



BARON MIND

The Monthly Publication of the Beer Barons of Milwaukee

June 2010 www.beerbarons.org

Whew! World of Beer is over, and by the time we next meet, the National Homebrew Conference in Minnesota will be history. The next major club event will be the picnic on September 11th, where the Silver Paddle will again be up for grabs. Last year we had over 20 homebrews on tap, with Jeff and Diana Kane winning the paddle.

Others will speak as to the results of the World of Beer, the revenue, and our estimated donation to the Museum of Beer and Brewing. But first, we owe a big round of thanks to the organizers, who started working on this almost a year ago, as well as the volunteers working the event. As we look towards the future of WOB, the board will be putting together some options as to the direction of our charitable donations. If you have any ideas, discuss them with the board members on an individual basis, or better yet, attend the next board meeting and bring up your thoughts.

We move into the summer months, and time for lighter beers. Next into my boil pot will be a German Pilsner; something like a Spaten. The challenges of making a light lager intrigue me, and I think it offers a chance to test my brewing acumen. Thankfully, I have a lagering refrigerator for just such an occasion. After that, its an Oktoberfest. Shoot, summer isn't officially here, and I am already thinking about fall beers..... Such is the life of a homebrewer!

Nobody's President but Yours

Rich Heller

Thank you Kirby and Todd from Capital Brewery for the wonderful beer and excellent beer conversation last month. Capital beers are always delicious and those we sampled were no exception. My personal favorite was that new Weizen Doppelbock, and I know a few other Barons really loved that beer as well. It was really great that Capital helped us work through some hoops to get it served at World of Beer, alongside Super Club, Maibock, Blonde Doppelbock, and Capital Pilsner.

June will be another HOMEBREW MEETING! Please consider bringing any and all homebrew to share, and let me know what you are bringing so I can plan ahead. Don't forget, bottles are also welcome. During the June homebrew meeting there will be a couple special events and discussions: A swap meet to buy and sell homebrew equipment, serving and discussion of a yeast-focused parallel brew, and a recap of the AHA National Homebrew Conference held the week before our Barons' meeting.

Swap meet: I've heard some interest in holding a club swap meet over the past few months. While a bit short notice, I'm hoping the word will get out enough via Baron Mind as well as the Yahoo groups email list. The swap meet will be informal and occur at the end of the main part of the meeting. Bring your goods to sell (if it is too large, bring photos). After the business and parallel brew discussion sellers can be with their equipment to sell, or alternatively a sign-up list and minimum price can be posted and sold like a silent auction.

Parallel brew: There was a yeast-focused parallel brew conducted based on the Brew-U advanced yeast class held back in March. The parallel brews are the same batch through the boil process, but split between carboys and pitched with various yeast strains that have been manipulated in various ways, such as a yeast starter that was stored in a freezer! More details around the yeast experiments will be shared at the meeting.

Jason Heller

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UPCOMING BEER BARONS MEETINGS AND EVENTS

WEDNESDAY, June 23: Monthly Meeting @ Clifford's 7:30 PM Please note that this meeting is a \$5 meeting WEDNESDAY, July 7: Officers Meeting @ St. Francis Brewpub— 3825 S Kinnickinnic, Milwaukee, 53235, Open to all members, followed by social hour—Meeting @ 7 pm Sharp

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Meet the Baron

Name: David Skreczko

Age: 36

How long have you been a Baron?

2 years

How long have you been brewing?

8 years (1 year Extract) (7 years All-grain)

What style do you brew most often?

I brew a lot of IPA's and Belgian Style beers

What got you into brewing?

I love to cook. I think that brewing is a natural extension of cooking. I also grew up in a family where we made a lot of homemade wines and spirits.

How often do you brew?

I try to brew 10 gallons a month.

Do you brew solo or with other people?

I'm a better brewer when I brew solo, but I usually have people over.

What is your favorite style and why?

Wow that's a tough one. It's like asking who your favorite child is. Belgian Dark Strong and American IPA's are my favorite. For IPA's, I love the citrus aroma backed up with a nice malty background. For Belgian Dark Strong's, I love the caramel/malty/melanoiden taste with a bone dry finish.

What is your favorite beer?

Russian River's Pliny the Elder double IPA is the best beer I have ever had. Bar none

What is your favorite brewery and why?

- 1) New Glarus unplugged beers because of the varieties they produces.
- 2) Russian River because of their Double IPA and sour beers. If you're ever in San Francisco you have to visit the brewery.
- 3) Unibroue because all their beer are great and under \$8.

What is your commercial to homebrew consumption ratio?

80% homebrew 20% Commercial

What has been your favorite Baron meeting?

The Lakefront Brewing Company meetings. It's fun to walk around the brew house

Right:
David brewing up his award winning beer at St. Francis brew pub.



May Financial Report

Year to Date 5/31/2010

INCOME

Meeting Fees	5,585.00
Membership Fees	2,919.00
Merchandise Sales	-886.56
Newsletter Advertising	363
TOTAL INCOME	7,980.44

EXPENSES

Chilton	-566.42
Club Equipment	35.62
Club Only Competition	96.79
Great Taste	2,200.00
Insurance	661
Jockey Box Covers	146.34
Meeting Costs Beer	1,538.00
Meeting Costs Facility	408
Newsletter Postage	248.88
Newsletter Printing	514.27
Officers Meeting	200.5
Picnic Site	210
PO Box	60
State Fair Comp	132.89
Transaction Costs	62.33
Website	136.04
TOTAL EXPENSES	6,084.24

Balance 8,250.82

May Attendance 105



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there to say?**



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238 W. Broadway, Waukesha
- Hop to It**
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234 Wisconsin Ave., Racine 53403
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(262) 783-5233
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- ***Northern Brewer**
414-935-4099
1306 S. 108th St. West Allis
- ***Purple Foot**
(414) 327-2130
3167 S. 92nd St, Milwaukee

***Brews Wine and Spirits (1256 Capitol Drive) is offering a 5% discount to Beer Barons Members!

***Rock Bottom (740 N. Plankinton) is offering a 10% discount on food to Beer Barons Members!

***Milwaukee Ale House (233 N. Water) is offering a 10% discount to Beer Barons Members!

Brew-U

Brewing 401 Evaluating Beer!

Brewing 402 BJCP Study Sessions

The Evaluation and Study sessions are being offered again in October/November 2010 and January - March 2011. We have a BJCP exam scheduled for April 2. I need to know if you will be taking that exam By the end of June. We're already getting people from outside the club asking about it. We cannot reserve spaces for club members, so if you think you will be taking it go to the web site and sign up NOW! The tentative schedule is posted under the Brew-U course listing.

If you'd like to help teach some of the classes please contact Mike Schwartz. I'd love some help.

**Right Top: A birds eye view of WOB
Right Bottom: The Barons Booth**



The Museum of Beer & Brewing wishes to extend their thanks and gratitude to the *Milwaukee Beer Barons* for their continued support.

PLEASE LOOK FOR US AT THE FOLLOWING EVENTS:

July 7th - Board Meeting at Libiamo's



**July 31st - Milwaukee Brewfest on the lakefront
(For more information e-mail bill@infernomarketing.com)**

Want to know more? Visit us at www.brewingmuseum.org

The Barons Need You!

I am looking for new and old members alike to be featured in the Baron Mind's "Meet the Baron" article. I think this is a great way for members to learn a bit about each other. Please see me at the general meeting if you are interested. All need from you is that you answer a short questionnaire and have your picture taken. Previous subjects have expressed to me that they think it is a lot of fun. How about you?

Kevin Meves, Secretary

World of Beer Festival

Thanks to everybody who helped out with the festival this year. We got great feedback on the volunteers - "great attitude and very knowledgeable". With your help we can continue to make the festival successful and continue to grow it to our goal of 600. John Harrison was so pleased he asked his volunteer to go to the Great Taste with him!

We hope to have some final numbers before the next meeting but we're still clearing up final details. We could have done a little better financially, but we still turned a profit. There was some over spending on VIB due to the last minute switch of glassware from 0.25L to 0.5L boots caused by a back order on the glass.

I'd personally like to thank everybody on the committee for doing a killer job! The Van der Wegans selection of VIBs and the extra mile they went with informational pages, even Chex Mix snack mix was outstanding. Jason Heller and Rich Binkowski did a great job with the general admission beers with some that really surprised people were general admission. The Kanes once again did a fantastic job of coordinating volunteers. Only a few people deserted their posts this year. They shall be flogged once found ;) Bruce was invaluable as my right hand man/go-to guy. The homebrew group did us all proud as well. I heard a lot of positive comments about the homebrew, even one bewildered person asking "why do they have homebrew when you can't buy it".

Mike Schwartz



Three Cellars
Wine Beer Lounge

For the last 4 years, Three Cellars has been a hotbed of craft beer enthusiasm, embracing this movement by selling only Craft and Import beers while every other store still carries the bland macros.

On any given day, the Cellar Lounge inside Three Cellars offers four beers on tap and the ability to chill any of the 500 beers from one of Wisconsin's Largest Single Selections in just three minutes.

July Events at Three Cellars

- Saturday, July 3rd - Free Tasting highlighting American Wines and Weiss Beers - 1-4pm
- Sunday, July 4th - Store Closed
- Saturday, July 10th - Free Tasting highlighting "Patio Pounder" Wines and Hoppy Beers - 1-4pm
- Saturday, July 17th - Free Tasting highlighting Spanish Wines and European Beers - 1-4pm
- Saturday, July 24th - Free Tasting highlighting Merlot Wines and Beers for After the Lawn is Mowed - 1-4pm
- Saturday, July 31st - Free Tasting highlighting Zinfandel Wines and Wisconsin Beers - 1-4pm

BREAKING NEWS!!!

The City of Franklin approved the plans for the Outdoor Wine and Beer Garden! Construction will begin as soon as possible.

For more information log onto Threecellars.com

7133 S. 76th Street Franklin - 414.235.3336

On the corner of 76th St. and Rawson Ave.



Three Cellars
Wine Beer Lounge

A Triple is What?

By Jeff Enders

A couple of weeks ago, a handful of Beer Barons and I, along with a bunch of beer judges from around the Midwest, spent a Saturday at Capital Brewery in Middleton, judging beer at the Midwest Regional of the National Homebrew Competition. The National Homebrew Competition is organized and run by the BJCP, which is short for the Beer Judge Certification Program, the mother organization who trains and tests potential beer judges, and sanctions homebrew competitions. There is a hierarchy among beer judges, kind of like the Army or a church. A lot of judges are in the lower levels, with fewer and fewer judges as you climb up the ranks.

Now, if you have ever entered a homebrew competition, talked to a beer judge, or even paid attention during one of our meetings, you will know that the “Bible” of every beer judge is the BJCP Style Guidelines. The Guidelines, which you can read or download at www.bjcp.org, attempt to categorize and describe all the traditional types of beer, cider and mead. When you enter a beer into a homebrew competition, you claim which of these descriptions you attempted to brew, and the judges, with the trusty Guidelines in hand, will decide if you matched the descriptions of aroma, color, flavor and strength. Too much or too little in any direction, and you missed the mark, and your score suffers accordingly. If your beer falls within the Guidelines, you are rewarded with a higher score. A tasty beer that is entered into a wrong category, or is unique and doesn't fit into any category, is penalized. That's how homebrew competitions work. If you have soft skin, don't enter. If you are up for a challenge, go for it- just read those Style Guidelines first.

Professional brewers are a lot looser when it comes to styles. They judge success not by if a beer falls within the parameters of a style, but if the public likes the beer. They don't really care if their beer is too light, or dark, or sweet. If the public likes their beer, it's a success. Unfortunately, the most popular beers have the most common taste. Luckily for us, there are brewers that look for success in niche markets, brewing flavorful beers for us beer geeks.

I recently had an experience that emphasized this difference between homebrewers and professionals over styles. A couple of weeks ago I went to a Belgian beer dinner at Café Hollander in Wauwatosa. I had a wonderful four-course, Belgian-themed dinner, and each course was paired with a beer from Brouwerij Van Steenberge in Ertvelde, Belgium, the brewers of Piraat Ale and Gulden Draak. Our host was brewer Jef Versele, whose family has owned and operated the brewery since 1784. He was very charming and funny, describing the beers that were served with each course. And they were good beers, matching the dishes very well. Now I know that the Belgians are even less into styles than other professional brewers, but Versele threw me a curve that night. He said that a double is a beer with twice the amount of malt, and a triple is a beer with three times the malt. I quote from their literature... (Cont. next page)

A Tripel Is What? (cont.)

“You call a beer a ‘double’ when the Brewster used twice the amount of malt to brew a beer, and you call it a ‘triple’ when she used three times the normal amount. By doing so, she starts with more starches, gets more sugars after boiling, and more alcohol after fermentation. Simple beers were for peasants, doubles for the monks, and triples for the Bishops and Abbots. They knew what was good for them. Double and triple are thus an identification of strength. When a Belgian beer is between 6.5% and 8% alcohol by volume, it falls in the double category, over 8% makes the beer a triple.”

Brewer Versele described their Gulden Draak as a dark brown Triple Ale.

What! I hear all you BJCP judges crying. He’s calling a brown beer a triple? He says that the difference between a Belgian double and a Belgian triple is strength? That’s not what our Guidelines state! Well, he’s brewing for his customers, not a homebrewing competition. He’s a professional, and has different guidelines. So relax. If you like how your homebrew tastes, keep brewing it that way. But if you’re going to enter it into a homebrewing competition, you better check out those BJCP Guidelines. The judges will, you can count on that.

AHA Club-Only Competition Erik Scott

The 2010-2011 CoC series kicks off with Meads, which we’ll be judging at the June 23rd Barons meeting. Remember, the club handles shipping and entry fees for the national COC round, and the regular meeting fee is returned to our winning entrant.

Note: Mead entries are usually permitted to be in bottles besides the usual 10-14 ounce brown or green capped bottles, but at this time the CoC rules say the entries must be 10-14 ounce brown or green bottles.

Each COC covers a specific style or category. Bring three bottles to the appropriate Barons meeting. Bottles must be brown or green and 10-14 ounces or the entry will be disqualified. The winning Baron must complete a recipe form along with the entry. If you record your beer in the brewblog (brewblog.beerbarons.org) you can easily print your recipe.

For further details visit www.homebrewersassociation.org and click on competitions to get the Club-Only option. Or send an email to erikscott@yahoo.com

June: Mead – BJCP Categories 24-26

Call for Judges! If you know Mead and won’t have an entry, please let me know if you’re willing to be a judge on 6/23. There are typically 2-5 entries.

(Future Competition Info will be provided at the general meeting and future Baron Mind Issues)

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