



# BARON MIND

The Monthly Publication of the Beer Barons of Milwaukee

**March 2007**

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

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## **PRESIDENT'S LETTER**

I think the Beer Barons is a great organization. We are a loose group of similar minded beer consumers. Craft brewers take notice of us as we are their target market. It's a good thing for us, and for the craft brewing industry. I've come to believe that to be a great organization, it takes great people. I don't know of any organization that ever won an award for their outstanding bureaucracy or any awards for passing the buck, or any other type of negative connotation. We have a great group of people, and that equates to a great organization. Lets keep our reputation as a great organization strong, and have it grow. We have many opportunities to raise our reputation in the beer community each year. It takes the efforts of the great people we have in our club to perpetuate our club's reputation. Please consider your contributions to this effort for the club. Help out with the WOB Fest, volunteer to represent the club at one of the other beer festivals, brew beer for a meeting.

There are many ways you can support the club, and have fun while you're doing it. We have a large group, so if everyone helps only a little, the benefit to the club in the long run will be great. Let's all continue to be great, and keep the good beer rolling!

## **UPCOMING BEER BARONS MEETINGS & EVENTS**

**March 28 - Beer Barons Monthly Meeting -  
Focus: Homebrew**

**April 3 - Beer Baron's Officers Meeting -  
7 PM - Port of Hamburg**

**April 25th - Beer Barons Monthly Meeting -  
Focus: Bock Beers - Homebrew vs Commercial**

**June 9 - 4th Annual World of Beer Fest**

**NEW VENUE: Schwabenhof  
W14750 Silver Spring Dr., Menomonee Falls, WI - 1-5 PM**

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## **HOME BREW STYLE** by Eric Putnam

\* MAY 2007 - Extract Beers Due Meeting before 4/28/07

## **TREASURERS REPORT**

by Gary Metzger

As of 1/31/07 our club account was \$1130.93. We had deposits of \$390.00 and withdrawals of \$956.62

**NOTE:** February renewals & new members, bring your receipt to the March meeting

## Join the Beer Barons of Milwaukee at the 4th Annual World of Beer Festival

MILWAUKEE, WI - The Beer Barons of Milwaukee homebrewing and beer enthusiast club have announced the date for their fourth annual World of Beer Festival. This is Milwaukee's premier festival celebrating beer and brewing. The festival includes a tasting of an extensive lineup of beers from both area breweries, and breweries throughout the world. There are short presentations on different aspects of beer, brewing, and cooking with beer by well-known authors as well as live homebrewing demonstrations for brewers of all levels.

This is a great opportunity to taste more than 200 beers from around the world including rare and limited availability beers that will be served as special releases. In addition to the commercial beers, several homebrewed beers will be available for sampling.

Just added this year - Live homebrewing demonstrations will include examples from basic extract brewing through advanced all-grain brewing. Ingredients, techniques, and equipment will be on display and discussed with plenty of opportunity for questions. The beer started during this festival will be served at a future Beer Barons of Milwaukee club meeting. BJCP certified homebrew judges will also be available for your questions about brewing and competitions.

The event will take place at The Schwabenhof Pavilion, at W14750 Silver Spring Dr. in Menomonee Falls, WI. The event takes place on June 9, 2007 and is open from 1:00 p.m. to 5:00 p.m.. - Presentations will begin at 2:00 p.m. Homebrewing sessions will be running throughout the festival.

The cost for the event is \$25 in advance, \$30 at the gate.

Designated drivers get free admission and complimentary soda will be available from several vendors. Food will be available for purchase from the Schwabenhof during the festival.

Please visit the Beer Barons' web site at [www.beerbarons.org](http://www.beerbarons.org) or contact the Beer Barons of Milwaukee Festival Committee with event questions at [fest@beerbarons.org](mailto:fest@beerbarons.org).

Tickets can be purchased on-line or at homebrew shops and select liquor stores throughout the Milwaukee area.

### BEER NAMES by Mike Schwartz

Some names are derived from historic precedent like doppel bock, dubel, tripel. Most have a basis in how the beers of the area were made relative to each other. Doppel bock was stronger than bock, tripel was stronger than dubel which was in turn stronger than the single. Those historic beers tend to be very similar in their relative strength across breweries and have built a certain expectation by the drinkers. If they don't meet the expectation they won't do well. These style names are reflected by the BJCP style guidelines.

Some beers, mainly British beers like the Mackeson's Triple Stout, used to have a meaning related to gravity but there have been a lot of changes in British beer over time due to oppressive taxation based on the malt bill or alcohol content rendering the names obsolete. With Scottish ales there's still a gradation in the strength and flavor of the beers based on the names 60s, 80s, etc, however these beers have also been substantially reduced in their OG over the years. What this means is that many names that imply strength in British beers don't really have the meaning they used to.

As for quadruples and some of the other recent names, it's whatever the brewer wants to call it. There generally are no expectations other than it will be a big beer. In this category it's wide open and the beers can be about anything. Caviat emptor.

### WORLD OF BEER COMMITTEE CHAIRS

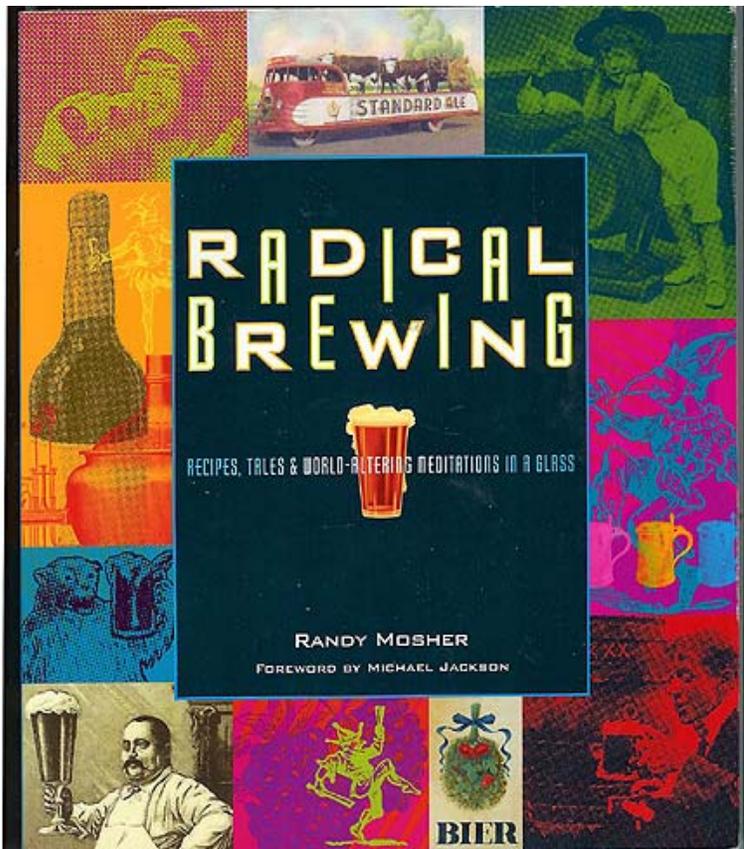
**VENDORS:** Rich Binkowski  
**PROMOTIONS:** Mike Schwartz  
**VOLUNTEERS:** John E. O'Brien  
**TREASURER:** Rich McKagan  
**SPEAKERS:** Eric Putnam

### VOLUNTEERS NEEDED

John E. O'Brien is the new World of Beer Volunteer Chair this year. He's looking for a few lieutenants and a bunch of volunteers. Please reach out to John E. at the Beer Barons' meeting.

**BONUS:** No more "Beer Police!" You want some beer souvenirs? Join John's volunteer crew, because post WOB, the Volunteer Party begins, with free food & all the beer we gather.

# “RADICAL BREWING”, subtitled “Recipes, Tales and World-Altering Meditations in a Glass,” by Randy Mosher



“Radical Brewing” is where Mosher’s imagination in the home brewery at last matches the culinary creativity of a great chef. Little coincidence then, that Mosher’s wife claims to live in the best restaurant in Chicago at home with Randy.

Randy Mosher has a long history with Milwaukee, as his creative business in designing beer labels began with Lakefront Brewery 15 years ago. “The Klisch brothers (Russ and Jim, who has since retired) were my first customers,” Mosher recalls, “and I’ve been hooked on creating beer packaging ever since.”

The creativity that Mosher brings to his beer designs spills over into the chapters of “Radical Brewing,” published by Brewers’ Publications (\$19.95). Almost every page offers a nugget of historical data, a sample recipe from Mosher’s archives, a photo of his extensive beer glass collection or useful advice for better home brewing techniques.

While not a beginner’s guide to home brewing, the book is fascinating. A beginning home-brewer will be inspired by reading “Radical Brewing.”

More than 75 styles of beers are documented, with elegant riffs on 100-plus brew recipes, such as the Electric Aunt Jemima Maple Buckwheat Ale or Pink Menace Pils made with red rice. Right now, Mosher’s favorite styles of beer include blonde ales, “mostly since there’s nowhere for a brewing defect to hide,” Mosher claims, “because the malt body in a blonde ale is too light to mask any problems.”

“Radical Brewing” has a chapter devoted to the BuckAPound Brewery in Mosher’s basement. “When I first started brewing, that’s how much scrap metal cost at the junkyard,” Mosher recalls, “about a buck a pound.” Mosher took brewery staples such as a half-keg and turned it into a brewkettle, welding a light fixture to the top lid, so he can see perfectly how the wort is progressing.

Now that “good junkyards are hard to find,” Mosher recommends that new home brewers search for their brewery’s hardware on eBay or other auction sites, as well as checking out the American Homebrewing Association’s site, [www.beertown.org](http://www.beertown.org). Some homebrew clubs, such as the Beer Barons, also offer tips on good sources. Randy Mosher’s site, [www.radicalbrewing.com](http://www.radicalbrewing.com), includes more tips on adapting equipment and new recipes.

“I really like the American Science and Surplus store in Milwaukee, and of course every year, I make a trip to the Farm & Fleet in Sturtevant to pick up my sanitation supplies,” says Mosher.

Mosher also enjoys going to the Spice House to search out exotic flavoring ingredients for his homebrews.

“The Spice House is the only place I’ve found that sells grains of paradise used in brewing witbiers,” he said. “I like to describe its aroma as a mixture of plywood and white pepper, both warm and woody.”

His latest aromatic addition? Bits of bog myrtle, a semi-evergreen plant once used in place of hops in ancient brews and favored by Viking warriors to inhale before doing battle. Uncorking a small glass tube, Mosher fished out one of the tiny wizened sprigs of the dried bog myrtle and placed it in my hand. I crushed it and a huge whiff of resinous sap filled my nostrils. It was invigorating, and made me realize what a great addition to a dark roasted stout it would be.

Meet Randy Mosher at the Museum of Beer & Brewing lecture series on April 5 at the Miller Inn on State Street in Milwaukee, WI

## BEER QUOTES

“Whiskey’s too rough, champagne costs too much,  
vodka puts my mouth in gear... I like beer”  
Tom T. Hall “I like Beer”

“Every man should eat and drink  
and enjoy the fruit of all his labor; it is the gift of God”-  
Ecclesiastes 3:13

“I kiss her lips open, and I am drunk. Without a beer.”  
-Poem found in the chapel of King Inyotef,  
ancient Egypt

(4)

## HOME BREW CALENDAR

**MARCH 31**

**Brewers of South Side (BOSS) Chicago Cup Challenge**

(Blue Island, IL)

Deadline: 3-27-2007

Zbig Banach (815) 485-6575 -

[zbigb@yahoo.com](mailto:zbigb@yahoo.com)

<http://www.bossbeer.org/>

**APRIL 20**

**Black & Tan and I-74 Homebrew Club Challenge**

(Peoria, IL)

Deadline: 4-06-2007

David Scuffham (309) 682-4166 -

[david@bradley.edu](mailto:david@bradley.edu)

<http://hop.bradley.edu/competition.html>

**APRIL 20 – 21**

**Green Bay Rackers Titledown Open**

**Titledown Brewing, Green Bay, WI**

Deadline: 4-18-2007.

**APRIL 27**

**Beer Barons BJCP Class**

**APRIL 27-28**

**AHA National Homebrew Competition First Round**

St. Paul, MN will host the AHA National Homebrew

Competition Midwest Regional first round.

[http://www.beertown.org/events/nhc/1st\\_round.html#midwest](http://www.beertown.org/events/nhc/1st_round.html#midwest)

**MAY ??**

**Sam Adams Longshot Homebrew - Chicago**

**MAY 19**

**Wisconsin State Fair Homebrew Competition**

**MAY 25**

**Beer Barons BJCP Class**

**JUNE 22**

**Beer Barons BJCP Class**

**JULY 21**

**Iowa State Fair Homebrew Competition**

Deadline: 7-01-2007

[www.iowastatefair.org](http://www.iowastatefair.org)

**AUGUST 17**

**Minnesota State Fair Homebrew Competition**

Deadline: 7-18 to 8-10-2007

[mnbrewers.com](http://mnbrewers.com)

## Wort Chiller Efficiency Test

by Mike Schwartz

I propose we as a club do an experiment to evaluate the current round of chillers similar to what was done in Zymurgy about 12 or 15 years ago. We could right up an article about what we did and submit it to Zymurgy or BYO.

I'd propose that we test the Therminator, Shirron, B3 Chillus Convolutus, Chillzilla, a homemade PhilChill type, and standard and super immersion chillers with 25ft of tube. Club members have already volunteered the first five types listed.

Anybody interested in participating? If so I'd be willing to write to Zymurgy and BYO to see if there's interest on their part in printing it. We could write to the manufacturers or suppliers to see whether we could get loaners or donations of the models we don't have. We'd also need to come up with a couple water flow meters to measure throughput of cooling water and wort.

My idea would be to bring 5 gallons of water to a boil, then cool it using different chillers. We could do it two ways, one recirculating back to the kettle, the second just going straight to a "fermenter" (bucket) at a set temperature. We'd have to measure the temperature and flow rate of both the cooling water and wort at regular intervals. We could then use the information to calculate efficiencies of the various units. So long as we use similar kettles such as converted half barrels, we could do a couple tests in parallel so it wouldn't take all day.

It would be a fun experiment. I'd be willing to head it up after the festival if there's enough interest.



Tim O'Keefe is donating his back hall for the Beer Baron's BJCP classes, so please stop by and have one of his great brews and maybe catch Dr. Chow's Love Medicine next time they play there.

# **BOCK BEER - HISTORY & STYLE - PART 1**

**Note: Bock Beer, Homebrew versus Commercial, will be our April meeting topic**

## **BREWING STYLES : TRADITIONAL BOCK by Ray Daniels**

As cold settles into much of the country, a brewer's thoughts turn to beers with a bit more potency and bock is generally near the top of the list. December is a perfect time to brew bock beers because you'll still be able to lager for about two months before the traditional mid-March tapping date.

### **History of Bock**

The beer that we call bock today has its origins in the north-German town of Einbeck. As early as 1325 the beer of Einbeck enjoyed a good reputation and — for that time — widespread distribution.

#### **During the 1500s Historian Heinrich Knaust described the Einbeck beer:**

“Of all summer beers, light and hoppy barley beers, the Einbeck beer is the most famed and deserves the preference. Each third grain to this beer is wheat; hence, too, it is of all barley beers the best . . . People do not fatten too much from its use; it is also very useful in fever cases.”

Thus the original bock was made from at least one-third wheat malt in addition to barley. Other sources tell us that it was top-fermented and well bittered.

Anyone familiar with contemporary bocks realizes that the beers of Einbeck bear little relationship to the style as known today. Indeed, the term “bock” probably had not been coined before Einbeck's virtual demise during the Thirty Years' War. To bridge this gap in both brewing and linguistics required the people — and brewers — of Munich.

Prior to the 16th century, the beer made in Munich was not highly regarded, even by the local folk. Many imported beers were enjoyed and the beer from Einbeck was highly favored. As the 17th century dawned, the Munich brewers “bent all their energy to brewing a beer as good as that of Einbeck.” This effort failed until a brewer from Einbeck was drawn to Munich in 1612, and lent his skills to the cause.

Of course, the original recipe could not be reproduced precisely. The malts made in Munich were darker and wheat malts could not be used by regular breweries, thus the Munich beer was darker than the Einbeck original. In addition, the high carbonate levels of the Munich water produced a harsh bitterness in highly hopped beers, so the hopping levels were substantially reduced, yielding a malt-balanced beer. Finally, lager fermentations were common in Munich by this time, so the bottom-fermenting yeast was used.

Although the Munich copy of the Einbeck beer bore little resemblance to the original, the resulting beer was still named after the city that inspired it. In the Bavarian dialect, it was called “Ainpoeckish Pier.” The beer was enjoyed by the citizens of Munich and soon replaced the original. Not long after, brewing ceased in Einbeck as a result of the Thirty Years' War (1618-1648) and the name of the Munich-produced beer no doubt began to drift from “Ainpoeckish” to simply “Poeck” and ultimately to the “Bock” we know today.

Of course this is not the only story told about the naming of “bock” beer. Those who have spent hours on end enjoying this fine beverage no doubt used their uninhibited imaginations to create fanciful stories about its naming. One even attributes the naming to the Roman Emperor Julian (the Apostate) who lived in the fourth century A.D. — long before the advent of brewing in Einbeck or Munich.

“Bock” does mean “goat” in German and its not surprising that someone drinking this beer would feel a “kick” and make the verbal connection. Once this was done, a strong association formed between bock beer and the goat — an association that continues even today.



Great party on March 5, eh ?

I got a call in February from Leinenkugel's marketing department about gathering 40 of my beer drinking friends for a private party. They said "IPA," note "Imperial IPA." Attendees included Beer Barons & members of The Pub's Riverwest Rebel Beer Club. 32 of the 40 invited showed up. What a show. While retailers had been shepherded through the prerelease meetings, our group were the first consumers o sample this beer.

Dreamed up by Dick Leinenkugel as the first in a series of "extreme beers," a term first launched by the Todd & Jason Alstrom on their Beer Advocate website, Big Eddie Imperial IPA was designed by Troy Rysewyk, brewmaster at Miller Brewing's Tech Center. Troy is the mastermind of Miller's Chocolate Porter and the Belgian Lambic clone they offered at the Fred Miller Pub this Summer & at the Mid\*Winter Beer Fest earlier this year. The test brew was ramped up by Doug Stone, Leinie 10th Street lab tech. We were told this big baby as 8.9% alcohol. It features 7 times the hops of a normal Pale Ale, using Warrior, Cascade, Simcoe & Amarillo hops.



**BINKOWSKI'S HEAD WITH GREG WALTER**



**LEINIE 10TH BREWHOUSE WITH DOUG STONE**

We rolled in at 5 PM, greeted by Greg Walter, Leinenkugel 10<sup>th</sup> Street Brewmaster, and his crew, along with the Leinenkugel PR group. Soon, Dr. David Ryder, VP-Brewing and Dick Leinenkugel joined us for some beer samplings and great food, followed by the formal introduction and sampling of Big Eddie Imperial IPA, following by a

## LAKEFRONT BREWERY TOUR

The February Beer Baron's meeting hit the road & ended up at Lakefront Brewery. Russ Klisch hosted "open taps" & a tour of just about every inch of the brewery & brewhouse.



Surprise was Beer Baron Mike Chaltry, "Senior" Brewmaster at Lakefront, hard at work, but taking time out to help Russ with the brewery tour.



**NIKKI, CHAD & JOHN E O IN THE CHALET**

Per Beer Barons VP Mike Rice, look for a few more "tours" like this in 2007.

tour of the Leinie 10<sup>th</sup> Street facility. Bonus: every one of Monday's guests got a growler of Big Eddie Imperial IPA.

An aside, Big Eddie Springs has been the water source at the Leinenkugel Brewery in Chippewa Falls since 1867.

The Madison Homebrewers & Tasters Guild brought in a bus the following Wednesday to do a neo-repeat of our event, but no Dr. David Ryder. I joined MHTG President Bill Rogers and many of my Madison friends, after we wrapped up our Museum of Beer & Brewing monthly meeting, held in the Leinie 10<sup>th</sup> Street Brewhouse.

Only 80 barrels of Big Eddie Imperial IPA were brewed. It is available at only 10 bars in Milwaukee, including The Pub at Fratney & Wright.

Whispering Jeff

# **BEER BARONS** **EVENTS CALENDAR**

## **THURSDAYS**

**Riverwest Rebel Beer Society & Tasting Club**  
**THE PUB, 2479 N. Fratney, Milwaukee, WI - 6 PM**

## **APRIL 5**

**Museum of Beer & Brewing Lecture Series**  
**Presents Randy Mosher, author of "Radical Brewing, Recipes, Tales & World - Altering Mediations in a Glass"**  
**Miller Inn, 3931 W. State St. - Milwaukee, WI - 6 PM**  
Cost \$10 (\$5 for MBB Members)

## **APRIL 14**

**Toast for Hope ALS Benefit - 6-10 PM**  
**Hal's Harley Davidson, 1925 S Moorland Rd.,**  
**New Berlin, WI - (262) 860-2060**

## **APRIL 18 - 21**

**Brewers Association Craft Brewers Conference**  
**& BrewExpo America®,**  
**Hilton Austin, Austin, TX**

## **APRIL 20 - 21**

**15th Annual Peoria Jaycees International Beer Fest**  
**Expo Gardens, Peoria, IL**

## **APRIL 27**

**3rd Annual Stem & Stein - 5:30-9:30 PM**  
**Waelderhau, Kohler, WI**

## **APRIL 28**

**City Brewery "Between the Bluffs 2004" Beer Fest**  
**City Brewing Co., La Crosse, WI**

## **MAY 1**

**MHTG Great Taste of the Midwest tickets on sale**

## **MAY 20**

**Wisconsin Microbrewers Beer Fest**  
**Calumet County Park, Chilton, WI**

## **MAY 23**

**Kohler Suds & Tubs Brew Fest - 6:30-9:30 PM**  
**Kohler Design Center, Kohler, WI**

## **JUNE 9**

**4th Annual Milwaukee Beer Baron's**  
**World of Beer Festival - 1-5 PM - \$30 (\$25 Advance)**  
**Schwabenhof, W14750 Silver Spring Dr.**  
**Menomonee Falls, WI - www.beerbarons.org**

## **WITHOUT YEAST, NOTHING HAPPENS**

**by Hans Kestler**

In the early beginning, BEER, or a similar beverage, was first made : "by chance ???"

And who knows: "when and where?"

One of the theories, and the most likely one, is: in a piece of flat bread cake, becoming wet and laying around for some time., a kind of fermentation started. The people of these times discovered the different smell and taste of this left-over of bread and maybe very soon, the effect of alcohol on the humane body.

That may have happened 10,000 years ago, maybe only in one region of the world: E.G. Mesopotamia or simultaneously in different areas, like: China, on the basis of rice; India and Africa, because of rice or early sorghum, and Persia and Kazakhstan (East of the Volga river.). Soon after that, several tribes switched slowly from "Hunting and Gathering" (Nomadic life-style) to "Agriculture" (Steady Settlement.), which also provided the basis for baking and brewing, (both of which became a womanly profession !). This happened around 4000 AD. About 6000 years ago in Mesopotamia, today's Iraq, where people of mostly independent towns of the valley of the rivers Euphrates and Tigris engaged in early cultivation of a variety of grasses, which were the ancestors of Barley and Emmer, Triticum Dicoccum, Triticum Spelta (a kind of wheat), and later, rye.

The recipes of that time indicate the following to us:

A) For baking, the husks of the seeds were removed and the kernels were cleaned, the cleaned emmer was then crushed, mixed with water and formed into flat cakes and baked - "dried" would be a more appropriate word for this procedure ! After that, a certain amount of these cakes, sometimes up to half of them, were kept for beermaking. B) When brewing beer, the cakes were broken into pieces, mixed with water and set side in stone jugs for fermentation. We have exact knowledge of this from earthen tabloids, which resemble the bookkeeping of the Sumerians. They are very detailed about what and how much grain was used, which beers were brewed. How much did each Sumerian receive daily ? "2 to 5 mugs." How much was paid to the priests for a funeral? "In bread, 420 flat cakes and in beer, 7 mugs." These tabloids, called the "Monument Blezi," were saved and can be seen in the Louvre in Paris, France.

There is still one big question to be answered. How was this fermentation achieved ? The answer is because these flat cakes are dried at higher ambient temperatures: below 45 degree C. (+/- = 113 degree F), then baked - drying on hot stones ! Enough yeast and bacteria could survive in the interior of the cakes to start an alcoholic fermentation.. Obviously lactic and/or acidic fermentation also may have occurred through ariel contamination. The beverages therefore differed quite a bit in smell and taste from each other.

From this original area of beer development, these beverages were introduced to other tribes and countries: Egypt, Persia, Greece, the Roman Empire and the rest of the Occident.

P.S. As we are in the time of the belief of Extra-Terrestrial activity in our environment, it can be argued that beings from outer Earth introduced Beer !

Aaah ! Forget it ! Just kidding !

## This Month's Meeting

**March 28<sup>th</sup>** This is our first Homebrew meeting. Our goal is to have at least five different beers for us all to share.

If you have a batch you would like to share please call me at 414-423-8610. The club will reimburse you for your actual cost.

I can supply a corny if needed. We will also be doing short demonstrations of various brewing processes.

If you would like to participate in a demo again call me. To make this a better club we all need to pitch in.

### 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.**

# BARON MIND

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

**First Class**