



# BARON MIND

The Monthly Publication of the Beer Barons of Milwaukee

July 2003

visit us on the worldwide web at <http://www.beerbarons.org>

## American Beer Month

Did you know that there more than 7,000 brands of beer brewed in the United States? America has a beer tradition that goes back to the earliest days of American history. Everybody knows the real reason the Pilgrims landed at Plymouth rock was because they ran out of beer on board the ships.



American Beer Month (ABM) is a four-year-old grassroots campaign to promote American brewing and celebrate the diversity and variety of American beer.

The campaign encourages people of legal drinking age to visit their local brewpub, microbrewery or beer retailer and sample the many tasty beers available.

This is sponsored by the Association of Brewers and several beer or brewing related companies. More information is available at [www.beertown.org](http://www.beertown.org) or [www.americanbeermonth.com](http://www.americanbeermonth.com).



Not only does America have a growing number of Breweries and brewpubs there are distinctly American beer styles. These include American Pale Ale, American IPA, American Brown Ale, American Wheat, Cream Ale, California Common (Steam) Beer, and American Lagers including amber, light, dark, etc. Now we're adding "Barrel Aged Beers" that are aged in used wine or bourbon barrels!



## 2003 Challenge Cup: July 22-24

Lift a pint of American beer, be counted, and support your local bar or brewpub in the process. The premise of the Challenge Cup is simple: As part of the celebration of American Beer Month, we'll honor the establishments that sell the most American beer

July 22-24.

Beer enthusiasts: Seek out a participating pub, or talk to the folks at your local watering hole about getting involved. Check out the Challenge Cup sites.

Boscus Squared in Memphis has made American Beer Month a local success since the promotion began in 2000, and last year the brewpub sold 1497 pints during the three days of the Challenge Cup. "American Beer Month is about supporting American beer all month," said general manager Trevor Timmons. "The Challenge Cup is about supporting your bar. You've got three days to show 'My bar is the best.'"

This year's Cup includes separate national competition for large brewpubs, small brewpubs, large taprooms, and small bars. That's just for starters. There will be plenty of special challenges.

Source: *Real Beer Page* (see [www.realbeer.com/challengecup/](http://www.realbeer.com/challengecup/) for more information)

Also see: <http://www.nysaes.cornell.edu/fst/faculty/acree/fs430/WagnerBeer.pdf> for an interesting history of brewing in America.



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## Upcoming Events

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

**July 23<sup>rd</sup>:** American Beer Month  
This month is **National American Beer Month**. To celebrate we'll be focusing on American beer styles. These include American Pale Ale, American Brown

Ale, American IPA, American Lager, Cream Ale, Robust Porter, and a couple others. These beers are distinct styles, typically more hoppy than others of similarly named styles, and are well represented by many breweries.

**August 27<sup>th</sup>:** Robin Shepard - Author of "**Wisconsin's Best Breweries and Brewpubs**" will join us to discuss and taste some of his favorites from Wisconsin.

### Limited Number of Tickets for the Great Taste

The Beer Barons have a limited number of tickets for the Great Taste of the Midwest. Benno's (74th & Greenfield) has graciously agreed to share a bus, and half their tickets with us. Here are the details:

Great Taste of the Midwest

Saturday, August 9th

Cost: \$40

Meet at the parking lot behind Benno's (74th & Greenfield)

Board bus: 10:30-11am

Leave Milwaukee: 11am

Arrive in Madison: 12:30pm

Great Taste: 1 to 6pm

Leave Madison: 6:30pm

Arrive at Benno's: 8pm

\$40 includes a ticket to the Great Taste, round trip bus ride, and beer on the bus. You will be on your own for food. Food will be sold at the Great Taste, and we've been told that you can take food into the festival. Snacks or something to eat might be wise for the trip home.

Contact Richard Binkowski, as soon as possible to reserve a space. We will collect money at the next meeting. If you cannot attend the meeting, please make other arrangements.

Cheers, Richard

### Beer Barons Summer Picnic

The picnic is scheduled for September 13 at the same location as last year. Details and a map will be published in next month's newsletter. If you have or can get prizes for the raffle that would be great. Contact an officer with any questions or prizes.

If you're thinking about brewing beer for the picnic there's no time like the present. We have quite a few people who are brewing but could use some more. The club will reimburse your expenses up to \$20/5 gallons. Let's make this another all-homebrew picnic!





**August Officer's Meeting and Social Hour**  
**Date: Tuesday, August 5th**  
**Time: 7:30pm for Officers**  
**Social hour at 8:30pm**  
**Place: Von Trier's**  
**Corner of North and Farwell**  
**Milwaukee**  
**272-1775**

**If you are associated with, or know of an upcoming event that might be of interest to our club please send information to the newsletter editor by the second Wednesday of the month for inclusion in the newsletter.**



### Club Members Do Well in State Fair Homebrew Competition

The Beer Barons of Milwaukee did very well in the State Fair Homebrew Competition. The highest awards were as follows:

- **Best of Show** – Jeff Enders – Barleywine & Imperial Stout; Russian Imperial Stout
- **Best Amber** – Rodney Reineke – Scottish Ales; Light 60
- **Best Black Beer** – Jeff Enders – Porter; Robust Porter
- **Best Specialty Beer** – David Stanton – Traditional Mead; Varietal Honey

Many other club member of also did very well. You can check out all results on the club web site at [www.beerbarons.org/competitions/statefair.html](http://www.beerbarons.org/competitions/statefair.html).



**Some Thoughts From  
The President...**

Dear Beer Barons,

I want to thank Jerry Utheman and Mike Rice for their homebrew demonstrations last month. It was fun to spend the meeting talking about and drinking homebrew. And thanks to everyone who brought homebrew to the meeting. I got to taste some really good beers, and I hope you did too.

I think I've found a volunteer to be the club librarian. I hope to have the details worked out by the next meeting.

I went to Summerfest last week for the first time in years. I was pleasantly surprised by the manageable crowds, and was delighted by the great selection of beers offered by Sprecher, Lakefront, and Water Street Brewery. Sorry Miller, but you didn't get any of my money.

Have you brewed your beer for the club picnic yet? Last weekend I brewed what I hope will be a nice tasty porter. Don't put it off too long. I'm hoping for an all-homebrew picnic like last year. And it is not too late to volunteer to bring a batch to the picnic. If you brew but you don't have any corny kegs, I bet someone from the club could lend you a keg for the picnic. Just ask.

Finally, Saturday, August 2nd is Mead Day. It is an annual event sponsored by the American Association of Homebrewers. Go to <http://www.beertown.org/events/meadday/index.html> for details. After beer, isn't it the next best thing to drink?

Cheers,

Jeff



## BUDWEISER BUDVAR FOR SALE?

British beer writer Roger Protz reports that Budweiser Budvar is embroiled in a fierce political row as top Czech politicians stand accused by a Prague newspaper of holding secret talks to sell off the state-owned lager brewery.

The weekly paper Tyden reported that two government ministers, Bohuslav Sobotka and Milan Urban, held talks behind the back of the Ministry of Agriculture, which controls Budvar. The paper even accused some politicians of taking bribes from American brewing giant Anheuser-Busch, owner of the competing Budweiser brand. His story:

<http://www.protzonbeer.com/documents/27660-001958.html>

source: *Real Beer Page*

## Beer Wars

It's no accident that the beer wars are heating up for summer: Nearly 40% of beer is sold in the four months of May through August, according to the Beer Institute.

source: *Real Beer Page*

## Submitting Original Articles

If you are interested in writing an article for the newsletter please do it! Original articles make the newsletter much more interesting and personal for other members. Don't be afraid that you can't write well, not everybody can. If you'd like, I'll review any article that you provide. We've had a wide variety of contributions throughout the history of the club. Just about anything will be of interest to some club members. Let me know if you have a topic in mind. All articles that are still available will be added to the clubs web site

## On the Competition Front



## AHA Club Only Competition

This month is the time to bring in your European Light Lager for possible entry in the National Club Only Competition. Bring your entry to the meeting where it will be evaluated with others and one will be chosen to represent the Beer Barons as a club. At the very least you'll get some good feedback on your beer. Check in with Chris Belsky at the meeting.

### Coming up:

#### 2003-2004 NCOC Schedule

Competition Style and Date	Club Member Entry Due Dates
August, 2003 - European Pale Lager (BJCP category 2)	July 23, 2003
September/October 2003 - Specialty, Experimental/Historical Beers (BJCP category 24)	September 24th, 2003
November/December 2003 - Koelsch & Altbier (BJCP category 8)	November 19th, 2003
January/February 2004 - Barleywine (BJCP category 12)	January 28th, 2004
March/April 2004 - Mead (BJCP category 25)	March 24th, 2004
Remaining Dates To Be Determined	

## Club Needs a Competition Committee

Now that the Beer Barons will be taking over managing of the State Fair Homebrewing Competition from Jerry Utheman who has done it forever, we need a competition committee. The committee would manage State Fair and any other competition related events in which the Beer Barons participate. This has been slowly growing over the last year or two as more people have become interested in competition.

The idea is that there would be four people on the committee, each serving two years. The members terms would overlap so that there will always be somebody with experience on the committee.

The only way this will be successful is if we get enough participation from members. We're the largest beer and homebrew club in the Milwaukee area and one of the largest in the state. It would be a shame to see the State Fair homebrew competition disappear or be run by a different club.

If you think you might be interested, see Chris Belsky at the meeting.

## This Month's Meeting

The Wednesday, July 23rd 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.

This month as part of National American Beer Styles Month we will be looking at American beers (microbrews only need apply).

We will be tasting beers that are typical of some of the American beer styles.

*Please support Clifford's Supper Club with your patronage*



Clifford's allows us to use their banquet room at no charge to the Beer Barons. Your support will help show our appreciation.

*Famous for their Friday Fish Fry*

Cocktail Hour 3 - 6 pm

## 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.**

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*First Class*