



# BARON MIND

The Monthly Publication of the Beer Barons of Milwaukee

JUNE 2007 [www.beerbarons.org](http://www.beerbarons.org)

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## PRESIDENT'S LETTER

Summer is in full swing. Thankfully beer is always in season. In the summertime, I like to take some time to share a beer with a friend from time to time. I have a few friends that don't care for the taste of homebrew. Perhaps its because we keep the really good homebrews for ourselves... Get out the good stuff and share it. Some people will be impressed that homebrew can be so good, while others don't like it unless it was brewed in a factory in St. Louis... I've been able to warm some of these people up to good beer by starting them out with a good, mild commercial beer, and telling them what I like about it, and asking them what they like or dislike. Depending on the response, I might then have them taste a different commercial beer until one stands out as being more agreeable to them. Then the time is right to steer them back to the homebrew. My experience shows me that people who don't like homebrew just haven't tried the right style. Its easy to make friends when beer is your ally.

**Auf Wiedersehen, Jason**

## JON CHRISTIANSEN, WATER STREET - DELAFIELD

Our June meeting will be featuring the beers of Jon Christiansen, Brewmaster of Water Street Brewery - Delafield. Jon is bringing his beers and will be talking about his work at the brewpub.

Water Street Brewery started in Milwaukee as an extract brewery within their restaurant. Currently beers are being brewed by longtime brewmaster George Bluvas. Previous Water Street brewmasters have included Rob Hansen, now with Briess, and Keith Bartley. George has been doing some nice things in Milwaukee, including his Pale Ale and Oktoberfest. A few years ago, RC Schmidt, owner of Water Street, acquired Winchester's, across the freeway from Delafield Brewhaus, and converted it into another Water Street Brewery, this time as an all-grain brew system.

At the Beer Baron's meeting this coming Wednesday, Jon will be talking about the Delafield facility, "how we make our beers and how our system works." Jon's got a nice brewing resume, which includes spending "time in Belgium, as well as going to school in Chicago (Siebel Institute) and in Munich."

Jon will be offering samplings of Water Street's Bavarian Weisse, Oktoberfest, Belgian Wit, Pale Ale and their current specialty, Radler Weisse. In addition, he may bring a homebrew "bottle or two of raspberry mead I have for a wedding, that hasn't tapped for a year or two. It would be a very small sample for each person but (it will be) something from home!"

Plan on a "Question & Answer" session with Jon.

## BEER BARONS ON THE ROAD

We are in conversations with Sprecher Brewing and the Miller Tech Center for upcoming Beer Baron meeting "Roadtrips". We plan to have the July "tour" location solidified by our June meeting. Those of you that weren't able to join us for the Big Eddy Imperial IPA release party, plan on a Beer Baron meeting at the Leinenkugel 10<sup>th</sup> Street Brewery sometime in early 2008. I'm uncertain of the current ownership of the old Froedert Malt facility, but I'll be pursuing a potential Beer Baron's meeting and tour there in 2008, as well.

**W. Jeff Platt**

## TREASURERS REPORT

Beginning Balance May 1	\$1566.44
Deposits	1240.00
Checking withdrawals & Credit Cards	693.49
End Balance May 31	\$2112.95

**Gary Metzger**

# WORLD OF BEER FESTIVAL

## SCHWABENHOF 101

Well, we made the move to the Schwabenhof. I'm certain most of us that worked the WOB Festival and all those who attended would agree that this is a terrific location. A great site for WOB.



## NICE WEATHER

A great day for a beer festival, eh ?



## THANKS

Thanks go to our 2007 WOB glassware sponsors, Lakefront Brewery and Discount Liquors. Thanks to Glasses, Mugs & Steins, too.

A special thanks go to our vendors & suppliers, without whom, Heaven or not, we'd have no beer.

Thanks to Jeff Davis for his photos.

## GREAT VARIETY

Representatives attending and beer donated by Milwaukee area wholesalers included Dave Cartwright, representing Beechwood and Specialty (and thanks also to Tom Miller of Beechwood); Steve Counsell of WOW; Rusty Pitzlaff of Beloit Beverage, Janus Wozniak of JAW Distributing and Laurent Corolla of Swiss Imports.



Brewery & Brewpub representatives attending included John Harrison from Delafield Brewhaus, Jim Olen from Milwaukee Ale House, Dave Bass from Rockbottom, Chris from Lakefront, Jakob from Stonefly, Troy Rysewyk from the Miller Tech Center, Mark Proell from Sleeman-Unibroue, Jerry Patzwald from Spaten-Franziskaner, Wayne Kainz from Riverside, Barry Houlehan from Sand Creek and Tom Volke from JT Whitney's. We also had representatives from Sprecher, City Brewery and Tyranena at this years WOB.

In addition, we had Jim Rhode from D&V International.

Returning this year was Charles McGonegal from Appeltrow Winery in Burlington, WI.

New this year, we sampled vodka from JAW Distributing, and from Great Lakes Distillery, Wisconsin's first (and Riverwest's own) distiller, Rehorst Vodka and samples of their new gin.

Apologies if I missed anyone....

Thank you all !



# WORLD OF BEER

## POLKA TIME

That PA System, right off the bat feeding us those Polka tunes, really set a great Polka mood.

We started off with just “Cranky Al” Bunde & “Big Blow” Mike Chaltry on accordion & tuba ...



Luckily, Linda and Sarah arrived a little later, so we ended up having a real WOB Polka Party at the Schwabenhof.



## VOLUNTEERS,...

Our thanks to all of WOB volunteers. Without you (& the beer, of course), we wouldn't have been able to put this event on.

While the actual volunteers on Saturday were shy of our 70+ list, we did...OK. We're thinking another 10 or 15 folks as servers would have done the trick.

Security, Load-in and Load-out was properly staffed and coordinated.

Cleanup wasn't too bad either. We do need to figure out a better way to empty the... “soup buckets.”

Thanks Cory, for directing our weary souls as we reassembled the picnic tables. Good thing that George had a map of the original setup.

Not bad at all for our first year with fresh Volunteer leadership.

## VOLUNTEER PARTY

The “Wind-down / Volunteer Party” at the end, post-cleanup, was a terrific idea. There was a nice beer selection left for us to savor. Jim & the folks at Schwabenhof offered us doubles, triples & more on the brats. Let's do that again next year !!!

## SPEAKERS

The speaker thing went...just OK. Lucy Saunder's Pork samplers were a hit. She told us she plans to join us again next year.



## BRIT & YANKEE PODCAST

Did they get you ? Those guys from Chicago have posted their views and interviews on their website, [www.thebritandyankee.com](http://www.thebritandyankee.com)

04:25 Mike Schwarz

08:50 Sprecher Brewery

12:35 Lucy Saunders, Grilling with Beer

19:15 Unibroue Brewery

24:24 Delafield Brewhaus, John Harrison

31:12 Lakefront Brewery

36:54 Jeff Davis, home-brewer

39:14 Al Bunde, Riverside Brewery

## SCHWABENHOF COLLABORATION

George and Jim from Schwabenhof were eyeing up our event, and noticed, as we did, that a lot of newbies attended. The order for 200 brats didn't hurt our relationship with them, either. George gave us a “Boy Howdy.”

For next year, Jim and I have already spoken of doing an extra push at Schwabenhof to get their members to join us, plus having the Schwabs setup a table at WOB, promoting their events, such as Oktoberfest.

## FILLER “EM UP.....



Digging through an old *Special Interest Auto* magazine, I spied this under “Oddies but Goodies.” The original photo was courtesy of a February 1939 *Popular Science* magazine article, featuring a California drive-through beer & liquor store. Those exhaust fumes really must have been a taste treat, eh ?



## **KARL STRAUSS AWARD HONORS CHARLIE PAPAZIAN**

**The Museum of Beer & Brewing Presents  
The 3rd Annual Karl Strauss Award Dinner**

**Friday, August 10th at 6:00 PM**

**The Capital Brewery, Middleton, WI**

**Join the Board of the Museum of Beer & Brewing,  
as we raise our glasses and toast the 2007 recipient of the  
Karl Strauss Award for Outstanding Achievement in the Beer  
& Brewing Industry... Charlie Papazian.**

This Award is named in honor of the late Karl Strauss, an icon in American brewing and one of the founders of the Museum of Beer and Brewing. This year's event holds special significance not only because of our honoree, Charlie, but also because of Karl's recent passing in December of 2006.

Charlie has been selected by the Museum's Board of Directors to recognize his organizational and literary skills and his many contributions to the industry.

He is the founder of the Association of Brewers, Home Brewers Association, the Institute for Brewing Studies and now President of the Brewers Association. Charlie also is the initiator of the Great American Beer Festival held in Denver, Colorado annually as well as the World Beer Cup held bi-annually.

Charlie has published numerous books on craft & home brewing. He has presented papers internationally on craft brewing, brewpubs, micro-breweries and home brewing.

Visit [www.brewingmuseum.org](http://www.brewingmuseum.org) for more information on this and other Museum of Beer & Brewing events.

### **SEPTEMBER MILWAUKEE EVENTS**

- \* Belgian Beer Festival
- \* Gettelman \$1000 Beer Event
  - \* Bay View Bash
  - \* Bayview Pub Crawl
  - \* Center Street Daze
- \* United German Societies Oktoberfest
  - \* Schwabenhof Oktoberfest

Details soon at [www.sudswineandspirits.com](http://www.sudswineandspirits.com)

## **FRATELLO'S & HINTERLAND MILWAUKEE - BOUND**

An Oshkosh-based restaurant group that operates 11 locations throughout Wisconsin plans to open a riverfront restaurant in Milwaukee's Historic Third Ward.

Supple Restaurant Group has agreed to lease 8,600 square feet at River Renaissance, a condominium building under construction at 102 N. Water St. The company plans to open a Fratellos Waterfront restaurant by November in River Renaissance's street-level retail space, chief executive officer Jay Supple said Monday.

Fratellos Waterfront has three locations in Oshkosh, Appleton and Ashwaubenon, all overlooking bodies of water. The menu includes seafood, steaks, pastas and pizzas.

The Milwaukee Fratellos, like the other locations, will include a large outdoor deck, Supple said. He said the restaurant will have deck seating for 80 to 100 patrons, with indoor seating for over 200 people.

Supple Restaurant Group has eight other restaurants. They include Fox River Brewing Co., brewpubs both in Oshkosh & Appleton, and franchise locations for Golden Corral Buffet & Grill and The Melting Pot, a fondue restaurant.

The Milwaukee Fratellos replaces plans for a Red Star Tavern at River Renaissance. Red Star's owner, Glenview, Ill.-based Restaurants-America Inc. and River Renaissance's owners were unable to strike a lease agreement, said Scott Burns, co-owner of the condo development.

Fratellos, at the Southeast corner of N. Water and E. Erie streets, will be near another new Third Ward restaurant, Hinterland Brewery.

Hinterland plans to open a 5,000-square-foot location by August at 222 E. Erie St., where a former industrial building is being converted into office and retail space.

Hinterland is an upscale brew pub based in Green Bay, and its menu features Kobe beef, fresh seafood and wild game, said owner Bill Tressler. The Hinterland beer sold at the Milwaukee location will be brewed at the Green Bay facility, Tressler said.

## WEISS BIER HISTORY - PART II

Just four years after the passage of the Beer Purity Law, in 1520, the Dukes of Wittelsbach, nicely ensconced in their cosmopolitan capital of Munich, granted their vassal from the hinterland, Sigismund von Degenberg, the exclusive privilege to brew and sell Weissbier in his home region — for a hefty fee, of course. The Dukes of Wittelsbach explicitly confirmed the Weissbier ban earlier in 1567, and even derided the brew as a “useless drink” that wastes wheat and encourages nothing but public drunkenness. The Degenbergers, however, were once again exempt from the law — only their fee for the privilege went up. The last Duke of Degenberg died in 1602 without leaving an heir, which was a fortuitous event for the Wittelsbach Duke Maximilian I, because he now found himself the owner of all the Degenberg clan’s assets — including their Weissbier privilege. Such were the rules of inheritance in feudal Bavaria.

Instead of letting the privilege die, Maximilian quickly seized upon it for himself by extending it to all the lands of his realm. Henceforth, only he would be allowed to brew it, and he would reap handsome profits from his monopoly. To ensure the proper transfer of brewing knowledge, he ordered the Degenberg’s former Weissbier-brewmaster, Siegmund Bettl, to come to Munich. There, Master Bettl built the Wittelsbachers’s first “white” brewery.



It stood smack downtown on the location of the current Hofbräuhaus pub. Innkeeper Maximilian opened shop in 1605 and never looked back. During the Thirty Years War (1618 – 1848), only the revenues from the insatiable Weissbier thirst of the Bavarian subjects allowed the Catholic House of Wittelsbach to raise the armies needed to fight off the invasion of the Protestant King Gustaf II Adolph of Sweden.

Soon every little town and village in Bavaria had its own Wittelsbach Weissbier brewery, and the profits from the monopoly rose to almost one third of the entire state revenues. The fiscal bonanza lasted for almost a century and a half, when, by the end of the 18th century, “white beer” gradually fell out of favor, Weissbier revenues declined, and the House of Wittelsbach lost interest. In 1798, therefore, it allowed any nobleman and monastery to brew Weissbier. The measure did not save the wheat brew, however, and, by 1812, only two breweries were still making it. For all practical purpose, Weissbier had disappeared from the Bavarian beer menu — until, miraculously, it made a revolutionary comeback in the 1960s. With more than 35 percent market share today (and growing every year), Weissbier has become Bavaria’s best-selling style, surpassing even the traditional Bavarian signature beer, the Helles.

## WORLD OF BEER HOMEBREW

When we began our conversation, seeking to create a beer festival that has evolved into the World of Beer Festival (was it over 4 years ago ?), several of us envisioned this event at a location where we could actually brew beer, showing newcomers how-to-brew. This year, we had just that. The Schwabenhof is an excellent host venue.



Kudos to Mike Rice and his Homebrew Demonstration team for those 3 homebrew setups.



Our thanks to Briess Malting and HopUnion as our sponsors for this year’s WOB Homebrew Demonstration.



“ If barley wanted to make into malt-  
we must be content and think it no fault.  
For we can make liquor to sweeten our lips-  
of pumpkin and parsnips and  
walnut tree chips”  
- Popular 17<sup>th</sup> Century song

## HOMEBREWERS CALENDAR

### \* AUGUST 12

Kentucky State Fair - Louisville, KY  
Entry Deadline: July 2 - [www.kystatefair.org](http://www.kystatefair.org)

### \* AUGUST 18

Beer and Sweat - Covington, KY  
Entry Deadline: August 10 - [www.bloatarian.org](http://www.bloatarian.org)

Minnesota State Fair Homebrew Competition  
St. Paul, MN  
Entry Deadline: August 10 - [www.mnbrewers.com](http://www.mnbrewers.com)

### \* AUGUST 25

2007 Minnesota State Fair Home Brewed  
Beer, Mead and Cider Competition  
Roseville, MN  
Entry Deadline: August 10 - [www.mnbrewers.com](http://www.mnbrewers.com)

### \* SEPTEMBER 15

Schooner Homebrew Championship - Racine, WI  
Entry Deadline: September 7 - [www.theschooner.org](http://www.theschooner.org)

### \* SEPTEMBER 29

Mid South Fair - Memphis, TN  
Entry Deadline: September 14 - [www.midsouthfair.org](http://www.midsouthfair.org)

### \* NOVEMBER 10

Richmond Wort Hog Brew Fest - Columbus Township, MI  
Entry Deadline: October 27 - [www.richmondworthogs.org](http://www.richmondworthogs.org)

### \* NOVEMBER 10

Wizard of SAAZ Homebrew Competition - Akron, OH  
Entry Deadline: October 27 - [www.hbd.org/saaz/wos](http://www.hbd.org/saaz/wos)

### \* NOVEMBER 17

Land of the Muddy Waters - Rock Island, IL  
Entry Deadline: November 9 - [www.mugz.org](http://www.mugz.org)

### \* JANUARY 26

Upper Mississippi Mash-Out - St. Paul, MN  
Entry Deadline: January 12 -  
[www.mnbrewers.com/mashout](http://www.mnbrewers.com/mashout)

## WISCONSIN STATE FAIR HOMEBREW COMPETITION

The Wisconsin State Fair Homebrew Competition, held Saturday, May 19th, was a big success. 223 beers and meads were entered, 30 more than last year. 106 ribbons were awarded, with the top 6 awards going to:

**Best of Show: Dan Schlosser**, with a Belgian Dark Strong Ale  
**Second Best of Show: Andy Hemken**, with a Raspberry Melomel  
**Best Pale Beer: Victor Redzinski**, German Pilsner  
**Best Amber Beer: Gene Polaski & James Loeffler**, American IPA  
**Best Brown Beer: Rodney Reineke**, Northern English Brown Ale  
**Best Black Beer: Edward Mathis**, Foreign Extra Stout

Congratulations to everyone. This is Dan Schlosser's 5th Best of Show in the past 10 years. He's a force to be reckoned with, but this year, Andy Hemken gave him some fierce competition. Congratulations also to Beer Baron Rodney Reineke. Complete results are posted at [www.beerbarons.org](http://www.beerbarons.org). Ribbon, plaques and prizes will be sent out after the State Fair in August.

We had a great group of judges and stewards this year. 14 of the 24 judges were BJCP recognized or higher, and 3 more are currently studying for the exam. The ranks of our judges are growing and getting stronger. We were fortunate to have judges from Green Bay, Manitowoc, Racine & Madison join us. This is truly a state competition, and we should be proud of the contribution we are making to all the homebrewers in Wisconsin.

So a BIG thanks to ALL who helped out. You can't have a competition without Stewards and Judges, and you guys and girls were great Stewards and Judges. A special thanks to Mike Rice and Chris Belsky for running the Friday night judging session, and a very special thanks to David Stanton for his great work as Head Steward, keeping all the entries organized.

So start brewing those beers for next year's competition.  
Cheers, Jeff Enders  
Wisconsin State Fair Homebrew Competition Coordinator

### TIME TO MOVE ON By Jeff Enders

I am proud of the work I've done the past 3 years organizing the Wisconsin State Fair Homebrew Competition, but it is time to move on. The many commitments I have to my family and job are beginning to interfere with organizing the competition, so it is time for some new blood.

I feel that I've done a good job, but not a great job. My biggest mistake was not getting others involved in the planning. I think it would be wiser to have the responsibilities divided among several people, with one person being the overall organizer. I will gladly help those who take over, and will share all that I have learned. But I can not be in charge next year.

I have received many compliments about how well the competition is run, from both Beer Barons and members of other clubs. I just want everyone who has helped me the last 3 years know that I owe all of you a debt of gratitude. I could not have done it alone.

I really enjoy the State Fair Homebrew Competition, and I think it is one of the highlights of the Beer Baron year. I will continue to support it, and will continue to enter. Cheers.

### TATTOO YOU - CHILTON 2007



# BEER EVENTS CALENDAR

**JUNE 28**

**Sam's Wines and Spirits "Beers from around the World"**

2010 Butterfield Rd., Downers Grove, IL - (630) 705-9463

\*

**JUNE 30**

**Lake County Beer & Music Festival - 3 PM**

Nixon Park, Hartland, WI

\*

**JULY 1**

**Michigan Beer and Wine Festival**

Mackinac Island, MI - [www.missionpoint.com/events.html](http://www.missionpoint.com/events.html)

\*

**JULY 7**

**8th Annual Chetek Brew Fest - 1 PM**

Phillips Park, Chetek, WI

\*

**JULY 8**

**Chicago Beer Society**

**"Inspired by Belgium" Food & Beer Tasting**

Danke Haus German American Heritage Center

Lincoln @ Western, Chicago IL

\*

**JULY 19**

**Belgian Beers: a Class & Tasting**

House of Glunz, Chicago, IL - Reservations: (312) 642-3000

\*

**JULY 21**

**The Barrington Brew Fest - 3 PM**

Downtown Barrington, IL

\*

**JULY 21**

**Clayton Brewfest - Noon**

Richardson Sportsman's Club, Clayton, WI

\*

**JULY 21**

**12th Annual Indiana Microbrewers Fest**

Opti Park, Indianapolis, IN

\*

**JULY 27**

**10th Annual Michigan Brewers Guild Summer Fest**

Depot Park, Ypsilanti, MI

\*

**JULY 28**

**2nd Annual Hub City Brew Fest - Noon**

Marshfield, WI

\*

**JULY 28**

**Lac du Flambeau Lions Club Fest - 1 PM**

Torpy Park, Minocqua, WI

\*

**AUGUST 10**

**Museum of Beer & Brewing**

**3rd Karl Strauss Award, honoring Charlie Papazian**

Capital Brewery, Middleton, WI

**AUGUST 11**

**Great Taste of the Midwest**

Olin - Turville Park, Madison, WI

\*

**AUGUST 11**

**Mid Michigan Beer & Music Fest**

**Lumber Barons Charcoal Grill & Brewpub,**

Bay City, MI

**AUGUST 17 - 18**

**Brews, Brats & Bands - Fri: 5 PM - Sat: 11 AM**

Stevens Point, WI

\*

**AUGUST 25**

**Chicago Beer Society Picnic**

LaBagh Woods, Chicago IL

\*

**SEPTEMBER 1**

**Hayward Rib & Brew Fest - 6 PM**

Hayward Sports Center, Hayward, WI

\*

**SEPTEMBER 8**

**Wisconsin Rapids Lions**

**5th Annual Fall Brew Review -**

**Robinson Park, Wisconsin Rapids, WI**

\*

**SEPTEMBER 8**

**Milwaukee Beer Barons Annual Picnic**

Area 1A, Root River Park, Milwaukee, WI

\*

**SEPTEMBER 8**

**7th Annual Clearwater Beer Fest**

Eau Claire Co. Expo Park, Eau Claire, WI

\*

**SEPTEMBER 15**

**Brew Ha Ha - 1 PM**

LeClaire Park, Davenport IA - [www.wqpt.org](http://www.wqpt.org)

\*

**SEPTEMBER 15**

**4th Annual Great Lakes Brewfest - 4 PM**

Racine Festival Park, 5 Fifth St., Racine, WI

## HOMEBREW STUFF FOR SALE

- Bench top bottle capper (Collona, capper only)
- Steel stand for 3 half-barrel brewing system
- Counterflow chiller, homemade with 20' of copper tube
- 1/4 bbl hot liquor tank with recirculation coil and bottom outlet

Email me if interested and I'll bring it to the meeting.

Mike Schwartz [mjs@seadogboats.com](mailto:mjs@seadogboats.com)



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5937 S. Howell Ave. ◆ Milwaukee, WI ◆ (414) 747-9444

Please support House of Hamburg, as Tim O'Keefe donates his hall to the Beer Barons BJCP classes.

## UPCOMING BEER BARONS MEETINGS & EVENTS

JUNE 27: Beer Barons Monthly Meeting,  
featuring Jon Christiansen of Water Street – Delafield Brewery

JULY 25: Beer Barons Monthly Meeting

SEPTEMBER 8” Beer Baron’s Picnic – Root River Parkway, Area 1A

### Please Support Clifford's Supper Club With Your Patronage



Clifford's allows us to use their banquet room at no charge to the Milwaukee Beer Barons.

Our support will help show our appreciation.

**Famous For Their Friday Fish Fry**

Cocktail Hours: 3 to 6 p.m.

### 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.

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. Reminders of expired dues are attached to this newsletter.

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  
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First Class