

West Coaster

SERVING THE SAN DIEGO CRAFT BEER COMMUNITY



TABLE OF CONTENTS

Plates & Pints - Chef Nate Soroko	2
Beer and Now - Fall Beers	4
Brews in the News	6
Q&A with Pat McIlhenney of Alpine	7
Belgian Beer Ladies	8-9
Into the Brew - Oktoberfest	10
The Nameless Beermaid	11
September Craft Beer Event Highlights	14
Craft Beer Directory and Map	15

KnB
Wine Cellars

SEPTEMBER EVENTS

SAT. 9/3, 4-7PM
Saison Special
\$10 for 8 tasters of amazing Saisons.

SAT. 9/10, 5P-Close
Japanese Beer Night
Stone Green Tea IPA on tap with bottles of Baird and Ishii.

SAT. 9/17, 4P-Close
Belgian Beer Bonanza
Flights + cheap refills of Duvel, La Chouffe, Ommegang and more!

TUES. 9/20, 4P-Close
Barrel-Aged Beer Night
12 big beers from Great Divide, Sierra Nevada, and more!

SAT. 9/24, 12-5P
Rogue BeerBQ
40 Rogue beers on tap + fresh Oregon seafood sent same-day air!

About KnB Wine Cellars
32 awesome taps, outdoor patio, massive bottle selection, and delicious food to match!

6380 Del Cerro Blvd, San Diego, Ca 92120
(619)286-0321 knbwinecellars.com

First Look: *Suds County USA*

Unreleased documentary chronicles SD beer growth

By Mike Shess

For over a year, a film crew led by director and producer Sheldon Kaplan quietly made its way through the San Diego brewing industry. Now, the film *Suds County USA* is in post production and I was among the lucky few to get a sneak peak at the MCA-I Mixer event held late August at Mission Brewery.

Kaplan, a native South African and self-described Hollywood burnout, found himself (and future wife) in San Diego at a friend's wedding during the mid 90s and hasn't left since. Opting to work at Seau's cigar room as a change of pace from the Los Angeles lifestyle, he says his interest in local beer started when he met Skip Virgilio, who was delivering an AleSmith keg to Seau's back in 1996.

With excited eyes, Kaplan describes the luck of timing with his movie. "We started filming at a time of rapid expansion in the local industry," he explains. "As we got deeper into this, we realized that there was a real chance of losing some of this San Diegan history if someone didn't start documenting. I felt a strong sense of responsibility." After months of dedicated research, Kaplan considers himself a historian on San Diego Beer. We'll just have to wait and see.

Also by chance, Kaplan met

Mission Brewery owner Dan Selis just as he was picking up the keys for the then-undeveloped, L St. brewery that opened in spring, 2011. Kaplan saw this as the perfect opportunity to chronicle the evolution of East Village's first brewery, and we can't wait to see the time-lapsed photos that document the construction.

I had a chance to ask Mike Mellow, Mission's Director of Sales and Marketing, and Kaplan one big question at the sneak-preview event. So what's the essence of a San Diegan craft brewery? "Homebrewers are the key to craft brewing in general," according to Mellow. "It's much easier to be creative and perfect a recipe with five gallon batches." He continues, "when you homebrew for fun, you can try anything." Indeed, many professional San Diego brewers have ties to local homebrew clubs. For example, AleSmith's Peter Zien is the former president of QUAFF; North County Homebrewers Association's founder Rob Esposito is now helping revive the historic Aztec Brewing Company; and CHUG, a new homebrew club, now fields Derek Freese as brewer at the very new Monkey Paw brewpub in Downtown.

After some discussion, it was time for the presentation to



Sheldon Kaplan talks with craft beer fans at Mission Brewery

begin. Seats were arranged to the East of Mission's brew-house, between palates of kegs and boxes of Mission beer on one side, and fermentation tanks on the other. A projector was aimed at a screen, and in front of it Sheldon took his place after a brief introduction by MCA-I. In roughly half an hour, Sheldon explained San Diego's brewing history from the late 1800s to modern times. Then, the dimming of the lights announced what we all came for: the first look at Suds.

Continued on Page 12

Festival Failure

Organizers of the doomed America's Finest Beer Festival speak to West Coaster

By Mike Shess

America's Finest Beer Festival (AFBF) never was — the three day long music and craft beer celebration was suddenly canceled just one day before its July 22nd start date at Qualcomm Stadium's practice field with event organizers citing "unforeseen financial shortfall" as the culprit. Angry ticket holders, a slew of negative press from local media and roughly \$100,000 dollars in unpaid advertising fees (\$750 of which, our own) prompted *West Coaster* to investigate. After several failed phone and email attempts to contact the Rancho San Diego Jamul Chamber of Commerce and its then CEO Valerie Harrison, we decided to take a drive out to Jamul and pay the chamber a visit in person. What we found was an eviction notice on the chamber's door, and just days later



AFBF's back cover advertisement in July's issue of West Coaster

Steve Schmidt of the *Union-Tribune* confirmed that in fact, the cancellation of the beer festival led to the chamber's financial meltdown, and closure.

Continued on Page 12

Pick Local Hops

By Ryan Reschan

While most commercial hops come from Washington, Oregon and Idaho, our local climate is definitely suitable for growing hops, as long as the farm isn't too close to the ocean. In fact, San Diego is warm enough that most varieties get a head start on the growing season, and the harvest isn't likely to last through the end of September. So, if you hurry, you may still have the chance to pick your own hops at one of two local hop farms. Call Phil at Hoppportunity Farm in Julian (858-734-2977) or Eric at Star B Buffalo Ranch and Hop Farm in Ramona (760-789-8155) to inquire about availabilities. Post-season, call up your local homebrew shop to see what varieties of fresh hops they have in stock.

Fresh (un-dried) hops are great for homebrewers that want to add flavor and aroma additions later in the boil. To let these "wet" hops take center stage, use a neutral bittering hop like Magnum to get your desired IBUs for the style of beer you're brewing.

To read the rest of this article about fresh hops and tips for homebrewers, visit westcoastersd.com and search "hops"



Photo: Kristina Blake

Brandon Hernández hated beer and had never even heard the term “craft beer” until his first trip to O’Brien’s Pub in 1999. There, in a dark yet friendly space rife with the foreign smell of cascade and centennial hops, he fell into line with the new school of brew enthusiasts courtesy of a pint-sized one-two punch of Sierra Nevada Bigfoot and Stone Arrogant Bastard Ale. Those quaffs changed his perception of all beer could and should be and he’s spent the past decade-plus immersing himself in the local beer culture -- living, learning, loving and, of course, drinking craft suds. He’s since taken up homebrewing and specializes in the creation of beer-centric cuisine. A native San Diegan, Brandon is proud to be contributing to a publication that serves a positive purpose for his hometown and its beer loving inhabitants. In addition to West Coaster, he is the San Diego correspondent for Celebrator Beer News and contributes articles on beer, food, restaurants and other such killer topics to national publications including The Beer Connoisseur, Beer Magazine and Wine Enthusiast as well as local outlets including The San Diego Union-Tribune, San Diego Magazine, The Reader, Riviera Magazine, Pacific San Diego, Edible San Diego, Dining Out San Diego, Rancho Magazine, North County Times and SanDiego.com.

Pair and Share Alike

Local epicure Nate Soroko brings beer, food and like-minded gourmands together

By Brandon Hernández

When it comes to the local craft brewing community, its members often talk about how a rising tide floats all boats. Camaraderie has been a key contributor to San Diego’s success on the craft beer front. Brewing contemporaries in America’s Finest go to great lengths to make sure the local industry excels by offering beer fans not only the experience, but the utmost in quality. Often it comes at zero profit or even a nominal expense, and one recent example of for-the-greater-good sacrifice comes courtesy of Pizza Port co-owner, Gina Marsaglia.

Marsaglia handed over her kitchen and its reins to Nate Soroko, a cook who’s logged time at Liar’s Club, the Del Mar Racetrack Turf Club, Soleil at K and now splits time between Pizza Port Ocean Beach and Toronado in North Park. Soroko’s mission is to celebrate the endless pairing possibilities that exist between beer and food, and he’s doing that through pairing events at Pizza Port OB (as well as Toronado). Already, he’s opening minds, enlivening palates and becoming a cult hero of sorts in the San Diego suds scene.

Aptly enough, Soroko’s beer-and-food pairing journey started off in the company of brewers. “We did a dinner for brewers and Pizza Port employees and followed that up with a brunch. Both of them went really well,” said Soroko. So well, in fact, that the events have gone prime time in the form of dinners that take place on Pizza Port OB’s rooftop dining area. Another sign of growth: Soroko’s getting plenty of help in the kitchen. Fitting for this industry, he’s collaborating with fellow chefs like Kyle Bergman from The Lodge at Torrey Pines, friend and associate Felix Contreras, and fellow Pizza Porter, John Hooper.

The team’s work was on display at Soroko’s latest event on August 27th (visit westcoastersd.com for event coverage). The menu was varied and included fried green tomatoes, grilled beets and citrus whipped cream paired with Pizza Port Flying Hawaiian Hefeweizen; grilled octopus and shell beans in tomato broth paired with Alpine Ale; finished with a raspberry and Nutella trifle paired with Ballast Point Sea Monster Stout.

When preparing for an event, Soroko asks brewers for the beers they’d like to spotlight, then builds his dishes around them. “It’s easier to start with beer and move to food. Beer is a set flavor, but you can change a recipe; omit an ingredient and throw something else in to change the flavor profile,” said Soroko. Each possess unique characteristics depending on the hops, malts and flavor enhancers used in the brewing process. “You can have four different stouts, but different flavors like vanilla, chocolate and chipotle will play off of them all differently. But that’s the fun of it.”

To that end, an all-stout dinner is on Soroko’s list of upcoming events, including an all IPA dinner, and a six-course Alpine Beer Company dinner (dates announced on westcoastersd.com as they come). A list of future guest cooks, including Marsaglia’s husband and Pizza Port’s co-owner, cooking fanatic Vince Marsaglia, and many others are in the work. Perhaps Peter Zien, AleSmith owner and cheesemaker will bring his CheeseSmith creations to Pizza Port soon?

“Every person I’ve met in craft beer is a foodie,” says Soroko. “It just goes hand-in-hand.”

Despite a respect for classic technique and exotic ingredients, Nate likes to keep things simple and approachable. “I’m a big proponent in only using five or six ingredients per dish. I like stuff people



Chef Nate Soroko puts together some devilishly delicious dishes for Pizza Port’s 2nd Annual Brewbies Festival back in February

can recognize, but adding an element so it’s like, ‘oh, that’s different.’ That’s one of the coolest elements of cooking.”

Stay in the Pizza Port beer-and-food pairing loop by checking out their website (www.pizzaport.com). In the meantime, try your hand at the recipes Soroko provided for brined pork chops with Swiss chard & Yukon Gold potato confit. This dish pairs well with a Flanders sour or a hoppy red ale, according to Soroko.

Swiss Chard

olive oil	1 bunch Swiss chard, stems removed and cut into ½-inch lengths and leaves cut into 1½-inch lengths
1½ cups pancetta, small dice	
¼ cup white wine	
1/3 cup chicken stock	
juice of 1 lemon	salt to taste

Lightly coat a large sauté pan over medium-high heat with olive oil. Add the pancetta and sauté until brown and crispy. Remove it, leaving the rendered fat in the pan. Add the wine, stock and lemon juice. Bring to a boil and reduce by a third. Add the chard and sauté until the leaves are wilted, about 7 minutes. Season with salt and serve.

Brined Pork Chops

Yield: 4 servings

2 cups sherry vinegar	1 Tbsp black peppercorns	1 pound ice cubes
¾ cup kosher salt	1 Tbsp mustard powder	4 pork chops
2/3 cup brown sugar	½ Tbsp crushed red pepper flakes	
1/3 cup honey		

Heat the vinegar in a large saucepan over medium-high heat. When the vinegar is warm, mix all of the remaining ingredients together except for the ice cubes and stir into the vinegar until the honey dissolves completely. Add the ice cubes and allow to cool. When cooled, transfer the mixture to a deep container and add the pork chops, making sure that they are completely submerged. Refrigerate for 2 hours.

Prepare the grill. Remove the pork chops from the brine, pat dry and grill until they reach medium doneness (145 F), 13 to 15 minutes. Let rest for 5 minutes and serve with Swiss chard and potatoes.

Yukon Gold Potato Confit

4-5 large Yukon Gold potatoes, cut into 2-inch cubes	5 cloves garlic
4 stems fresh rosemary	olive oil
	salt to taste
	1 bunch parsley, minced

Place the potatoes, rosemary and garlic in a large pot or Dutch oven over medium heat and submerge in olive oil. Bring the oil to the point where it shimmers, but does not begin to boil. Cook until a toothpick inserted into the potatoes goes in easily, 15 to 20 minutes. Remove from the heat and leave the potatoes in the oil until cooled.

When cooled, remove the potatoes from the oil. Coat a large sauté pan over medium-high heat with oil. Add the potatoes, season with salt and sauté until browned, about 8 minutes. Garnish with parsley and serve.

**YOUR AD
HERE!**

**TARGETED,
AFFORDABLE
MARKETING
SOLUTIONS**

**CONTACT
ADS@WESTCOASTERSD.COM**

Purest
Ingredients

Finest
Quality

SIERRA NEVADA®

TUMBLER™

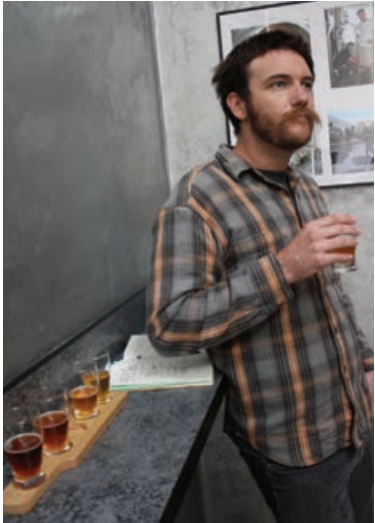
AUTUMN BROWN ALE

As the nights grow cool, the leaves on the valley oaks begin to turn and fall. In honor of this yearly dance, we bring you Tumbler Autumn Brown Ale and invite you to enjoy the show. We use malt within days of roasting at the peak of its flavor to give Tumbler a gracefully smooth malt character. So pour a glass, and grab a window seat to watch as the leaves come tumbling down.



SIERRA NEVADA BREWING CO.
Chico, California





Jeff Hammett first noticed craft beer early in college when a friend introduced him to Stone Brewing Co.'s Pale Ale. After graduating from UCSD with a degree in Philosophy, he moved to Santa Cruz where he frequented Santa Cruz Mountain Brewing and Seabright Brewery. Jeff would journey up to San Francisco to visit Magnolia and Tornado every chance he got. He started blogging about beer in early 2009 while living in Durango, Colorado. For a town of only 20,000 people, Durango boasts an impressive four breweries. Jeff quickly became a part of the brewing scene, and in January 2010 was invited to work with Ska Brewing Co.'s Head Brewer Thomas Larsen to formulate a recipe and brew on Ska's pilot system. In addition to his love of craft beer, Mr. Hammett is an avid cyclist and can be seen riding on the road or trails most weekends.

In Favor of Fall Flavor

Five CA beer picks for autumn's arrival

By Jeff Hammett

As summer comes to an end, its crisp and refreshing beers give way to the sweeter, maltier, and often higher in alcohol fall seasonals. From pumpkin ales to Oktoberfest lagers, there's many flavorful beers to satisfy autumn tastes; enjoy these five fall choices, all brewed in California and available in San Diego as soon as this month.

Manzanita Brewing Co., Santee's (just over) one year old brewery, is brewing their Witches Hair Pumpkin Ale again this fall. At 9.5% ABV this is more of an imperial pumpkin pie ale that packs quite the spiced punch. Canned pumpkin pie mix, along with cinnamon, nutmeg, allspice, cloves and ginger give this beer its slightly sweet, well-spiced character. All these spices make for an easy drinking beer; it's hard to believe this one is close to 10% ABV. Manzanita predicts Witches Hair will hit the shelves in 22oz bottles and on draft in early October. Also look out for 2010 Witches Hair, which has been aging in bottles for the past year.

If pumpkin beers aren't your thing, don't fret, for Orange County's The Bruery has you covered with a beer brewed with yet another ubiquitous orange-colored fall fare: yams. Autumn Maple is brewed with over 17 pounds of yams per barrel, and many of the same spices found in pumpkin beers including cinnamon, nutmeg, allspice, vanilla, molasses, and maple syrup. Finished off with Belgian yeast that adds even more spice, Autumn Maple comes in at 10% ABV, 25 IBU and is available on draft and in 750mL bottles now.

Karl Strauss Oktoberfest is one of the few Märzen style beers (often called "Oktoberfest style") brewed in San Diego. Darker than many lagers, this deep, golden beer has nutty, toasty malts backed by Perle hops imported from Germany. At 5% ABV and 20 IBU, Oktoberfest is available in 12oz bottles and on draft now.

Last year Firestone Walker changed the name of their oatmeal stout when they bottled it for the first time. Velvet Merkin is now Velvet Merlin. Grab a dictionary and look up 'merkin' if you have to (I did); while the old name has charm, the change is understandable. Velvet Merlin is rich and creamy with plenty of chocolate and coffee flavors, and just about as black as beer can get. This beer makes its way down to SD in



6 packs of Karl Strauss Oktoberfest are available around town now

12oz bottles and on draft after its October 1st release.

Sierra Nevada first brewed Tumbler Autumn Brown Ale last year, and it's back again this fall. Far from what you might expect based on Sierra Nevada's more famous, hoppier offerings, in Tumbler the hops take a backseat and toasted malt flavors drive. A little nutty and

a little sweet, Tumbler comes in at 5.5% ABV, 37 IBU and is available in 12 and 22oz bottles, and on draft now.

Aside from West Coaster, Jeff also writes for San Diego Beer Blog at sandiegobeerblog.com, and you can follow him on twitter @SDBeer

**YOUR AD
HERE!**

**TARGETED,
AFFORDABLE
MARKETING
SOLUTIONS**

**CONTACT
ADS@WESTCOASTERSD.COM**

Think You Know Beer?

BEER NERDZ™
beernerdz.com

**Blind Tasting:
San Diego Ales**

September 17, 4:00pm
Beer Co., Downtown San Diego
Register at beernerdz.com

Themed Blind Tastings • Corporate Events • Private Parties

LETTER FROM THE EDITOR

West Coaster, The Publication

PUBLISHERS

Ryan Lamb & Mike Shess

EXECUTIVE EDITOR

Mike Shess

mike@westcoastersd.com

CREATIVE DIRECTOR

Ryan Lamb

ryan@westcoastersd.com

ART DIRECTOR

Brittany Everett

Fresh Cut

STAFF PHOTOGRAPHER

Kristina Yamamoto

kristina@westcoastersd.com



On the cover: unofficial Westmalle Tripel spokeswomen at Toronado in North Park. Photo: Kristina Yamamoto

ADVERTISING EXECUTIVES

Austin Gage austin@westcoastersd.com

Stephen Kurpinsky stephen@westcoastersd.com

STAFF WRITERS

Sam Tierney sam@westcoastersd.com

Jeff Hammett jeff@westcoastersd.com

Brandon Hernández brandon@westcoastersd.com

MEDIA CONSULTANT

Tom Shess

Thomas.Shess@gmail.com

COPY EDITOR

Amy T. Granite

amy@westcoastersd.com

West Coaster, The Website

westcoastersd.com

WEB MANAGER

Mike Shess

mike@westcoastersd.com

WEB EDITOR

Ryan Lamb

ryan@westcoastersd.com

WEB ADVERTISING

Austin Gage

austin@westcoastersd.com

WEBMASTER

Josh Everett

Fresh Cut

freshcutsd.com

WEB CONTRIBUTORS

Ryan Reschan

Brandon Hernández

West Coaster is published monthly by West Coaster Publishing Co., and distributed free at key locations throughout Greater San Diego. For complete distribution list - westcoastersd.com/distribution. Email us if you wish to be a distribution location.

FEEDBACK

Send letters to the Editor to

mike@westcoastersd.com

Letters may be edited for space. Anonymous letters are published at the discretion of the Editor.

© 2011 West Coaster Publishing Co. All rights reserved.
"No beer was wasted in the making of this publication."

Expansion Expected

As you paw through our September issue's pages, you'll notice that once again we're bursting at the seams. We're looking to expand to 20 pages in the next few months, and with that comes the need for good copy to fill those pages. Keen eyes will recognize that we're open to suggestions; please send good ideas to mike@westcoastersd.com, with the subject line EDITORIAL SUGGESTION.

WC 10K

I'm proud to report that we're now printing 10,000 issues monthly, and distributing to nearly 150 locations in San Diego County. The only way we're able to do this is because of our awesome readers and advertisers, so thank you. If you'd like *West Coaster* distributed to a particular location, just ask how.

Intern wanted!

We're currently looking for one more intern for the fall, 2011 semester. As long as your major is relevant to our paper (journalism, marketing, communications), then there's probably a way we can put you to work for course credit. SDSU/UCSD students get preferential treatment because we're all CSU/UC grads at *West Coaster*. You must be at least 21 years old. Send an email to the aforementioned address for consideration.

Sincerely,

Mike Shess
Executive Editor/ Co-Publisher
West Coaster

SDBW

SAN DIEGO BEER WEEK 2011

Celebrating Craft Beer in San Diego

Join us for the 3rd annual SDBW! A ten-day countywide festival promoting San Diego's craft beer culture, last year's SDBW saw nearly 500 events.

In 2010, San Diegan brewers hauled in 17 medals at the Great American Beer Festival and 21 awards at the World Beer Cup in Chicago.

Taste the world's best beer this November during San Diego Beer Week.

NOVEMBER 4-13, 2011

SDBW.ORG

August's Top Headlines

via westcoastersd.com, facebook.com/westcoastersd, and twitter.com/westcoastersd

The first annual San Diego beer conference, properly called **Beer-Con**, was a great success at The Handlery in Mission Valley on August 27th. Organized by Tap Hunter and Beer For Thought, Beer-Con gathered craft beer industry members with curious craft beer drinkers in a highly-educational, yet relaxed atmosphere consisting of two separate speaking tracks and various topics. Highlights of



A live outdoor homebrew session at Beer-Con

the day included a thought-provoking keynote speech from Anat Baron, director of the documentary *Beer Wars*, some great food and beer pairing advice from "Dr." Bill of Stone Brewing Co., a live homebrew session from Home Brews & Gardens, and of course, the Tap Haven beer garden. Search "Beer-Con" on westcoastersd.com to read more.

In awesome nationwide craft beer news, the **Brewers Association**, the trade association representing the majority of U.S. brewing companies, reported strong mid-year growth for American craft brewers – defined as small, independent, and traditional. Volume of craft brewed beer sold grew 14 percent for the first six months of 2011, compared to 9 percent growth in the first half of 2010. Dollar sales since January were up 15 percent as well (excluding those brewers who left the craft seg-

ment in 2010). The craft beer industry, which currently provides an estimated 100,000 jobs for the U.S. economy, continues to grow at an astounding rate; 725 breweries are listed in the planning stages as of 6/30/11 – 336 more than a year ago. "There is a growing interest in establishing new breweries," noted Paul Gatzka, director of the Brewers Association. "It seems like every day we are hearing about a brewery in planning. Will they all make it? No, but many will if they produce high-quality, interesting craft beers and can get them to market through self-distribution and beer wholesalers and beer retailers."

On August 23rd **Green Flash Brewing Co.** announced the freezing of wholesale prices of their beer in CA through the end of 2012. "We will hold prices constant for at



Green Flash brewmaster Chuck Silva (2nd from left) gives SDBG members a brewery tour

least the next sixteen months, so our retailers can continue to grow their Green Flash business," said Mike Hinkley, founder and CEO.

BrewFest Encinitas, a first-time beer festival by the Encinitas Coastal Rotary Club, went off without a hitch on August 13th. Despite growing concerns with first time festivals in San Diego, the meticulous plan-

ning and dedicated volunteer staff behind the 12-brewery, 2-food truck, 500-attendee event raised more than \$5000 for local charities. For a complete review, visit westcoastersd.com and search "BrewFest Encinitas".



Action at BrewFest Encinitas

Local brewing companies **Manzanita** and **Coronado** both announced big expansion plans in August. Manzanita will be moving just two-tenths of a mile down the road and expects the first keg to be tapped by Christmas. Coronado's new 30-barrel brew house off Morena Blvd. will begin supplementing the peninsular brewpub's 10-barrel system by the spring of 2012. Search "Manzanita" and "Coronado" on westcoastersd.com to read more.

Although it was first reported that **Aztec Brewing Company** would be moving into the old Green Flash facility in Vista, news broke on their Facebook page on August 11th that an unnamed brewery would be using the space instead. Aztec held their soft opening on August 27th at the location they originally planned on setting up shop: 2330 La Mirada Drive in Vista. For coverage of the soft opening, visit westcoastersd.com and search "Aztec".

Monkey Paw Pub & Brewery opened in the East Village to a packed house on August 23rd. The fourth of the "Blair bars" (Hamilton's Tavern, Small Bar and Bar Eleven), Monkey Paw will soon feature 3-4 house-brewed beers by Derek Freese, president of local homebrew club CHUG, for a total of 30 taps. To read our post on the first hour of Monkey Paw, visit westcoastersd.com and search "Monkey Paw".



Monkey Paw, opening night

Two SD beer bars, **Stadium Sports Bar & Restaurant** in Encinitas and **Shakespeare Pub & Grille** in Mission Hills, both kicked off their cask program in the same week with Firestone Walker's award-winning Pale 31. WC staff writer/Firestone Walker brewer Sam Tierney was on hand at Stadium to answer curious beer drinkers' questions about Firestone Walker beer.



Beer, food and sports @ Stadium

WEEKLY WEBSITE POSTS @ westcoastersd.com

In addition to the breaking news and beer commentary you've come to expect from the West Coaster website, three days out of every week will now have a theme-dedicated post. If you'd like all of our web posts simply delivered to your email inbox (we won't spam you, promise!), enter your email address in the "subscribe" box on the right sidebar of westcoastersd.com's homepage.

Monday Brewery Spotlight

Every Monday we now spotlight a local brewery that's making news. Brewery Spotlight #1, posted on August 8th, was Lightning Brewery, who had just released their fall seasonals Electrostatic Ale and Ionizer Lager. Then we spotlighted Stone Brewing Co., who celebrated their 15th Anniversary with a new beer release and several events around town the week of the 15th. Coronado Brewing Company, fresh off the announcement of their expansion plans, was Brewery Spotlight #3 on August 22nd. Monday August 29th we featured Aztec Brewing Company after their August 27th soft opening. So who will we talk about each Monday in September? You'll have to log on to westcoastersd.com to find out!

Weekly Wednesday Event Post

Every Wednesday we cherry-pick the best of the best from our constantly-updated online event calendar (westcoastersd.com/event-calendar) to guide you in the right beer direction over the course of the next week.

The Friday Five

We are kicking off a new weekly web series starting Friday, September 2nd. Every Friday we will ask a local craft beer industry member 5 questions. Here's a list of the people we'll be interviewing in September. Got a question for them? Send it to ryan@westcoastersd.com. Want to be featured in The Friday Five? Just ask!

- Sept 2nd – 5Q with Melani Gordon of TapHunter.com re: Beer-Con, SDBW 2011
- Sept 9th – 5Q with Jeff Gordon of TapHunter.com re: Updates to the SDBW website
- Sept 16th – 5Q with Ivan Derezin of Churchill's Pub & Grille re: Churchill's Sour Fest, GABF
- Sept 23rd – 5Q with Peter Zien of AleSmith re: New bottling line, GABF
- Sept 30th – 5Q with Jay Porter of The Linkery/EI Take It Easy re: North & South Park's monthly "30th on 30th" event

WC PRINT/ONLINE DIRECTORIES

West Coaster is always searching for craft beer-centric locations to distribute our free rag. Below is a listing of the locations that are currently in our online directory (westcoastersd.com/directory), but are still yet to be added into the next update of our print directory. If you know of a spot that's not in this list or in our directory on page 15, please let us know by emailing directory@westcoastersd.com. We are trying to build a comprehensive list of all the craft beer locations in town, and we need your help!

Beer Bars & Restaurants w/ Craft Beer

- Beaumont's Eatery** – Bird Rock, 5662 La Jolla Blvd., 858-459-0474, beaumontseatery.com
- Bergie's Pub** – Old Town, 2244 San Diego Ave., 619-501-3337, bergiespub.com
- Bareback Grill** – Pacific Beach, 4640 Mission Blvd., 858-274-7117 / Downtown, 624 E St., 619-237-9990, barebackgrill.com
- Craft & Commerce** – Little Italy, 675 W. Beech St., 619-269-2202, craft-commerce.com
- Leroy's Kitchen + Lounge** – Coronado, 1015 Orange Avenue, 619-437-6087, leroyluckyloounge.com
- Little Piggy's Bar-B-Q** – Coronado, 1201 First St., 619-522-0217, nadolife.com/lilpiggy
- OB Noodle House** – Ocean Beach, 2218 Cable Street, 619-450-6868, obnoodlehouse.com
- Oggi's Pizza** – Santee, 9828 Mission Gorge Rd., 619-449-6441, oggis.com
- PCH Sports Bar & Grill** – Oceanside, 1835 S. Coast Highway, 760-721-3955, pchsportsbarandgrill.com
- Phileas Foggs Bar & Restaurant** – Poway, 11385 Poway Rd # 100, 858-486-4442, phileasfoggs.com
- R-Gang Eatery** – Hillcrest, 3683 5th Ave., 619-677-2845, rgangeatery.com
- Shakespeare Pub & Grille** – Mission Hills, 3701 India St., 619-299-0230, shakespearepub.com
- The Bailey BBQ** – Julian, 2307 Main St., 760-765-3757, baileybbq.com
- The Field** – Downtown, 544 5th Ave., 619-232-9840, thefield.com
- The Pearl Hotel** – Point Loma, 1410 Rosecrans

- St., 619-226-6100, thepearlsd.com
- The Range Kitchen & Cocktails** – Hillcrest, 1263 University Ave., 619-269-1222, therangesd.com
- The Ruby Room** – Hillcrest, 1271 University Ave., 619-299-7372, rubyrooomsd.com
- Searsucker** – Downtown, 611 5th Ave., 619-233-7327, searsucker.com
- Village Pizzeria** – Coronado, 1206 Orange Ave., 619-522-0449, nadolife.com/villagepizzeria

Home Brew Supply

- All About Brewing** – El Cajon, 700 North Johnson Ave. Suite G, 619-447-2739, allaboutbrewing.com

Bottle Shops

- Fuller Liquor** – Loma Portal, 3896 Rosecrans St., 619-296-KEGS, kegguy.com/beer
- Keg N Bottle** – SDSU, 6060 El Cajon Blvd., 619-265-0482 / Clairemont, 3566 Mt. Acadia Blvd., 858-278-8955 / Lemon Grove, 1827 Lemon Grove Ave., 619-463-7172, kegnbottle.com
- Palm Springs Liquor** – La Mesa, 4301 Palm Ave., 619-698-6887, palmsspringsliquorlamesa.com
- Texas Wine and Spirits** – Carlsbad, 945 Carlsbad Village Dr., 760-729-1836, texaswinespirits.com
- The Boulevard Wine & Spirits** – City Heights, 4245 El Cajon Blvd., 619-281-0551

Brewpubs

- Monkey Paw Pub & Brewery** – East Village, 805 16th St., 619-358-9901

Breweries

- Aztec Brewing Company/Seven Nations** – Vista, 2330 La Mirada Dr. Suite 300, aztecbrewery.com

We couldn't have said it better ourselves! We lend out Guest Tap to someone involved in the local industry with an interesting perspective or story to tell. If you fit the bill, send an email to mike@westcoastersd.com with what's on your mind and we'll run it (may be edited for size, content). -Ed

GUEST TAP

An Interview with Pat McIlhenney of Alpine Beer Company

By Viktor Sjöberg

An investigative mind, tons of perseverance and a carefully maintained, intimate relationship with his hop oils. Pat McIlhenney, owner and brew master of Alpine Beer Company, has made his tiny hometown a top destination among beer lovers from all over the world.

You started Alpine Beer Company by contract brewing at AleSmith, and the first beer was McIlhenney's Irish Red. What was the initial response?

I couldn't make enough of it. It was based on one of my award-winning homebrewing recipes. All of my homebrewing recipes were designed to be replicated commercially, by only using ingredients that were easy to come by on a larger scale. The production batch of McIlhenney's Irish Red won a gold medal at the World Beer Cup. That showed me that it was a pretty good recipe!

The first IPA that you released was Pure Hoppiness. Released in 2000, it is one of the original double IPAs. What's the story behind that beer?

My wife has a really good sense of taste and I would rely on her heavily to judge my homebrews. Her taste helped me refine some of the recipes and get them a little closer to where they are today. She likes hops, so Pure Hoppiness came out of an attempt to make a beer that was too hoppy for my wife.

I think you make the best IPAs in the world. How do you feel about a statement like that?

That's quite an honor, but there's a lot of good IPA brewers around here...well, I would have to stick to the west coast, because the people that say that a beer needs to be balanced...they just drive me nuts. An IPA is not a balanced

beer. It is not intended to be a balanced beer. If you've got a nice, malty backbone for an IPA, it's not an IPA in my opinion, it's something else.

You want the west coast IPA to be just that.

Hoppy. Light colored, as light colored as you can get it. No caramel malts at all, let your boiling take care of the caramelizing. Try to stick to an acceptable bittering level, not one that makes you pucker and makes it hard to drink. Try to get as much floral attributes as you can accomplish. That's what a good IPA or Double IPA should be.

There's another facet to that, and that's the oil compounds that result in the aromas that you smell. A good hop analysis breaks down the oil compounds into percentages. The different hop oils all have their own flavor and aroma contribution and they all vary in degrees with each hop variety. And each hop variety varies a little bit from year to year, so our recipes are adjusted on a yearly basis, to keep up with what the years' crop delivers.

You're working on expanding Alpine Beer Company. What can you tell us about that at this point?

I have a building picked out here in Alpine. It's quite an expensive

process and I need to get a lot of things in a row to make it all come together. I'm working on a business plan and it's extensive, so it's taking a long time.

A lot of San Diego breweries are growing rapidly, and in the past some of the beer has suffered due to substituting ingredients, like hops, for instance. Are you worried about these kinds of things?

I'm constantly worried about that kind of thing and I've been dealing with the hop suppliers now for that expansion because they are a minimum of two years out for order increases. So I started warning them about a year ago and it seems that they didn't think I was being serious up until a few weeks ago. Yes, I've *been* serious! Let's go!

Any new beers coming out in the foreseeable future?

The return of our Belgian kriel, Chez Monieux. I can't give you a release date yet, it could be months away, but now is the time that we need to work on it. We're also working on a very limited amount of Barrel Aged Odin, and our big release that is happening September 2nd is Barrel Aged Token. We took our award-winning Imperial Porter and put it in bourbon barrels for about nine months and then blended some fresh Token back in. We're really happy with the way it turned out.



Alpine's tasting room, two doors down from the pub, offers tasters and growler fills



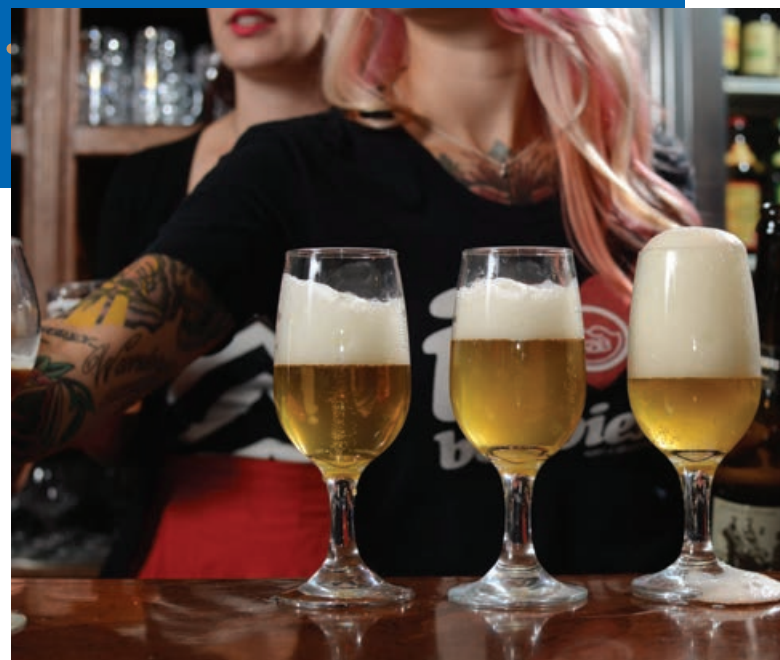


I'll have what she's having.

by WC Staff
photos by Kristina Yamamoto

It takes more than a pretty face to serve beer at our local beer bars. You have to know your stuff, too. So, because we've got a lot to learn about the wide world of beer styles and glassware brands, we headed over to Toronado to share a few pints (or chalices and champagne flutes, as it were) with local 'tenders Brandy, Brianne, Chandra, Jenna and Melanie.

Westmalle Tripel quickly became the beer of choice for the morning (fitting for the Belgian-inspired bar) and we rattled off a few questions everyone answered well. Can you think of something you'd like to ask the ladies about beer? You'll have your chance on Thursday nights, as members of this all-star, all-lady bar staff sling suds and smiles in North Park.



Don't be afraid of a little bit of carbonation



The ladies, left to right: Brandy Brown, Brianne McLaughlin, Jenna Gillespie, Chandra Mosh, Melanie Pierce

Favorite local brewery of the moment?

Brandy – Green Flash
Brianne – Alpine
Chandra – Alpine
Jenna – Alpine
Melanie – Ballast Point

Your stranded-on-a-deserted-island beer?

Brandy – Elysian Jaso
Brianne – Alpine Due
Chandra – Alpine Nel
Jenna – Bear Republ
Melanie – Pizza Port

Most cherished piece of glassware?

Brandy – Brewbies Festival glass
Brianne – Duvel tulip glass with the blue cartoon
Chandra – Beer mug that says "Happy F***** Bi
Jenna – Hitachino glass
Melanie – Brewbies Festival glass

92103'S BEST CRAFT BEER DESTINATION **Local Habit**

⇒ **ORGANIC FOOD & CRAFT BEER** ⇐
NOW OPEN!



We make all of our foods from scratch using local organic ingredients, and feature only California craft beers.

SEPTEMBER EVENTS

CASKS TAPPED AT 4:30P THURSDAYS

- 9/1 Manzanita Lazy Saison cask
- 9/8 Black Market Rye IPA cask
- 9/14 Brewers Dinner w/ Iron Fist
- 9/22 H24 Dry Hopped DIPA cask



3827 5th Ave., San Diego, CA 92103
mylocalhabit.com - 619.795.4770

Sunglasses.

Summer is winding down. But great craft brew is ramping up. Come by and try an honest pint or two. We have styles ranging from our heavenly honey wheat (Jucundus) to our muscular porter (Brunus)—in short, something to brighten both your palate and your day. And don't miss our next FAC (Friday Afternoon Club), with live music and great food, September 16.

7955 Silverton Ave. #1201
San Diego, CA
Off Miramar Road
hessbrewing.com



Beer Spotlight: Westmalle Tripel

Westmalle Tripel is one of those beers that got it so right from the beginning, the brewing world has raced to match it ever since. "XXX" and "Tripel" were used for centuries to describe stronger Belgian beers, but Westmalle's decision in 1934 to brew a strong golden beer and label it "Tripel" was the defining moment of the style we know it today.

Boasting a generous hop bitterness and aroma for a Belgian beer, this 9.5% ABV brew is a powerhouse among the Trappist and abbey ales. Brewed using a mix of pale malts and Belgian candi sugar to achieve a high gravity, hops are then added three times during the boil before the wort is cooled and undergoes primary fermentation before maturing in horizontal tanks. The monks let the beer mature for around five weeks before bottling it with fresh yeast and sugar, causing a secondary fermentation in the bottle that gives the beer its signature lively carbonation and thick, large, white head. The aroma greets you with spicy alcohol notes and fruitiness from both hops and fermentation; the flavor has a modest sweetness from the malt before a bitter and drying finish. This is

a strong beer meant to be sipped and contemplated.

The signature glass for Westmalle Tripel, and all of the Trappist ales, is the chalice. Each Trappist brewery has their own take on the theme, but all are stemmed and wide-mouthed, allowing for a big head, generous release of aroma and a stately appearance. Westmalle's glass is thick and heavy—ready for any serious beer that you want to throw at it. The brewery recommends that you pour the beer with the glass at an angle until it's almost empty. At this point, turn the glass upright while still pouring to form a large head. You should also keep the last centimeter of beer in the bottle, which will retain the yeast and give you a clear beer in the glass. Be sure to drink the yeast shot though; it's rich in B vitamins.

Looking for local beers in the Tripel style? Karl Strauss' newest special release going on tap at the brewpubs for September is a Belgian Trippel, bombers (22 oz bottles) of Green Flash Trippel can be found around town, and PB Ale House makes a house trippel that's served in either a 14 oz or the more dangerous 22 oz mug.



As Brandy demonstrates, a good pour is all about concentration

La Bella Cafe & Games

373 Third Ave. Chula Vista, CA
619 - 426 - 8820

WEEKLY SPECIALS ON SD BEER

EVERY TUESDAY AND WEDNESDAY

Pitchers \$9.75 - 25oz Pour \$6 - Pints \$4



NFL PITCHER SPECIAL

During any NFL game,
Bud/Bud Lite pitchers

\$7.50

Reserve a table for football!

No cover with online reservation

Reserve table via our website

<http://labellapizza.com>



51
CRAFT BEER TAPS
IN RANCHO BERNARDO
GREAT FOOD
MAIN INGREDIENTS?
CRAFT BEER AND
CULINARY SKILL

URGE AMERICAN GASTROPUB
16761 BERNARDO CENTER DR.
SAN DIEGO, CA 92128
URGEGASTROPUB.COM



Photo: Kayla Coleman

Sam Tierney began his love affair with great beer while studying and traveling abroad in Europe during his junior year at UC Santa Barbara. He began homebrewing shortly after, and has since won multiple awards. Sam is a graduate of the Siebel Institute, a professional brewing school in Chicago, and he is now a brewer at Firestone Walker in Paso Robles, California.

Bavarian Bonanza

Oktoberfest remains one of the world's strongest beer traditions

By Sam Tierney

Fall is just around the corner, and with it comes one of the most traditional and storied beer styles: Oktoberfest. I know, I know, fall isn't exactly a big deal in coastal California where you'd never guess the season by looking outside, but this strong tradition knows no climate.

Part of what separates good beer from generic swill is its story, and Oktoberfestbier, along with the festival that lends its name, has one of the best in the biz. My first experience with Oktoberfest came a few years ago when I visited Munich with some college buddies. What really struck me was how the beer defined the event; thousands of people peacefully enjoyed giant mugs of lager along with traditional Bavarian food and brass band music. A simple weekend trip turned into a life changing experience.

There are six breweries in Munich that pour beer at the festival, which was first held in 1810 to commemorate the wedding of the prince of Bavaria: Spaten, Hacker-Pschorr, Augustiner, Paulaner, Lowenbräu, and Hofbräu. The festival grounds are now named the Theresienwiese in honor of the bride, Therese. The wedding celebration turned into an annual event and has developed into one of the largest festivals in the world, hosting 14 giant beer tents that hold thousands of drinkers at a time, outside beer gardens that hold even more, and a host of carnival rides and attractions to keep you busy in between drinking beer and eating roasted chicken and sausages. Despite its name, Oktoberfest starts on September 17th and goes through October 3rd this year. Years ago, the festival was moved to an earlier date in order to take advantage of the typically better Munich September weather.

The original style of beer served at the festival was Märzen, which was a strong malty lager brewed in March (März is March in German) and stored in cool caves through the summer when temperatures would get too high for brewing. It was traditional to serve the remaining beer in the beginning of fall to deplete the old stock and welcome the harvest and the return of brewing season.

Modern examples of the beers served at the festival have shifted to a more pale, dry style of beer, which is now often called Wiesenbier to differentiate it from the traditional Märzen style. Color ranges from deep gold to amber, and the malt character is moderate, and reminiscent of lightly toasted bread. Hops are used primarily to balance malt character but also lend a spicy, noble hop flavor and aroma. As with most lagers, these tend to be clean and crisp in the finish, with minimal fruitiness in



Weisswurst (Bavarian veal and bacon sausage) and bier inside the Hippodrome Oktoberfest tent

comparison to most ales.

My personal favorite of the beers at the festival is Hofbräu's version, which is one of the paler, hoppier examples. My favorite beer in all of Munich, however, requires a trip to the city's center and the Ayingers Speis und Trank restaurant, located across the street from the famous Hofbräuhaus. The deeply malty, amber-colored märzen brewed for the season is a fantastic example of the style, whether on tap at the restaurant, or bottled stateside.

Most of the Oktoberfest beers from the Munich brewers that we get here are actually different versions than those served at the festival, and are usually the Märzen style. Augustiner, Lowenbräu and Hofbräu make the paler version, but only Hofbräu exports theirs to the U.S. Paulaner recently started exporting their paler Wiesenbier version as well as their amber Märzen, so keep an eye out for that at your favorite bottle shop.

American brewers have also jumped in the game. At Firestone Walker, we recently

brewed our own annual Oktoberfest, which we call Oaktobefest as a nod to our oak barrel union fermentation system, and the annual Oaktobefest party that we hold. It's a bit of a mash-up of styles; we use German PILS, Vienna, and Munich malts to get a deep amber color, but the alcohol is slightly lower than normal and the finish is dryer and hoppier than the original.

We made new friends with every table we shared, from locals to travelers from around the world just like us. As with beer in general, tastes have shifted to lighter beers for easier drinking; these festbiers are meant for a special, one-liter "Maß" mug, so drinkability has been a primary concern for Munich brewers. One could easily be fooled by the lighter color of these beers, but they do pack a punch. Oktoberfestbiers are typically in the 6% ABV range, higher than the standard, roughly 5% helles beers that are standard in Munich beer halls the rest of the year.

PLEASE HELP US!
IMPROVE WEST COASTER!
 WE KINDLY ASK THAT YOU COMPLETE OUR
READER SURVEY
 WE CAN'T DO THIS ALONE. WEST COASTER
 IS INTERESTED IN HEARING YOUR OPINION.
 VISIT
WESTCOASTERSD.COM/RS
 AND TELL US HOW WE ARE DOING.
 WE PROMISE TO KEEP YOUR DATA
 ANONYMOUS + SPAM FREE.
 THANK YOU. **WC**

YOUR AD
HERE!
TARGETED,
AFFORDABLE
MARKETING
SOLUTIONS
CONTACT
ADS@WESTCOASTERSD.COM

NAMELESS BEERMAID

More like Boozapalooza

Mammoth Bluesapalooza does the trick

Picture your life over the past year. Have you stopped to enjoy the simple pleasures it has to offer? Have you had the opportunity to view a perfect sunset or really feel the breeze? Have you done this amidst a couple acres of pine, dirt, laughter, the mouthwatering scent of grilled food, and music? If you have, now add beer to the scene. Welcome to Bluesapalooza in Mammoth Lakes, California.

With every wonderful vacation comes the “getting there is half the fun” part. The drive to Mammoth is fantastically scenic. About an hour or two outside of Mammoth is this super high-tech beef jerky store cleverly named “Really Good Fresh Jerky.” Despite its shady appearance, the name does it justice. However, the jerky was just an appetizer to the copious amounts of beers that were consumed over the course of the weekend.

We pulled up to the hotel circle on Friday and Pops opened the tailgate; out came the growlers to relieve the stress of an extended car ride and numb-butt-from-sitting-so-long syndrome. Thankfully, no matter how many times I’ve been repeatedly asked for ranch dressing at work, no matter how many awesomely rude customers I encounter, and no matter how many times a keg blows, shooting some fantastic color all over my sweet white shirt, five minutes of silence, sunlight, and a pick-me-up beverage really does have an instant resetting effect.

We couldn’t wait to get into the festival Saturday as swarms of fellow beer aficionados piled into the designated area. Mom laughed as my Pops and I were running around like kids in a candy store. Do I spy Green Flash? Russian River? Pizza Port? Hess? Kern River? Lost Abbey? All in one place? So many booths, so small a glass, but more than enough time. As I discovered, five hours was more than plenty to taste to my heart’s desire. Next year, I plan on trying out that new thing... I think it’s called pacing yourself?

As the day went by, the real effects of beer set in. I made more and more friends, had some really intellectual thoughts, and I’m sure my voice’s volume went up a couple notches. Sure, the music that played during this festival was groovy and dance-worthy, but for me it was really nothing more than background noise.



Background noise at Mammoth Bluesapalooza

Instead, I was up to my ears in Russian River’s Supplication, Kern River’s Just Outstanding IPA, or maybe it was Hess’ Double IPA? Perhaps it was all 3. That said, I can honestly tell you that Ballast Point’s beautifully-crafted Victory At Sea Bourbon Barrel Aged Porter completed my day. All in all, hats off/thumbs up/chest bump to all the local San Diego breweries that attended. Way to represent the local community!

The ride back home, complete with more jerky, gave me ample time to reflect on the weekend’s shenanigans, and I thought to myself how Ghandi is rumored to have once said, “One must take time to sit amongst the trees with a cold adult beverage at least 34 times in their life.” I may have exceeded his standards, all in one weekend.

OPEN UNTIL 2AM THURSDAY - SATURDAY!

50
TAPS

300+
BOTTLES



4026 30TH STREET
(JUST NORTH OF LINCOLN)
619-282-0456
TORONADOSD.COM

20% OFF!
MENTION THIS AD
AND RECEIVE 20%
OFF YOUR TAB
(SOME RESTRICTIONS APPLY)

DOWNTOWN'S BEST WEEKLY
CRAFT BEER EVENT

TAP THAT CASK
featuring THE BEER EXCHANGE



Drink	Price	Change	Previous Price	Daily High	Daily Low	Sold
LEMON DROP	\$8.75	25 (3.85%)	\$8.50	\$7.00	\$1.00	429
MOJITO	\$5.00	nc (0.00%)	\$5.00	\$5.00	\$5.00	55
BUDWEISER	\$5.50	25 (4.55%)	\$5.25	\$7.00	\$3.00	268
COORS LITE	\$3.50	25 (0.00%)	\$3.25	\$7.00	\$2.00	247
BUD LIGHT	\$3.00	nc (0.00%)	\$3.00	\$7.00	\$3.00	218
HEINEKEN	\$4.50	25 (5.56%)	\$4.25	\$7.00	\$3.00	345
GUINNESS	\$2.00	nc (0.00%)	\$2.00	\$8.00	\$3.00	217
TEQUILA	\$2.00	nc (0.00%)	\$2.00	\$8.00	\$3.00	217
RUM WELL	\$3.00	nc (0.00%)	\$3.00	\$8.00	\$3.00	181
RUSSIAN RIVER	\$5.00	25 (5.00%)	\$4.75	\$5.75	\$3.00	137
VODKA WELL	\$4.75	25 (5.26%)	\$4.50	\$8.00	\$3.00	178

NOW EVERY TUESDAY!

SERVING CLASSIC
SAN DIEGAN CHARACTER,
FUN WEEKLY EVENTS,
AND A
GREAT CRAFT BEER LIST
IN THE HEART OF
GASLAMP.

EVERY TUESDAY AT 7PM



770 5TH AVENUE
SAN DIEGO 92101
THETIPSYCROW.COM
619-338-9300 Ext. 2

The
Topsy
Crow

LIGHTNING
 PURITY. QUALITY. INTEGRITY.
 DISCOVER LIGHTNING
 Fridays 1:30 - 5:30
 Saturdays 1:00 - 5:00
 Poway, CA
www.lightningbrewery.com

**30TH STREET'S
 BEST BOTTLE SHOP**
 LOCATED ON THE CORNER OF 30TH & UPAS
KWIK STOPS LIQUOR & MARKET
 3028 UPAS STREET
 SAN DIEGO, CA 92104
 (619) 296-8447
 CRAFT BEERS ~ FINE WINE ~ SPIRITS

32 BEERS ON TAP
MONTHLY BEER TASTINGS
 BEST CRAFT BEER BAR IN EAST COUNTY

NEXT TASTING
LEFT COAST
 SEPT. 15
 \$25
 UNLIMITED FOOD

NOW FEATURING
CASK BEER
 EVERY SAT.

PRESS BOX
 SPORTS LOUNGE
 2990 JAMACHA ROAD EL CAJON, CA
 (619) 713-6990 PRESSBOXSPORTSLOUNGE.COM

Documentary focuses on SD beer

Continued from Page 1

I was impressed with what I saw. The production quality was top notch, and the clip was a preview-style montage of interviews and moments captured by Sheldon and his team. Things moved quickly, but I saw Chuck Silva, Skip Virgilio, Dan Selis, Chris Cramer, Greg Koch, Tom Nickel, Vince Marsaglia, Vinnie Cilurzo, and more. The narrative, weaved together by interviews, was

strictly San Diegan. To say the 90 second or so preview left me wanting more is an understatement. Suds will be released to DVD late 2011. We'll keep you posted as we hear more.

So with all this beer and a tight production schedule, was Kaplan ever overwhelmed? "Never," he says. "I'm a tenacious mother****er."



The screen awaits curious beer drinkers

America's Finest Beer Festival

Continued from Page 1

Over a month later there has been little resolution between AFBF organizers, non-refunded ticket holders, vendors and media outlets, like ourselves, that took a weighty loss. Harrison and her husband/event co-organizer Jeff Harrison finally sat down with *West Coaster* to tell their side of the story, including how a festival of this scale was canceled at the last minute due to lacking funds.

According to the couple, AFBF started as another installation of the Summer Music and Culture festival at the Water Conservation Garden at Cuyamaca College. Jeff claims a policy change

regarding the blockage of county roads earlier this year forced the festival homeless; instead of scratching the event, the chamber searched for possible locations outside of Rancho San Diego/Jamul and entered an agreement with Qualcomm Stadium to use its sprawling practice fields instead. Now with a bigger, more central location, the chamber's board of directors decided to throw a larger-scale event, and AFBF was born. *West Coaster* requested the minutes from this particular meeting, but according to Valerie, the chamber has since "lost" the person responsible for the records.

SESSIONS PUBLIC
est. 2010

COME JOIN US
 FOR **BLUNCH**
 FRIDAY-SUNDAY
 OPEN @ 12:00

SESSIONS SOCIAL

everyday from open ~ 6:19
 2 for 1 Local Beers
 \$5 Moscow Mules

4204 Voltaire St San Diego, CA 92107
 619.756.7715

Harrison, who has, by her account, thrown “hundreds” of successful events large and small, recognized the need for more manpower given the increased size and scale of AFBF. Organizers for AFBF consisted of eight people, who were either volunteers or independent contractors. Valerie was in charge of obtaining sponsors, marketing, and management, while Jeff reported his duties of graphic design, web design and developing the map and layout for vendor placement. The chamber also hired MoWalla, Inc. for event/concert production, and additional independent contractors to secure breweries, sign bands, and provide supplementary marketing. The chamber chose the USO non-profit charity to benefit from ticket sales to round out the event.

The Harrisons say that selling 7,500 tickets would cover the cost for the 3-day festival, with a donation to the USO totalling no less than a \$1 of every ticket sale. Headlining bands including Blues Traveler, Grey Boy Allstars, and Pinback plus over 120 breweries gave high hopes to event organizers, but Jeff went on to say that 2,500 tickets were sold at the time of cancellation.

“The first time I think that I truly started worrying about this, is when the stadium went into the ticket sales, into our account and got a report,” Valerie said in our interview. Originally, the chamber planned on using BrownPaper-Tickets.com because of their weekly pay-out option on ticket sales. Instead, they were forced to use TicketWeb.com due to stadium policy. Because TicketWeb pays out after an event, AFBF organizers were forced to take any money they already had from vendors and VIP ticket holders, and spend it on necessary expenses for AFBF. Vendors and ticket holders are still at loss for the festival that never happened. The Harrisons claim that if they were allowed to sell tickets on their own, outside of TicketWeb, that things would have worked out.

But the fatal blow, according to Valerie, was when Qualcomm Stadium management contacted her and demanded a certified check in the amount of \$8,900 just days before the event’s start. Valerie

stated that demanding the money upfront was not part of AFBF’s agreement with the stadium. Jeff Harrison added, “I can honestly see why the stadium cannot rent the facility out on a regular basis.” *West Coaster* requested a copy of the contract between the chamber and Qualcomm Stadium, but at the time of press, hadn’t received it.

Both Harrisons claim that some money has been refunded, including any ticket through TicketWeb or Paypal. The couple stands by their claim that they were unaware of the TicketWeb-only policy of Qualcomm. As a result, some tickets were purchased through the chamber with credit cards and cash, as the organizers of the festival sold tickets by any means possible prior to being told by stadium management to do otherwise. Now, credit card-paying ticket holders are being instructed to contest or reverse the charge, which isn’t a sure solution, and vendors, cash-paying ticket holders, and advertisers shouldn’t expect refunds or payment from the chamber for AFBF, according to the Harrisons.

So how much exactly does the chamber owe in outstanding debts to vendors, ticket holders, advertisers, and contractors hired for the event? Valerie explains, “I can’t even give you a figure, and it’s a lot. That’s all I can say.” Up until *West Coaster*’s interview, Valerie and Jeff had remained mostly quiet, and Valerie said that aside from being devastated from AFBF’s failure, she had been sick with pneumonia for nearly a month. “In retrospect, we thought, ‘Oh my god this looks like we’re bad people and that we’re taking people’s money.’”

Valerie and Jeff Harrison strongly maintain that the failure of AFBF was not their fault. When *West Coaster* inquired directly about the use of county money toward the festival costs, Valerie defends no, that funds received from the county went directly to chamber operational expenses only.

This is a developing story that West Coaster is still investigating with all involved parties. Please watch our website, westcoastersd.com for any additional updates.

Kegeator Sales & Rental Draft Service & Repair



KEGERATOR RENTALS
NIGHTLY, SHORT & LONG TERM
RENT-TO-OWN
STARTING AT \$29.99/month
tapthatkegnow.com
760-529-5953
like us on facebook!
facebook.com/tapthatkeg

Upscale Grocery Store
with Down to Earth customer service!



Olive Tree
Marketplace

4805 Narragansett Avenue
Ocean Beach, CA. 619.224.0443
www.olivetreemarket.com

Superior
Beer & Wine
Selection

Award
Winning Delicatessen

Artisan Cheeses
& Breads



Beer & Wine Tasting Room
Thur. - Sat. 4pm to 9pm

CRAFT BEER INSURANCE PROGRAM

SPECIALIZING IN A WIDE VARIETY
OF COMMERCIAL INSURANCE FOR

MICROBREWERIES

PUBS

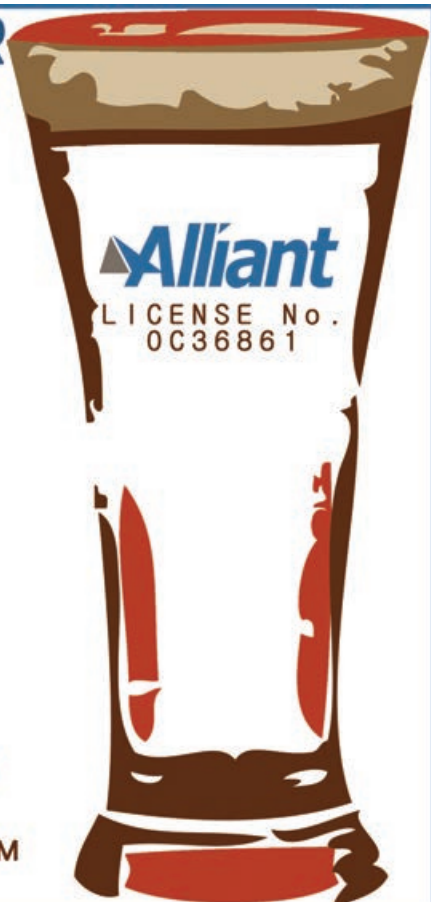
GASTROPUBS

RESTAURANTS

GENERAL/PRODUCT LIABILITY, AUTO,
WORK COMP, PROPERTY, AND MORE!

CONTACT

ALBERT CLARK-CASTANEDA
619.849.3735
SBS@ALLIANTINSURANCE.COM



Autumn Equinox

September 24, 2011

community
resource
center

Proving lives can change

Tickets \$75 each
www.crcncc.org
760-230-6305

TASTE PREMIUM BEER BY



Enjoy a Rancho Santa Fe sunset and tastings of
wine, beer, and food from local vendors!
This event benefits Community Resource Center

EVENTS

SEPTEMBER CRAFT BEER
EVENT HIGHLIGHTS

To view more, or submit your own, visit westcoastersd.com/event-calendar

Mother Earth Brew Co. Brewers Night @ Jake's on 6th

Thursday, September 8th 6pm – 9pm

Join brewers Daniel and Kamron Love of Mother Earth and try four of their beers (\$4 pints or \$8 flights): Los 4 Amigos Saison, Deuces Wild ESB, Hop Diggity Double IPA and Roundabout Chocolate Oatmeal Stout. The first 25 attendees receive a Mother Earth pint glass and a certificate for a "Free Beer on Jake's on your next visit!" Call to ensure your spot: 619-291-9463.

San Diego Festival of Beer @ Columbia & B St.

Friday, September 9th 6pm – 11pm

Join more than 6,000 beer lovers at this 17th annual event benefitting local area cancer-fighting causes. \$40 gets you 10 tasters from more than 70 breweries; extra taster tickets are available for purchase. For more info visit sdbeerfest.org

2nd Saturday featuring Ballast Point @ Hamilton's Tavern

Saturday, September 10th 5pm – close

What sounds better than a total tap-takeover by Ballast Point, complimentary food and Hamilton's second to none beer-bar atmosphere? Munch on spit-roasted pig and all the fixings and ponder what beer to order next: Sculpin, Habanero Sculpin, Indra Kunindra, Abandon Ship 5g, Barmy 2009,

Bourbon Barrel Black Marlin, Brother Levonian Saison, Dorado Double IPA, Fathom India Pale Lager, Ginger Big Eye, Longfin Lager, BA Navigator, BA Piper Down, Reef Rye, BA Sea Monster, Sextant Stout (nitro), Sour Wench, BA Three Sheets, Tongue Buckler, BA Tongue Buckler, Tongue Monster, Victory at Sea, BA Victory at Sea (co2), Pale Ale, and Wahoo Wheat. Look forward to "dueling casks" of Reef Rye Brown Ale and Dorado Double IPA. Arrive early!

Beer University: Double IPAs @ Stone Brewing World Bistro & Gardens

Monday, September 12th 7pm – 9pm

Sample some of the best Double IPAs available as Stone's Beverage Supervisor and Certified Cicerone "Dr." Bill Sysak leads guests through "the history and tasty variations of this decidedly big and bold So Cal classic." Partial beer list: Russian River Pliny the Elder, Moylan's Hopsickle Imperial Ale, Marin Eldridge Grade White Knuckle IPA, Kern River Citra DIPA, Avery The Maharaja, Baird / Ishii / Stone Japanese Green Tea IPA. Tickets are \$25 at the Stone Company Store or online at brownpapertickets.com/event/193129

Brewers Dinner with Iron Fist @ Local Habit

Wednesday, September 14th 6:30pm – 9:30pm

Local Habit Chef Nick Brune and Iron Fist Head Brewer Brandon Siemensi host a five-course pairing dinner at the new Hillcrest hotspot. First course: beets with shaved goat cheddar, marjoram and balsamic paired with Hired Hand Saison.

Second: duck breast confit with root vegetable slaw paired with Spice of Life Belgian Style Spiced Ale. Third: smoked paprika pork belly with Dubbel Fisted Caramel and bleu cheese sauce paired with Dubbel Fisted Abbey Style Dubbel. Fourth: IPA braised short ribs with pearl onions and tomato paired with The Gauntlet Imperial IPA on cask. Fifth: classic cheesecake with glazed carrot, raisin rum, and ancho chile-chocolate paired with Velvet Glove Stout with vanilla bean, allspice and nutmeg on cask. Cost: \$50. Reserve your spot by emailing info@mylocalhabit.com

Downtown Johnny Brown's 24th Anniversary

Friday, September 16th 5pm – close

Downtown's premiere craft beer bar is celebrating another year of greatness with a birthday menu packed with rare beers, complimentary food and a big raffle. Partial tap list (at the time of press): Lost Abbey Red Poppy, Lost Abbey Deliverance, Deschutes Abyss 2010, Lost Abbey bourbon barrel-aged The Angel's Share, The Bruery Cuir, Port Ad Lib, Rodenbach Grand Cru, Deschutes Black Butte XXIII, Stone 15th Anniversary, Ballast Point Barrel Aged Victory at Sea, Ballast Point Barrel Aged Piper Down, and Ballast Point Sour Wench. Check back on *WC's* event calendar for tap updates as they come.

Churchill's Sour Fest

Saturday, September 17th 11am – close

Join Churchill's for a menu of extremely rare sour beers for one day only. According to Jordan Wilson of Churchill's, "If you're a sour-head, just getting into sours, or want to try sours for the first time,

then this is an event for you." All beers are available individually as 4oz tasters, or in a 10oz glass. Partial beer list: Allagash Interlude, Deschutes Dissident, Jolly Pumpkin Luciernaga, Karl Strauss bourbon barrel aged Flan-diddly-anders, Lost Abbey Red Poppy, New Belgium La Folie, New Belgium La Terroir, New Belgium/Allagash Vrienden, Ommegang Aphrodite, Rodenbach Vintage 2008, Russian River Consecration (batches 2 and 6), Russian River Sanctification, Russian River Temptation, Russian River Supplication, The Bruery Marron Acidifie.


REGIONAL EVENTS

Ten San Diego breweries join the **OC Brew Ha Ha** lineup on September 10th from 11am – 3pm in Irvine, California. VIP ticket-holders get to join a rare beer seminar by "Dr." Bill from Stone Brewing Co. For more information and tickets, visit ocbrewfest.com. **Septemberfest** on Saturday the 24th at the Santa Monica Pier also features five San Diego breweries; organized by the LA-based production company behind San Diego Beer Festival, this event promises to be "America's answer to Oktoberfest." More info at drinkeatplay.com/septemberfest. San Diego is well represented yet another year at the **Great American Beer Festival**, September 29th – October 1st in Denver. Last year, San Diego breweries won an impressive 17, highly-coveted medals. Stay tuned to *West Coaster's* website the week after Labor Day as it chronicles the impending journey of SD's righteous brews across state lines.

\$10 PITCHERS EVERY MON. 4:30PM-CLOSE
GREAT BEER BOILED CORN BEEF!
TACO NIGHT EVERY WEDNESDAY

SIGN UP FOR
OUR NEWSLETTER
OBRIENSPUB.NET

4646 CONVOY ST **O'BRIEN'S**



• CORONADO GOLDEN
• ORANGE AVENUE WIT
• MERMAIDS RED
• ISLANDER IPA
• IDIOT IPA



NEW CBC
BREWERY
AND
TASTING
ROOM
OPENING
IN 2012


1205 KNOXVILLE ST
SAN DIEGO 92110

170 Orange Avenue | Coronado, CA 92118 | 619.437.4452 | coronadobrewingcompany.com

RITUAL TAVERN & GARDEN

4 Year Anniversary

Thursday Night Brewer's Tables
By Reservation Only in the Biergarten



9/8 Butcher's Brewing with Rey Knight
9/15 Ballast Point with Colby Chandler
9/22 AleSmith with Bill Batten
9/30 30th on 30th Cask Conditioned AleSmith Evil Dead Red

NORTH PARK 4095 30th St. 619.283.1720 Ritualtavern.com

BEER TASTING AT AWARD WINNING BREWERIES



TOURS RUN 7 DAYS A WEEK
sdbeerbus.com
619-961-7999

PRIVATE AND PUBLIC TOURS FOR ANY SIZE GROUP

Want to add your location?
Send submissions to:

directory@westcoastersd.com

Last Updated
August 2011

BREW PUBS

1	BreakwaterBrewingCompany.com	101 N. Coast Hwy, Suite C140	760.433.6064
2	BrewHouseEastlake.com	871 Showroom Pl, Suite 102	619.656.2739
3	CoronadoBrewingCompany.com	170 Orange Ave.	619.437.4452
4	KarlStrauss.com (Downtown)	1157 Columbia St.	619.234.2739
5	KarlStrauss.com (La Jolla)	1044 Wall St.	858.551.2739
6	KarlStrauss.com (Sorrento Mesa)	9675 Scranton Rd.	858.587.2739
7	KarlStrauss.com (Carlsbad)	5801 Armada Dr.	760.431.2739
8	LaJollaBrewHouse.com	7536 Fay Ave.	858.456.6279
9	LamppostPizza.com/backstreet	15 Main St.	760.407.7600
10	Oggis.com (Fenton Parkway)	2245 Fenton Parkway	619.640.1072
11	Oggis.com (Rancho Carmel Dr.)	10155 Rancho Carmel Dr.	858.592.7883
12	PBAleHouse.com	721 Grand Ave.	858.581.2337
13	PizzaPort.com (Carlsbad)	571 Carlsbad Village Dr.	760.720.7007
14	PizzaPort.com (Ocean Beach)	1956 Bacon St.	619.224.4700
15	PizzaPort.com (Solana Beach)	135 N. Hwy. 101	858.481.7332
16	RockBottom.com (La Jolla)	8980 Villa La Jolla Dr.	858.450.9277
17	RockBottom.com (Downtown)	401 G St.	619.231.7000
18	SanDiegoBrewing.com	10450 Friars Rd.	619.284.2739
19	SanMarcosBrewery.com	1080 W. San Marcos Blvd.	760.471.0050
20	SDBeerCo.com	602 Broadway	619.398.0707

BEER BARS

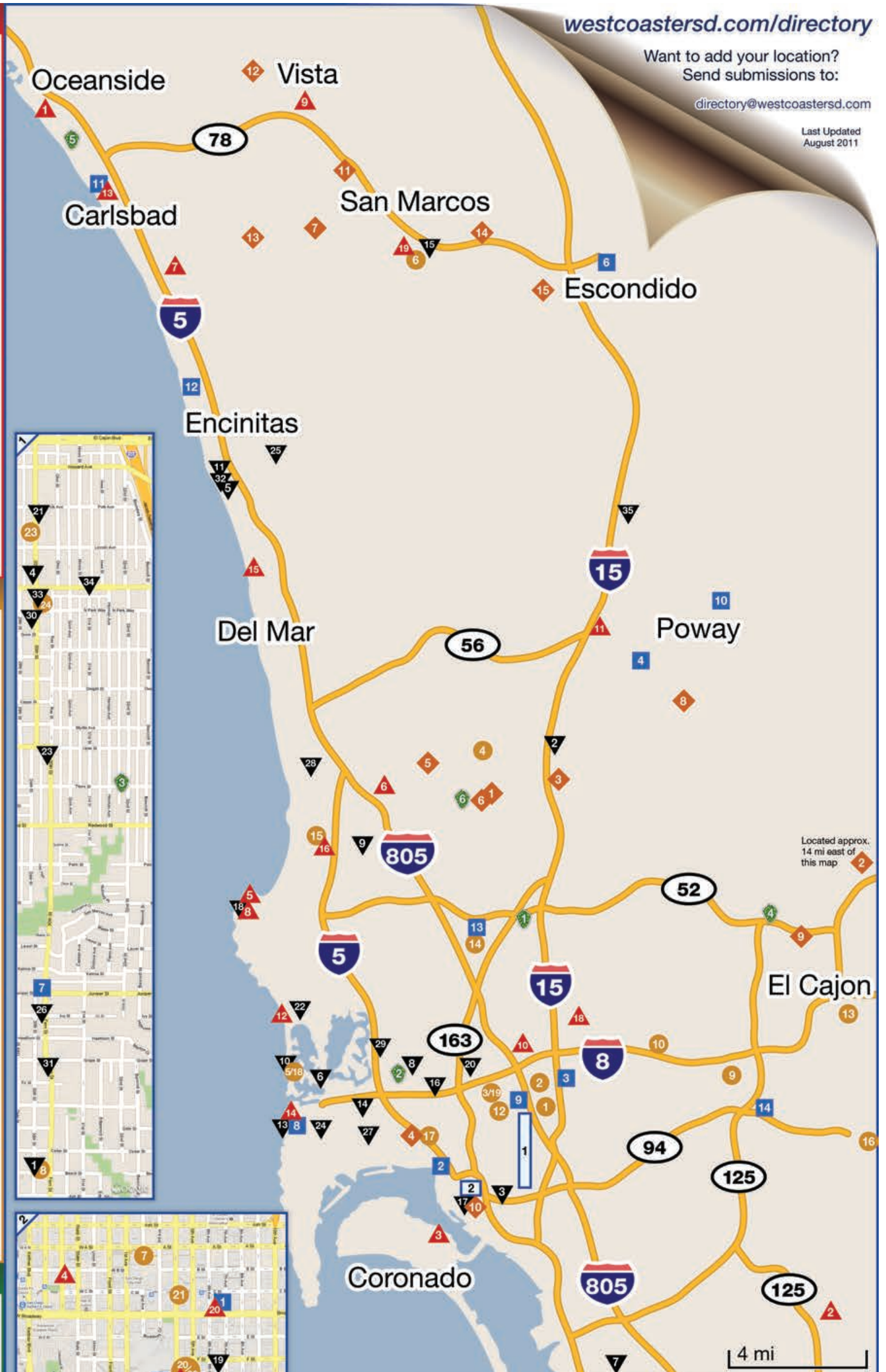
1	ElevenSanDiego.com	3519 El Cajon Blvd.	619.450.4292
2	BlindLadyAleHouse.com	3416 Adams Ave.	619.255.2491
3	BourbonStreetsD.com	4612 Park Blvd.	619.291.0173
4	CallahansPub.com	8111 Mira Mesa Blvd.	858.578.7892
5	CoasterSaloon.com	744 Ventura Pl.	858.488.4438
6	ChurchillsPub.us	887 W. San Marcos Blvd.	760.471.8773
7	DowntownJohnnyBrowns.com	1220 3rd Ave.	619.232.8414
8	HamiltonsTavern.com	1521 30th St.	619.238.5460
9	HoffersCigar.com	8282 La Mesa Blvd.	619.466.8282
10	KnBWineCellars.com	6380 Del Cerro Blvd.	619.286.0321
11	KnottyBarrel.com	844 Market St.	619.269.7156
12	LiveWireBar.com	2103 El Cajon Blvd.	619.291.7450
13	MainTapTavern.com	518 East Main St.	619.749.6333
14	OBriansPub.net	4646 Convoey St.	858.715.1745
15	PortersPub.net	9500 Gilman Dr.	858.587.4828
16	PressBoxSportsLounge.com	2990 Jamacha Rd.	619.713.6990
17	RegalBeagleSD.com	3659 India St, Suite 101	619.297.2337
18	SandbarSportsGrill.com	718 Ventura Pl.	858.488.1274
19	SmallBarSD.com	4628 Park Blvd.	619.795.7998
20	TheHoppingPig.com	734 5th Ave.	619.546.6424
21	TheLocalSanDiego.com	1065 4th Ave.	619.231.4447
22	TheTopsyCrow.com	770 5th Ave.	619.338.9300
23	ToronadoSD.com	4026 30th St.	619.282.0456
24	TrueNorthTavern.com	3815 30th St.	619.291.3815

HOME BREW SUPPLY

1	AmericanHomebrewing.com	9295 Chesapeake Dr, Suite E	858.268.3024
2	HomeBrewMart.com	5401 Linda Vista Rd, Suite 406	619.295.2337
3	HomeBrewsAndGardens.com	3176 Thorn St.	619.630.2739
4	HomeBrew4LessInc.com	9181 Mission Gorge Rd.	760.448.3733
5	HydroBrew.com	1319 S. Coast Hwy, 101	760.966.1885
6	WhiteLabs.com	7584 Trade St.	858.693.3441

BOTTLE SHOPS

1	BestDamnBeerShop.com	1036 7th Ave.	619.232.6367
2	BottleCraftBeer.com	2161 India St.	619.487.9493
3	Clem's Bottle House	4100 Adams Ave.	619.284.2485
4	DistillersOutlet.com	12329 Poway Rd.	858.748.4617
5	HenrysMarket.com	690 3rd Ave.	619.409.7630
6	HolidayWineCellar.com	302 West Mission Ave.	760.745.1200
7	MazaraTrattoria.com	2302 30th St.	619.284.2050
8	OliveTreeMarket.com	4805 Narragansett Ave.	619.224.0443
9	PacificLiquor.com	2931 El Cajon Blvd.	619.282.2392
10	Piccadilly Marketplace	14149 Twin Peaks Rd.	858.748.2855
11	PizzaPort.com Bottle Shop	573 Carlsbad Village Dr.	760.720.7007
12	Royal Liquor	1496 N. Coast Hwy, 101	760.753.4534
13	SanDiegoBeerStore	4919 Convoey St.	619.463.5723
14	ValleyFarmMarkets.com	9040 Campo Rd.	619.463.5723



BREWERIES

1	AleSmith.com	9368 Cabot Dr.	858.549.9888
2	AlpineBeerCo.com	2351 Alpine Blvd.	619.445.2337
3	BallastPoint.com	10051 Old Grove Rd.	858.695.2739
4	NewEnglishBrewing	1795 Hancock St.	619.857.8023
5	GreenFlashBrew.com	6550 Mira Mesa Blvd.	760.597.9012
6	HessBrewing.com	7955 Silverton Ave, Suite 1201	619.887.6453
7	IronFistBrewing.com	1305 Hot Springs Way Suite 105	760.216.6500
8	LightningBrewery.com	13200 Kirkham Way Suite 105	858.513.8070
9	ManzanitaBrewing.com	9962 Prospect Ave, Suite D	619.334.1757
10	MissionBrewery.com	1441 L St.	619.818.7147
11	MotherEarthBrewCo.com	2055 Thibodeau Rd, Suite H	760.599.4225
12	OceansideAleWorks.com	1800 Ord Way	760.721.4ALE
13	OTTBrew.com (On-The-Tracks Brewery)	5674 El Camino Real, Suite G	
14	LostAbbey.com (Lost Abbey / Port Brewing)	155 Mata Way Suite 104	760.720.7012
15	StoneBrew.com	1999 Citracado Parkway	760.471.4999

RESTAURANTS

1	AlchemySanDiego.com	1503 30th St.	619.255.0616
2	BruskHouse.com	9844 Hibert St, Suite G10	858.530.2739
3	CounterpointSD.com	830 25th St.	619.564.6722
4	ETakeltEasy.com	3926 30th St.	
5	EncinitasAleHouse.com	1044 S. Coast Hwy, 101	760.943.7180
6	TheDana.com (Firefly)	1710 West Mission Bay Dr.	619.225.2125
7	LaBellaPizza.com	373 3rd Ave.	619.426.8820
8	sandiego.edu/dining/LaGranTerraza	5998 Acala Park	619.849.8205
9	La Jolla Strip Club	4282 Esplanade Court	858.450.1400
10	LuigisAtTheBeach.com	3210 Mission Blvd.	858.488.2818
11	LumberyardTavernAndGrill.com	967 S. Coast Hwy 101	760.479.1657
12	NeighborhoodSD.com	777 G St.	619.446.0002
13	OBPizzaShop.com (Newport Pizza)	5050 Newport Ave.	619.224.4540
14	PhilsBBQ.net (Sports Arena)	3750 Sports Arena Blvd.	619.226.6333
15	PhilsBBQ.net (San Marcos)	579 Grand Ave.	760.759.1400
16	SD.Handlery.com (Postcards Bisto)	950 Hotel Circle N.	619.298.0511
17	ProperGastropub.com	795 J St.	619.255.7520
18	The-PublicHouse.com	830 Kline St.	858.551.9210
19	QualitySocial.com	789 6th Ave.	619.501.7675
20	RJGrill.com (Randy Jones Grill)	7510 Hazard Center Dr, Suite 215	619.296.9600
21	RitualTavern.com	4095 30th St.	619.283.1618
22	SDTapRoom.com	1269 Garnet Ave.	858.274.1010
23	SeaRocketBistro.com	3382 30th St.	619.255.7049
24	SessionsPublic.com	4204 Voltaire St.	619.756.7715
25	StadiumSanDiego.com	149 S. El Camino Real	760.944.1065
26	StationTavern.com	2204 Fern St.	619.255.0657
27	TenderGreensFood.com (Liberty Station)	2400 Historic Decatur Rd.	619.226.6254
28	LodgeTorreyPines.com	11480 N. Torrey Pines Rd.	858.777.6645
29	HighDiveInc.com	1801 Morena Blvd.	619.275.0460
30	TheLinkery.com	3794 30th St.	619.255.8778
31	TheSouthParkAbbey.com	1946 Fern St.	619.696.0096
32	Union Kitchen & Tap	1108 S. Coast Hwy, 101	760.230.2337
33	UrbanSolace.net	3823 30th St.	619.295.6464
34	URBNNorthPark.com	3085 University Ave.	619.255.7300
35	UrgeGastropub.com	16761 Bernardo Center Dr.	858.637.8743

ADMISSION & HIGH FIVES FREE

FAT TIRE BEER FESTIVAL
NewBelgium.com

SAN DIEGO
OCT 1, 2011 GOLDEN HILL PARK AT BALBOA PARK
BENEFITTING: SAN DIEGO COUNTY BICYCLE COALITION & SAN DIEGO MOUNTAIN BIKE ASSOCIATION

REGISTER 10AM
BIKE PARADE 11AM
BANDS, BIKE ART & BEERTAINMENT 12PM-5PM

FEATURING
THE DOVEKINS
DAREDEVIL CHICKEN CLUB
YOYO SQUARED
FREE ENERGY

SUSTAINABLE SUPPORT: ZERO WASTE SAN DIEGO

A PEDAL-POWERED FUNDRAISER OF SUSTAINABLE FOLLY

FAT TIRE AMBER ALE IS BREWED BY NEW BELGIUM BREWING FORT COLLINS CO

America's Finest Beer Festival
THE UNTOLD STORY
Page 1

Fall Beers
Pages 4 + 10

Excuse me, ladies. I have a beer question for you...
Pages 8 + 9

FREE COPY