



# BARON MIND

The Monthly Publication of the Beer Barons of Milwaukee

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

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## PRESIDENT'S LETTER

Oktoberfest. That is my one word answer to the question, "What is your favorite season?" Oktoberfest is my favorite beer style. The celebration of Oktoberfest coincides with my favorite time of year. I love the fall weather and the smell of the changing season. I always find my favorite Oktoberfest each year. They are always a little different year to year. This year for me, it is Hacker Pschorr. I can't seem to get enough of it. In fact, I think I'll have one right now. Ahh! That's better.

Another month has passed us. My tenure as president is drawing to a close. Do you want to be the next president? Consider serving our great club as an officer. Feel free to ask any of the current or former officers what is involved. In the meantime, enjoy the Oktoberfest season.

Auf Wiedersehen, Jason

## OKTOBER MEETING

The October meeting will be a very busy one. First the beer. We will be serving Oktoberfests. Mike Schwartz will be leading a discussion on the history, and composition of the style, including the closely related Marzen, and Vienna styles.

Second, Jim Haertel, President of the Museum of Beer and Brewing, will bring us up to speed on the status of the up and coming beer museum. As you all know the Museum of Beer & Brewing receives proceeds from our World of Beer festival.

Some important Barons club business will be discussed including amendments to our constitution

If you are a serious Beer Baron you do not want to miss this meeting.

## BEER BARONS PICNIC RECAP

The Beer Barons picnic held in September was a huge hit. We had over 80 attendees. The food was plentiful and delicious. Fellow Barons brought 16 beers for our tasting pleasure. The competition for "Beer of The Year" was a lot of fun. All of the attendees rated the beers on a scale of 1 to 4. The winning beer went to an outstanding Dopple Bock brewed by the Fat Chance Brewery i.e. Jerry Hetzel, Cam Blattler, Dennis Shmidt and George Mayer. Upon receiving the award, Cam emphasized the fact that a truly great beer can be brewed with extract. The coveted "Silver Paddle" will be awarded at the October meeting.

I would like to thank all of the people who helped with the picnic. To our cooks, to our brewers, and to all of the people who donated side dishes, a heartfelt THANKS!

When we have so many people chip in the result is always outstanding.

Mike Rice

## EIN PROZIT

Ein Prosit, Ein Prosit,

Der Gemütlichkeit,

Ein Prosit, Ein Prosit,

Der Gemütlichkeit...

Ein, Zwei, Drei, Suffa!

(Ziggy Zaggy Ziggy Zaggy,

Hoy Hoy Hoy)

## TABLE OF CONTENTS

President's Letter, Oktober Meeting & Picnic Recap	Page 1
Treasurers Report, Membership & Madison Bus Trip	Page 2
Parallel Brew, State Homebrew Competition & 6 Pointed Star	Page 3
Hop & Barley Malt Increases	Page 4
Oktoberfest	Page 5
Homebrew Calendar, HERMS vs RIMS & Heineken Bottle	Page 6
Beer Events Calendar & Definition of the Church Key	Page 7

## TREASURERS REPORT

End Deposit August 31	\$2294.92
<b>Deposits:</b>	
Picnic *	\$1165.00
Miller Tech Center Meeting **	\$780.00
<b>Withdrawals:</b>	
Barley Pop (Officers Meeting)	\$63.00
*PicNSave	\$12.63
* Office Depot	\$20.12
* Raffle Prizes	
- Frugal Homebrewer	\$100.00
- Homebrewing Depot	\$79.19
- Market Basket	\$157.65
- Purple Foot	\$21.12
Meeting Wristbands	\$31.63
<b>Newsletter</b>	
DigiCopy	\$205.92
Postage	\$102.50
<b>Balance</b>	<b>\$3446.16</b>

## MEMBERSHIP

Over 100 attendees to Miller Tech Center  
14 Renewals at the September meeting  
46 Memberships Due for Renewal

### EXPIRED- PLEASE RENEW

Chuck Allen	(May 2007)
Scott Bartlet	(April 207)
Tim Boyle	(March 2007)
Jeffrey Davis	(June 2007)
Jeff Elliott	(March 2007)
Lyman Elliott III	(October 2006)
Jeffrey Gutowski	(December 2006)
Rich Heller	(March 2007)
Terry Keefe	(April 2007)
Chad Larson	(April 2007)
Steven Meyer	(April 2007)
Ed Meyers	(June 2007)
Michael O'Toole	(June 2007)
Scott Raguth	(December 2006)
Norm Siegel	(Jan 2007)
Carly & Justin Verstegen	(May 2007)
Kenneth Woodard	(March 2007)
John Zutz	(May 2007)

### REMINDER-RECENTLY EXPIRED

Rich Binkowski	(Expired Sept 2007)
Jeff Enders	(August 2007)
Bob Hecht	(August 2007)
Susan Jurgens	(August 2007)
Scott Oday	(August 2007)
Tony Paniagua	(Sept 2007)
David Peters	(August 2007)
Dan Reik	(Sept 2007)
Mike Schindler	(August 2007)

### REMINDER: DUES EXPIRES OCT 2007

Dave Benzinger	Thomas Ciula
Jeff Figueroa	Karen Grade
Chris Grumley	Larry Hanlon
Jason Kloss	Robert Kustra
Mike Lemke	Kevin Melles
Lito Paniagua	Erik Putman
Rodney Reineke	Dan & Connie Schlosser
Dennis Schmidt	David Stanton
Mike Teed	Adam Wagie
Glenn Young	

## MADISON BUS TRIP - FRIDAY - NOVEMBER 23

I don't know about you, but I've always considered the day after Thanksgiving as a free day. The office is closed, my wife is out shopping, and I have the entire day to relax.

While listening to Otto Dilba and Dean Coffey of Ale Asylum and enjoying a few of their beers at the August meeting, the idea of a Madison Road Trip evolved – visit Capital Brewing, Ale Asylum, and a couple of brew pubs, then stop at the Tyranena Brewery on the way back – make a day of it on our Free Day, November 23rd, the day after Thanksgiving. The only problem – finding a designated driver.

So here's the pitch – a day trip to Madison with a busload of Beer Barons and a shared designated driver. Cost? \$20. Sign-up at the October Beer Barons meeting.

## THE SIX POINTED STAR (Continued from Page 3)

These two elements are ascending and are governed by the principal of levity. The feminine element of water is represented by a triangle facing the earth - like the rivers that flow to the lowest grounds. Earth is the other feminine element that is represented by a triangle pointing down with a horizontal line representing the surface of the earth. These two elements are ruled by the principal of gravity. Combined these four elements represent the Great Work in alchemy, which means harmony balance and peace. These noble concepts are represented by David's Star. Just like the yin-yang symbol of Eastern Alchemy represent the balance between feminine and masculine, so does the Shield of David symbolize the peace between any two opposing forces. The fact that the planets would align in this formation shows that we are headed to a time of great transformation that would eventually lead to harmony balance and protection.

In alchemy, the two triangles represent the reconciliation of the opposites of fire and water. Non-Jewish Kabbalah (also called Christian or Hermetic Kabbalah) interprets the hexagram to mean the divine union of male and female energy, where the male is represented by the upper triangle (referred to as the "blade") and the female by the lower one (referred to as the "chalice"). Moreover, it derives four triangular symbols from it (two triangles crossed like a capital letter A and two uncrossed) to represent the four elements: water, fire, air, and earth. This use of the symbol was used as an important plot point in Dan Brown's popular novel "The Da Vinci Code" and the Da Vinci Code film citing this as the origin of the star. The Six Point Star, can be drawn two different ways, as an upside-down triangle overlapping an upright triangle or as one continuous line that angles to create six points (credited to Aleister Crowley). In the first example, when used in alchemy,

the upright triangle represents fire, the upside-down triangle is the symbol for water and together they symbolize the unity of opposites.

Although the pentagram is widely recognized as the symbol of witchcraft, the hexagram is actually very ancient and one of the most powerful symbols used in occultism and the casting of zodiacal horoscopes by astrologers. In fact, magicians and alchemists believed that the hexagram was actually the footprint of a demon called a "trud", which they used in ceremonies to both attract and repel demons. The word "hex" or "curse" comes from the hexagon.

The hexagram, in addition to appearing in the Great Seal of Solomon, is also a common symbol in Judaism, as there supposedly was a 6-pointed star on the shield that David carried to battle Goliath. However, despite the popularity of the Star of David, there is no Biblical or historical evidence that connects the hexagram with King David of Israel, although it can be traced to King Solomon when he turned to pagan gods in his later years.

In addition, on the website "White Beer Travels," the article speaks about the Zoigl Star, used extensively in the communal breweries of the twin villages of Windischeschenbach ([www.windischeschenbach.de](http://www.windischeschenbach.de)) as well as Neuhaus an der Waldnaab (Neuhaus bei Windischeschenbach), Mitterteich, Falkenberg and Eslarn – as stated on the "official" Zoigl website, Zoigl-Heimat (Zoigl Homeland), [www.zoigl.de](http://www.zoigl.de). These towns are situated in an area called the Oberpfalz (Upper Palatinate) ([www.oberpfalz.de](http://www.oberpfalz.de)), which is in the NE part of Bavaria, in Germany (Deutschland), close to the border with the **Plzenský kraj** (Pilsen Region) of the Czech Republic. Zoiglbier is essentially an effervescent form of a Bavarian Kellerbier, but brewed from more highly kilned malt, which gives the beer a slightly darker, deep amber,

## THE RETURN OF PARALLEL BREW by Dan Schlosser Preparations continue for the All - Grain Parallel Brew.

The concept is that we will select 5 brewers who will attempt to use the same ingredients and recipe to brew the same beer. Each member will then brew a batch so that the only variables will be the brewer and equipment. The resulting beer will be served at the January meeting where the club will be able to evaluate the results.

This is not intended as a competition, but rather as a learning exercise. We are hoping to get a group of volunteer brewers who have a variety of equipment types. Any differences in the resulting brews will hopefully reflect the type of mash, boil, and fermentation that is used by each brewer.

We are going to select the brewers at the October meeting. You will need to attend the meeting if you want to be involved. If we have more than 5 volunteers then we will use a selection process to determine the brewers. If we have candidate brewers that reflect different types of equipment then we will group each type together and use a drawing to select from within each group. Details will be determined when we see how many people are interested.

All-Grain brewing does have a number of variables that can affect the final result. We are going to try to minimize some of the equipment differences by tweaking the ingredients that each brewer receives to try to take into account things like mash efficiency, etc.

All of this means that any candidate brewers will need to be able to let us know what type of system they use.

We want to know your mash system:

- \* Infusion in round or rectangular cooler
- \* HERMS
- \* Direct heat
- \* Whatever else

We also would like to know the boil method:

- \* Propane cooker
- \* Stove top full boil
- \* Whatever else

And finally, the fermentation method:

- \* Carboy with or without temp control
- \* Conical with or without temp control
- \* Whatever else

Ideally, if selected, each brewer will also be able to provide enough information that we can determine variables such as their system efficiency and how much volume they have post boil (including trub etc that does not make it into the fermenter). This information will be used to determine the amount of base malt that you will be given so that theoretically everyone should end up with the same Starting Gravity.

Once the brewers are selected, I will be in contact with each of them to nail down particulars so that we can match the recipe to your system. If you are new to All Grain brewing, don't let all of this detail stuff scare you off. If you can describe your equipment we can work with you to figure out most of this.

The Ingredients will be handed out at the November meeting. The beer should be brewed so that it is kegged, carbonated and ready to serve at the January meeting. If any of the brewers do not have a kegging system I will be able to provide kegs and assistance with carbonation, so don't let that stop anyone from trying.

Don't miss the October meeting if you are interested in being a part of this.

## State Homebrew Convention

At the Great Lakes Beer Fest I met my counterpart from The Society of Oskosh Brewers. One of the things we discussed was the idea of a state home brewer's convention. There are over 20 homebrew clubs in Wisconsin. Our thinking was to get together in the dead of winter to share ideas and of course beer.

We could have a competition, hold seminars, have a beer dinner or go on short field trips to local beer attractions. Do the things that they do at the national convention but on a smaller level. Before I reach out to the other clubs, I would like to see what kind of interest my fellow Barons have for this idea. This would probably entail a Friday night and all day Saturday day and Saturday night, staying at a hotel with a conference room large enough for our activities. What do youse people think?

Who would like to go? Who would volunteer to help organize this? If other clubs were interested I am sure, they would help with the legwork. Let's talk!

Mike Rice



## THE SIX POINT BREWERS STAR

### 'Bierstern' (Beer Star) 'Brauerstern' (Brewer's Star)

The 6 pointed Brewer's star's, identical to the Jewish Star of David, actually has its roots in alchemy. Enclosed below is an article and diagram by Hans Kestler, former Huber Brewery brewmaster, illustrating the component parts of the brewers star, as related to brewing and alchemy. These elements include Fire, the masculine element of action and determination, portrayed by a triangle facing the heavens. The masculine element of air which deals with communication and intelligence is also a triangle, facing upward, but with a horizontal line symbolizing the clouds at the top of the mountain.

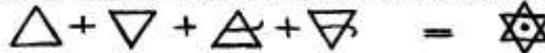
(Continued on Page 2)

## What About That Star

by Hans Kestler

Several Breweries in Germany carry a Six-pointed star also known as "Star of David" or "Hexagram" in their coat of arms. I still have a glass mug with this symbol in the tin-lid from my grandfather's Brewery. Now, what is the connection between this star and the Breweries? The Star-symbol developed from the formula for beer of the medieval chemistry: the so-called alchemy.

The formula for beer in Medieval Times was written:



According to alchemy, the combination of these elements was necessary to make good beer:

- $\triangle$  - FIRE (Symbol for Malt Kiln and Brewkettle)
- $\nabla$  - WATER (Always necessary for making beer)
- $\triangle$  - AIR (Stands for the "Spirit" in the Beer - Carbon Dioxide)
- $\nabla$  - EARTH or SOIL (As a symbol for Barley)
- $\star$  - BOILING ( Boiling the Wort)

This Alchemy Symbol for Beer - the Six-Pointed Star-became later something like a medal of good quality beer and the sign for the given right to brew and serve Beer to the public.

# CRAFT BREWING PRICE INCREASES

By DAVID KESMODEL and JANET ADAMY

That six pack of high-brow beer is about to come at a higher price, thanks to the sharpest surge in decades in the cost of the hops and barley that give each brew its distinctive taste. Consumers could pay 50 cents to \$1 per six pack more in the coming months for many small-batch “craft beers,” as brewers pass on rising hops and barley costs from an unpalatable brew of poor harvests, the weak dollar and farmers’ shift to more profitable crops. Other makers of craft beers, the fastest-growing segment of the U.S. brewing industry, say they may eat the higher ingredient costs, which will pare their profits.

“The hops are to Samuel Adams what grapes are to wine,” says Jim Koch, founder of Boston Beer Co., maker of Samuel Adams Boston Lager, one of America’s fastest-growing beers. The company has raised its prices just over 3% this year to help offset the hops and barley costs. Mr. Koch says that for next year, the company is “probably looking at the same or maybe more.” “The cost increases have been the largest we’ve ever faced, both in barley and in hops,” says Mr. Koch, who founded the company in 1984. The company only buys hops that are grown on several thousand acres in Bavaria, and the crop has been smaller in the past two years, making them more expensive.”

The cost pressures could slow the expansion of American craft brewers, which account for about 5% of U.S. beer revenue, and even put some smaller ones out of business. Craft-beer makers also are battling other cost increases, including higher prices for glass, cardboard, gasoline and the stainless steel used to make beer kegs. “People are very concerned,” says Kim Jordan, co-founder of Colorado’s New Belgium Brewing Co., which makes Fat Tire Amber Ale, a top-selling craft beer. “It significantly affects profitability.”

Big American brewers like Anheuser-Busch Cos. and SABMiller PLC’s Miller Brewing Co. also face cost increases, but the impact isn’t nearly as great for them. They use much less hops and barley in most of their beers, which is why they are lighter in taste and calories. A barrel of craft brew Sierra Nevada Pale Ale, for example, has about twice the malt and as many as five times the hops of a mass-market brew, like Budweiser or Miller High Life. Large beer makers are also better able to secure long-term contracts to mitigate the impact of rising ingredient costs. Most spirits makers, such as Diageo PLC and Fortune Brands Inc., also face a relatively limited impact from global increases in the cost of grains such as corn.

The craft-beer segment has been among the few bright spots in the slow-growing U.S. beer industry. The number of barrels of craft beers sold rose 11% in the first half of this year against year-earlier levels, according to the Brewers Association, a craft-beer trade group in Boulder, Colo. Meanwhile, the Beer Institute, a Washington-based industry group, projects total U.S. beer sales, by barrel, will rise 1.5% this year. The boom in craft beers reflects heightened awareness of their brands and a willingness by American beer drinkers to pay an extra \$2 or \$3 per six pack to get a premium product. Craft beer makers have faced escalating costs over the past year. Prices for malting barley, which accounts for a beer’s color and sweetness, have jumped as farmers increasingly shifted to planting corn, which has been bringing higher prices because of high demand from makers of biofuels, like ethanol. The weak dollar also has made it more expensive for U.S. brewers to buy commodities from Europe. The news worsened for craft brewers significantly in recent weeks. Firms that turn barley into brewing malt informed craft brewers of price increases ranging from 40% to 80%, and hops suppliers announced increases ranging from 20% to 100%, depending on the variety of hops. The price of hops — which give beers their bitterness and aroma — has risen because of shortages (4)

across the globe, due in part to poor crops in Europe. Some European brewers are competing with American brewers for hops grown in the Pacific Northwest. For years, hops were cheap due to a glut. That prompted growers over the past decade to replace hops with other crops, such as apples. Now, the amount of hops acres world-wide is about half the total of 12 years ago, says Ralph Olson, a hops dealer with Hopunion CBS LLC in Yakima, Wash. That’s caused some hops varieties to quadruple in price over the past year.

To cope with higher malt and hops prices, smaller brewers are trying to secure longer-term contracts for the ingredients. And, in some cases, they’re tweaking their recipes. At Bell’s Brewery Inc. in Comstock, Mich., founder Larry Bell says he is substituting other varieties of hops into the brewer’s Bell’s Oberon Ale and Bell’s Lager because he could only secure 60% of a Czech Saaz hops that he normally uses in the beer. Mr. Bell says employees who test beers at his company haven’t been able to detect a change with the new hops and that he won’t make any changes that will compromise quality. Starting next year, he anticipates he will raise the price he charges beer wholesalers by 50 cents to 60 cents per case. Customers may see an even higher price increase because retailers typically mark up beer even further. “I am concerned that there could be some small players out there that will fail because of this,” says Mr. Bell, whose brewery sold its first beer in 1985. Boston Beer has inked long-term contracts for some of its ingredient needs. But many smaller brewers, such as Allagash Brewing Co. in Portland, Maine, buy hops and malt on the open market, exposing them to huge price swings. Rob Tod, president of Allagash, says the company expects to absorb some of the recent cost increases. But it will likely impose some price increases, resulting in a four-pack of its Allagash White costing about \$9 at retailers in the Northeast, up about 50 cents. “We’re getting hit on all sides,” Mr. Tod says.

Ken Grossman, the founder of Sierra Nevada Brewing Co. in Chico, Calif., says the brewer plans some price increases, but it’s better positioned than others because a price spike for hops in the early 1980s prompted him to sign long-term contracts. “I’ve gotten calls of panic from other brewers,” he says. Dogfish Head Craft Brewery Inc. in Milton, Del., is coping by trying to make its operations more efficient, locking in commodity contracts as early as possible and weighing a price increase, says brewmaster Andy Tveekrem, whose company is known for “hoppy” beers like 60 Minute IPA, or India pale ale. “I think there’s going to be some brewers out there,” Mr. Tveekrem says, “if they haven’t looked that far ahead, that actually might run out of malt or hops, which would be a catastrophe.”

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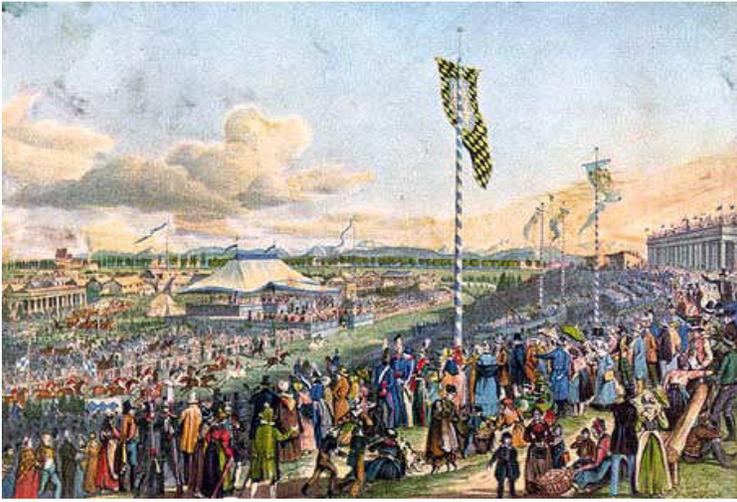
## HEINEKEN WORLD BOTTLE (Con’t from P. 6)

In the recycling process the function is lost as the bottle is broken. The glass has to be sorted and melted down and remade again, using energy and material resources.

Around 1960, before recycling came on the scene, Alfred Heineken saw the problem with single use beverage containers. As a solution, he commissioned the design of a bottle with a secondary function, one that would serve after it had served as a single-use container. The World Bottle (WOBO) was the inspiration of inadequate housing and abundant trash, including his discarded beer bottles, that Heineken saw on an overseas island, presumably Dutch Curacao. Heineken designed a bottle that was flat on two sides, for stacking. The WOBO also had a recessed bottom, in which the mouth of another bottle would fit. In one simple design decision, Heineken, saw a solution to excessive waste and inadequate building materials. What was once the waste of consumer beer drinking, was now the material input for low-income island housing.

Nothing short of brilliant, the WOBO never made it beyond the factory.

## OKTOBERFEST



Oktoberfest began when Prince Ludwig of Bavaria, who was later crowned King Ludwig I wanted his people to share in the celebration of his marriage to Princess Therese of Saxony-Hildburghausen on October 12, 1810. Ludwig organized a horse race on October 17 and invited all the people of Munich. The royal party drew about 40,000 guests—a major party, by ordinary standards, but only a small fraction of the 6.4 million people at Oktoberfest in 1997. A good time was had by all that first year with attendees consuming 40,000 chickens, 80,000 pork sausages, and 1,000,000 gallons of beer. It was decided that the horse race would be held again in 1811, this time in conjunction with the state agricultural show.

In the year 1813, the Oktoberfest was called off as Bavaria was involved in the Napoleonic war. In 1816, carnival booths appeared. The main prizes were silver, porcelain, and jewelry. In 1819, The town fathers of Munich took over festival management. They decided that the Oktoberfest should be celebrated every year without exception. Later, it was lengthened and the date pushed forward. The reason being that the end of September in Bavaria often has very good weather. The high temperature in the first week of Oktoberfest nears 30 °C which stimulates the thirst of the visitors. However, today the last week of Oktoberfest is still in October. In 1854, 3,000 residents of Munich succumbed to an epidemic of cholera, so the festival was cancelled. Also, in the year 1866, there was no Oktoberfest as Bavaria fought in the Austro-Prussian War. In 1870, the Franco-Prussian war was the reason for cancellation of the festival. In 1873, the festival was once more cancelled due to a cholera epidemic. In 1880, the electric light illuminated over 400 booths and tents. In 1881, booths selling bratwursts opened. Beer was first served in glass mugs in 1892. At the end of the 19th century, a re-organization took place. Until then, there were games of skittles, large dance floors, and trees for climbing in the beer booths. They wanted more room for guests and musicians. The booths became beer halls. In 1887, the Entry of the Oktoberfest Staff and Breweries took place for the first time. This event showcases the splendidly decorated horse teams of the breweries and the bands that play in the festival tents. This event always takes place on the first Saturday of the Oktoberfest and symbolizes the official prelude to the Oktoberfest celebration. In the year 1910, Oktoberfest celebrated its 100th birthday. 120,000 litres of beer were poured. In 1913, the Bräurosl was founded, which was the largest Oktoberfest beer tent of all time, with room for about 12,000 guests (today, the biggest tent is the Hofbräu-Festhalle, which holds 10,000). From 1914 through 1918, World War I prevented the celebration of Oktoberfest. In 1919 and 1920, the two years after the war, Munich celebrated only an “Autumn Fest.” In 1923 and 1924, the Oktoberfest was not held due to inflation. In 1933, the Bavarian white and blue flag was replaced with the standard

swastika flag. From 1939 to 1945, due to World War II, no Oktoberfest took place. From 1946 to 1948, after the war, Munich once again celebrated only the “Autumn Fest.” The sale of proper Oktoberfest beer was not permitted; the guests had to make do with beer that had an alcohol content under 2%. Since its beginnings the Oktoberfest has thus been canceled 24 times due to war, disease and other emergencies.

Oktoberfest is not only an event, it is also a style of beer. The whole beer association of Oktoberfest didn't really happen until 1818. There's confusion as to the origin of the style; however, it mostly likely came about hundreds of years ago, before refrigeration and before the first Oktoberfestbier. Beers brewed during the winter were kept in cold storage over the Spring and Summer months so that they'd keep. Some were also brewed to contain higher levels of alcohol to also help preserve. The label Märzen (March) soon signified beers brewed during the last months of Spring. These beers were then consumed over the Summer months when brewing was impossible due to the hot weather and bacterial infections. The traditional style guidelines describe an amber-gold lager, robust at 5.2 to 6 percent alcohol by volume (ABV), bottom-fermented and lagered for at least a month, with pronounced malt flavors from Vienna malts, usually accented by the German noble hops such as Hallertau and Tettnang. An Oktoberfest is brewed very much like the reddish-amber Märzen beer that was served at Oktoberfest

Oktoberfest bier was introduced in 1872, through a collaboration with Spaten brewery's Gabriel Sedlmayr, and Anton Dreher of Vienna, Austria. The common Munich Oktoberfest beer served at Wies'n contains only 4.5% alcohol by volume, is dark/copper in color, has a mild hop profile and is typically labeled as a Bavarian Märzenbier in style – an amber lager with bottom fermenting yeast at 45°-55°F.

### A Summary of the 2006 Oktoberfest at Munich, Germany

- Number of visitors: 6.5 million

The 2006 Oktoberfest witnessed some serious eating and drinking:

- Beer: 6.9 million litres (1.82 million gallons)

- Roasted steers: 102

- Sausages: 144,635 pairs

- Roast chickens: 494,135

- Knuckles of pork: 43,492

#### Oktoberfest Records:

- Number of visitors: 7.1 million in 1985

- Litres of beer: 6.9 million in 2006 (1.82 million gallons)

The Bier at the Fest is supplied by only 6 breweries.

Known collectively as “The Big Six”, they are:

- **Spaten - Franziskaner** - Spaten began in 1397 and merged with Fraziskaner in 1922. 1997 saw the merger with Löwenbräu.

- **Löwenbräu** - Brewed since 1383, it is now owned by corporate brewing giant InBev. It joins with the Spaten/Franziskaner brands to name only a few.

- **Augustiner** - Founding in 1328 makes this Munich's oldest brewery. This is probably the favorite Bier of Munich's residents.

- **Hofbräu** - Along with Augustiner, Hofbräu is privately owned and not part of a multinational conglomerate.

- **Paulaner** - Started in the 1600's, this brewery is famous for it's Salvator Doppelbock.

- **Hacker-Pschorr** - Hacker was started in 1417 and merged with Pschorr Bräu in 1972. But strangely, one of the sons of Joseph Pschorr (the Hacker owner) split from Hacker in the late 1700's to start his own brand, Pschorr.

## HEINEKEN WORLD BOTTLE



The Heineken World Bottle was designed with multiple functions. Image courtesy of hyperexperience.com If we really want to be sustainable when it comes to our brew, we will consider the package. Let's take a look beyond recycling into the future and back to the past of the bottle.

Zero waste designers tell us that the function of an object is more valuable than the materials. The function of a bottle is as a container for liquid. (Continued on Page 4)

## MIDWEST HOMEBREWERS COMPETITION CALENDAR

### \* NOVEMBER 3

**Sunflower Challenge 2007** - Lawrence, KS

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

### \* NOVEMBER 10

**Richmond Wort Hog Brew Fest** - Columbus Township, MI

Entry Deadline: Oct 27 - [www.richmondworthogs.org](http://www.richmondworthogs.org)

### \* NOVEMBER 10

**Wizard of SAAZ Homebrew Competition** - Akron, OH

Entry Deadline: Oct 27 - [www.hbd.org/saaz/wos](http://www.hbd.org/saaz/wos)

### \* NOVEMBER 17

**Land of the Muddy Waters** - Rock Island, IL

Entry Deadline: Nov 9 - [www.mugz.org](http://www.mugz.org)

### \* DECEMBER 7

**15th Annual Hoppy Holidays Homebrew Competition -**

**Annunciation Church, Webster Groves, MO**

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

### \* JANUARY 26, 2008

**Upper Mississippi Mash-Out** - St. Paul, MN

Entries Accepted: Jan 1 - 12, 2008

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

### \* FEBRUARY 9, 2008

**Great Northern Brew-HaHa -**

**Lake Superior Brewing, 2711 W. Superior St., Duluth, MN -**

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

### \* FEBRUARY TBD

**Babble Brewoff, Lincolnwood, IL - [babblehomebrewers.com](http://babblehomebrewers.com)**

### \* MARCH TBD

**Drunk Monk Challenge, Dupage Co., IL - [www.knaves.org](http://www.knaves.org)**

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HOMEBREW SHOP**

(6)

## HERMS vs. RIMS by Mike Chaltry



Our esteemed newsletter editor has asked me to do a series of articles on the RIMS and HERMS methods of mashing. As I know absolutely nothing about either of these methods, I figure that I am the perfect person to lead this discussion. After briefly covering the general definitions of each system, I would like to turn this into an open newsletter forum with submissions from brewers that either use these systems or have questions on how to use them.

First of all, we have the RIMS system. RIMS stands for Recirculation Infusion Mash System. For those not yet familiar with all-grain brewing, mashing is the process of converting starch in the grain into smaller sugars that are digestible to brewing yeasts. This is done by adding the grain to hot water at a certain temperature that, after the temp stabilizes, will end up at a certain rest point where enzymes in the grain can optimally do their work. This is called the saccharification rest point and is generally in the 148F – 158F range. There are other rest points that can be used but most beers can be made using only a saccharification rest.

One issue with this rest is that the final temperature is important to the quality of the final beer. A rest in the higher range will leave more body in your beer while resting in the lower end of the range will give you more fermentable sugars, resulting in less body and more alcohol. So it can be important to have good control over the final resting temperature.

One simple way of keeping the temp from fluctuating over a 45 minute rest is to insulate your mash tun (kettle) in some way to prevent heat from escaping. I used to wrap my kettle in a towel and this works reasonably well in retaining heat. Recently I have created an insulated box using the expanding foam stuff that you get at home improvement stores. This works quite well at retaining the temp that I end up at. So as long as I hit my target temp correctly, it will stay there.

What the RIMS system does differently is it adds a recirculating pump and a heating element with controller so that by recirculating the mash through this heating element, one can control the exact temperature of the mash and keep it there as long as it takes to complete conversion of starch to smaller sugars. Then if the brewer wants to bump up from one rest point to another, all they have to do is increase the temp on the controller and system will automatically heat the mash to the next rest point. The HERMS system uses a heat exchanger connected to the hot liquor vessel (where the sparge water is heated up) as its means of heating the mash. There appear to be many ways of accomplishing this and that is what we will be discussing in future articles.

Next month, we will take a deeper look into how the RIMS system works and different ways of setting up this system. If anyone uses this system and would like to give us their input, please send me what you got at [beermanandcatgirl@sbcglobal.net](mailto:beermanandcatgirl@sbcglobal.net). Pictures would be appreciated. In future articles we will cover how HERMS differs from RIMS and we will also try to answer questions from the rest of us on how they work.

# OCTOBER - NOVEMBER BEER EVENTS CALENDAR

(7)

## DEFINITION OF THE CHURCH KEY

In the "Dictionary of Word and Phrase Origins" by William and Mary Morris, they explain the term "Church Key" as follows:

"When I passed on a question about why "the tool that punches a triangular hole in a beer can is called a church key," I received lots of explanations. Included was one amusing script - virtually a one-act play - purporting to prove that the name was coined by a pair of hung-over acolytes.

But then I had an explanation from - where else? - Milwaukee, the beer capital of the world. It seems so authentic that all other theories may now be put aside. "

For one thing, Mr. J. R. Oberhofer Sr., an old-time brewery worker starting at the A. Gettelman Brewing Company and returned there after Prohibition. He retired from Miller Brewing Company about 20 years ago. Mr. Oberhofer pointed out that the expression church key is much older than the device that leaves a triangular hole in beer cans. Indeed, it goes back to early days of the brewing business, when beer was first dispensed in bottles. "The expression church key is old in the brewing business," he wrote. "I worked in a brewery for about 35 years and everybody carried a bottle opener or church key, perhaps so called because it looked like the top end of the kind of heavy ornate key used to unlock church doors.

Mr Oberhofer has an early cast iron opener and from its weight and appearance, you can see its resemblance to a church door key. With the coming of cans in the brewing business, the bottle opener gave way to the can opener that makes the triangular marks - but the name church key was simply transferred to the new device.'

Mr. Oberhofer actually did send the cast iron bottle opener, and the evidence seems to me entirely persuasive. Thanks to him for settling a question that has puzzled me for many a year."

### \* OCTOBER 24

Beer Barons Meeting, featuring Oktoberfest  
Clifford's, Hales Corners, IL

### \* OCTOBER 24

Muskego Park & Recreation Department "Cooking with Beer" -  
6:30-9 PM - \$27.75 - Muskego High School, W183 S8750 Racine Ave.,  
Muskego, WI - Room 265, WI - Registration Required : (262) 679-5645

### \* OCTOBER 25

Greendale Park & Recreation Department "Cooking with Beer" -  
6:30-9 PM - \$31.50 - Greendale High School, 6801 Southway, Greendale, WI  
- Room 265, WI - Registration Required : (414) 423-2790

### \* OCTOBER 25

Belgian Beer Class by Glunz Beer Imports - 7-9 PM - \$20  
Treasure Island Foods, Chicago, IL

### \* OCTOBER 25

Shepherd Express "Oyster Fest" Beer & Oyster Tasting - 5:30-7:30 PM - St.  
Paul Fish Company, Milwaukee Public Market, Milwaukee, WI -  
Reservations: (414) 220-8383

### \* OCTOBER 28

"Beers to Remember"- 8-10 PM - \$25 - - (800)-344-2838  
Suburu Main Stage, Kohler Food & Wine Experience, Kohler, WI

### \* NOVEMBER 1

Goose Island Brewmaster Greg Hall hosting a Bourbon County Stout  
Vertical Tasting, featuring 2005 - 2007 Vintages - 6-8 PM - FREE  
Lush Wine & Spirits, Chicago, IL

### \* NOVEMBER 2

8th Annual Metro Kiwanis Beer Fest, - 7-11 PM - \$30  
War Memorial Center, 750 N. Lincoln Memorial Dr., Milwaukee, WI -  
(414) 273-5533 - kiwanisbrewfest @wi.rr.com

### \* NOVEMBER 3

Festival of Barrel Aged Beers  
Goose Island - Wrigleyville, Chicago, IL

### \* NOVEMBER 3

"St. Francis Sip" Beer, Wine & Spirits Tasting -  
6:30-9:30 PM - \$35 (\$25 Advance) - Marion Center, St. Francis, WI

### \* NOVEMBER 10

Tyrannena Beer Run & 8th Year Anniversary Celebration  
Tyrannena Brewing Co., Lake Mills, WI

### \* NOVEMBER 10

Fall Fest of Ale, Janesville Conference Center, Janesville, WI

### \* NOVEMBER 17

31st Annual Fall Tasting & Dinner, Rockbottom, Chicago, IL

### \* NOVEMBER 23

Beer Barons Madison Roadtrip

### \* NOVEMBER 28

Beer Barons Meeting, featuring Belgian ales

More Details ? Visit [www.sudswineandspirits.com](http://www.sudswineandspirits.com)

## THE SIX POINTED STAR

(Continued from Page 2)



color. It is also less hop-accented. Its alcohol content by volume is usually below 5%. The Zoigl Star is, again, the 6 pointed "Brewers Star." Again, as in Hans Kestler's article and illustration, one triangle of the Zoigl symbolized the three "elements" involved in brewing: fire, water and air; the other triangle symbolized the three "ingredients" used in brewing: malt, hops and water. When posted outside of the communal brewery, it signified that the Zoigl beer was ready to be purchased and consumed.



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

**UPCOMING BEER BARONS MEETINGS & EVENTS**

**OCTOBER 24: Monthly Meeting @ Clifford's - Featuring Oktoberfest Beers – 7:30 PM**

**NOVEMBER 6: Officers Meeting @ The Bottle, 1753 S. Kinnickinnic – 7:30 PM**

**NOVEMBER 28: Monthly Meeting @ Clifford's - Featuring Belgian Ales– 7:30 PM**

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**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:

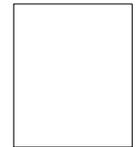
**Treasurer, Beer Barons of Milwaukee  
P.O. Box 270012 Milwaukee, WI 53227**

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**

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