

Baron Mind

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

June 1995

June Meeting

The meeting is at 7:30 PM on June 28th, at Clifford's Supper Club at 10418 W. Forest Home Avenue, Hales Corners. As usual, the meeting is \$5.00 per person.



Meeting Programs

- June 28th **Homebrew Night, Officer's Brew, and Left-Over Commercial Beers**
- July 26th **RSW Brewery from Waukesha**
- August 23rd **Benjamin Gay from LaBelle Brewery**

Calendar of Events

- June 23/25 **Polish Fest**, at the Henry W. Maier Festival Park (Summerfest Grounds)
- July 7th **Fall Issue of Zymurgy is mailed** - Please allow 4 to 6 weeks for delivery due to new improvements adopted by the Postal Service to speed handling.
- July 20/23 **Festa Italiana**, at the Henry W. Maier Festival Park (Summerfest Grounds)
- July 28/30 **German Fest**, at the Henry W. Maier Festival Park (Summerfest Grounds)
- Aug 4/6 **African World Festival**, at the Henry W. Maier Festival Park (Summerfest Grounds)
- Aug 12 **Great Taste of the Midwest Craft Beer Festival**, Madison, WI. Tickets went on sale May 1st. Sent SASE to MHTG, Box 1365, Madison, WI 53701
- Aug 18/20 **Irish Fest**, at the Henry W. Maier Festival Park (Summerfest Grounds) - **Volunteers Still Needed - Call Jeff Brown at 961-2084**
- Aug 26 **Weiss is Nice Club-Only Competition**. Boulder, CO. Entries due August 14. Contact James Spence at (303) 447-0816, ext 121

What's Hoppening!

A Monthly Column
by Peter McMullen



Is your homebrew ready or not? Time to have your homebrews tasted and tested before you enter them into the State Fair. This is real helpful if you are not sure what style or category to put your beer into. It is also great to get pointers on how to possibly improve your beer. For those who have no offerings to bring, we will have a couple of kegs from the officers, as well as some commercial beers.

On another note; we have reached the mid point of our administration - So how are we doing??? Perhaps it is time for some of you to think about an officer position for next year. Step forward and ask us about the position and we can help make an easy transition. When the club started we were the only show in town - now there are at least six clubs in the area. Now, more than ever, we need new and strong leadership. Please give this matter some thought because *This is Your Club!!!!*

We have some great meetings coming up featuring some area breweries. Remember when we have speakers it is both important and polite to give them your full attention when they speak. I know this is hard when there are lulls and you are drinking beer, but it is the right thing to do.

If you know anyone interested in beer or beermaking (to Hell with the rest of 'em) then invite them to a meeting. Remember - a new Beer Baron is a potential T-Shirt sale.

Suds Up!!

Help Wanted - And Other Important Stuff

from the desk of Brian McManus - *The Prez.....*



If anyone is interested in learning more about the homebrew supply business, or for a way to turn your hobby into some extra money contact Jerry Uthemann at the Purple Foot. Per Jerry the hours are flexible.

While I'm on the subject of homebrew supply stores, many of our members are involved in the retail homebrew trade and since they help our club at various times during the year please consider them for your homebrew needs. Here is a list of stores that are run by club members. Purple Foot (92nd and Beloit Rd.), Homebrew Depot (95th and Greenfield), North Brewing Supplies (9009 S. 29th St, Franklin), The Malt Shop (Cascade WI), and The Frugal Homebrewer, (John Baas' new store in Cudahy). If there are any we missed, please accept our apologies, and we will add their names in the next newsletter.



Brits Buy Less Beer, But Enjoy It More



LONDON (Reuters) - Britain's beer lovers are paying more but buying less. As consumption declines, drinkers are buying better brews at higher prices.

In the country's pubs, many now glitzy "theme" bars rather than dingy drinking dens, customers are turning to premium lagers such as Beck's and Stella Artois.

Even the traditional ale drinker these days prefers a more expensive pint such as Marston's Pedigree to ordinary bitter.

For Britain's five brewing giants, the switch to these beers -- stronger in alcohol, more expensive and more profitable -- has cushioned the effect of a sobering fall in beer consumption since the late 1970s.

One of Britain's biggest brewers, Bass, has forecast that by the end of the decade half the money spent on beer in Britain will be on premium lagers. Much of the rest will go on traditional or "real" ales.

The trend has forced a re-evaluation by Bass of its Carling Black Label lager, Britain's top-selling beer, with the company launching its stronger Carling Premier.

Another brewer, Guinness, believes its Harp brand needs sharpening and has also introduced Enigma.

For Britain's 70,000 pubs, the shift to premium brands has added to problems caused by drinkers buying more of their beer in supermarkets and at other retailers.

But pub owners are fighting to win back customers.

Britain and Ireland are the last national bastions where most beer is drunk in pubs and bars. In Britain, beer bought in stores accounts for a quarter of sales and the proportion is rising, helped by imports from across the Channel.

Throughout Britain pubs are closing, rented ones are struggling financially and big and small brewers are turning to food and family attractions to survive.

Whitbread has opened large Brewers Fayre pubs with children's play areas, bouncy castles and the "Charlie Chalk Fun Factory" to attract mom and dad back to the pub.

Whitbread is adding new "superpubs," up to three times larger than those in its existing Brewers Fayre chain. One has just opened in the north of England in a leisure park, complete with an outdoor play area and miniature railway.

For real ale enthusiasts horrified by the idea of the child-friendly pub, Whitbread has its Hogshead outlets to draw the drinkers back to the bar with a wide selection of traditional brews.

But it's not only the big brewers who are changing the face of the British pub.

Tim Martin qualified as a lawyer in 1980 while already running a pub. Spurning a career in the courts, he bought another pub and formed a chain.

Named JD Wetherspoon after an old schoolmaster in New Zealand, the 100-strong pub group specializes in converting hotels, garages and bingo halls into quirky pubs selling real ale and serving food throughout the day.

The formula worked for Martin. Other groups quickly followed, buying up pubs, widening the range of beers and improving food.

At the same time the more traditional ale house is fast becoming an endangered species.

Food accounts for a quarter of sales in Whitbread's chain of 1,600 managed pubs. Other brewers such as Bass, Carlsberg-Tetley and Scottish and Newcastle are quickly replacing dried-up meat pies and unappetizing sandwiches with freshly-cooked hot meals and salads.

The swing to food and premium beers has helped the survival of Britain's small brewers, who stuck with real ale in spite of the big brewers' massive marketing budgets.

Young's and Fuller's London beers have thrived, while Marston's in Burton, the heartland of British brewing, has increased sales of its Pedigree bitter, and Vaux has seen sales of its Samson ale rise.

Even in the rapidly expanding take-home trade the brewers have had to think hard about how to fill customers' supermarket carts with their own beers.

They have turned to in-can devices, known as "widgets" in the brewing trade, which emit gas when the can is opened and attempt to mimic the effect of a foaming draught pub pint.

This so-called widget market is growing by more than 60 percent a year and is already worth about \$240 million a year.

BREW PUB NEWS



from Homebrew University BBS
at 238-9074 - Jeff Kane, Sysop

Taylor Brewing Co., 5th Ave Station Mall, Naperville, IL, 708-717-8000 Taylors' own beers NOW available on draft! Head to Naperville to check it out!

Box Office Brewery, 3rd St, DeKalb, IL, 815-748-2739 A Golden Ale, Irish Red Ale, and an EXCEPTIONAL Robust Porter are currently on draft. An American and a German style wheat are the seasonal summer beers.

Randy's Fun Hunter's Brewpub in Whitewater, Wisconsin is now open, and serving an excellent pilsner as well as a very authentic tasting English Brown Ale.

CASK CONDITIONED ALE AT THE GOOSE!!! Yes, REAL ALE, served with handpumps, just like in the United Kingdom. CAMRA would be proud of us!

Baron Mind is published by the Beer Barons of Milwaukee, a nonprofit organization. Club officers are President - Brian McManus, 545-2838, Vice President - Peter McMullen, 962-6834, Treasurer - Bill Myers, 769-0732, and Newsletter Editor - Jeff Brown, 961-2084. The **Baron Mind** is published monthly for members of the Beer Barons of Milwaukee thanks to the efforts of Jeff Brown, Rich Grzelak, and other club members who contribute articles. The permanent mailing address is Beer Barons of Milwaukee, PO Box 27012, Milwaukee, WI 53227.



Imports Rising



from Gannett News Service

TIRED of Bud and Coors? You're not alone. New figures show U.S. beer drinkers are dropping domestics and chugging more imported beers than ever before.

In all, a record 143 million cases of foreign brew were guzzled in '94, a 16 percent jump from '93, according to Impact newsletter's 1995 Annual Beer Study, to be published in June.

Heineken, from the Netherlands, leads the pack, accounting for 22 percent of foreign beers. Among up-and-comers: Bass Ale (England), with sales jumping 18 percent, and Guinness Stout (Ireland), up 13 percent.

"People are trading up to more expensive brands," says Frank Walters of M. Shanken Communications, publisher of Impact.

Imported beers are benefiting from the United States' love affair with stronger, more flavorful beers, a trend that helped sales of U.S. microbrews and other specialty beers soar an estimated 40 percent, says Walters.

Also fueling the invasion: the new ice beers from Canada, such as Molson Ice, which quintupled in sales in '94.

Foreign brews now account for a record 5.6 percent of all beer in the United States. In 1960, imports made up just half a percent. Despite the growing demand for imports, overall beer consumption increased in '94. Light beers were up; regular beers were down.

Budweiser, the nation's top brand -- accounting for 21 percent of U.S. sales -- was off 4 percent.

Belgians Protect Lambic Label

The government of Belgium, in conjunction with the European Community, is making efforts to establish an *appellation controlee* to control the use of the term lambic. The parameters being established would limit the term to brewers brewing with wild yeasts in the traditional areas of western Brussels (home of the original lambics), the remainder of Belgium, and the bordering nations of the Netherlands and France. Furthermore, a lambic's definition stipulates that at least 30 percent of the malt makeup be of raw wheat.

Despite this quest to establish and *appellation controlee*, there is no basis in fact to the published reports that the government of Belgium is pursuing legal action against the Boston Beer Company of Boston, MA for the use of the term lambic on their cranberry beer.

According to Jim Koch of the Boston Beer Co., "This is the first I've heard of it. I can tell you this, I have not received any intimation, any communication -- zip on this."

Wyeast 1338 - European Ale Mutations

by Domenick Venezia ZymoGenetics, Inc. Seattle, WA
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Wyeast 1338 is prone to petite mutation, particularly at higher fermentation and storage temperatures. For those who care, yeast, unlike most other eukaryotes contain a single huge mitochondrion, which is the respiratory "organ" of the cell (lung if you will). This is where O₂ is utilized for respiration. Mitochondria were once free living bacteria-like organisms that entered into a symbiotic relationship with some other organism.

The mitochondria inhabited their hosts supplying energy in the form of ATP and in turn getting fed. As time went by and evolution worked its conservative magic, the mitochondria found that they could shuck huge quantities of their own DNA and hence cellular functions and rely on the host to support them.

Today mitochondria have minuscule amounts of DNA coding for very few very essential genes. When mitochondria divide (think of them as a tolerated intracellular infection) sometimes a mutation occurs in its very small and sensitive genome that knocks out respiratory function.

In cells that have 100s or 1000s of mitochondria (like human cells) some non-functioning mitochondria are no problem, but in yeast which have a single very large mitochondria such a mutation can give rise to a "petite mutant". These are yeast whose mitochondria are respiratorially challenged and as a result the yeast cells and colonies are stunted and small, hence the term petite.

So Wyeast 1338 is not a mixed strain the small colonies that one often sees arising spontaneously when streaked are petite mutants and SHOULD NOT be propagated.

I like this yeast and made (in my humble opinion) a good altbier (though not quite dark enough) with it. I find that it yields a smooth rather malty brew, that to me has what I think of as a "round" flavor profile (whatever that means).

Good brewing.

Positive YeastLab Yeast Strain Identification

by Daniel F. McConnell
<Daniel.F.McConnell@med.umich.edu>

Here are the YeastLab strains. By the way these are positive ID's. No assumptions. Honest.

Number	Name	Strain
A01	Australian	Coopers
A02	American	Chico
A03	London	Whiteshield
A04	British	Whitbread
A05	Irish	Guinness



Number	Name	Strain
A06	Dusseldorf	W164
A07	Canadian	Molson
A08	Belgian	Brigand
A09	English	Ringwood
L31	Pilsner	W34/70
L32	Bavarian	W306
L33	Munich	W308
L34	Saint Louis	Budweiser
L35	California	Anchor
W51	Bavarian Wheat	W66

Number	Name	Strain
W52	Belgian Wheat	Brugge
M61	Dry mead	Pasteur champagne
M62	Sweet mead	Steinberger
3200	Brettanomyces	Cantillion
3220	Pediococcus	Cantillion

July Issue of *Baron Mind*

The July issue of *Baron Mind* will be edited by Rich Grzlak. Please send Rich any articles you may have for that issue.



Membership Information

Annual membership dues are ten dollars. With the increase in cost of paper, printing, and postage, this doesn't even cover the cost of this newsletter. Your participation and attendance at meetings is needed for your club to continue. The \$5.00 fee for each meeting attended is the only way we can pay the remainder of the newsletter costs as well as the beer at meetings, and the other club expenses. Membership dues can be paid at any of the monthly meetings or you can send a check for \$10 to the Treasurer, Milwaukee Beer Barons, P.O. Box 27012, Milwaukee, WI 53227.

NOTE: The date that appears on your newsletter address label indicates the end of your membership period. To avoid missing any issues, please remember to renew -- we can't afford to send out individual reminders.

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!!

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1st Class Mail

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