

Baron Mind

A Monthly Publication for the Beer Barons of Milwaukee
Dedicated to the Education and Enjoyment of Fermented Malt Beverages

March 1994

In The News



Zima Enters Market

Within the last several weeks, a new, malt-based beverage produced by Coors, has appeared on the shelves of Milwaukee liquor stores. Zima Clearmalt, an unhopped, clear, citrus flavored beverage was introduced to the Milwaukee area in late February. Unlike clear beer, it has no beer-like characteristics, and has been described as similar in flavor to "Fresca", only not as sweet. It is being marketed as alternative to traditional alcoholic beverages.

Ice Beers Draw Fire

The growing popularity of Ice Beers, and the way they are being marketed has drawn the fire of regulators and critics within the brewing industry. The process by which it made, which basically involves the freezing of the beer, and removal of ice crystals formed in that process, raises the alcohol content, and is at the heart of the controversy. Because the solids in the beer are concentrated, so too, are the flavors.

Miller Brewing Co., and Molson Breweries, in which Miller holds partial ownership, both use the phrase "more of what you want" in their advertising, and this phrase is the cause of the criticism. It is the view of some that the phrase refers to the fortified alcohol content. In early March, Miller announced that it would be changing its advertising.

The higher alcohol content of the Ice beers has also created distribution problems for some brewers in that some states limit the amount of alcohol that a beer may contain. For those states, the beers are expected to be reformulated.

New Cookbook On Shelves

As evidence of the growing recognition that beer can be an important addition to the world of fine foods, a new cookbook specializing in the use of beer as a key ingredient in food preparation has recently been published. Three years in the making, THE GREAT AMERICAN BEER COOKBOOK, by Carol Schermerhorn, is representative of her experience as a cooking teacher in Arizona.

The author believes that the addition of beer adds "...animation into the food's very essence, lifting it from the deathbed of the mundane...". Further, beer can act both as a flavor enhancer, and a palate cleanser. She also believes that the reason that beer has only been used in cooking on a very limited basis is that the general public has not been exposed to the broad range of flavors that the various beer styles offer.

March Meeting

The March monthly meeting is at 7:30 PM on March 23rd at Clifford's (10418 W. Forest Home Ave, Hales Corners). In addition to the regular meeting business, we will all have the opportunity to discuss and taste Miller's Reserve line, which represents its entry into the specialty beer market.

Jeff Kellar, Miller's brand manager, will be speaking to us about the Reserve Lager, Amber Ale, and also the newest entry, the Velvet Stout. See article on page 3.



Calendar of Events

Meeting	Program
March 23rd	Miller Brewing Reserve Lager, Ale, and Stout
April 27th	Wisconsin Lagers
May 25th	Not Yet Determined JEMBER BREWERY
June 22nd	State Fair Preview (Homebrew)
July 27th	Not Yet Determined WEISS-SPATEN
August 24th	Not Yet Determined
September 28th	Oktoberfest Beers
October 26th	Bock Style Group Presentation
November 16th	Pumpkin and Cherry Beers
December 21st	Beer Barons Annual Xmas Party

April 10 thru 13 - Institute for Brewing Studies National Microbrewers and Pubbrewers Conference and Trade Show, Portland, OR. Call the IBS at (303) 447-0816

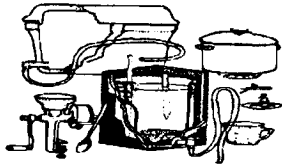
April 16 - Queen of Beer, women-only homebrew competition. AHA Sanctioned, Placerville, CA. Entry deadline April 15. Contact Elizabeth Zangari at (916) 621-7506.

April 29 to May 8 - AHA 1994 National Homebrew Competition. Entry deadline is April 4 - 15. Call the AHA at (303) 447-0816

May 7 - National Homebrew Day

May 21 - Stout Bout Club-Only competition. AHA Sanctioned. Contact James Spence at (303) 447-0816

May 21 - James Page Open. AHA Sanctioned. Contact James Page Brewing Co. at (612) 331-2833



The Beginner's Brewpot

Of all the ingredients that may be used in the production of beer, perhaps none is more important as a defining characteristic than the use of malt as the key fermentable material. In fact, the use of malted grain as the base fermentable is, arguably, the key ingredient in beer. Wines may have herbs, and meads may have hops, but all beers have malted grain.

Unprocessed (raw) grain is unfermentable as it is mainly starch. Malting is the process by which the starch in the raw grain is converted into fermentable sugars. The first step in the process, generally done by the maltster, and rarely done by the homebrewer, is to partially germinate the grain in a controlled environment. After the germinated grain reaches the desired level, it is dried, and further processing determines what characteristics the malt will have.

The most common grain used in beer is barley, however, corn, rice, wheat, oats, and rye are also commonly used, mostly as adjuncts. Corn and rice are almost exclusively used to boost alcohol content, as they are nearly 100 percent fermentable. They are generally used in lagers, and the sweeter dark beers.

Wheat malt, in addition to promoting head retention, also adds a spiciness to the beer, and is a key ingredient in specialty beers such as Belgian White beers, Weiss Biers, and lambics.

The use of oats and rye are far less common, however oats are used in the production of oatmeal stouts.

Malt is commonly available in three basic forms, each of which represents an increasing degree of processing. Its most basic form is that of grain, and the fermentable sugars must be extracted by the brewer through the process of mashing. Sprayed malt is simply the dried malt sugar available in powdered form. It is generally available in three forms: Light, Amber, and Dark. The darker the powder, the darker the beer, and the greater the degree to which different malt types are mixed. The third form is malt extract, which is available in cans, and it is basically concentrated wort. It is available both hopped and unhopped.

Generally speaking, the more primitive the form of the base malt, the greater degree of freedom given to the brewer. In recent years, most of the award winning beers have been whole grain. Sprayed malt can be used as a base to which specialty malts may be added. Extract or beer kits have been improved over the years, and can be used to make acceptable and tasty beer with very little effort on the brewers part.

There are many different specialty malts available, and as the popularity of home brewing as a hobby expanded, so, too has the variety. Although there may be many subcategories, specialty malts may generally be classified as follows:

Roasted Barley - an unmalted grain, which darkens and imparts a coffee-like flavor to the beer. Generally used in stouts. Because it is not malted, it does not contribute any fermentables.

Black Malt - adds color and a small degree of bitterness. It retains some malt sugars and adds a richness to the beer. Generally used in stouts, porters, and dark lagers.

Chocolate Malt - Given its name by the color of the grain. It, too, darkens the beer, but adds a greater degree of sweetness, as well as having some nut-like overtones.

Crystal or Caramel Malt - A "green", that is, unroasted malt which has not been kiln dried. It is mainly used to give the beer a sweet and nutty characteristic. It is useful in ales, bocks, and fest beers.

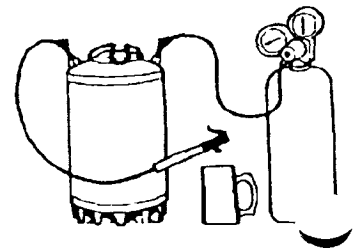
Pale Malt - Primarily used as the base for beers, it is kiln-dried, but not roasted.

Malto-dextrin - flourlike, it adds body to the beer.

As a general rule, the darker the grain, the lesser amount needed to impart a given characteristic to the beer, and, the addition of even a small amount of specialty grains can be used to greatly improve a kit beer.

Nitrogen Based Dispensing For Stouts

By Dennis Davison



While in Kansas City for their 11th annual homebrew competition, I had the honor of speaking with one Rory O'Connor. He's their clubs resident Stout expert. Rory has developed a system for homebrewers to dispense there stouts using Nitrogen, just like the draft Guinness you get at your local Irish Pub. His system is quite simple, only requiring two additional items for the homebrewer that already kegs.

Those two items are:

- 1) An authentic Guinness tap (These taps have a flow control valve on them, which is essential for proper dispensing)
- 2) Another CO₂ cylinder (This cylinder is used for a gas mixture of 20% CO₂ and 80% Nitrogen)

Now, the only other word of warning is that your regulator must be able to withstand 2500 lbs. of pressure. At least the dial must be able to withstand this, if not your pressure dial will break and you'll never know how much you have left in the tank.

He recommends that you make your stout the way you usually do, and carbonate it to about 1.5 - 2.0 volumes. When ready to dispense evacuate your cornelius head pressure, connect the Guinness tap and turn the flow control to almost off, then take the gas cylinder and shake it up. This needs to be done to mix the liquid CO₂ and the Nitrogen gas. Set your regulator to push out 30 pounds of pressure and connect to the cornelius.

Baron Mind is published by the Beer Barons of Milwaukee, a nonprofit organization. Club officers are President - Jeff Brown, 961-2084, Vice President - Brian McManus 545-2838, Treasurer - Bill Myers, 769-0732, Newsletter Editor - Rich Grzelak, 545-0650. The Baron Mind is published monthly for members of the Beer Barons of Milwaukee thanks to the efforts of Rich Grzelak, Jeff Brown, Maryann Sulkowski, Ted Wilinski, and other club members who contribute articles. The permanent mailing address is Beer Barons of Milwaukee, PO. Box 27012, Milwaukee, WI 53227.



Now pull the tap handle and adjust the flow valve until you get the desired thick creamy head. Simple and easy.

Expect to spend over \$200 for this setup. The gas cylinder for about \$50 and the Guinness tap for around \$150.

The other small dilemma is the gas mixture. Some welding supply shops might do it for you so you'll have to shop around. Liquid Carbonic will be able to mix the gases sometime this summer.

For those interested, I'll keep my ears open for additional gas supply companies that can do this. My first line of consideration is the Guinness tap. Anyone have one just laying around, that you want to sell CHEAP?

The Midwest Beer Hunter on the Loose Once Again

By Dennis Davison



After a three day weekend in Kansas City, I have three establishments to report on.

The first being Boulevard Brewing, a micro located on Southwest J. Their mainline beers include a Wheat, a Pale Ale and a Porter. The Porter has improved dramatically over the past year. I thought Summit's Great Northern Porter was the best but now my opinion has changed to Bully Porter. It has gotten alot smoother and richer with lots of chocolate rather than black patent.

The Wheat and Pale Ale are very fine. They also have a seasonal beer, which at this time of the year is an Irish Ale, with lot's of hops, and a nice reddish hue. I'm a bit disappointed that I never had their fall seasonal, an Oktoberfest which the locals were wild about.

On to Kansas City's first Brewpub. 75th Street Brewery, located on the extreme south side of the city. The food is excellent. No wonder the chef was once a chef at Goose Island in Chicago. The Creole Fish and Chips were wonderful.

The beers on the other hand, had little character. This pub opened less than a year ago and with some luck things will improve. Don't be surprised, if the waiter tells you that their Cow Town Wheat is similar to Budweiser. Very little wheat comes through and I would suspect the OG to be about 1.040. The current saving grace for this pub is that they carry a couple of guest beers. Rouges' Red Ale from Oregon, and Boulevard, were both on tap when I was there. They also sell Bud Lite and Coors Lite (from looking at a few other patrons tables).

Freestate Brewery, Lawrence, Kansas was my last stop. With only 2 1/2 hours before my flight and an hour drive to the airport I could only sample two of the 8 beers. But the restaurant has a Mexican food menu. The Red beans and Rice were some of the best Mexican food I've found in the Midwest.

The beers, a porter and a light ale, were excellent examples, too bad I didn't have time to check out the other brews. The small group I was got a private tour of the brewery, thanks to Greg Mohen of Chicago Brewing, who called Freestates' brewer at home and had him come down to show us around. In the months to come, Oldenburg Brewery, Kentucky.

Velvet Stout

Miller Responds to The Call of Specialty-Beer Drinkers



Milwaukee - Miller Brewing Co. has added a stout selection to its Miller Reserve line of Specialty beers.

Miller Reserve Velvet Stout, which is available in 12-ounce longneck bottles and in kegs, is being rolled out nationally this month. It is the fourth type of beer in the Reserve line.

"Miller Reserve Velvet Stout is brewed in the tradition of the great English and Irish stouts to deliver the distinctive taste and flavor drinkers of hearty beers have come to expect," says Jeff Kellar, brand manager.

Stouts are dark, full-bodied ales with nutty aromas. The distinctive taste of Velvet Stout is achieved through a combination of a genuine ale yeast -- which gives the beer its fruitiness -- and a precise balance of aromatic and bittering hops from the Pacific Northwest.

Kellar says Velvet Stout is being introduced to meet the small but fast-growing niche in the US. for specialty beers. "There is a revolution taking place in the beer industry," he says, likening the growth in American specialty beers to the surge in popularity that California wine began to experience 15 years ago.

The marketing effort for Velvet Stout is narrower in scope than most Miller campaigns. The company will run ads for the brand in specialized beer publications such as *Ale Street News*. "Our objective is to reach adult consumers who like to sample and recommend specialty beers," says Kellar.

Velvet Stout is the second addition to the Reserve line in less than a year. Last March, Miller Reserve Amber Ale was introduced, becoming the first ale from a major brewer with national distribution.

Volunteers Needed

Wisconsin State Fair Just Around Corner



It's that time again. With Spring here it's time for all the ale brewers to get their gear out of storage and start brewing their special beers for the State Fair competitions.

As usual, Jerry Uthemann is coordinating the Homebrew Competition, and, also as usual, is in need of judges, stewards, and other helpers. Please see Jerry about volunteering at the March meeting.

Additionally, we're considering manning a booth at the fair this year along with the Wisconsin Vintners Society. We will be needing volunteers to man the booth during the fair. In the past the vintners and homebrewers had a window display of hops, malt, brewers stuff, and the prize ribbons. There wasn't much about homebrewing. This year we hope to put on a better show and present our hobby. There is a substantial ticket discount for volunteers. You'll hear more about it later.



Membership Information

can send a check for \$10 to the Treasurer, Milwaukee Beer Barons, P.O. Box 27012, Milwaukee, WI 53227.

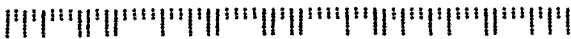
We mail the newsletter free of charge to prospective members for three months. The date that appears on your newsletter address label is the end of the three month period. If that date is prior to 4/1/94 you will not receive another newsletter unless you pay the annual dues.

Annual membership dues are ten 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

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.

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.
PLUS - The food is VERY GOOD!!



Membership expires: Dec-94
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Milwaukee Beer Barons

