

OCTOBER 1991

BARON MIND

A Monthly Publication for the Beer Barons of Milwaukee
"Dedicated to the Informed Enjoyment of Fermented Malt Beverages"

Membership Information

Annual membership dues are five dollars. Basically, this pays for the cost of producing and mailing this newsletter. In addition, we charge fees for the meetings, between \$1 and \$5, depending on the cost of the beer we taste that night. Membership dues can be paid at the monthly meetings or you can send a check for \$5 to Gary Lavota, 1420 River Drive, New Berlin 53151.

We mail the newsletter free of charge to prospective members for three months. The date that appears on your newsletter address label is the end of the three month period. If that date is prior to 11/1/91 you will not receive another newsletter unless you pay the annual dues.

For current club members, it is up to you to remember to renew -- we do not send out reminders. So check the date on your address label to see if it's time to ante up.

October Monthly Meeting

The October monthly meeting will be at 7:30 pm on October 23 at Clifford's (10418 W. Forest Home Ave, Hales Corners). We will be featuring a guest speaker from Red Star Yeast. Mark Proell from Elm Grove Liquor will be bringing a selection of ales for us to

sample: Anchor Liberty Ale, McEwan's Scotch Ale, Newcastle Brown Ale, Fuller's ESB, Royal Oak Pale Ale, and Ballantine India Pale Ale.

Pub Review Guidelines

Ted Wilinski is working on putting together a standard pub review checklist to help keep our pub reviews consistent. The actual review will naturally reflect the style of the author, but somewhere in the article the following points should be covered:

Pub name and phone number

Location and hours

Tap beers -- brand, size of glass, and price

Bottled beers -- range of brands and prices

Beer presentation -- glassware, temperature

Food served?

Atmosphere -- size, decor, crowd mix, music, noise level

Service -- bartender attitude, knowledge, friendliness

If you have any comments on these guidelines, talk to Ted (259-9754). He'll be finalizing something soon.

The Pub Crawler

by J.P. Slater

If you're looking for a nice atmosphere, good food, and more quality beer than you can legally drink in one night, check out Benno's at 7413 W. Greenfield Ave, West Allis -- there's something there for everyone.

Hungry? Benno's serves food six days a week from a menu that includes not only the mandatory monster burgers, but chimichangas and their legendary Macho Nachos as well. The Friday fish fry features beer batter perch, baked walleye, baked Cajun catfish, and shrimp. And don't pass up the chowder -- it's great. None of the dinners will put a serious dent in your wallet, leaving you plenty of cash to sample Benno's wide variety of imported and domestic beers.

There are more than a dozen beers on tap, including Guinness, Bass Ale, Hacker Pschorr, Capital Maibock and Weiss, and Sprecher. Benno's also has an excellent selection of reasonably priced bottled beers from around the world. In fact, you can drink yourself "Around-the-World" and get a cool T-shirt to impress your friends with.

If you're sports-minded, there's hardly a place to go in Benno's where you're out of range of a TV. Think of it ... where else can you watch football, alligator wrestling, and Brazilian stump tossing all at once? During the commercials, or while you're waiting for the bartender to draw your next pint, punch up

some music on the newly installed CD jukebox.

Benno's opens at 4:00 Monday through Saturday. The kitchen is open until 11:00. Parking is available on Greenfield or in the lot behind the building. Benno's is closed on Sunday.

Editorial

The Wall Street Journal recently ran an article about increased sales of draft beers after many years of steady decline. The American beer industry has apparently been caught by surprise by this phenomenon. While big brewers continue to spend massive amounts of money marketing "new" beers like "Genuine Draft" and "Light Draft Dry", there is a growing population of consumers who prefer true variety. As a result, imported beers and microbrewery beers are becoming increasingly preferred and available on draft.

The move to more variety is certainly overdue. It is heartwarming to see that advertisers' attempts to homogenize beer drinkers are failing. Our tastes are more complicated than the bunch of guys who sit around screaming at TV sets and "oooohing" at buxom blondes. We don't need any more superlight beers. We need more "beer snobs". Keep the faith!

Seasonal Brewing

by Larry Krolikowski

Seasonal brewing means thinking ahead to what you'll want to be drinking and serving your guests one, two, or six months from now. So with winter approaching, you should have a picture in your mind -- a snowy day, you're home from work, ready to settle down in front of the fireplace, looking through your brew cellar for what? Not an icy lager I'll bet. How about a brown ale -- something to warm you inside.

Brown ale is a British, top-fermented beer. According to the AHA, brown ales should be lightly hopped and flavored with roasted and crystal malts. Original gravities range from 1.035 to 1.050. Here are some general guidelines for a 5 gallon extract brew:

3 1/2 to 5 pounds light or amber dry malt extract

1/4 to 3/4 pound crystal malt

0 to 1/4 pound black patent malt or roasted barley

0 to 1/3 pound chocolate malt

1 to 2 ounces Fuggles or Cascade hops for boiling

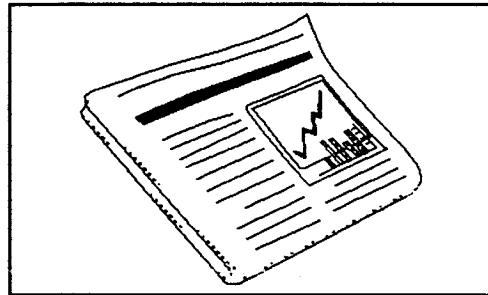
1/2 ounce Fuggles or Cascade hops for finishing ale yeast

As with all homebrew recipes, you can adjust this recipe to suit your tastes. Use the higher malt number for a higher alcohol content. Use the higher crystal malt number for more sweetness and body. Use the higher black or roasted malt number for more

bitterness. Use the higher chocolate malt number for darker color.

Membership Directory

We're trying to clean up our mailing list so that we can send out a directory to members. Take a look at your mailing label to make sure everything's correct. If you have changes, talk to Ted Wilinski at the monthly meeting or call him at 259-9754.



Newsletter News

The newsletter has a new look this month. The "staff" consists of Paul and Denise Arneson (layout), John Barikmo (production), Ted Wilinski (mailing list manager), and a slew of writers whose names appear on the articles. Larry Krolikowski is the acting editor but we're still looking for someone to fill that position permanently. We're also still looking for more writers. You can be a regular contributor or just write an article once in awhile. Bring your articles to the monthly meeting and give them to Larry, preferably in ASCII or text format on a floppy disk (hand-written is OK too).

Thank You!

Beer Barons would like to extend a special thank you to Randy Sprecher. Randy donated a case of Sprecher Oktoberfest for our enjoyment during the September meeting.

Our Last Meeting

Stouts & Porters style group reported that during a recent comparison of Guinness draft vs. bottle, it was determined that they actually come from different recipes. The members attending the last meeting voted on official club clothing. Two types of apparel were chosen. One, a polo shirt with the club logo at pocket

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height. The other, a T-shirt with a design on the front and club logo on the sleeve.

Upcoming Meetings

November 27 - Stouts and Porters -- presentation by the Black Beer style group. 1992 club officer nominations.

December 18 - Seasonal beers and a Christmas party. 1992 club officer elections.

January 22 - Speaker: Joe Kortuem. Beers: Munich or Pils style.

February 26 - Homebrew night.



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Exp: 1/31/92