



BARON MIND

The Monthly Publication of the Beer Barons of Milwaukee

March 2006

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

**NEXT MEETING:
WEDNESDAY MARCH 22ND 2006
GREAT DANE PUB AND BREWING CO.**



In 1994 the Fess Restaurant in Madison closed and was sold to the Great Dane Brewing Company. This marked the beginning of the first operating brewery in Madison since 1966. The property has an interesting history. The Fess family had owned it since the 1850s and kept it in the family for over 100 years.

The Great Dane Pub and Brewing Co. is great for all types of people. It provides a great place for business people to grab a quick lunch as well as a relaxing environment for those who want to enjoy the day and terrific brews. The large menu provides tasty treats for everyone's beer and food desires.

Currently, Great Dane has two locations. One location in Madison and the other is in Fitchburg. The Brewmasters of Great Dane follow the Reinheitsgebot, which is the German Purity Law of 1516 which states beer can be made from four ingredients: water, hops, barley, and yeast.

The Madison location usually had at least 12 different beers available while the Fitchburg location has at least 10 beers. At Great Dane there is something for everyone. Whether you prefer ales or lagers, sweet or bitter, you will definitely be satisfied. At least one cask ale at each location is on tap as well as specialty beers.

If you stop in for an afternoon beer or dinner with friends don't forget to purchase a growler on the way out. This way Great Dane's beer can be enjoyed in the comfort of your own home or with other beer lovers. Products from Great Dane are available in some Milwaukee locations such as Bennos, East Sider, Onopa, Roman's Pub, The Gig, and The Social.

For more information check out Great Dane's website at www.greatdanepub.com

Great Dane Pub & Brewing Co.
2980 Cahill Main
Fitchburg, WI 53711
608.442.9000

Great Dane Pub & Brewing Co.
123 E Doty St.
Madison, WI 53703
608.284.0000

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Some Thoughts from the President

It has been said that everyone should believe in something, and I believe I'll have another beer. That's one line of thinking that keeps me brewing beer often. Speaking of brewing beer...please consider brewing beer for the upcoming World of Beer festival which is put on by the club. It is another great opportunity to showcase your talents as a homebrewer, and help out the club. If you're unwilling, or unable to brew beer, why not volunteer to help the club out in another capacity? There are plenty of opportunities to help out. No volunteers will be turned away. It is a great time, and the more volunteers we have, the more fun it will be for everyone...we'll be able to take some time to enjoy the festival in between working it. So have another beer, and volunteer to help the club make the W.O.B festival the best it can be.

Auf Wiedersehen,
Jason

Treasurer's Report



Memo from the Treasury:

Our meeting expenses for February totaled \$817.08, (which included the cost of the new speaker system), while our fees from the meeting and T-shirt sales brought in a total of \$823.00 (~84 attending). Still another big thanks to all of our guests and trial members for January (10 in all). Our club balance on 3/8/06 was \$1,784.02 with another \$842.24 in our Festival account, for a grand total of \$2,626.26. Keep up with all of the good work and see you in March.

Slainte agus tainte!
Health and Wealth
Kelly

WOB FESTIVAL 2006

The 3rd Annual World of Beer Festival is only a couple of months away—**May 07, 2006** at Serb Hall. Fellow Beer Barons don't forget to reach for the stars and make this the BEST festival thus far. Put the extra effort forward and tell a friend about the festival, put up flyers, brew beer, volunteer at the festival, or do whatever it takes to make this a event that makes you say WOW!!!

Beer Calendar—2006

April 01-N.E.W. Brew Fest - 5-9 PM - \$25
(\$22 with Katrina Donation of sheets, towels, pots pans)
The Wave Bar & Ballroom, 2350 N. Casa Loma Dr.,
Appleton, WI - (800) 261-233

April 08-4th Annual MDA Toast to Hop Party
& Micro Beer Tasting - 6-9 PM - \$30 (\$25 Advance)
Hal's Harley Davidson, 1925 S. Moorland Rd., New Berlin, WI
Reservations: (262) 860-2060

April 21-Alzheimer's Association 2nd Annual Rhythm & Brews
6-10pm-\$25
Dales Weston Lanes and Convention Center
5902 Schofield Ave, Schofield, WI 54476
Reservations: (715) 848-1221

April 26-Beer Barons Meeting
Homebrew Month—Parallel Brew
@ Cliffords

April 29-Spielmannszug Bock Bier Fest
5 PM - \$5
Charles Hart Park, 7300 Chestnut St., Wauwatosa, WI

May 07-3rd Annual World of Beer Festival
Serb Hall—1-5pm
5101 W Oklahoma Av
Milwaukee, WI



May 20-Wisconsin State Fair Competition
Entry forms due around May 01

May 21-15th Annual Wisconsin Micro Brewers Beer Fest
Calumet County Fairgrounds-- Chilton, WI

August 12-Great Taste of Midwest
Madison, WI

A special thanks to all those who volunteered or participated in recent beer festivities such as Food & Froth, Mid-Winter Brewfest, and the Blessing of the Bock.

With out you these events would not be so fabulous!!! Thanks for making the beer world a better place.

Upcoming Events: Meeting Dates and Styles

Mar 22: March Meeting-Steve Wermuth
from Great Dane
@ Clifford's Supper Club
7:30pm prompt

Apr 05: Officer's Meeting: 7:30p
@ Benno's
7413 W Greenfield Ave
Milwaukee, WI



MAY 07 2006

1-5pm

@ Serb Hall
5105 W Oklahoma
Milwaukee WI

\$25 advance or
\$30 at the door

The Beer Barons of Milwaukee presents the 3rd annual World of Beer Festival (WOB) on Sunday May 07, 2006.

Don't forget to purchase your ticket for the WOB Festival. Not only will there be over 200 beers from over 80 breweries, but there also will be speakers and presentations about beer, brewing, and the beer industry.

Tickets are available in numerous ways. There are only 500 tickets available so act quickly. Tickets are available via the website, which is www.beerbarons.org. Plus tickets are available through mail order, regular meetings, and participating stores.

The proceeds will go the planned Museum of Beer and Brewing in Milwaukee.

Come check out the huge selection of beers and what the Beer Barons has to offer.

Mail Order:

Beer Barons
PO Box 270012
Milwaukee WI 53227
(check or money order only!)

Participating Outlets

Frugal Homebrewer
8008 W National Ave
West Allis, WI
414.257.9463

Purple Foot
3167 S 92nd Ave
Milwaukee, WI
414.654.2211

Discount Liquor
5031 W Oklahoma Ave
Milwaukee WI
414.545.2175

(cash and check only at these outlets!)

A Gem In Northeastern Wisconsin

There is a small town in northeastern Wisconsin called Oconto Falls. It is deep in the heart of what I call "Bud Lite Country". On the edge of town, there used to be a fast food restaurant. It went out of business and sat vacant for some time. A northeastern Wisconsin homebrewer was about to change the face of "Bud Lite Country" in a way that only few people could imagine. In what used to be a Hardees restaurant, now sits the only microbrewery that I know of with a playland and a drive thru window.

Falls Brewing Company was founded in 2004 by Tim Hudson. Partnered with Jon Daul, Falls Brewing Company offers a honey blonde, pale ale, nut brown, and porter, along with occasional seasonal beers. They operate an all-ale brewery with mostly used brewing equipment, including a 7 bbl brew kettle fired by propane. Their brewing system should be the envy of any homebrewer, but especially those who look to brew on a larger scale. Their pilot brewery is a 3 tiered system very similar to some homebrew systems I have seen. Their grain mill is the same as many used by serious homebrewers. They do have a very nice, albeit small bottling line, which was a very nice piece of equipment to add to a microbrewery.

I along with a few friends (some of which are members of our fine club) happened to be driving through northeastern Wisconsin recently and decided to pay Falls Brewing Company a visit. They don't have a regular tour, or a gift shop, and they do not offer samples, but Jon Daul was very welcoming of our small group and gladly showed us around. They are normally operating or cleaning during regular business hours Monday through Friday. If you're ever in the area, stop in and see what's brewing.

Falls Brewing Company is located at 782 North Main St. Oconto Falls, WI 54154 and can be found on the web at www.fallsbrewing.com
-Jason Kloss -

(the picture was taken inside the brewery - From Left to right: Jeff Gutowski-beer baron, Clint Gordon-beer baron, Jason Sutton, Jason Kloss-president and beer baron, Doug Jenquin)



Committed Speakers at the WOB Festival

1. Todd Ashman - Currently working for Rahr Malting, former Brewmaster for Flossmoor Station. Speaking on Barrel aged beers
2. Charles McGonegal - AEppelTreow Winery, speaking on ciders.
3. Timothy John - Author of "The Miller Beer Barons" published by Badger Books. It is a complete history of the Miller Brewery. Timothy is also a descendant of Frederick Miller. He will speak on the history of the Miller family, and promote his book.

Homebrew Roundtable

Also featuring at the WOB Festival is the Beer Barons Homebrew Roundtable, with suppliers, retailers, homebrewers & certified homebrew judges talking about...Homebrew. Topics may include yeast, bottling, homebrewing, tapping systems, aged beers, and much more. Don't be shy. Speak up and learn something new or interesting about the wonderful world of beer.

Auction Night for Channel 10

As a group the Beer Barons will volunteer to work for Channel 10's Auction. Why volunteer? It's fun and it's for a good cause—why not? A sign up sheet was passed around at February's meeting. The dates have been chosen:
Saturday April 29 at 3p-730p
Sunday April 30 at 3p-730p

The sign up sheet will be available again at the March meeting. Karen will not be at the March meeting so if you have questions see Nikki Passentino or Kelly Kramer at the next meeting or contact Karen by phone or e-mail.

phone: 414-462-3616
email: Kgrade@oncologyalliance.com

American Homebrewers Association

Competition Schedule



MONTH(S)	STYLE	ENTRY DUE DATE
March/April	American Ale	03/22/06
May	Extract Beers	04/26/06
August	Mead	07/26/06
September/October	Stout	09/27/06
November/December	Light Hybrid Beer	TBA

www.beertown.org

National Homebrew Competition

*Largest Beer Competition in the World!

The 28th Annual National Homebrew Competition is approaching!!!

Entry Deadline: April 03-14
Judging: April 21-30

\$8/entry
\$12/entry(non-members)

For more info:
www.beertown.org
1.888.822.6273

Beer Barons Gear

If you would like to purchase a Beer Barons' tee-shirt, long sleeve or sweatshirt then see Nikki Passentino or Kelly Kramer at the next meeting. Karen will not be in the country for the March meeting. Money in hand is preferred. Beer gear can be picked up at the April meeting for those who have paid.

Adventures by Tom Ciula

—a fellow Beer Baron's travel story:

As a guest of Tim and Becka Burzynski and Becka's current special friend, Josh, we departed about 4:30 Friday evening, grappled with Chicago Rush hour traffic and arrived in Muenster, Indiana a little after 7. It was dark and it seemed like we were in an industrial park. And then, there it was small and unassuming identified only by a small neon light which read Three Floyds. We went in and the atmosphere was very, very casual. A small bar, a small number of barroom tables, and what the hell is this? Couches--living room couches that people were lounging on, relaxing with beer in hand. A chalk board over the bar showed what was currently on tap. The volume of noise was medium at most, and I guess it was mostly locals, as we were the only ones walking around gaping at the poster art work on the walls, huge art posters of Japanese Monster movies and 3 Floyds' beer labels. We sat at an open table in front of a huge picture window, where you could gaze into the brewery and ponder about all the magic that takes place inside.

There were two menus on the table, one a careful description of all the 3F's brews, and the other one a list of the appetizers. The service turned out to be first rate; our waitress came to our table and was perfectly content to let us sip beers and talk, no pressure for food whatsoever. While they didn't have a sample tray per se, the waitress seemed more than willing to make a number of trips to the bar for us to bring back small samples of anything we wanted.

We of course started off with a Dreadnaught as fresh and tantalizing as could be, yum. As we were finishing these we checked the menu, and that's when the unending chain of samples started. I opted for beers I couldn't get anywhere else, like Moloko Plus, a rich sweet milk stout, and then I went to a Broodoo, another intense 100 IBU brew made with New Zealand and simcoe hops, also delicious. They also had a "guest menu" a fantastic selection of beers from other breweries, including Arrogant Bastard from Stone's and Stones IPA, some Unibroue beers, really special stuff. For food we decided to start with the cone of fries, which seemed to be the most popular appetizer in the place, just about every table had one. It's a large cone filled with nicely done french fries and served with a choice of a number of dips. We went with the curry ketchup, and the Jerki. We also ordered a pizza, which was good, not great and loaded with peanut oil, an interesting addition to a pizza.

We played the game of trying to guess which of the three men we saw sitting in the brewery was Nick Floyd. The waitress had pointed at the group, when we inquired about his whereabouts, but we weren't sure who she pointed at. We came to a very non majority conclusion as to which one he was, and when this gentleman walked out into the brewpub, several of our party was that close to asking him to come over to our table and pose for a picture. At the last possible second, he suddenly grabbed a tray and started picking up empty glasses. Turns out it was Barnaby, nice guy but not one of the Floyd brothers.

There was one projection TV over the bar that no one seemed to be watching. Growlers were available, but the selection that they would give you was limited. We eventually got enough beer in us, where we didn't care what the clientele thought of us. We started wandering around the place looking for picture opportunities, like a bunch of Japanese tourists. At about 11 the place was starting to thin out, but there were still plenty of people. I also remember the water tasting really good; we were drinking a lot of that to maintain stamina. Prices seemed reasonable, 5 bucks for imperial pints, some higher alcohol beers came in twelve oz., some bigger brews were 6 bucks, the beer came in the correct style glasses, but with all kinds of different beer names on them.

The one complaint, the old one toilet, lock the door behind you routine, absolutely primitive for a brew pub. There was actually a line of guys waiting to get in. you had to watch for an opening, almost like an airplane bathroom. Amazingly, there was never a line at the ladies room, and of course Becky smugly laughed at what she perceived was the old switcheroo. Now you know how it feels when were at a Brewers or Bucks game she chided.

The place was smoke free which was much appreciated. A wonderful way to start the journey and at about 11:30 we departed and headed for our sleeping quarters, one of Tim's daughters house further in Indiana.

Local Breweries and Brew Pubs

V A K S A E S I T K O O M Z I
E U W Y H N O C W X N I O L T
C N U E G A N B Z O P W T F E
F A O N N D P J P D C E T Y E
U D Z T V T E A H I Q Q O Y R
O W I I T A D D W A R I B V T
N J Z H N E U L I V C G K E S
P M J W O R B G E S S H C W R
K O V T R G E H B I R J O R E
L Y Y J F Q W U A M F E R G T
G G M K E R E L L I M A V V A
B E B O K U H W Y J S I L I W
N D G S A P F C X C C A R E R
P T Z C L R E H C E R P S P D
A R A I V T R Z F Q D L P R S

DELAFIELD	GREAT DANE
JT WHITNEYS	LAKEFRONT
MILLER	ONOPA
RIVERSIDE	ROCK BOTTOM
SPRECHER	WATERSTREET

Parallel Brew

Things appear to be going well for those who volunteered for the parallel brew. Differences have been noted in gravity among brewers; however that could be due to equipment, brewing processes, and/or ingredients.

State tuned for more information in next month's newsletter about the parallel brew. April will be homebrew month and a chance to sample everyone's creations.

Thanks to Mike Teed for ingredients!

April Newsletter

The editor will be vacationing in Florida in April. Please submit all officer letters, WOB information, parallel brew information, and articles by **Friday April 07 2006**. Anything not submitted by this date will not be in the April newsletter.

THIS SPACE AVAILABLE

Tell joke. Share a favorite beer story. Write a poem. Help the editor and submit letters, articles, or any fun beer ideas or experiences. Thanks!

This Month's Meeting

The **Wednesday March 22 2006** 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/person.

This month Steve Wermuth from Great Dane will be joining the Beer Barons.

Please Support Clifford's Supper Club With Your Patronage



Clifford's allows us to use their banquet room at a reduced price. Our support will help show our appreciation.

Famous For Their Friday Fish Fry

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