiveness," said Prof. Barry Jones of Glasgow University psychology department. "The increase in perceived attractiveness appeared to be the same for the ugly people as the pretty people, he said. "Attractiveness provides a very important signal of mate quality, it shows you have good genes and a healthy body."

The beer goggles phenomenon is caused by alcohol stimulating the part of the human brain which is used to determine facial attractiveness, the nucleus accumbens, he said.

Source: *The Real Beer Page* - [www.realbeer.com](http://www.realbeer.com)

## 100,000 Bottles of Beer

A 72-year-old from Yugoslavia who says he has drunk nothing but beer for 30 years had his future grave specially designed with two bottles of beer cemented into the headstone. Slobodan Ristivojevic says he gave up drinking anything but beer, even water, in 1972 and has since downed 100,000 bottles. Slobodan says he isn't an alcoholic and now only drinks six bottles a day -- down from 20 a day a few years ago.

"One beer is for me and another one for my loving wife Slavka," he told the Serbian daily Glas Havnosti when speaking of the headstone. "She drinks water too but likes beer and when we die I want to be sure we'll have beer there at the cemetery as well." "There is no drink that refreshes like beer. I used to drink up to 20 bottles a day but nowadays it's only about six a day. I'm not an alcoholic, but I simply can't drink anything else but beer. If I were to drink a glass of water right now I think I'd just collapse on the floor."

Source: *The Real Beer Page* - [www.realbeer.com](http://www.realbeer.com)

## Beer May Prevent Cancer

A joint team of researchers from Japan's National Cancer Center, Okayama University and Kirin Brewery Co. have added cancer-prevention to the list of beer's health-giving properties.

In experiment, rats were injected with a carcinogen that causes colon and rectal cancer. One group was given beer to drink, and a control group drank only water. After five weeks, the group that drank beer had 30 percent fewer primary cancer symptoms than the water only group.

Although this is not the first scientific evidence suggesting a link between the consumption of beer and reduced cancer risk, the involvement of Japan's largest brewery in the research effort sparked public skepticism about he results.

Source: *All About Beer* - September 2002 Issue

## **Oktoberfest, from page 1**

they are important for proper malt flavor and aroma, the Fixes chose to exclude Munich and Vienna malts from their recipes. Again, some would disagree. Gary Bauer used six-row specialty malts in his award-winning, and sadly departed, Ambier Vienna Style Beer (contract-brewed at several Midwestern regional breweries during the course of its life). "My Vienna malt was custom-produced by [Briess Malting](#) to my specifications from plump barley. However, master brewers can use regular domestic Munich and Vienna malts in their formulations if they have exact specifications, understand them, and know how to adjust their formulations and production techniques accordingly."

Dave Miller of Saint Louis Brewery definitely prefers the Belgian malts from DeWolf-Cosyns. "I've used their Munich and Vienna malts as high as 50% of the grist with great results. High percentages give me really rich, intense flavors. For a softer style, try about 20%, which we just did in an Altbier that I'm really pleased with."

George Fix now recommends the inclusion of Munich and/or Vienna malt in Oktoberfest. "When we wrote the book, good-quality malts were hard to find. Now the situation has improved, and in addition to the Belgian malts I really like the Munich malt from Baird's in England [distributed in the U.S. by Great Western Malting]. It's very clean, has great flavor and aroma, and is made from the very best low-nitrogen barley. Brewers on the West Coast are doing great things with it. But still I think that using over 25% Munich or Vienna malts leads to flavor problems."

Caramel or crystal malt may also be part of the grist bill, and some brewers like to use a tiny amount of chocolate or black malt for added depth and complexity.

Although my German friends view this as heresy, I believe that the mashing method is a matter of personal choice and the equipment available. Most microbrewers and brewpubs use a single-temperature infusion mash, which gives very good results with modern domestic malts. In fact, many German "premium pils" breweries now use an upward infusion that is so abbreviated it is virtually single-temperature. Certainly, the less-modified European malts give a slightly better yield when using the upward infusion program that lager brewers prefer. Oktoberfest flavors can benefit from a decoction mash, and lager brewers with upward-infusion brewhouses can easily do a single decoction to increase color and aroma. The traditionaltriple decoction gives excellent results but has fallen out of favor because brewers view it as too time-consuming and energy-intensive to justify the results.

The best water for brewing Oktoberfest has moderate carbonate hardness. Soft water is fine, especially if treated with 50-100 mg/L calcium chloride. In contrast to amber ales, Oktoberfest is best brewed with sulfate levels below 50 mg/L, and gypsum is not an appropriate treatment because it promotes undesirable hop flavors and also can lead to excessive hydrogen sulfide production. Unfortunately, little can be done about high-sulfate water short of reverse osmosis or deionization, but a little calcium carbonate in the mash may mitigate the problem. Reinheitsgebot brewers cannot add minerals to their water and so must be very careful about alkaline sparge liquor.

### **In The Cellar**

Oktoberfest is by definition a lager beer, and one that is traditionally aged for a very long time - March to October! Of course this is impractical for micros and out of the question for brewpubs. Old-fashioned lager brewing uses a long, slow fermentation at 4-9 degrees C (39-48 degrees F) followed by at least 8 weeks of lagering at 0-1 degrees C (32-34 degrees F). Krausening is a common practice in Maerzen brewing but is not essential.

One tried and true technique that still finds favor among modern lager

brewers is the use of a "starting tub," now often called a "flotation tank." The wort resides in the tank for the first 24-36 h after pitching, during which time it has access to important growth nutrients in the cold trub, especially sterols. Meanwhile, any hot trub and hop particles sediment out, and when carbon dioxide production begins the cold trub floats to the surface. The just-fermenting beer is then racked out from under the cold trub into the fermentor for a very clean fermentation.

Fortunately, research and experiment has given us a much better understanding of the biology and chemistry of fermentation and flavor maturation than we had 100 years ago, making it possible to produce good lager beer in weeks rather than months. With most popular lager yeasts today, fermentation can take place at 10-14 degrees C (50-58 degrees F), achieving a rapid purging and reduction of acetaldehyde, diacetyl, hydrogen sulfide, and other undesirables. Many brewers use a "diacetyl rest" on the yeast for 2-3 days following fermentation, then slowly cool to lagering temperature over several days. This modern process can produce highly acceptable beer in as little as 3-4 weeks. Still, long lagering times really bring out the best in an Oktoberfest, gently mingling the flavors into a harmonious marriage of malt and hop. Lager for as long as possible.

Yeast selection is crucial. Some yeasts attenuate too thoroughly, others not enough. Small brewers generally prefer a yeast that has good flocculation characteristics for easy cropping and filtration. Ester and hydrogen sulfide production are important factors. Pitching rate is critical too; low pitching rates tend to stress the yeast and produce high ester levels, whereas pitching too much yeast can result in poor overall yeast growth and inadequate glycogen reserves when fermentation starts. Consult your yeast vendor for recommended pitching rates for your beer.

Wyeast Laboratories (Hood River, Oregon) is a leading supplier of pure culture yeast to small brewers and home brewers, and Wyeast's David Logsdon is the microbiological magician behind some of the great yeasts available today. David was kind enough to give *BrewingTechniques* his recommendations for Oktoberfest yeast.

"Our #2124 Bohemian yeast is the same as the famous Weihenstephan 34/70. It's the most popular lager yeast among microbrewers and brewpubs right now and is an excellent choice for Oktoberfest. 34/70 is moderately attenuating, leaving just a hint of sweetness in the beer. It has good flocculation, not too much and not too little. Malt and hop flavors come out well balanced, and ester production is low. It really likes the modern fermentation temperatures. Lately I've been recommending our new Czech strain #2278. It attenuates highly, making a beer that's on the dry side, but it really accentuates the malt in both flavor and aroma and seems to give a big, soft mouth feel. Ester production remains low even with high-gravity beers, so it's wonderful for Maerzen, bock, and doppelbock. Again it does well at modern fermentation temperatures. A real winner.

"Avoid our strains #2206 and #2308 when brewing Oktoberfest or other medium-high- to high-gravity beers. They're excellent yeasts, and #2206 is the most popular yeast in Europe these days. Unfortunately they both develop too much fruitiness in high-gravity beers. Those esters really clash with the malt in an Oktoberfest."

### **Heresy - The Ale Alternative**

Now for something that will really upset my German friends. I apologize in advance to my purist brethren, but many brewpubs simply cannot tie up tankage for more than a couple of weeks, and most ale brewpubs lack a means of cooling the wort to even a modern lager pitching temperature. Yet many would like to offer an Oktoberfest as a seasonal special. Don't despair! It is not hard to make an ale that approximates the Oktoberfest style. You'll probably even call it Oktoberfest despite the protests of pedants like myself.

The trick is using the right yeast. Follow the guidelines above for

*See Oktoberfest, page 5*

## Oktoberfest, from page 4

formulation and brewing, and remember - don't overhop! Ferment and condition as normal for ale using one of the yeast strains recommended below. You will have an acceptable beer within two weeks and an even better beer after further cold aging.

Choose a German ale yeast. British ale yeasts are unsuitable because of their complex esters and, in some strains, diacetyl production. The same characteristics that are great in a pale ale are undesirable in an Oktoberfest. David Logsdon recommends his strains #1007 and #2107.

"#1007 is a Dusseldorf-type alt yeast. It's very clean and highly attenuating and makes a big, clean beer. Maybe it brings out the hops a bit too much for Oktoberfest, but overall it's very nice. We have a K<sub>1</sub> yeast, #2107, that produces a more lagerlike character than any other ale yeast I know. It's highly attenuating, and flocculation is good. Ester production is extremely low, even in high-gravity beers, and there is actually some sulfur production. It gives a very rich malt character. It's a very unusual ale yeast and recommended for this style."

George Fix has his own favorite German ale yeast: "Wyeast #1338 is the same as Wissenschaftliche Station No. 338, originally introduced into this country by Gary Bauer. It's moderately attenuating and highly flocculent. This one is great if you want to brew an Oktoberfest-like ale, because the malt really comes through and the beer comes out big, soft, complex, and very malty. I'm really happy with the beers I've made with #1338."

Widmer Brewing Co. of Portland, Oregon, has been brewing highly untraditional and idiosyncratic but very successful top-fermenting Maerzenbier and Festbier interpretations for some years now. This brewery's creativity has been unconstrained by convention. At the same time, brewers from Philadelphia to San Francisco are now brewing excellent and characterful Oktoberfest/Maerzen beers by traditional Reinheitsgebot methods. In many cases this style is brewed year round and is a company's flagship beer, often accounting for more than 50% of total sales. Clearly Americans love Oktoberfest beer, and the style has a bright and malty future.

Source: *Brewing Techniques* - [www.brewingtechniques.com](http://www.brewingtechniques.com)

## My Favorite Marzen

by Scott Russell

(5 gallons - all grain)

"This is an Oktoberfest-style ale with a lovely, toasty flavor underlying the hops and the rich maltiness. I know it is not quite authentic, but boy is it nice!"

### Ingredients:

1 lb. toasted and cracked lager malt  
0.5 lb. Munich malt  
0.5 lb. chocolate malt  
3 lbs. unhopped amber dry malt extract  
6 lbs. unhopped amber extract syrup  
2 oz. Hallertauer hop pellets  
1 oz. Spalter pellets  
1 oz. Mt. Hood pellets  
11.5 g. Edme ale yeast

### Step by Step:

Toast lager malt in a 350° F oven for 10 minutes. Crack all three malts and add them to 2.5 gallons cold water (in grain bags), steeping while bringing the water to 170° F. Remove grains to a colander suspended over your fermenter, and sparge with 2 quarts preboiled 170° F water. Add unhopped amber dry malt extract (reserving 1 cup for priming) and unhopped amber extract syrup to the kettle, stirring to avoid scorching.

Bring up to a full boil and add Hallertauer pellets. Boil for 30 minutes. Add Spalter pellets and boil an additional 15. Remove from heat. Pour

into sanitized fermenter, add 3 gallons cold water and Mt. Hood pellets. Let cool. Pitch the yeast. When wort hits 75° F, seal and ferment as usual. Rack after five days, let settle six more. Bottle, priming with reserved dry malt extract. Age cool (45° to 50° F) for four weeks or more.

OG = 1.055 to 1.058

FG = 1.012 to 1.015

Source: *Brew Your Own* - [www.byo.com](http://www.byo.com)



## Keg Update

I know you've heard it month after month, but we are planning on getting the corny kegs courtesy of the Green Bay Rackers. Our insurmountable problem is simply arriving at a date that works for everyone involved. The issue was discussed at the September officer's meeting and we will be looking at dates in October. KEEP THE FAITH! The wait WILL be worth it.

## 2002 Club Picnic Wrap-up

The Annual Beer Baron Picnic on the 14<sup>th</sup> was fantastic. This year's picnic was the first all-homebrew picnic, and having tasted most of the kegs, I think we should make this part of the picnic a requirement. Thanks to all of you that brought your finest.

The food was great as usual. We had rib steaks, butterfly pork chops, and brats which were cooked to perfection by our President, Bob Mountcastle. Thanks to all of you that brought additional items for the buffet table.

The raffle was a success as usual, raising money to help subsidize items needed for the picnic. Thanks to everyone that obtained donated items from area establishments.

Lastly, a huge thanks to club Treasurer Rich Binkowski and his committee for organizing this year's event.

## Harvest Fair

As in past years the Beer Barons have a booth at the Harvest Fair, which is held the 27<sup>th</sup> thru 29<sup>th</sup> of this month, at State Fair Park. The main purpose of this booth is to promote two things: homebrewing and the club. In order to achieve this goal, we need to have club members donate a few hours of their time to man the booth. I'm sure that most of us were introduced to the Beer Barons through either our booth at the Wisconsin State Fair or Harvest Fair. If you enjoy the monthly meetings and newsletters, and the social contact with people that share your interest in beer and homebrewing, this is your forum to let others in on our fantastic club. Working at the booth is actually easy, in fact it comes as second nature to most of us: simply pouring and talking about.....BEER! How easy can it get! If you're interested, see Jerry Uthamann at this month's meeting for a list of available time slots.



## This Month's Meeting

The Wednesday, September 25th meeting will be held at Clifford's, 10448 W. Forest Home Ave., Hales Corners. The meeting will start promptly at 7:30pm. Admission to this meeting is \$5.00.

Oktoberfest will be the featured style of the month. We will be serving a variety of domestic and imported examples of this seasonal beer.

## Please Support Clifford's Supper Club With Your Patronage



**Clifford's allows us to  
use their banquet room  
at no charge to the  
Milwaukee Beer Barons.**

**Our support will help  
show our appreciation.**

*Famous For Their Friday Fish Fry*  
**Cocktail Hours: 3 to 6 p.m.**

### Membership Information

The Beer Barons of Milwaukee is open to anyone 21 years of age or older. Annual dues, which cover the cost of producing this newsletter, are \$15.00. In addition, we normally charge a \$5.00 fee for each meeting attended to cover the cost of the featured beer style we taste that evening. However, additional fees may be required to cover the cost of special events such as the annual party in December. Annual dues may be paid at the monthly meeting, or a check may be sent to:

**Treasurer, Beer Barons of Milwaukee  
P.O. Box 270012  
Milwaukee, WI 53227**

This newsletter will be sent free of charge to prospective members for 3 months. The date that appears on the address label of your newsletter is the date that your membership expires. We do not send out reminders, so be sure to check the date on the label to see when it is time to renew.

**BARON MIND** is published monthly by the **Beer Barons of Milwaukee**, a non-profit organization. If you have an article or information that you would like to contribute to the newsletter, you can e-mail it to the newsletter editor or mail it to the clubs mailing address at: **Beer Barons of Milwaukee, P.O. Box 270012, Milwaukee, WI 53227.**

# BARON MIND

**Beer Barons of Milwaukee  
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**First Class**