

Baron Mind

A Monthly Publication for the Beer Barons of Milwaukee

Dedicated to the Education and Enjoyment of Fermented Malt Beverages

July 1995



July Meeting

What's Hopping!

A Monthly Column
By Peter McMullen

The July monthly meeting is at 7:30 PM on July 26th at Clifford's (10418 W. Forest Home Avenue, Hales Corners) As usual, the meeting fee is \$5.00 per person for members.

Speaking at this month's meeting will be representatives from the RSW Brewery in Waukesha.

I hope all fared well in the State Fair Competition.

We had a great turnout for last month's meeting. What was really great about the meeting was all the homebrew and the great questions that people brought with them. It was nice to see all the interaction despite the fact that I was too sick to enjoy the samples. If someone has any Weiss Bier that they would like to enter in a club-only competition, bring it to this month's meeting.

Upcoming Meetings

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|----------------|-----------------------------------|
| July 26th | RSW Brewery from Waukesha |
| August 23rd | Benjamin Gay from LaBelle Brewery |
| September 27th | To be announced |

During the next few months, we will be sampling some tasty brews from the area. I'm sure that this will be the first tasting from these breweries for many. Please remember to bring your own glass to the meeting. This is just one less thing for us or Clifford's to clean up.

Does anyone have a recent beer experience or recipe that they would like to share with the club? Please put it in the newsletter. Articles from club letters make for a better newsletter.

Competitions, etc.

- | | |
|-----------------|--|
| August 1st/5th | Great British Beer Festival, London England. Contact CAMRA at 0727 867201. |
| August 26th | Weiss is Nice Club-Only Competition. Entries due August 14th. |
| October 6th/7th | Great American Beer Festival XIV, Denver, CO. (303) 447-0816 |

The Beer Boom is on

by Randy Mosher and Craig Goldwyn

There is no ducking the truth: The beer boom is in full swing in America, and could very easily surpass the Wine Boom of the late '60s and early '70s.

As with the wine boom, the charge is being led by small entrepreneurs and boutique breweries. The count is presently over 400, and many craft breweries are growing at 40% or more per year. Breweries devoted to fine beers are sprouting up in such unlikely places as Lawton, Michigan (population: about 500).

As with the Wine Boom, people of good taste are discovering astonishing gustatory pleasures if they take the time to learn a few jargon words and producer's names. And wine lovers will be surprised to discover that although some beers are best as thirst quenchers after cutting the lawn, others are best when paired with foods, and {still} others are best when served for dessert.

In The News...

Cask conditioned ale appears in only about 11 percent of the pubs in Scotland, about 1000 of them. The main reason given is that the cellaring facilities are insufficient to handle wooden casks and the Beer engine.

The top 10 imported beer brands in 1993 were, in order: Heineken, Corona Extra, Molson Golden, Beck's, Labbatt's Blue, Amstel Light, Foster's, Guinness Stout, Bass Ale, and Tecate.

The top ten Global beers in 1993 were, in order: Budweiser, Miller Light, Kirin Lager, Bud Light, Brahma Chop, Coors light, Heineken, Cerveja Antarctica, Polar, and Asahi Super Dry according to Market Watch Magazine..

The best news is that you can buy the best beers in the world for the price of a bottle of Ripple: In the first annual World Beer Championships, the median price for the 53 beers scoring 90 points or better is only \$1.60 per 12 ounce bottle...

Emanuel Adams Ale (a close cousin of Samuel).

1 3.3 lb. can of Coopers Light Extract
 1 lb. Crystal Malt 40 (steep for 30 min.)
 1 oz. Saaz hops (60 min. boil)
 1 oz. Saaz hops (finishing)
 1 pack of liquid or dry American Ale yeast

This is only a 4 gallon batch recipe so add a 1.4 lb can of Alexanders Light extract to kick it up to 5 gallons (you could also use Light Dry Malt).

Depending on I.B.U. this may be too bitter for profile, if, so, reduce bittering hops to 3/4 oz.

Boil down to the last 30 minutes. Irish moss is always an option. Overall, a real crowd pleaser! Beautiful color, body, aroma and taste!

A Guide to North American Malts

Pale Malt (2 Row, Klages) The basic malt for brewing all grain beers from scratch. Being American grown, high in diastatic power, well modified and fairly neutral, Klages makes an excellent base malt. Best for both American Lager and Ale styles, Klages lends itself well to all beer styles.

Examples: Briess, Shreier, Froedter's. Froedter's is slightly darker than Briess and Shrier. It is currently used at the Baltimore Brewing Co and the Allegheny Brewing Co, two quality German style micros. Allegheny uses a decoction mashing program with this malt. Great Western is also a common variety of this malt. (Allegheny Brewing Co has just been renamed as the Penn Brewery).

Wheat Malt (Malted Wheat) Use to make wheat and weizen beers. Also, small amounts (3-6 %) aid in head retention to any beer without altering final flavor. Use 5 to 70 % in the mash, 40 to 70 % being the norm for wheat beers, combined with a high enzyme malt such as Klages.

Gambrinus (Canadian, high protein wheat) Ireks (German), DeWolf-Cosyns. Imported varieties have lower protein levels. In Germany, a weizen must be of at least 50% wheat malt, as measured in the final beer. This means if a weizen is made of 55% wheat, and subsequently krausened with say Helles krausen, the amount of krausen must not reduce the final proportion of wheat to below 50%. Germans are like that!

Vienna Malt Vienna malt is kiln dried at a higher temperature than pale malt yet still retains sufficient enzyme power for use as 60 to 100% of total mash grist. Vienna is a rich, aromatic malt that will lend a deep color and full flavor to your finest Vienna or Marzen beers.

Munich Malt (Domestic) 10 L A little darker than our German Munich malt, use our Domestic Munich to add a deeper color and fuller malt profile. An excellent choice for Dark and amber lagers, blend Munich with German Pils or Klages at the rate of 10 to 60% of the total grist. Darker grades of Munich are available from continental maltsters. Essential ingredient in German Bock beers.

Carapils (Dextrin Malt) Dextrins lend body, mouthfeel and palate fullness to beers, as well as foam stability. Carapils must be mashed with pale malt, due to its lack of enzymes. Use 5 to 20%

for these properties without adding color or having to mash at higher temperatures. Some brewers dislike the almost cloying sweetness that high amounts (10%) of Dextrin malt contributes.

Light Crystal (Caramel Malt) 10 L5 to 20% will lend body and mouthfeel with a minimum of color, much like Carapils, but with a light crystal sweetness. Also sold as CaraPils from the DeWolf-Cosyns maltster. My own opinion is that this is a much better choice in malt sweetness/body builder than the US Dextrin malt version.

Pale Crystal (Caramel Malt) 40 L As with all Crystal malts, the character of this malt is contributed by unfermentable crystallized sugars produced by a special process called "stewing". 5 to 20 % Pale Crystal will lend a balance of light caramel color, flavor, and body to Ales and Lagers.

Caramel 40 is a mainstay malt in brewing of all types of ales. It can be used in British and American ales, and in conjunction with other malts in Belgian ales and German lagers. Hugh Baird Maltings in Witham, Essex, England make very fine high grade caramel malts. US domestic specialties are made from 6 row malt, whereas the European versions are 2 row. This makes imported specialties a much higher quality product. The grain kernels are also plumper and as such will mill better than 6 row malts.

Medium Crystal (Caramel Malt) 60 L Crystal malt is well suited to all beer recipes calling for crystal malt and is a good choice if you're not sure which variety to use. 5 to 15% of 60 L Crystal malt will lend a well rounded caramel flavor, color and sweetness to your finest Ales.

Dark Crystal (Caramel Malt) 120 5 to 15% will lend a complex bitter/sweet caramel flavor and aroma to beers. Used in smaller quantities this malt will add color and slight sweetness to beers, while heavier concentrations are well suited to strong beers such as Barley Wines and Old Ales.

Victory Malt (Aroma & flavor malt) 25 L A unique, lightly roasted malt that provides a warm "biscuity" character to Ales and Lagers. Use 5 to 15 % to add a fuller flavor and aroma to Ales, Porters and full flavored, dark Lagers where a bigger malt character is desired without crystal malt sweetness. D/C Biscuit malt fits in here also. Biscuity/toasted flavors and aromas result from the use of this malt.

Special Roast (Aroma & flavor malt) 50L

Pale roasted to use in addition to your Vienna, Marzen and Alt beers or in recipes calling for Amber malt.

Chocolate Malt (Roasted, black malt)

Being the least roasted of the black malts, Chocolate malt will add a dark color and pleasant roast flavor. Small quantities lend a nutty flavor and deep, ruby red color while higher amounts lend a black color and smooth, roasted flavor. Use 3 to 12%. Chocolate is an essential ingredient in Porters, along with Caramel malts. Used in smaller quantities in Brown ales, old ales and some Barleywines.

Roast Barley (Black, Unmalted Barley)

Use 10 to 12% to impart a distinct, roasted flavor to Stouts. Other dark beers also benefit from smaller quantities (2 - 6%).

Essential ingredient in Stouts. Small amounts are OK in Porters, provided they don't overpower the chocolate/caramel notes. Rarely used in any Belgian ales or German Lagers

Black Patent (Highly roasted black malt)

The darkest of all malts, use sparingly to add deep color and roast-charcoal flavor. Use no more than 1 to 3%. Best used in trace amounts only, for color. Almost any contribution that Black Patent gives to beer can be obtained from using another malt with less harsh flavor impacts.

Why A Six Pack?

Nowadays, beer come in all 2-packs, 3-packs, 4-packs, 6-packs, 10-packs, 15-packs, 24-packs, and 30-packs. But the granddaddy of the pack is the 6-pack. Where did it come from?

According to Dave Gausepohl of the American Museum of Brewing History and Art, marketing researchers, laboring under the sexual stereotypes of the 1940's, determined that the average housewife could only carry half a dozen sturdy steel cans home in her bag at one time. The six-pack was born.

One of the first cans to hit the market at that time was the Pabst Tapacan. The Tapacan came in six-packs shaped like cereal boxes. Inside the box, a row of three cans was stacked upon another row of three, together with a "church-key" type can opener. Since the church-key was a novel idea, the brewer had to explain how to use it. Here are the vintage Tapacan opening instructions: "Place can in hand as shown. Hook opener under rim and lift opener fully, all the way.

As cans became lighter (and women became stronger?) and brewers began using aluminum instead of steel, 12-packs came into vogue, and with them, a whole new era of pop-top tabs.

When is a Bitter a Bitter?

According to Michael Jackson in *The New World Guide to Beer*, "The term dates from the time when every brewery produced as its everyday ales a Mild and a Bitter. Bitter is always, in British terms, pale, meaning translucent: a few have an 'old gold' color, some are bronze, the greatest number are copper-red.

As against the house Mild, the companion bitter should certainly be dry. Some are dry by any standard. The dryness derives from a hop emphasis. Whereas some examples certainly have plenty of aroma and may be dry-hopped, this is secondary. Aromatic or not, a truly memorable Bitter always has a depth of hop taste and acidity in the palate and finish.

Bitter, notwithstanding its slightly threatening description, remains popular. The greatest gastronomes in Western Europe, the Italians and French, have no difficulty relishing drinks and other products that are bitter, and are described as so. Even a generation weaned on Coca-Cola seems to recognize the term Bitter. Perhaps it benefits from its British matter-of-factness. It is hard to imagine an American brewery calling a beer 'Bitter,' although some of the new micros have been so bold.

It is the genius of British brewers to produce ales of very low gravity and alcohol content which are nevertheless bursting with taste. These are enjoyed...because they can be consumed without excessive effect. So long as they are not planning to drive, drinkers can enjoy several pints in an evening. Bitter is an ale over which to talk. It is soothing, restful, relaxing and just slightly appetizing. It is meant for sessions in the pub with friends."

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Wither Cask Ale?

Excerpted from Cask Ale Report 94, a survey by Carlsberg-Tetley

"There was a time when cask ale seemed to be disappearing from the tap-rooms of Britain," notes financial writer Ben Laurence. "In 1977, for example, only two pubs in Norwich sold cask-conditioned ale. Many consumers felt unhappy, and CAMPA

cleverly articulated that disquiet, real ales began to reappear. In the past three of four years within the market for draught beer, cask-conditioned ale has done incredibly well. Why? Well, yes, quality is back in fashion and drinkers are clearly trading up to beers with character and flavor."

[Wait a minute, one might say. Draught? Cask? What's the difference? Well, in most American beer drinkers experience, probably not much. Except for the efforts of a few relatively new brewpubs here and there around the country, American "draught" beer is the same pasteurized product served in bottles and cans, but pushed through a spigot by a bottle of CO2. In Britain, draught beer has two distinct categories, "keg", which corresponds to our "draught" beer, and "cask", which is an ale of an entirely different taste.]

As defined by The Supply of Beer (Tied Estate) Order of 1989 in Britain, "Cask-conditioned beer means beer which undergoes fermentation in the container from which it is served for consumption..." or, to put it somewhat more eloquently, "Cask-Ale", also known as *cask-conditioned*, *handpump*, *handpull*, or *real ale*, is a draught beer brewed from *traditional* ingredients; but most importantly, it enjoys a *secondary* fermentation in the actual cask and in the *cellar* from which it is served for drinking. That's what makes it so *special*, so *idiosyncratic*, so *rich in flavor*, and *rich in tradition*.

The image of the cask ale drinker has suffered from some serious stereotyping over the years. Specially commissioned research has revealed the truth behind the cliches to show that cask ale drinking is actually attracting an ever broader audience.

There are two broad categories of the cask drinker who form the heart of the current market. Long-time cask ale drinkers have always been discerning drinkers, and are proud of their discernment. Much of their pleasure lies in appreciating the different nuances of each richly named ale—in comparison, lager drinkers have never really made their choice of lager on the basis of taste alone.

The mainstream of the new wave of cask ale drinkers is younger (although 85% of drinkers are still over 25 years old) and they are being introduced to cask ale for the first time. There is a strong student bias. These drinkers realize the extra values of cask ale, and are willing to experiment in search of variety.

This mix of loyal beer drinkers and a new discriminating audience is leading to a much higher crossover in beer drinking. In other words, the new cask ale drinkers are not purists, but enjoy different drinks at different times.

Seventy one percent of ale drinkers also drink lager from time to time (particularly bottled premium lagers), and 37% of lager drinkers will buy ale—what effects their choice on the day depends on factors including the temperatures of the weather outside, the social setting, and the level of product awareness.

Other significant trends include club drinking. In the past, the variable conditions, the high volume, the often frenetic environment, and the higher speed of service have tended to favor keg. But even in the least expected venues, cask ale is now becoming an important element in the range of drinks on offer, proving the strength of its positive characteristics. Forty five percent of clubs now stock cask bitter.

Although cask ale drink is still predominantly a male preserve, there is also a change afoot here. Women now represent 36% of lager drinkers and 16% of draught ale drinkers; as food and family values give pubs a broader appeal, this figure will continue to increase.

So, the one generalization that we can make about the cask ale drinker is that he or she is more and more likely to defy categorization. And long may that continue to be the case.

Bele-Vue Brand lambics account for 62% of sales in Belgium.

Baron Mind is published by the *Beer Barons of Milwaukee*, a non-profit organization.
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Membership Information

Annual membership dues are ten dollars. This just barely covers the cost of producing and mailing this newsletter. In addition, we charge a \$5.00 fee for each meeting attended. This pays for the cost of the beer that we taste that night. Membership dues can be paid at the monthly meetings or you can send a check for \$10.00 to:

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We mail this newsletter free of charge to prospective members for three months. The date that appears on your newsletter address label is the end of that three month period. 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 its time to ante

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no charge to the Milwaukee Beer Barons.
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PLUS - The food is VERY GOOD!!**

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