



# BARON MIND

The Monthly Publication of the Beer Barons of Milwaukee

November 2003

visit us on the worldwide web at [www.beerbarons.org](http://www.beerbarons.org)

## Sprecher



The Beer barons Meeting will be at Sprecher Brewing Company in Glendale this month. This has been one of our most popular meeting events so don't miss it!

Sprecher Brewing Co. was founded in 1985 by Randy Sprecher, formerly a brewing supervisor at Pabst Brewing Company, Milwaukee, Wisconsin. Randy was initially told he was a fool for trying to start a brewery from scratch and that he'd be out of business shortly. Turned out, those who doubted were the fools as is demonstrated by the success that Sprecher has experienced since they opened for business.

From 1985 to 1994, the brewery was located at 730 W. Oregon Street in Milwaukee's Walker's Point area. Through the first ten years the company grew steadily as more and more people found out about Sprecher's high quality beers and sodas. Finally, the company had outgrown its original facility and began looking for a new location to continue its growth.

In 1994, Sprecher purchased its current building, located at 701 W. Glendale Ave., a former elevator car factory. The new, larger brewery will allow the company to continue growing, and allow more people to enjoy all of Sprecher's fine products.

The Sprecher web site says that they'll have Belgian tripel, Double Bock, and a couple other treats available. Hopefully they'll have some on tap!

*Almost all the above information came from the Sprecher web site at [www.sprecherbrewing.com](http://www.sprecherbrewing.com)*

### Sprecher was a Gold Award recipient at the 2002 World Beer Cup.

The Association of Brewers of America, hosted this year's event in Aspen, Colorado. The award was for the seasonal offering, Winter Brew, in the European-Style/ Muncher Dunkel category. Craig Burge, our Head Brewer and Randy were on-hand to accept the award. They increased the caramel malts in the 2002 recipe, and then subjected the brew to colder fermentation, to further increase the malt profile. Winter Brew is a blend of dark roasted and sweet caramel malts like Pale, Caramel, Black Patent, and Chocolate with subtle, but distinctive hops including Cascade, Mt. Hood, Tettnang, and Chinook. It will be available starting November 20th.

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— PLEASE NOTE —

The November meeting will be  
**Thursday, November 20, at 6:30 PM**  
at Sprecher Brewery  
701 W. Glendale Avenue Glendale, Wisconsin 53209  
(414)964-2739



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

**November 20<sup>th</sup>:** Thursday night at Sprecher Brewing Company!! Officer Nominations.

**December 18<sup>th</sup>:** Christmas Party and

voting for next year's officers.

## Beer Barons Christmas Party

The Christmas party is coming up next month. It will be held the third week of December. The club will be arranging for meat and cheese platters and Polish sausages. Bring a salad, side dish, or dessert to pass. We'll have the usual raffle and door prizes and maybe music again, who knows!

**Thursday, December 18**

**7:30 PM**

**Clifford's Supper Club**

## Beer Events

### 6th Annual Food and Froth Fest

6th Annual Food and Froth fest hosts several microbreweries, food vendors, live bands and thousands of people at this wonderful tasting at the Milwaukee Public Museum.

February 7, 2004

Time: 7pm to 10pm

Cost: \$35 members, \$40 non-members

Where: Milwaukee Public Museum

800 Wells Street

Milwaukee, WI 53233

More info at: [http://www.mpm.edu/calendar\\_detail.asp?date=2-7-2004](http://www.mpm.edu/calendar_detail.asp?date=2-7-2004)

(It's not there yet but will be ;)



**December Officer's Meeting and Social Hour**  
**Date: Wednesday, December 3**  
**Time: 7:30pm for Officers**  
**Social hour at 8:30pm**  
**Place: Riverhorse Inn**  
**701 E. Center Street**  
**(Riverwest) Milwaukee**  
**(414) 264-4788**

## 16<sup>th</sup> Annual Milwaukee Beer Festival and Blessing of the Bock

Taste Bock and other specialty beers, participate in the homebrew competition, and witness the Blessing of the Bock by Fr. Tim Kitzke of St. Hedwig Parish. Bring your homebrew and have it blessed!

Sunday, March 14, 2004

Serb Memorial Hall

5101 Oklahoma Av.

Milwaukee

More info at: [www.milwaukeebeerfest.com](http://www.milwaukeebeerfest.com)

**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.**



## Officer Nominations in November, Elections in December

Officer nominations are made at the November meeting. We will need nominations for all six positions. Rich, Karen, and Lennie have each had two terms so are ineligible for nomination for their current position, though they can be nominated for other positions.

## Club Members studying to take BJCP Exam

Six members of the Beer Barons are studying to take the Beer Judge Certification Program exam. The exam is a comprehensive test to determine your knowledge of brewing techniques, beer history, styles and flavor/judging ability. It's composed of 10 essay questions and judging 4 beers. If you pass the exam you are a "Recognized" BJCP judge until you get enough judging points/experience to become "Certified". There are currently no active BJCP judges in the Milwaukee area. Information as to their progress will be posted.

Information on the program is available at the BJCP website <http://www.bjcp.org/>



## Some Thoughts From The President...

Dear Beer Barons,

Another year is coming to an end, and it is time to think about the Officer's Election in December. I regret to inform all of you that I will not be running for re-election as President. I'm not abandoning the Beer Barons, but a number of factors are complicating my life, and I won't have enough time to be President. First, I'm going to help Chris Belsky organize the Wisconsin State Fair Homebrew Competition this spring. Chris helped Jerry Utheman last year, and this year I'm going to help Chris. Jerry has organized the competition from it's beginning, and he's going to take a well-deserved break. Chris will be leaving us in 2005 to go to graduate school, so I'm going to take over from him.

Second, I co-own a small business, and we are in the process of taking over another business. Our workload will almost double, and I have no idea of how smooth the transition will be. So I'll probably be spending even more late nights at work. But it is better than the alternative. Third, my mother is having some health problems, and that is taking up more of my time.

And finally, a number of Beer Barons and myself are studying for the Beer Judges Certification Program exam. Chris Belsky and I felt that if we're going to run a BJCP certified exam, we probably should have a few BJCP certified judges. Presently there are only one or two BJCP judges in Milwaukee, and they no longer judge. So it is up to the Beer Barons to fill the void. I've seen some of the sample questions from the exam, and it looks harder than anything I took in college. We're starting small, and the plan is for several of us to take the exam and become certified, and hopefully lead one or two classes next year, and grow from there. It's quite a commitment because there is a lot of reading and studying involved. We'll let you know next summer how we did. And if you are interested in becoming a certified judge, let us know and we'll keep you in mind for future classes.

So you can see that I'm not abandoning the Beer Barons. It's been an honor to be your President, and a lot of fun. And I plan on having many more years of fun as a Beer Baron. So think about who you want for your officers.

And finally, we need a few corny kegs of homebrew for the Christmas Party. We liked drinking your beer at the picnic, so why not at the Christmas Party too. We already have a few volunteers. I plan on bringing a keg of Braggot. What are you bringing? See you at Sprecher's on Thursday night, Nov. 20th.

Cheers,  
Jeff



## Frankenbeer: Low-carb brew frightening on numerous counts

By MIKE DUNHAM  
Anchorage Daily News

(Published: October 31, 2003)

In a spectacular exercise in misplanning, I decided to get serious about the Atkins low-carbohydrate diet at the same time I finished filling every resealable bottle I own with stout, dark homebrewed beer. My half-rack-a-day years are far behind me now. One glass of beer puts me to sleep, so I like that one beer packed full of flavor and grains -- and the carbohydrates that come from grains.

The Atkins scheme, which at this point in the plan calls for no more than 10 grams of carbs per meal, works for me because I could cheerfully eat bacon three times a day for the rest of my life. But it leaves me staring at 99 bottles of beer on my wall and wondering how long it will take to sip my way through them without overdosing on sugar byproducts.

So when I saw Michelob Ultra, with 2.6 grams of carbohydrates per 12-ounce bottle, it seemed worth a try, even at the gouge price of \$7 for a six-pack.

It wasn't.

See the rest of the story at:

<http://www.adn.com/weekend/story/4289012p-4299223c.html>

## Todd Ashman New Brewmaster at Titledown Brewing Company

Whispering Jeff told us that Todd has joined the Titledown Brewing Company in Green Bay as Brewmaster. Congratulations Todd and good luck. It's definitely worth the drive to sample his beers!

## On the Competition Front



## National AHA Club-Only Homebrew Competition (COC) - Beer Barons Listed in Zymurgy Magazine.

By Chris Belsky

This month Rich Heller's yummy Koelsch is representing the Beer Baron's in the COC for the Koelsch/Altbier competition (round 3 of 6 in the COC)- let's all wish Rich good luck on representing the club at the competition, and thanks for your support & participation in the Beer Barons.



Dan Schlosser represented the Beer Baron's for September's Specialty/Experimental/Historical Beer competition with his Smoked Scottish Ale (round 2 of 6 in the COC). The competition was held on Saturday, September 27th, but unfortunately Dan's beer didn't place in the top three out of 38 entries. Thanks anyway, Dan, for your participation!

As shown in the COC schedule, this month's category is Barley Wine, so bring in your tasty Barley Wine to the Beer Baron's November 20th meeting (at Sprecher Brewery) for the COC competition.

Take a look at AHA's website [http://www.beertown.org/homebrewing/club\\_winners.html](http://www.beertown.org/homebrewing/club_winners.html) as the Beer Baron's are listed as currently in 3rd place national in the COC! Also, make sure to read the latest issue of Zymurgy magazine, as each issue has the updated listing of points for each homebrew club. The Beer Barons are listed in Zymurgy for our accomplishments! Points are accumulated for each club, with the club having the highest point total winning the homebrew-club-of-the-year award at the National Homebrewer's Conference. The current rankings for the COC is:

#### 2003-2004 Club-Only Competition Standings

Rank	Points	Club
1	12	Prairie Homebrewing Companions
2	12	Urban Knaves of Grain (UKG)
<b>3</b>	<b>8</b>	<b>Beer Barons of Milwaukee</b>
4	8	Heart of the Valley Homebrewers (HOTV)
5	4	Alcohol Through Fermentation (ATF)
6	4	Maltose Falcons

Take a look at the schedule for remaining events of this year's COC. There are only three (3) events left, with the next one being the Barleywine category in November. I know there are a few club members who appreciate and brew this style, so bring your beer in! Entries for this event will be due on the November 20th club meeting (held at Sprecher Brewery).

If you're interested in representing the club for any of the below beer styles, bring in four (4) bottles of your best brew on the entry due date (bottles must be 10-14oz brown bottles with no marking/labels. Please, no flip-top Grolsch style bottles.). If you'd also be so kind, please fill out the 'Recipe Information' sheet that you can obtain at this link: [http://www.beertown.org/homebrewing/pdf/entry\\_recipie.pdf](http://www.beertown.org/homebrewing/pdf/entry_recipie.pdf) and bring it in with your beer (please note that this is a NEW web address - again). We have a panel of club-member judges that will select which beer gets to represent the club and be entered in the COC.

Here's the complete & updated COC schedule and entry due dates:

#### 2003-2004 COC Schedule

Competition Style and Date	Club Member Entry Due Dates (bring your beer to this meeting)
August, 2003 - European Pale Lager (BJCP category 2)	July 23 <sup>rd</sup> , 2003
September/October 2003 - Specialty, Experimental/Historical Beers (BJCP category 24)	August 27 <sup>th</sup> , 2003
November/December 2003 - Koelsch & Altbier (BJCP category 8)	October 22 <sup>nd</sup> , 2003

December 2003 - Barleywine (BJCP category 12)	November 20 <sup>th</sup> , 2003
April 2004 - Mead (BJCP category 25)	March 24 <sup>th</sup> , 2004
May 2004 - Extract Brews	April 28 <sup>th</sup> , 2004

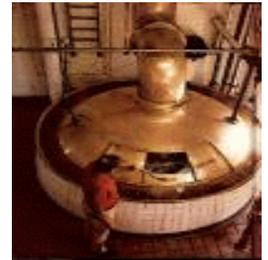
Competition Basics: The National AHA Club-Only Homebrew Competition is the national homebrew competition that awards clubs for their outstanding efforts and products. The competition runs from August through May, ending in the National Homebrew Competition (NHC) Conference where the homebrew club of the year is crowned. There are six competitions during this August to May period, with each competition focusing on a predetermined BJCP style. Each club can enter *ONE* entry for each competition. Points are awarded on a 12, 8, 4 point basis for 1<sup>st</sup>, 2<sup>nd</sup>, and 3<sup>rd</sup> places respectively. Additional points can be awarded to the club for individual entries in the NHC 1<sup>st</sup> and 2<sup>nd</sup> round on a 6, 4, 2 basis for 1<sup>st</sup>, 2<sup>nd</sup>, and 3<sup>rd</sup> places respectively. The official rules & schedule can be found at the AHA website <http://www.beertown.org/homebrewing/club.html>.

For a complete description of all the BJCP categories, go to <http://www.bjcp.org/style-index.html#download>. There you can download BJCP style guidelines 'til you get thirsty.

If anyone has questions concerning this, feel free to either email me at [belskyc@msoe.edu](mailto:belskyc@msoe.edu), or give me a call anytime at 414-807-5230.

Cheers,  
~Chris Belsky

## Beer and Brewery Reviews



### Guinness: It's not the only great beer in Ireland

by Kevin Moon

My nephew and I took a trip to Ireland earlier this year. He enjoys good beer just like I do so we were destined to have a good time. Of course, when a Beer Baron thinks about Ireland Guinness immediately comes to mind. Andrew, my nephew, and I went to the Guinness brewery. No trip to Dublin would be complete without going to the brewery. It is huge! I have had Guinness Stout on three continents and I must say the beer at the brewery and in all of Ireland was the best Guinness I have ever tasted.

We also went to some excellent bars while in and around Dublin. One of the bars that I should mention is Messrs Maguire. This brewpub is in downtown Dublin right on the river. We ordered a sampler and were pleasantly surprised that the brewpub makes a very good stout named, "Plain". Also, they make another beer called "Extra" which happens to be

a double stout. See a theme developing here? They also brew a red ale, a pils, and several other beer styles. Both of the stouts we tasted were the best beers they made. It was very cool to get into a conversation with one of the bartenders who is from Boston and talk to him about beers from Ireland and Europe. He enjoys good beer and was very helpful in pointing out different beers available during our trip.

Another bar that deserves your attention when you go to Dublin is "the porterhouse". This was the single best beer bar I've ever been in. They have a beer menu that most brewpubs would kill for. They make three stouts, three ales, and three lagers. Also, they have one of the best selections of tap and bottled beer I have ever seen. You pick which country you want to drink beer from and the bartender brings you your selections. We had a sampler to try all their beers. The two standouts were the Wrassler 4X Stout and their Plain Porter. Michael Jackson is quoted in the beer menu as describing Wrassler this way, "The best stout in Ireland for my money." The beer was FANTASTIC. Do yourself a favor if you go and drink several pints as I did. The Plain Porter is world-class beer and that is proven by it winning an International Gold medal. (I didn't know which beer was better so I drank them both.)

After drinking their own beers we turned our attention to their extensive selection. Many of the beers we drank I've never heard of. I will only mention some excellent beers we found: Achel Trappist, Boon Framboise, Watou Wit, all from Belgium; Aventinus from Germany, and Batemans XXXB from England.

One of the best things about the beer menu is the description of the beer and beer styles. Also, the beers are grouped according to country so it is very easy to compare the same style made by two or more brewers in a country. This brewpub is committed to spreading knowledge about quality ingredients and great beer and it will be a destination the next time I go to Ireland. Finally, the people of Ireland were wonderful. They were very friendly and open. We made friends while in the Public House and that is a great memory from our trip.

## Brewing Techniques, Equipment, and Tall Tales



### Yeast Starters

by Mike Teed

Why do I have to make a starter for my beers? Why does a dry yeast ferment my beers faster than a pure culture does?

It's simple if you do the math... Lallemand states there is approximately 20 billion yeast cells per gram of Active Dry Beer Yeast (ADBY). If you do the math, that tells you in a 11 gram package there is roughly 220 billion cells to a package. Compare that to a Wyeast XL package which states 50-70 billion cells in a fully grown package, and that explains one reason why there is such a difference in speed of your fermentation with a package of ADBY versus a fully grown XL package. But there's more to it than just this.

So you ask, Mike, how do you figure out your pitching rate? Here's the easiest way to calculate your pitching rate. There are 3875 milliliters (mL) per gallon of liquid. 220 Billion cells divided by 19375 (3875 ml x 5 gallons = your volume in mL), gives you cells/mL count. 10 million cells per mL is the desired pitching rate for ales, and double that for lagers. So 220 billion divided by 19375 gives you 11.35 million cells per mL, which is a sufficient pitching rate for ales. Now let's calculate that for an XL smack pack (and roughly the same cell count is claimed for their pitchable vials). Taking best case 70 billion cells, leaves you a pitching rate of 3.61 million cells per mL. So it would take you 3 XL Wyeast packages to pitch the same amount of yeast as one 11 gm package of ADBY. Proper pitching rates leads to rapid fermentations and the best practices help improve your fermentation quality. This cell count can also be achieved by stepping your Wyeast package up to approximately 500 mL of starter volume. How I know this is through experience and yeast counting with a hemacytometer.

But remember I said there was more than just the quantity of yeast pitched. Viability, being the number of live cells versus dead cells, and vitality, being how fed, fat and happy the yeast is, are also very large factors in the equation. In the dry yeast, there is sufficient nutrients and oxygen already packaged up from the process, versus the need for a Wyeast package to be re-fed nutrients and oxygen since it has used much of its stored reserves to multiply up to the size that it has achieved. That is why a starter is always advised to achieve a proper cells per mL pitching rate, and simultaneously, to improve the vitality of the yeast.

When using ADBY you must rehydrate the yeast properly! This makes a big difference in the viability of the pitched yeast. Making an error can reduce your viability by as much as 50%, as this is what happens when you pitch the envelope directly into the wort! Follow the directions on the yeast package, and in case there are none, such as the DCL yeasts, use the process recommended by Lallemand at <http://consumer.lallemand.com/danstar-lalvin/beerfaq.html#rehydrate>.

The bottom line is, the speed of your fermentation is primarily determined by your fermentation temperature, pitching rate, and vitality and viability of your yeast, and optimizing each will dramatically improve the quality of your beers and wines. This tip has been a bit wordy and technical, but I don't think I could have said it any easier (those who know me know it could have been much longer, as I never used the words trehalose and glycogen).

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# This Space Available!

### For your article!

We need you to help out with articles for the newsletter. Any length, typed or hand written. Anything about beer, brewing, breweries, personal experiences in beer or brewing. Anything that's in good taste (not too offensive to the general membership).

**This space intentionally left blank**

**FOR YOUR ARTICLE!**

## This Month's Meeting

The **Thursday, November 20<sup>th</sup>** meeting will be held at Sprecher Brewing Company, 701 W. Glendale Ave., Glendale, Wisconsin. The meeting will start promptly at **6:30pm**. Admission to this meeting is \$5.00.

This month we will be touring the brewery and tasting their beers fresh at the brewery! This has always been one of the most popular meeting topics/locations. Don't miss it!



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

Clifford's allows us to use their banquet room at reduced charge to the Beer Barons. Your support will help show our appreciation.

*Famous for their Fish Fry*

Served both Wednesday and Friday  
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*