



# BARON MIND

The Monthly Publication of the Beer Barons of Milwaukee

August 2010 [www.beerbarons.org](http://www.beerbarons.org)

*The dog days of summer are upon us. Temperatures in the 80's and 90's, high humidity, and the skeeters are thick! The Great Taste has come and gone, as well as State Fair. Our next big events are the Picnic on September 11, and the Schooner Homebrew competition and the Great Lakes Brew Fest on the 18<sup>th</sup> of September. Throw in Milwaukee Beer Week, from the 12<sup>th</sup> through the 18<sup>th</sup>, there are lots more beer events in the next month.*

*The GTOTMW held up its reputation as one of the best beer events in the U.S. While it was warm and humid, I was able to find enough in the way of liquids to keep myself hydrated. Lots of Barons were there, far more than just the busload Richard Binkowski organized (Thanks, Richard!). In fact, I saw Grynder wearing a jersey supporting his favorite football team, the Vikings! Chad held his own this year, different than in years past. All in all, a fun time was had by all!*

*You still have time to brew for the picnic! The coveted Jerry Hetzel Silver Paddle will again be awarded to the brewer of the best fermented beverage at the picnic. The Kanes took it home last year with an outstanding mead. They are really taking their meads to the next level.*

*Classes will be starting soon for the Beer Judge Certification program (BJCP). This is a great way to improve your palate, and learn what you are tasting, and which taste profiles are correct in the various beer styles. Soon the weather will cool, and the big beers of winter will help keep me warm. Time to Brew!*

**Rich Heller**

*It's hard to concentrate on a newsletter article while sitting here less than 18 hours away from the start of the Great Taste of the Midwest! I'm just hoping the rain clouds do their thing overnight and bug out by noon tomorrow – either way, I'm sure looking forward to sampling some good beer and hanging out with some of my fellow Beer Barons.*

*“Hoppy” beers will be featured at the August Beer Barons meeting in a few weeks. As promised, it looks like we'll get our hands on a couple of out-of-town brews to include in the lineup. There are a few that I have not had a chance to try before, but I've been told are excellent. A few are still “on order” but look promising to make a showing, such as a couple from Pizza Port, as well as Green Flash Hop Head Red and Barley Island Beerfly IPA. We'll have a good ole Beer Barons club discussion around the beer, and I hope some of you hop heads out there will speak up and share your thoughts on these brews as well as any hints and tricks for brewing hoppy beers at home.*

*Also, and very important, I'd like to remind everyone about the up-coming Beer Barons summer picnic and your chance to win the Jerry Hetzel award by bringing your best homebrew to share at the picnic. This is no ordinary competition. The voting is a casual ranking system, not a BJCP competition, so any beer is fair game, even if it doesn't fit a style. The competing entries are from other Beer Barons and everyone at the picnic is invited to submit a ballot ranking the beer. Last year, we had about 22 homebrews on tap and we hope to top that this year! The picnic this year will be held Saturday September 11<sup>th</sup> at the Root River Parkway picnic area #3. More details will be in this and up-coming newsletters.*

*Get those brew pots going if your picnic beer isn't already maturing, and help the Beer Barons summer picnic be a record-breaking homebrew event!*

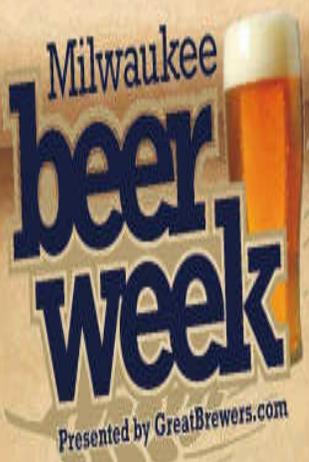
**Jason Heller, VP**

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## **UPCOMING BEER BARONS MEETINGS AND EVENTS**

**WEDNESDAY, August 25: Monthly Meeting @ Clifford's 7:30 PM, “Hoppy Beers” night, please note that this is a \$10 meeting WEDNESDAY, September 1: Officers Meeting @ The Bowery— 3023 W Ryan Road, Franklin, 53207, Open to all members, followed by social hour—Meeting @ 7 pm Sharp**



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## Meet the Baron

**Name:** Joe Keckelsen

**Age:** 37

**How long have you been a Baron?** 5 months

**How long have you been brewing?** 6 months

**What style do you brew most often?** Since I have only brewed 13 batches, I would have to say IPA

**What got you into brewing?** I enjoyed craft beer to begin with and after watching an episode of Good Eats where Alton Brown brews a brown ale I was hooked. I knew once I started brewing, it would consume me. That's just my personality. I held off for several years till the time was right and now it is my main hobby.

**How often do you brew?** At least twice per month

**Do you brew solo or with other people?** Both - I have been having brew day parties where attendees must bring one bottle of craft beer to share and usually have some good table fare for everyone to eat.

**What is your favorite style and why?** Although a tough question because I'll drink any style, I still am a hop head at heart and really enjoy big IPAs. The dramatic taste profiles IPAs bring to the table is never ending.

**What is your favorite beer?** My favorite year round beer is Weybacher Double Simcoe and seasonal is Founders Harvest Ale.

**What is your favorite brewery and why?** Although it may seem cliché, I really like Dogfish Head. I don't necessarily enjoy all of the styles they brew, but the fact they are in the business for all the right reasons is impressive. I have met Sam C. on a couple different occasions and have exchanged emails and he truly practices what he preaches. The fact that he is not afraid of how much beer he sells using unorthodox brewing methods and strange ingredients is pushing beer to new areas.

**What is your commercial to homebrew consumption ratio?** Since my homebrew is starting to pile up in the basement it's now 70% home 30% commercial.

**What has been your favorite Baron meeting?** The tour of Lakefront

**What is the next Baron function you plan on volunteering?** Currently the wheels are in motion for me to roast a pig at this year's picnic.



## August Financial Report

1/1/2010- 7/31/2010

### INCOME

Meeting Fees	\$	6,546.00
Membership Fees	\$	3,099.00
Merchandise Sales	\$	(303.62)
Newsletter Advertising	\$	363.00
World of Beer	\$	511.00
<b>TOTAL INCOME</b>	<b>\$</b>	<b>10,215.38</b>

### EXPENSES

Chilton	\$	83.58
Club Equipment	\$	164.46
Club Only Competition	\$	96.79
Great Taste	\$	(589.00)
Insurance	\$	661.00
Jockey Box Covers	\$	476.10
Meeting Costs Beer	\$	1,864.25
Meeting Costs Facility	\$	487.00
Newsletter Postage	\$	362.64
Newsletter Printing	\$	651.30
Officers Meeting	\$	260.50
Picnic Site	\$	210.00
PO Box	\$	60.00
State Fair Comp	\$	132.89
Transaction Costs	\$	64.97
Website	\$	136.04
<b>TOTAL EXPENSES</b>	<b>\$</b>	<b>5,122.52</b>
<b>OVERALL TOTAL</b>	<b>\$</b>	<b>5,092.86</b>

## 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



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- Hop to It**  
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- \***Northern Brewer**  
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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!

## **What is Dark Lord Day?**

**Dark Lord day is the one day where the general public can buy bottles of Three Floyds Dark Lord. Dark Lord is a 15% ABV Russian Imperial Stout or (as Three Floyds state) “A Demonic Imperial Russian stout brewed with INTELLIGENTSIA coffee, vanilla, and molasses.” Dark Lord scores a 4.35 (on a 5 point scale) on Ratebeer.com and is in the top 1% of all Russian Imperial Stouts rated on that site. Anyone that has had it will tell you that it is a truly wonderful beer that only improves with age.**

**In order to be able to purchase Dark Lord you need to have a “Golden Ticket” which you can attain through a lottery ran by the brewery. Proceeds from the 2010 event will go to the Anti Cruelty Society of Chicago. The “day” really becomes a festival as beer geeks from all over the USA and the world descend on tiny Munster, Indiana, and turn the industrial park where the brewery is located into one giant party.**

**Dark Lord Day 2010 was held on Saturday April 24th, and despite the rain was a very nice day. Bands played, food was served, and there was plenty of brews and cheer being shared as complete strangers waited in line for their allotment. What is probably the best part of the whole day was not the “prize” of getting bottles of Dark Lord, but instead the sharing and discussions of different breweries with and from all over the US. I was offered samples of many beers (too many to remember), that I hadn’t ever heard of that were truly wonderful. In return many others were more than happy to sample the New Glarus and other Wisconsin brews that I was sharing.**

**I will definitely attend this day as long as they have it. If this article interests you, talk to either myself (Kevin Meves) or Erik Scott. Last year we rented a car, maybe next year we can be talked into a van with other Barons joining us.**



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:

Carl Strauss Dinner – Sunday October 4th at  
the Wisconsin Club, 9th and Wisconsin

Want to know more? Visit us at [www.brewingmuseum.org](http://www.brewingmuseum.org)

## Style of the Month

### 14B. American IPA

**Aroma:** A prominent to intense hop aroma with a citrusy, floral, perfume-like, resinous, piney, and/or fruity character derived from American hops. Many versions are dry hopped and can have an additional grassy aroma, although this is not required. Some clean malty sweetness may be found in the background, but should be at a lower level than in English examples. Fruitness, either from esters or hops, may also be detected in some versions, although a neutral fermentation character is also acceptable. Some alcohol may be noted.

**Appearance:** Color ranges from medium gold to medium reddish copper; some versions can have an orange-ish tint. Should be clear, although unfiltered dry-hopped versions may be a bit hazy. Good head stand with white to off-white color should persist.

**Flavor:** Hop flavor is medium to high, and should reflect an American hop character with citrusy, floral, resinous, piney or fruity aspects. Medium-high to very high hop bitterness, although the malt backbone will support the strong hop character and provide the best balance. Malt flavor should be low to medium, and is generally clean and malty sweet although some caramel or toasty flavors are acceptable at low levels. No diacetyl. Low fruitiness is acceptable but not required. The bitterness may linger into the aftertaste but should not be harsh. Medium-dry to dry finish. Some clean alcohol flavor can be noted in stronger versions. Oak is inappropriate in this style. May be slightly sulfury, but most examples do not exhibit this character.

**Mouthfeel:** Smooth, medium-light to medium-bodied mouthfeel without hop-derived astringency, although moderate to medium-high carbonation can combine to render an overall dry sensation in the presence of malt sweetness. Some smooth alcohol warming can and should be sensed in stronger (but not all) versions. Body is generally less than in English counterparts.

**Overall Impression:** A decidedly hoppy and bitter, moderately strong American pale ale.

**History:** An American version of the historical English style, brewed using American ingredients and attitude.

**Ingredients:** Pale ale malt (well-modified and suitable for single-temperature infusion mashing); American hops; American yeast that can give a clean or slightly fruity profile. Generally all-malt, but mashed at lower temperatures for high attenuation. Water character varies from soft to moderately sulfate. Versions with a noticeable Rye character ("RyePA") should be entered in the Specialty category.

**Vital Statistics:** OG: 1.056 – 1.075  
IBUs: 40 – 70 FG: 1.010 – 1.018  
SRM: 6 – 15 ABV: 5.5 – 7.5%

**Commercial Examples:** Bell's Two-Hearted Ale, AleSmith IPA, Russian River Blind Pig IPA, Stone IPA, Three Floyds Alpha King, Great Divide Titan IPA, Bear Republic Racer 5 IPA, Victory Hop Devil, Sierra Nevada Celebration Ale, Anderson Valley Hop Ottin', Dogfish Head 60 Minute IPA, Founder's Centennial IPA, Anchor Liberty Ale, Harpoon IPA, Avery IPA



## Three Cellars Wine Beer Lounge

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### September Events at Three Cellars

- [September 4<sup>th</sup> – 1-4pm](#) - Free Tasting featuring Chile/Argentina Wines and Unique Beers
- [September 15<sup>th</sup> – 6-8pm](#) - Special Fall Seasonal Tasting with Lakefront Brewery
- [September 16<sup>th</sup> – 6-8pm](#) - Great Lakes Brewfest Pre Party with Sprecher Brewmaster Craig Burge
- [September 17-18<sup>th</sup>](#) - Great Lakes Brewfest – Racine, WI
- [September 18<sup>th</sup> – 1-4pm](#) - Free Tasting featuring Australian Wines and Oktoberfest Beers
- [September 21<sup>st</sup> – 7-8:30pm](#) - Cellar Beer School – Beer and Sausage Pairing
- [September 25<sup>th</sup> – 1-4pm](#) - Free Tasting featuring Malbec Wines and Trappist Beers

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## **Beer Barons Picnic**

***It is time for the annual Beer Barons picnic. This year the picnic will be on Saturday, September 11<sup>th</sup> at picnic area #3 of Root River Parkway South starting at Noon. This is near 92<sup>nd</sup> Street and Forest Home Ave. The cost is \$10 for individuals and \$15 for couples. Payment can be made online at the Beer Barons website. There will also be a sign up at the August meeting. Payment can also be made at the picnic, but if you know you are coming we ask you to sign up early so we can get an estimate on the amount of food needed.***

***The food for this year will consist of a pig roasted at the picnic area by Jeff Kane and Joe Keckeisen along with Miesfeld's brats courtesy of Kevin Meves. It is also asked that everyone bring a dish to pass.***

***There will also be plenty of homebrew to taste and judge. Last year there were 20 beers competing for the Jerry Hetzel Memorial Award. This is a non-style competition where attendees rate the beer based on their favorite. So bring your best brew to compete for the honor of holding this paddle for a year.***

***In addition to the food and beer, there will also be a huge raffle. Payment and info is also available on the Beer Barons website. Hope to see everyone there.***

## **August 4th Officers Meeting Recap**

***The following topics were discussed at the August 4th Officers meeting at Café Centraal***

- ***WOB Recap by Bruce Buerger***
- ***Next Months Officers Meeting will be at the Bowery in Franklin***
- ***The idea was brought up to have a roasted pig at the annual picnic***
- ***I (Kevin Meves) will buy and cook 20 pounds of Brats to be served at the picnic***
- ***We allocated \$500 for Picnic Raffle Prizes***
- ***We allocated \$500 for Picnic Food***
- ***Schooner Stewards will get reimbursed their admission fee to the Great Lakes Brew Fest***
- ***Newsletter Advertisers for 2010 will be given an additional month (January 2011), this allows the new Secretary time to sell advertising***

### **POTOSI BUS TRIP**

Well, the response was late, and weak.

### **UP NORTH BUS TRIP**

I have one more try with Badger Tour & Travel as a test.

If it sails, there will be lots more. We (Badger Tour & Travel & Suds, Wine & Spirits) need a minimum of 30 people booked a month in advance. The trip I'm seeking to do is an "Up North" tour, hitting Central Waters, O'So and Point Breweries. In addition, since Wausau is only a half hour North, I'd like to add Great Dane – Wausau (former Hereford & Hops site), Red Eye & Bull Falls.

Badger Tour & Travel has a tentative price of \$160 doubles & \$120 single occupancy motel room in Stevens Point. The ideal days would be to depart on Friday PM, say, around 6 PM, and hit at least one brewery tour that PM, wrapping it up Saturday, and making it home by about 8 PM.

If you are interested in a Fall "Up North" overnighter trip, please contact me as to your best dates. Once we get 30 commits on an agreed date, we can reserve Badger Coach. Booking & billing, once we get a date, will be through Badger Tour & Travel ([www.badgercoach.com](http://www.badgercoach.com)).

### **CHICAGO TRAIN TRIP**

I've been heading to Chicago quite often lately, both for beer & music. Last weekend, I took Amtrak to Chicago, grabbed a weekend Metra (Chicagoland suburban rail) pass for \$7, and headed to the Barrington Brew Fest. Afterward, I hit Reggie's for the Ike Willis Show. Ike was Frank Zappa's 2nd guitarist, and lead vocalist, from "Joe's Garage" until Frank passed away. Reggie's has a very nice beer selection, and they had half-price Founders, so their Porter was only \$3. Unlimited 24 hour Chicago CTA passes are only \$5, and the Red Line "L" and several buses, like the #22 Clark that runs by Goose Island Wrigleyville & the HopLeaf, run 24 hours. There are lots of great beer bars that are open until 4 AM, including the Fireside & Clark Street Ale House. I'm headed there again for Goose Island – Clybourn's Belgian Beer Fest & the Illinois Craft Brewers Guild Fest. While MegaBus has advertised cheap seats, as low as \$1 each way to Chicago, I've never been able to snare a seat for cheaper than \$8, which is still sweet.

For more beer events, visit  
[www.sudswineandspirits.com](http://www.sudswineandspirits.com).  
We update our beer event website  
almost daily.

## **AHA Club-Only Competition**

### **Erik Scott**

Last month's Mead round was our biggest one in quite a while, with 9 entries! Jeff and Diana Kane's cranberry mead was our entry, but did not place in the top 3.

The August round is a wild style, literally: **Sour and Wild Ales - BJCP Category 17 and American Wild Ales and Specialty Wild Ales**. While the intent of the round is intentionally sour and wild beers, if it tastes good it's worth giving it a shot!

As usual, bring 3 bottles to the upcoming Barons meeting at Cliffords. Bottles must be brown or green and 10-14 ounces or the entry will be disqualified. We'll use one of those to judge our local round, and send two bottles of the winning entry on to the national COC round. Barons covers shipping and entry fees and refunds that meeting's entry fee to our local winner. The winning Baron must complete a recipe form along with the entry. If you record your beer in the brewblog ([brewblog.beerbarons.org](http://brewblog.beerbarons.org)) you can easily print your recipe.

For further details visit [www.homebrewersassociation.org](http://www.homebrewersassociation.org) and click on competitions to get the Club-Only option. Or send an email to [erikscott@yahoo.com](mailto:erikscott@yahoo.com)

August - Sour and Wild Ales - BJCP Category 17 AND American Wild Ales and Specialty Wild Ales  
**Plan Ahead for Upcoming Competitions**

November 2010 - Strong Ale - BJCP Category 19

December 2010 - English Pale Ales - BJCP Category 8

March 23, 2011 - Bock - BJCP Category 5

April 27, 2011 - Angel's Share: Wood Aged Beer - category 22C

### **Brew - U News**

<http://beerbarons.org/Brew-U/classCatalog.html>

#### **Brewing 302 - Recipe Formulation:**

Wondering which grains and hops you need to use to make that favorite style of yours. Struggling to figure out why your favorite recipe is so inconsistent? Want your beer to do better in competitions?

This class is for you! **Highly recommended for those considering taking the BJCP test.** Like other Baron events, there will be brew present.

When: August 21<sup>st</sup> 10am

Where: House of Hamburg (formerly Port of Hamburg)

5937 S Howell Ave  
Milwaukee, WI 53207

Cost: \$10 to cover the cost of materials and homebrew

#### **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.

### **Brew-U Continued**

We have a BJCP exam scheduled for April 2 and based on demand it looks like I'll schedule another exam for May. In the meanwhile I've started a waiting list for the exam so if you're interested you should go sign up for it in the Brew-U section of the web site.

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

Thanks - Bruce Buerger

### **World of Beer Festival Boots**

The remaining 0.5 liter boots for the World of Beer Festival are available to club members. The cost is \$15/boot with no limit! Boots can be purchased on the Barons website ([www.beerbarons.org](http://www.beerbarons.org)).

Mike Schwartz

## **MILWAUKEE BEER BARONS BOARD MEMBERS**

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donates his hall for Beer Barons' BJCP classes

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If you have an article or information that you would like to contribute to the newsletter,  
You can email it to the newsletter editor or mail it to the club's mailing address.

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**BEER BARONS OF MILWAUKEE**  
**P.O. Box 270012**  
**Milwaukee, WI 53227**