



BARON MIND

The Monthly Publication of the Beer Barons of Milwaukee

September 2006

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

O K T O B E R S E P T E M B E R M E E T I N G : 09.27.06

The summer months have slipped away and fall is approaching quick. With the change of seasons comes a change of beer styles and flavors. Many of us enjoyed the light summer beers that kept us going while mowing the lawn, gardening, or after a hard day of work. However, in the fall and winter a more hearty beer is often desired, which brings us to the topic of this month's meeting.

Millions will be celebrating and consuming gargantuan liters of lager in Munich starting the third Sunday in September. What are they celebrating? Oktoberfest, of course.

Oktoberfest is both a beer style and a traditional celebration. The former is a German Amber Lager with a medium body. Its color ranges from dark gold to a reddish amber. The aroma and flavor are both malty. Plus the flavor may have toasty notes. The hop bitterness is moderate and the hop flavor is usually low. Overall, the balance in this beer is definitely toward the malt.

Many of the Beer Barons are probably familiar with the history of the Oktoberfest celebration; however, there may be some who are not as knowledgeable on the subject. This event is not any old keg party. In fact, Oktoberfest is the biggest beer festival in the world. That's right—the biggest beer festival in the world! So why aren't the Beer Barons attending? Because the festivities take place in Munich, Germany. That's right, at this time of year over five million people from around the world flock to Munich for overflowing mugs of beer, excellent German food, and live oomp-pah-pah music.

Approximately 200 years ago it all began at Prince Ludwig and Princess Therese's wedding on October 12, 1810. Five days later everyone celebrated with a festival. It must have been one great party, because the tradition has continued since and the festival has expanded. Today there are no longer horse races, but there are 14 beer tents, beer gardens, rides, food, music and much more!

Three years ago I had the wonderful opportunity of seeing Oktoberfest for myself. WOW! Holy smokes! Every beer lover needs to make the journey is all I can say.

If you can't make it to Germany then no fret because there are Oktoberfest celebrations right here in the Milwaukee vicinity. Plus you probably can pick up a 6-pack of the Oktoberfest style of beer at your local liquor store.



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Some Thoughts from the President

Fall is coming up quickly. Soon the temperature will cool and the leaves will change color, and we'll be drinking Oktoberfest. Fall is my favorite time of year in general, but somehow beer becomes more enjoyable to me then. I brew more beer this time of year after a slow summer. I hope to have something good to share with the club this fall sometime. I also want to thank everyone who helped out with the club picnic. It was a small group, but we had good fun and great beer. (And it didn't rain on us...) Make sure you start thinking about next year's World of Beer Festival. We are going to be needing volunteers to help in the planning and preparations. Its not too early to start thinking about joining a committee. Our club is strong because of the people in it. Without your efforts, the festival wouldn't happen. Keep it in mind, and don't forget to share a good beer with a friend...You bring the beer, I'll be your friend!

Auf Weidersehen,
Jason



June Treasury Report:



Our club balance after the August meeting stands at \$1,513.47, while our festival account remains the same at \$5,470.26. That amount will drop to \$2,470.26 after our presentation to the museum. There were 53 in attendance at the August meeting, which included 9 guests. Two of these guests have signed on as new members.

Thank you all for keeping your membership dues up to date.

Slainte,
Kelly

Metal Racking Cane Saves Baby!

My roommates were walking outside to their car when they noticed my neighbor lady in a panic. She had locked her keys and baby in her car. My roommate, Jeremy, who is often very clever and handy attempted to get the door unlocked through the top of the window, but he had no luck. Finally, my other roommate, Kori, ran upstairs into the house and came back with a metal racking cane. Kori has a hard time brewing without breaking things so a few days prior Jeremy was in Waukesha picking up brew supplies when he spotted a metal racking cane and thought it would be perfect for Kori because the plastic ones seem to be ending up in multiple pieces. The metal racking cane isn't always the greatest for brewing, because it is not transparent so you can't see the sweet liquid while transferring or its cleanliness, but it is sure great for unlocking your car in a bind. Sure enough, a few seconds later the car was open and everyone was relieved.

CLEAN UP, CLEAN UP EVERYBODY!

Don't forget to help out at the meetings by gathering your bottles and placing them on the bar or taking them out to the recycling area outside. These Beer Barons meetings can get messy and usually the same bunch of Barons clean up the clutter at the end of the evening, which isn't fair to our fellow friends. So please be kind and help tidy up before you depart for the night. Thanks.

Andy Goes to Texas

I had the opportunity to visit the Big Buck Brewery and Steakhouse in Grapevine, Texas, near Dallas. The restaurant and brewery are attached to the Bass Pro store, for a great shopping / eating / drinking experience. Go through the Bass Pro store first, to avoid buying out the store. The whole facility is done in a log cabin style, on steroids. With a 70 foot arched ceiling over a massive dining area, plus a tavern on a balcony, the place is Texas huge.

Cheryl and I shared a beer sampler, and all of the beers were great. They have a diet/light beer that was actually pretty tasty. On tap were Red Stag Ale, Antler Ale, Buck Naked (light beer), Big Buck Scotch Ale, Black River Stout (my favorite), Hefe-Weizen, and an IPA. Check the website for current beers on tap. The food was also really great, making it a pretty good outing.

I met up briefly with Cleon Converse, the General Manager, and he explained a little about their operations, including another brew-pub / restaurant in Gaylord, Michigan. (That explained the photographs of snow-covered landscapes in a Texas establishment)

The brewery was closed for the evening, but is visible through the huge class windows. It was interesting that the finishing tanks are labeled "Tax Determination Tanks", as this determines how much of the beer is taxable. This is a full service facility, and I would recommend stopping in if you are in the area.

Website: www.bigbuck.com for information

THANK YOU DAN!!!

Thanks **Dan Schlosser** for bringing your "short hopping" experiment at the August meeting! Many of us enjoyed sampling your beer!

Also thanks for your kindness and generosity. I don't know if many of you realize but Dan brews quite frequently. Plus he is very creative and unique with his recipes. Lucky for us Beer Barons we get to sample Dan's experiments from time to time. As homebrewers we should look at Dan as a fine example. More of us should be brewing, creating, and sharing our good and not so good (a great way to learn) beers. If you are a novice at brewing or kegging then don't be shy because many of us have the knowledge or equipment to help you along the way. Besides, "Relax. Don't worry. Have a homebrew."

ELECTIONS! ELECTIONS! ELECTIONS!

Just a reminder that elections for the Beer Barons' board is not too far away. All positions are open. President Jason Kloss, Vice President Karen Grade, Treasurer Kelly Kramer, and Member at Large Phil Rozanski have the opportunity to run for a second term. Editor Nikki Passentino and Member at Large Kevin Moon cannot re-run for their current positions.

Nominations take place at the November meeting and the elections will be held in December at the Holiday Party. All members are encouraged to run for office. Dedication and love for beer is required.

Dells on Tap

October 21



Once again Richard Binkowski is organizing a bus trip to Dells on Tap. More information will be given at the September meeting. At least 30 people need to sign up for this trip to happen due to the expense of the bus. So sign-up for the fun and enjoy microbrews and live music in the Wisconsin Dells!

BEER BARONS ANNUAL PICNIC RECAP

Thanks to everyone who made the Beer Barons' picnic so spectacular! The weather was a bit chilly that day but that did not stop some thirsty Beer Barons from attending this grand event. Many homebrewers brought their beers to share. Plus **Mike Rice** brewed on premise which was pretty neat to observe. He has a fabulous system he has engineered. Numerous raffle prizes were distributed and most people did not walk away empty handed. Once again THANK YOU to everyone who made the picnic happen and everyone who attended this fun event.

Beer Trivia

What newly constructed brewery that opened in Waukesha in May 1934 boasted a storage cellar for 8,000 barrels?

-see pg 5 for answer

WORLD OF BEER 2007

I know that May 2007 seems like a great distance away, however, it is never too early to start planning for the 2007 World of Beer festival. Last year a committee was organized but the committee members did not have too much help from others. This needs to change in order to make this event even more successful. So become more active and involved in the beer world and lend a helping hand to the World of Beer committee this year! Thanks!

**Upcoming Events:
Meeting Dates and Styles**

September Meeting: Sep 27--7:30p
@ Clifford's
-Oktoberfest Style

Officer's Meeting: Oct 04--7:30p
@ Romans
3475 S Kinnickinnic Ave
Milwaukee, WI



Bud Light to Optimator: A Beer Drinker's Odyssey Continued.....

Steve is not a hop head. He clearly did not care for the beer. We switched gears at this point and ordered some fruit beers to see whether he would like those. We had a Lindeman Framboise and contrasted that with the New Glarus Raspberry Tart. He liked both beers but preferred the Raspberry Tart. Again, we smelled both beers, looked at them and tasted them side by side. Steve mentioned fruit beers are not a favorite but he has an appreciation for them now.

Happy Hour was drawing to a close and we needed to make another selection. I always say when in doubt, go German. I ordered Spaten Optimator for Steve. He took a taste, looked at me and said, "This is the best beer I've ever tasted." I was quite surprised and thought it might be the beer channeling Steve's voice but he finished the beer and ordered another of the same. I know he must like the beer as he seems to always have it in his refrigerator in his basement. His basement is covered in Budweiser mirrors, neon signs, Bud ceramic mugs, Clydesdales, etc.... Also, he has Creamy Dark available when I've stopped by. The lesson I've learned from this is not to be discouraged when friends say they wouldn't appreciate your homebrew. Steve's palate had never experienced good beer so he didn't feel qualified to decide what beer with flavor tastes like. Now, I give him my beer and he can describe flavors and tell why he does or doesn't like it. This might have never happened had we not made a trip to Landmark for some beer education. If only you could get college credits for this....

American Homebrewers Association

-Competition Schedule



MONTH(S)	STYLE	ENTRY DUE DATE
September/October	Stout	09/27/06
November/December	Light Hybrid Beer	10/26/06

www.beertown.org

There can't be good living where there is not good drinking.

-Benjamin Franklin

Bud Light to Optimator: A Beer Drinker's Odyssey

-Kevin Moon

A friend of mine (let's call him Steve) and I were talking about beers and brewing. He admitted that he was a faithful Bud Light drinker for years. He said he probably wouldn't appreciate homebrew because he had never been exposed to better beer. I saw this as an opportunity and ran with it.

We went to Landmark 1850 one day after work and introduced him to beer with flavor. We started out with a German Lager, Beck's. Steve and I talked about what the beer smelled like, what it looked like, and finally what it tasted like. (Fortunately, he liked this beer right off the bat.) We tried Sprecher Amber next and contrasted that beer with Beck's. I was impressed we were two for two. Next, we tried St. Pauli Girl Dark so that he could see a dark beer is not thick and chewy but flavorful and delicious. Steve was quite impressed that German Darks are just as good as the Lagers.

Our next choice was Guinness and compared that beer to the previous beer. Immediately, he did not like the Guinness so I was forced to finish it for him. (It was a tough job!) We talked about the flavors he tasted and why he didn't like it. From there we went Leinekugel's Creamy Dark which he loved. He enjoyed that beer the most out of all the beers we sampled so far. At this point, I wanted to see whether he might like hops so I ordered a Sierra Nevada Pale Ale.

continued on next column

Beer

my dreams are frothy magic as I slip into sleep
the ale I found no time for yesterday, I'll make inside my dreams
this is the time I get radical and add a lil' spice
and Mr. Jackson will be there for a taste
fermentation in a dream happens in one night
the brewery smells like heaven as the grains begin to infuse
the hops are hoppy goodness so let's switch up what we use
this is the Noble life
a path I'll follow till I'm dead
and every time I close my eyes at night I go to the brewery in my head

-Kori Kubusek

Limited supplies of baseball hats are available with the Beer Barons logo. You too can look cool in Beer Barons' gear! See Vice President Karen Grade.



**Beer Baron's
Baseball hats
\$15**

Milwaukee 'drunkest'

Forbes.com ranks America's hardest-drinking towns

Aug 25, 2006 - More than 70% of adult Milwaukeeans reported that they had at least one alcoholic drink within the past 30 days. That compares with 45% in Nashville, Tennessee, which ranked last among the 35 cities on the list.

In its story, Forbes pointed out: "Milwaukee has long had a reputation as a city built on beer. It was once the nation's top beer-producing city, home to four of the world's largest breweries: Schlitz, Pabst, Miller and Blatz.

Forbes.com's 'Drunkest Cities'

1. Milwaukee

2. Minneapolis-St. Paul
3. Columbus, Ohio
4. Boston
5. Austin, Texas
6. Chicago
7. Cleveland
8. Pittsburgh
9. Philadelphia
9. Providence, R.I. (tie)
11. St. Louis
12. San Antonio
13. Seattle
14. Las Vegas
15. Denver/Boulder
16. Cincinnati
16. Kansas City (tie)
18. Houston
19. Portland, Ore.
20. San Francisco-Oakland
20. Washington-Baltimore (tie)
22. Phoenix
23. Los Angeles
24. New Orleans
24. Tampa (tied)
26. Norfolk
27. Dallas-Fort Worth
28. Atlanta
28. Detroit (tie)
30. Indianapolis
31. Orlando
32. New York
33. Miami
34. Charlotte, N.C.
35. Nashville



www.realbeer.com

HOUSE FOR SALE!

Contact: Gary Metzger
3 bedrooms, 1.5 bath, 1,726 sq/ft, ¼ acre
\$204, 900—Menomonee Falls

Camping Labor Day Weekend

I usually don't travel during Labor Day weekend, however my brother who lives in Rochester, MN wanted me to meet him in New Glarus, WI for a weekend of camping. I figured sure—why not.

We camped at the New Glarus State Park. I would not recommend camping at this spot. Our site was on a slope so hence my tent was on a slope as well. I kept finding myself slowly sliding down the slant in my sleeping bag at night. Once in awhile I would move to the top of the tent with my sleeping bag but shortly after I returned to the bottom. Plus the camping area was really close to a major road so we heard traffic all day and all night. We heard motorcycles, semi-trucks and all sorts of vehicles. There definitely wasn't peace and quite.

We had arrived in New Glarus on Friday afternoon and after playing some frisbee golf on Saturday we were thirsty so we decided to check out the New Glarus Brewery. I had been to this brewery once before, but my travel mates had not had the opportunity to experience it yet.

As a Milwaukeean I am used to fine tours like the Lakefront tour where you not only get to sample a decent amount of beer but you also get great tours by knowledgeable and witty tour guides. New Glarus does not have the same personal touch. The New Glarus tour consists of walking around with an audio device and listening to a voice speak after you push a certain number of the area you are at. At the end of the tour there is beer in sight, however only three varieties are available in small quantities (3—3oz pours for \$3.50).

Don't get me wrong the New Glarus brewery produces good beer and it is pretty fascinating to see all the fancy equipment inside the brewery, but it seems to be lacking as far as tours and sampling. There is great information available if you have the patience to walk around and hit all the spots one by one, but it will take you awhile.

Either way I didn't mind stopping at the brewery. I picked up some beer and my brother and his wife had an opportunity to have some samples.

BEER JOKES



A Brit, an Irishman, and a Scot walk into a pub and order 3 mugs of beer.

They each find a fly floating on top of their beers.

The Brits says, "Bartender, can I have a spoon?" and quietly removed the fly from his brew.

The Irishman says, "Get out of there!" and flicks the fly away with a finger.

The Scot picks up the fly with his finger and says, "Alright ya thief. Spit it out. Now!"

Trivia Answer (from pg 3): The Weber Brewery

This Month's Meeting

The **Wednesday September 27** meeting will be held at Clifford's. The meeting will start **promptly at 7:30pm**. Admission to this meeting is \$5.00/person.

This month we will be celebrating **Oktoberfest!**

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