

West Coaster

SERVING THE SAN DIEGO CRAFT BEER COMMUNITY



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Students from Jeju University at Coronado Brewing Company on the day of their flight back to South Korea

America's Finest Beer City

San Diego, California an international destination for brewing students

By Ryan Lamb

Students from the Jeju National University in South Korea spent close to all of January in San Diego studying various aspects of the beer industry. Hand-selected from a brewing sciences class, the seven students are now qualified to work at a brewery being built in Jeju, a city known for its water quality.

The majority of students' time was spent between the facility of local yeast producer White Labs and Travel University International on Murphy Canyon Road. In their first week, students took classes on yeast,

fermentation and biochemistry before brewing up a few batches of beer at White Labs. "We used all the same ingredients but different yeast," said student assistant and de facto translator Kim. "The flavors were very different; it was quite interesting." Classes on marketing and sensory evaluation followed, and a three-day "internship" at Coronado Brewing Company rounded out the experience.

As for extracurricular activities, the group visited Stone Brewing World Bistro & Gardens, Ballast Point's Scripps Ranch

location, Vista's Iron Fist, and Lightning Brewery in Poway. The group's favorite stop based on flavor was Iron Fist, while Stone won praise for the best facilities.

"People are really kind in San Diego. It has been a really good place for the students to study brewing, and their experiences here will prove to be invaluable," said Kim, who didn't do all the talking. "I don't want to go home," said one of the students.

more BREWS IN THE NEWS on Page 2

Albert's Gone Wild

Winter Brewmaster Dinner roars at the Zoo

By Mike Shess

Whenever my profession comes up and I explain what I do, there's a moment when a look of wonder appears on peoples' faces, as if to say: *what exactly does a publisher of a beer newspaper do on a regular basis?* Their mental image is probably of me, at lavish beer pairings in ritzy locales, rubbing shoulders with the hoi polloi of beer society, clutching my ever-full chalice. While the reality is that I stare at a computer screen all day just like everyone else, I do get the lucky chance to attend world class events, and the Winter Brewmaster Dinner at Albert's Restaurant with Sierra Nevada Brewing Company was one of them.



"Shaman" spreads his wings

Located inside the San Diego Zoo, Albert's is named after an African-born, Silverback Lowland Gorilla who lived at the Zoo from 1949-1978. In 1965, Albert fathered Alvila, the first of her kind conceived and born at our zoo. The restaurant is casual classy, serves

Continued on page 15

Monkey Business

Homebrew competition entries due by the 24th

San Diego's East Village brewpub by Scot Blair, Monkey Paw, is giving homebrewers the chance to brew a Belgian-style recipe on their Premier Stainless system. The first competition by Monkey Paw is free to register for, and each homebrewer can submit up to two beers.

The pub's head brewer, Derek Freese, was plucked from the homebrewing world to helm his first professional operation. Since, he's done even more experimenting, the latest Oatmeal Pale Ale being his most unusual offering yet.

"Have a nice Belgian single or an oaked chocolate quad? We like it all from simple to bizarre, and we want to try them all!" the event website noted.

The competition is not Beer Judge Certification Program (BJCP)-sanctioned. Judging for the competition will take place on the weekend of February 25th by the owners and staff of Monkey Paw.

For more information, visit monkeypaw-brewing.com

See more EVENTS on page 4

Beer Buzz

News from around the San Diego Beer Community

WHAT'S DEAN UP TO?

San Diego Brewing Company head brewer crafting beers for CBC

On January 27th, Dean Rouleau's "Double IPA Belgian Grand Cru" was born, and he plans on entering the beer at this year's World Beer Cup held in San Diego. Rouleau steeped his creation in the mash tun using ten pounds of Cascade hops from local farm Star B Ranch, employed two different Belgian yeast strains, and will soon incorporate oak in some secret way. The expected release date for the public is currently unknown, but as soon as we know, so will you.



Dean Rouleau pours local Star B hops into his mash tun

OUR BREWS IN OTHER NEWS

SD #14 on NY TIMES list of 45 travel destinations for 2012

Only four U.S. cities made the cut in the January 6th piece, three of which are in California (Oakland #5, Tahoe #30). Karl Strauss Brewing Company, Stone Brewing Company and Hess Brewing got nods on the beer-creation side, while bottle shop/tasting room duos Bottlecraft and the Pizza Port bottle shop were described as "staggeringly comprehensive." Hamilton's, O'Brien's and Local Habit were rightfully denoted as "beer-obsessed." San Diego's home brewing roots were also referenced, as was San Diego Beer Week take four, coming in November.

MORE NATIONAL NODS

Draft Magazine Article Hits and Misses

On the cusp of its birthday, BLAH received its third consecutive nod in *Draft Magazine's* annual "America's 100 Best Beer Bars" write-up. The same article falsely stated that Hamilton's (which made the list along with O'Brien's) is "the oldest beer and wine bar in San Diego." Prior to Hamilton's opening in 2006, 1521 30th Street was Sparky's; a long-time, divey neighborhood watering hole. The tavern's website "about" section even states that it's the "oldest beer and wine licensed location in San Diego." Although the magazine mixed up its facts, we do agree with one thing — it's one of the best places to drink craft beer in town. A big congrats to all three locations that made the 2012 list. (Note: *Draft Magazine* also failed to mention Bar Eleven as a "sister" location to Hamilton's, stating only Small Bar and Monkey Paw as related pubs.)

NEWEST ZEALAND

Owners of New Zealand-inspired Bare Back Bar & Grill open new Ocean Beach restaurant

From the team that's behind Bare Back Bar & Grill's downtown and Pacific Beach locations comes a new concept in Ocean Beach: Raglan Public House. Named after a similar beach town in New Zealand, the new restaurant/pub features recycled barn wood from the old Santee drive-in theatre, garage door windows onto Bacon St., great burgers, and a 24 tap lineup just steps

from the OB Pier. Doors open in February (1851 Bacon Street).

LIGHTNING STRIKES

Poway brewery picked up by distribution arm of Stone

Poway's Lightning Brewery was picked up by the distribution arm of Stone Brewing Company in January. Stone also distributes locals Iron Fist, AleSmith, Port Brewing, The Lost Abbey, and Coronado within Southern California. On a side note, Lightning's Old Tempest Ale has been re-named Old Tempestuous Ale following a cease and desist order from a winery. The beer is set for release in early February.

COASTAL COLLABORATION

QUAFF and Widmer Brothers team up to brew Spiced IPA

A Spiced IPA recipe developed by members of San Diego homebrew club QUAFF is the fourth of five planned beers in the Rotator IPA series by Widmer Brothers Brewing, which marks the Portland brewery's first nationally-released collaboration beer. Local homebrewers Paul Sangster and Chris Stawney brewed the winning recipe that was chosen in a blind tasting out of about 20 entries by QUAFF members. Spices used in this beer include malty Assam black tea, ginger, cinnamon, clove, star anise, black pepper, and cardamom. "The idea for this beer came from trying to integrate the interesting variety of spice flavors of chai tea with the fruity flavors of a West Coast style IPA," Sangster said. The beer was first released to the public at 9 p.m. on January 30th at Blind Lady Ale House following a QUAFF-only event.

CALI-CRAFTED

New brewpub coming to Pacific Beach

California Kebab, located on College Avenue across the street from SDSU, has been serving Doner Kebab-influenced flavors since 2009 along with a small but thoughtful craft beer selection. Now, they're opening a new location, California Kebab and Brewpub, steps away from the Pacific Ocean at 4150 Mission Boulevard. Amplified Ale Works is the name of the brewing side of the

Continued on Page 14

WHEN NORTH PARK HAD ONE GREAT BEER BAR ...

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LETTER FROM THE EDITOR

Hi Readers,

Welcome back after a month's hiatus. Thank you for reading and for your continued support.

This February, we've selected our twelve to watch in 2012's craft beer industry (pages 10-11). A feature like this normally runs in the January issue, but since that was our vacation month, we had the added benefit of seeing who shot out of the blocks in the new year before finalizing the list. I wish we could've included more, but it only grows by one spot annually.

Coming up is our tasting event with Sid from Best Damn Beer Shop, set for February 25th at Downtown Johnny Brown's. Beer geeks: Sid has put together the most insane list of barrel-aged beers I've ever seen, and "the secret keg" will not disappoint. West Coaster IPA, brewed by our friends at Hess Brewing, will make a guest appearance at 7 p.m., and tasters from the keg and the cask are free for event-goers. Come on down and drink excellent beer, and while you're at it, wish *West Coaster* columnist/brewer/cool-dude Sam Tierney a Happy Birthday!

And last but not least, if you have any suggestions for how we can improve *West Coaster*, please let us know. You won't hurt our feelings. We are here to serve you, and your input is always highly appreciated. I enjoy reading your e-mails, so send away to ryan@westcoastersd.com.

Thanks,

P.s. Did you know you can submit events to our online calendar for free? You do now. Please visit westcoastersd.com/event-calendar and tell us what you've got going on.

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On the cover: Yeast vials from White Labs. Learn more about them and the other 11 to watch in 2012 on pages 10-11.

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Brewed for Brewbies

Several pink beers to feature at February 11th breast cancer benefit festival

By Ryan Lamb

The idea came about at none other than Falling Rock Tap House, a Denver beer bar hotspot frequented by Great American Beer Festival attendees. Members of the Pizza Port Carlsbad crew had just walked off the stage after receiving the Large Brewpub and Large Brewpub Brewer of the Year Award in September 2009, and yet their thoughts were already set on the future — specifically, that someone dedicated to Pizza Port events and promotion was needed. Melanie Pierce volunteered herself, and an idea: a festival benefiting breast cancer research for the month of February. “I love pink,” said Pierce. “I really believe in what the girls at Keep A Breast do. It inspires me, and I thought a beer festival would be a great way to raise money.” Five months later, the first Brewbies Festival was held in the beer gardens.

Now set for its third edition, Brewbies has raised more than \$30,000 for the cause.

This year’s February 11th (noon - 5 p.m.) event will exhibit several pink beers. Pizza Port Carlsbad’s head brewer Ignacio “Nacho” Cervantes decided to use a recipe similar to last year’s popular Hakuna Ma Ta Tas to brew the IPA, this time with more hops and no artificial coloring. “We’re adding beets to color the beer pink,” said Cervantes, who helped brew a test batch at the home of brewery assistant, Rory Brunner. “The interesting part is going to be balancing the amount of beets with the hops. We don’t want too much of that big, earthy, sweet flavor coming through.” The IPA, likely to finish in the 7% ABV range, will yield about 20 barrels (roughly 40 kegs).

The beer is currently unnamed, with Pierce



Brewer Rory Brunner pours a homebrewed test-batch of Red IPA at Pizza Port Carlsbad

taking to the Internet for suggestions. Within minutes of posting in the Beer Advocate forums on brew day, several candidates had already caught the crew’s eye: Beets for Teets, Breast Cancer Beet Down, Hopping to the Beet, Topless Not Hopless, Breast In Class, Breast Coast IPA and well, you get the idea.

The other Pizza Port brewpub locations will contribute pink beers of their own, while Vista’s Aztec Brewing Company will donate a keg of their pink Hibiscus Wheat Ale.

The Lost Abbey has been experimenting with prickly pears for their Brewbies beer. “The beer doesn’t have a name and no one

has attempted to describe it,” Media & Communications Liaison Sage Osterfeld relayed. “It will probably remain a mystery until that day.” Fair enough.

Another pink creation from Avery Brewing Company in Boulder, Colorado, will make its way out west. They’ve blended a pink sour for the event, and will also send Piglet Purgatory, a 5% ABV hoppy beer made from the second runnings — or left-over mash — of Hog Heaven Barleywine.

The former Pizza Port San Clemente head brewer Noah Regnery, who now plies his trade at Hollister Brewing Co. just north of Santa Barbara, will brew up a pink Belgian Golden Ale for the festivities.

Two local collaboration beers brewed for breast cancer research, one of them pink, will also be on tap. Boob Check, a cherry, hibiscus, honey and lime English-style collaboration between Home Brew Mart/Ballast Point and the White Labs Beer for Boobs team, will be featured alongside the Ballast Point/Coronado collaboration Ingrid’s 1 in 8. The beer’s inspiration came from High Dive’s owner Ingrid Qua, who would later be named the 2011 Susan G. Komen San Diego Race for the Cure Honorary Breast Cancer Survivor.

There’s more than just beer at this festival. A boisterous raffle takes place each year, with a snowboard and a bike, just to name two of the big items this year. Expect great food as well, with grilled goodies and brewbies cupcakes available for purchase.

\$25 for pre-sale (online) or \$30 at the door gets you a raffle ticket, a custom Brewbies pint glass, four six-ounce tasters, an “I Heart Boobies” bracelet, and the gift of knowing that drinking craft beer makes a difference. Remember: don’t drink and drive; the NCTD Coaster provides a unique way to enjoy the commute from central San Diego, and it makes a stop just a few blocks from the beer gardens.



www.keep-a-breast.org/programs/i-love-boobies



February’s beer events are stacking up, so save the dates in your calendars now. To view more events, or submit your own, visit westcoastersd.com/event-calendar

February 15th Homebrew Share @ Bottlecraft

The bottle shop and tasting room has a new seasonal event for homebrewers of all levels, and you’re even encouraged to bring beers you’re not too happy with so you can get advice from others. The event starts at 6:30p.m. and admission is free if you bring a few bottles.

February 15th DrinkAbout!

Every third Wednesday of the month, a free shuttle service provided by Brewery Tours of San Diego drops drinkers off at beer bars in the uptown neighborhoods. For more information on the schedule and route: sddrinkabout.blogspot.com

February 18th Taste of San Diego Craft Brews @ the History Center

Celebrate San Diego’s “History Making” beers in Balboa Park from 7p.m. - 10p.m. General admission is \$39, or arrive an hour earlier for VIP treatment at \$65 per ticket. Beer samples from AleSmith, Pizza Port, Karl Strauss and more will be available, plus food pairings from restaurants like Local Habit and URGE American Gastropub. Visit sandiegohistory.org for more information.

February 18th BeerNerdz Seasonal Blind Tasting

This unique blind tasting allows the seasoned beer connoisseur and the beer novice to test their tasting skills in a fun, social setting. Alpine’s Exponential Hoppiness will make an appearance alongside other San Diego special releases. The event goes from 5:30p.m. - 8:00p.m. at The Beer Company downtown, and tickets are \$10 off the \$40 price tag if purchased before February 9th at beernerdz.com.

February 21st Barrel & The Beast

When Alchemy first opened in 2009, the restaurant made clear that it wouldn’t be competing with its neighboring tavern Hamilton’s on the craft beer front. Since its start, Alchemy has stayed true to its word by offering just a couple craft beers, but starting this month, the two businesses will collaborate on what will become a

quarterly pairing event. To kick things off, Barrel & The Beast invokes oaky, smokey, caramelly flavors with a four course pairing by Chef Ricardo Heredia and Scot Blair of Hamilton’s. Expect whole roasted pig and big-barrel aged flavors. The dinner starts at 6pm and is \$75, all inclusive. Reservations are available by calling 619-255-0616.

February 25th Best Damn Night of the Barrels

Sid from Best Damn Beer Shop downtown organizes high-quality tastings of extremely rare beers every few months. This go round, West Coaster is teaming up with the shop to promote the most insane tasting lineup yet. West Coaster IPA by Hess Brewing will be available on draught and cask, and is free to tasting-goers. The cost is \$50 presale or \$55 at the door. Tickets and the full beer list (minus the secret keg) are available at ticketsrevolution.com/barrels.



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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.

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Stein Diego

Underground supper club provides innovative methods for cooking with beer

By Brandon Hernández

They don’t have a web presence, they don’t Tweet and few people even know they exist. But, given their masterful use of craft beer as a key ingredient in forward-thinking cuisine, it’s time for Stein Diego to get a mention in this column.

The casual yet serious group of recreational gastronomes won’t share their identities due to an overflow of interest in a club that, due to capacity issues, has been closed for some time. It consists of members drawn from all corners of the local craft beer scene, from brewers to brewing company staffers, ingredient suppliers, bar employees, chefs and even media. Since 2010, the supper club has been meeting every few months for multi-course beer-pairing banquets where each member contributes one or several dishes built around a central theme.

Last month, they tackled brunch, and like Super Bowl-bound defensive players stuffing the opposition, they brought it big time.

One dish, a take on the Cantonese, lo mai gai, was inspired by dim sum brunches on Convoy Street. Prepared with four extremely different beers to create one cohesive dish, the flavors of each individual brew still came through on their own.

Traditional lo mai gai is a combination of chicken and rice wrapped in a lotus leaf and steamed. The Stein Diego version swapped chicken for succulent pork belly that was for braised three hours in a spicy-sweet, double IPA marinade.

A combination of glutinous white rice (and black for texture) was used to hold the dish together. The white rice was cooked in a mixture of water and wheat beer, while the black got a dose of Aecht Schlenkerla doppelbock. This smoked beer was also used, along with soy sauce and sriracha, to plump up dried shiitake mushrooms. The 30-minute soak produced some of the meatiest tasting mushrooms I’ve had in some time.

Homemade Chinese-style sausages with ground shrimp, home-made chorizo and a blend of brown sugar, soy, sake and AleSmith Wee Heavy added a flavorful punch, along with a sunny-side-up quail egg garnish.

Another dish used Ballast Point Navigator Doppelbock for a savory version of chicken and waffles. Its creator took his mother’s Pennsylvania-Dutch recipe as a base and added the beer to a gilet-infused gravy. It was also used in the buttermilk waffle batter.

Chicken was then grilled, revealing the most impressive



A Creole-inspired take on Eggs in Purgatory. Photo: Kristina Blake, see more at www.secretsofthebelly.blogspot.com

“Pennsylvania Dutch Beer Chicken & Waffles” - Beer Chicken with Beer Waffles & Baked Corn

Yield: 6 servings

- | | | | |
|---|--|---|---|
| 1 small bag Mesquite | 1 whole chicken, giblets reserved | 2 to 4 Tbsp all-purpose flour | Baked Corn (recipe online) |
| 1 cup extra virgin olive oil | 14 ounces Ballast Point Navigator Doppelbock | 1 to 2 Tbsp raw sugar (optional) | chipotle peppers, stemmed and seeded, for garnish |
| 1 medium shallot | 2 cups chicken broth | ¼ cup heavy cream | |
| ½ cup fresh herbs (basil, chive, sage), chopped | | 2 Beer Waffles (recipe follows), cut into fourths | |

Add the mesquite to the grill on the side so there will be no direct heat under the chicken and preheat to 200° F.

Combine the oil, shallot and herbs in the bowl of a food processor and blend. Pat the chicken until completely dry and coat with the oil mixture. Position the chicken so it is standing straight up atop the middle protruding portion of an angel food cake pan. Pour 4 ounces of the beer into the pan. Pour 4 ounces of beer into a small heat resistant container that will sit beneath the center hole, underneath the pan. Place the pan on the grill, being careful not to place it over direct heat, close the grill and allow the temperature to rise between 225° and 275° F. Cook the chicken for 1½ to 2 hours or until the thigh meat registers 180° F and the breast meat is at least 165° F. Remove the chicken from the grill and rest for 15 minutes. Remove the meat from the carcass and pull or chop into small pieces.

Place the chicken giblets and stock in a saucepan over medium-high heat. Bring to a boil and reduce by 50%. Strain the liquid and set aside. Pour off the fat for from the cake pan and reserve. Deglaze the cake pan with 4 ounces of beer and the reduced liquid. In a skillet, over medium heat, pour in 2 to 4 tablespoons

of the reserved fat. Whisk in 2 to 4 tablespoons of flour (as much flour as fat) and cook for several minutes, stirring constantly, until smooth. Gradually whisk in the deglazing liquid until completely incorporated. Thin out the gravy with 1 to 2 ounces of the remaining beer, as needed. If the gravy is too bitter, whisk in raw sugar to taste. Strain the mixture and return to low heat. Whisk in the cream and keep warm.

To serve, stack two waffle quarters in an offset manner on the left side of a circular plate. Place a mound of the chicken meat atop the waffles and drizzle with gravy. Place a ramekin of baked corn on the right side of the plate and serve immediately. Garnish with fresh-ground chipotle peppers (using a grind-style cheese grater), if desired.

Pairing Suggestion: Enjoy with a malty beer like Ballast Point Brewing & Spirits Brandy Barrel-Aged Doppelbock or Reef Rye Brown Ale. Have fun and go with a Manzanita Brewing Company’s Where There’s Smoke, adding to the smoke in the dish and peppers in the garnish. New English Explorer ESB would also be a great choice.

Beer Waffles

- | | |
|-----------------------------|--|
| 1¾ cups all-purpose flour | 1 cup Ballast Point Navigator Doppelbock |
| 1 Tbsp baking powder | ¾ cup unsalted butter, melted |
| 1 Tbsp raw sugar (optional) | ½ cup buttermilk |
| ½ tsp salt | |
| 3 large eggs | |

Preheat waffle iron. Whisk the flour, baking powder, sugar and salt together in a large bowl. In another bowl, whisk together the eggs, beer, butter and buttermilk. Use your finger to make a well in the center of the dried ingredients and gradually pour in the wet mixture. Gently whisk together leaving some small lumps. Cook waffles in the waffle iron according to the manufactures instructions. Keep waffles warm in a 200° degree F oven until ready to serve.



Beer chicken with beer waffles & baked corn. Photo: Kristina Blake, see more at www.secretsofthebelly.blogspot.com

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Plates & Pints

Continued from Page 6

cooking-with-beer-trick of the night. The bird was mounted on the center of an angel food cake pan, surrounded by beer. The juices from the chicken dripped into the pan and mixed with the beer, which was later incorporated into the gravy.

Stein Diego dishes utilize more than just beer. Fresh Cascade hops-infused butter was used to fry eggs for a Creole-inspired take on the classic Italian dish, Eggs in Purgatory. This gave the eggs a bitter zing that cut through the dish's spicy elements that included a traditional sauce piquant (pepper-infused, stewed tomato sauce), spiced crawfish tails and a fried risotto cake

with shredded blackened chicken, Andouille sausage, crawfish fat and amber ale. The dish was topped with an intense, spicy reduction of Worcestershire sauce and homebrewed porter.

Whether you're looking to dazzle members of your own supper club or just experiment with beer as an ingredient for your own enjoyment, a couple of the components of Stein Diego's latest brunch-themed meal are included below. For more recipes highlighted in this article, head to www.westcoastersd.com and search "Stein Diego."



Lo mai gai. Photo: Kristina Blake, see more at www.secretsofthebelly.blogspot.com

Chinese-Style Shrimp Sausage

- ½ pound shrimp, ground
- 2 ounces pork chorizo
- 2 tsp brown sugar
- 2 tsp sake
- 2 tsp sweet malty beer (preferably
- AleSmith Wee Heavy, but any low-hop high-sweet malty beer will do)
- splash soy sauce

Combine all of the ingredients and roll a large spoonful of mixture in plastic wrap, shaping it like breakfast sausage link. Tie the ends of the plastic wrap to secure the mixture. Bring a pot of water to a boil. Reduce heat to medium and place the sausages in the water. Cook until firm, about 8 minutes. Remove from the water and set aside to cool.

Braised Pork Belly

- 1 pound pork belly, cut into 1-inch pieces
- 1 Tbsp brown sugar
- 1 Tbsp kosher salt
- 1 tsp ground black pepper
- 1 tsp chili powder
- 1 tsp cumin
- 1 tsp garlic powder
- 1 tsp onion powder
- 1 cup double India pale ale (preferably Green Flash Imperial IPA)

Preheat oven to 250° F. Mix all of the ingredients together and transfer to a baking dish. Bake, covered, for 3 hours. Remove from the oven, drain fat and cool. Coarsely chop and serve or store, refrigerated in an airtight container for up to 1 week.

Hop Butter

- ½ cup unsalted butter
- ¼ cup fresh Cascade hops salt to taste

Melt the butter over medium-low heat in a small saucepan. Submerge the hops, reduce the heat to low and let stand for 20 minutes. Remove from the heat and strain the butter into a condiment cup, using a spoon to mash out the butter that has absorbed into the hops. Season the butter with salt and let stand until the butter cools to room temperature. Cover with plastic wrap and refrigerate until the butter solidifies.

Worcestershire Porter Reduction

- 1 cup porter-style beer
- ½ cup Worcestershire sauce

Combine the ingredients in a small saucepan over medium-high heat. Bring the mixture to a boil and reduce to ¼ of a cup. Let the mixture cool to room temperature and serve or store, refrigerated in an airtight container, for up to 10 days.

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12 to WATCH in 2012

Liberty Station

Why you should watch:

Back when Stone announced their plans for a Liberty Station brewpub in May of 2011, Slater's 50/50 and SOL Markets weren't even on our radar. Who knows what else will pop up over the coming year in the developing district, which also houses Oggi's Pizza, Sammy's Pizza and Tender Greens locations.



Coming up: SOL — standing for “seasonal, organic, local” — Markets is currently under construction. 24 taps and cooking classes are just the tip of the iceberg. They hope to have their doors open by April 1st.

Fun fact: When Stone Brewing World Bistro & Gardens - Liberty Station opens (estimated late Spring 2012), they'll share Slater's 50/50 current parking lot. The ACE hardware next door should be so lucky.

LOVELIKEBEER

Why you should watch: Founders Derek Humbar and Kory Stetina dedicate themselves to putting together creative vegan cuisine and craft beer events that support local charities, including SD Animal Rescue and the SD Chapter of Engineers Without Borders. All four of their 2011 events were well-attended and highly-praised,

with the donation amount per night often reaching their goal of \$1,200-\$2,000.

Coming up: A Valentine's Day multi-course vegan dessert and beer pairing at Tiger!Tavern benefiting Jeans4Justice, a local non-profit geared to ending sexual violence.

Fun fact: LOVELIKEBEER's San Diego Beer Week event at Sea Rocket Bistro also showcased vegan beers by a vegan



brewer, Ron Jeffries of Dexter, Michigan's Jolly Pumpkin Artisan Ales. All those photos @ facebook.com/westcoastersd

Chefs Press

Why you should watch: The book *San Diego's Top Brewers*, which mixes brewery stories with pairing recipes, has been a hit in the local beer industry since its November release, and a new beer cookbook is already in the works. President & CEO Bruce Glassman says the company is shooting for a San Diego Beer Week 2012 release of the new project which will feature more local brewers, chefs, personalities and establishments than before.



Coming up: Chefs Press will begin shooting images for the book in February, and we plan on tagging along for some new web content.

Fun fact: On the *Top Brewers* website there are nearly twenty “Have a Beer with the Brewer” videos you can watch.

The Blair Empire

Why you should watch: Scot and Karen Blair opened some of San Diego's most beloved pubs — Hamilton's Tavern, Small Bar, Bar Eleven, and Monkey Paw Pub & Brewery — in under ten years. Beers from their newest venture, Monkey Paw, have started popping up at various locations around town.

Coming up: “Second Saturday” featuring Karl Strauss at Hamilton's. If you haven't been to a Second Saturday event, you're missing out. 17 Karl draught beers and two “dueling” casks complement complimentary Cajun food on February 11th.



Fun fact: It is highly appropriate to refer to the couple as “Blair” when you see them together.

Coronado Brewing Co.

Why you should watch: Coronado's beers make it to several countries outside the US, including Japan and England. State-side, the company has a new national sales director, Jeff Hansson, who has brought the brewery he was planning with friend Anthony Levas under the Coronado Brewing Company umbrella. “Tusk & Grain Brewing Co.” will begin with Stone Distribution in mid-2012, and Coronado is currently interviewing candidates to launch the new brand.



Coming up: A new brewery/tasting room just east of Fiesta Island, scheduled to open in the spring, is expected to double production to 15,000 barrels by the end of 2012. Long-term capacity at the new brewery will be 60,000 barrels.

Fun fact: Director of Brewing Operations Sean DeWitt has spent the past seven years as the San Diego Brewers Guild Vice President, and will take over Marty Mendiola's role as President for a one-year term beginning in summer, 2012.

White Labs

Why you should watch: The local yeast production company has settled in to their newer, bigger facility off the I-15 at Miramar Road, and business is booming. Their educational program is in constant development, with an all-day seminar on yeast essentials for homebrewers and local pros set for March 24th.



Coming up: An experimental tasting room featuring beers brewed on-site. Some day's beers will share the same ingredients except for the yeast, while other days showing the impact of varying fermentation temperatures as the theme.

Fun fact: Last year, Mayor Jerry Sanders declared June 15th White Labs Day in San Diego, the day before the start of the National Homebrewers Conference in Mission Valley.

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Here we predict who is going to make news in 2012. An eclectic collection, the twelve mentioned in this feature are united in their involvement in the local beer community. This list includes a bustling commercial district; a vegan beer pairing troupe that fundraises for charities; an enterprising publishing company; a portfolio of righteous beer bars (plus a brewpub); an outstanding yeast laboratory; a brewhouse equipment manufacturer; a feature film focusing on SD beer; the prestigious World Beer Cup; and several brewing companies poised to offer something unique to our city. Created as a reference point, we'll reflect back on these selections throughout the year. For now, the 12 in '12 is a snapshot of our county's beer industry as of January 2012, with a focus on a huge year ahead.

Julian Brewing Company

Why you should watch: Vince Marsaglia, owner of Pizza Port and Tom Nickel, owner of O'Brien's, teamed up to revamp the Bailey BBQ property in Julian. Marsaglia is handling the BBQ side of the operation, while Nickel's creative ideas for the brewery include an active guest brewer program.

Coming up: A grand opening party with live music and dancing once a few house-brewed beers line the taps. The first three are Bailey Pale Ale, which will be brewed with locally grown hops from Star B Ranch in Santa Ysabel, an American stout collaboration with Marsaglia that will be dispensed on nitrogen, and something hoppy in the IPA range. More details on that event when it hits our inboxes.

Fun fact: Nickel has some New Zealand hops that he wants to do single varietal beers with, and this summer he'll craft some smoked beers with house-smoked malt in the wood pit smoker.



Premier Stainless Systems

Why you should watch: President Rob Soltys has been in the beer business for more than 20 years, and the Escondido-based company he founded in 2000 pushes out an average of one brewhouse per week, ranging from 3 to 30 barrels. Forecasts for growth in 2012 look good, with Premier's impressive international client list making for a solid reputation in the industry. Local breweries with full systems by Premier Stainless include AleSmith Brewing Company, Iron Fist Brewing Co., Mission Brewery, El Cajon Brewing Company, Mother Earth Brew Co., as well as Pizza Port Solana Beach, Ocean Beach and San Clemente.

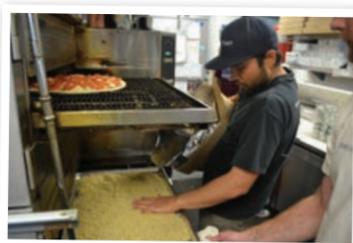
Coming up: Premier Stainless will build the brewing systems for Rampage Brewing, scheduled to open in San Diego before May, Coronado Brewing Co.'s upcoming expansion off Morena Boulevard, and Temecula's under-construction Ironfire Brewing Company, led by former Ballast Point brewers John Maino and Gregory Webb.



Fun fact: Soltys helped build the first brewery system at Pizza Port Solana Beach and plans on wearing the original T-shirt to the party celebrating the 20th anniversary of beers first being served in 1992.

Pizza Port

Why you should watch: The Carlsbad and Ocean Beach brewpubs are riding a wave of success after 2011 Great American Beer Festival Brewpub of the Year awards, and two key staff members in director of brewing operations Jeff Bagby and San Clemente head brewer Noah Regnery have recently moved on to other ventures.



Coming up: Pizza Port is looking to break ground on a two-story fifth location in Carlsbad around April 1st. The facility will house a canning line and brewery-restaurant, acting as a hub for production, distribution and employee training.

Fun fact: Live cams on the Pizza Port website show you what's currently on tap at each location.

Societe Brewing Company

Why you should watch: Societe's brewers are Travis Smith and Doug Constantiner, who both hail from the deliciously creative, Orange County-based brewery, The Bruery. Before that, Smith was brewing for Russian River. During a short stint at La Jolla Brew House in 2010, *West Coaster* staff got to try a few of Smith's beers and they were outstanding. Smith and Constantiner plan to be unique from other San Diego breweries by focusing on sour beers.



Coming up: The opening of Societe will take place in the spring. The soon-to-be Kearny Mesa brewery just finished laying down their floor late in January 2012.

Fun fact: The guys at Societe recognize the importance of updating beer fans on the brewery's progress, and are active on their blog, Twitter, and Facebook pages.

Suds County, USA

Why you should watch: Well, it's a film about San Diego beer, to start, and director/producer Sheldon Kaplan has been hard at work for the last few years piecing together the most comprehensive look at local beer history to date.

Coming up: The film's release. Kaplan is planning to premiere the film during the Craft Brewers Conference in May, followed by screenings at local breweries.

Fun fact: The narration for the film is being performed by Kevin Murphy, best known as the voice and puppeteer of Tom Servo on the comedy series *Mystery Science Theater 3000*.



World Beer Cup and Craft Brewers Conference

Why you should watch: The World Beer Cup, a highly-prestigious international beer competition held every two years since 1996, returns to sunny San Diego for the third time (2004, 2008) this May. Entries to this year's World Beer Cup from outside the U.S. increased by 28 percent over



2010, making up 32 percent of the close to 4,000 total entries. The judging and awards dinner book-end the Craft Brewers Conference and BrewExpo Trade Show, a huge draw for brewers from all over the world. Unfortunately, these are

not open to the public, but there will be a plethora of beer events going on around town.

Coming up: Local brewers will be pulling out all the stops to brew great beers to enter at the World Beer Cup, and we'll track down some of their brew days for web content.

Fun fact: San Diego brewers won 21 medals at the 2010 World Beer Cup in Chicago, and Ballast Point took home the Champion Brewery and Brewmaster award in the small brewing company category.

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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.

Steam Beer Was Born

A look at the past and present of a uniquely Californian beer style

By Sam Tierney

I have a couple of posters up in my apartment, both depicting scenes from 19th century San Francisco. The first is from 1843 and shows several sailing ships anchored in the bay and on the shore stands a scattering of rustic buildings. These buildings make up the town of Yerba Buena, which was renamed “San Francisco” in 1847. Only a year after that, gold was discovered in the foothills of the Sierra Nevada and thousands of “49ers” embarked on the long and treacherous journey from the east to the gold mines. Along with their hunger for fortune, they brought a thirst for beer.

The second painting dates from 1876, showing a view of San Francisco from Telegraph Hill. The transformation over this period of time is incredible; what was once a small trading and fishing town became the gateway of California. The surge in population brought with it brewers eager to satisfy the demand for beer. These brewers adapted European brewing traditions to fit local ingredients and process constraints. Previously confined to its native home of Bavaria, lager brewing was quickly spreading by the mid-1800s. The golden Pilsner, which originated in Bohemia, was beginning its march across the world, destined to evolve into the dominant style of beer in nearly every part of the globe. Local brewers brought with them the new lager yeast but lacked ice or refrigeration in order to cool the fermenting beer to its typical 45-50 degrees. Lagering the beer at near freezing temperatures was out of the question for the same reasons. What brewers did have in San Francisco was the naturally cool and foggy weather, which allowed them to ferment their beer at slightly cooler temperatures than was typical for ale brewers. Steam beer was born.

Those two posters I have are from Anchor Brewing Company. Anchor is the only surviving steam beer brewery from the 1800s, and despite the brewing renaissance of recent decades, remains one of the only breweries in the world to regularly produce the style. They ferment their steam beer from a wort made of North American 2-row pale malt, caramel malt, and Northern Brewer hops. Their yeast strain is a special type of lager yeast that has adapted to fermenting at typically warmer ale fermentation temperatures in open, pan-like fermentors that are 12-18 inches deep. Fermentation temperature is regulated only by the ambient room temperature of 61 degrees, and the large surface-area-to-volume ratio of the fermenting beer. Anchor Steam Beer is a dry, malty, and bitter beer of moderate alcohol content that has a distinct woody and spicy hop flavor and a unique fruitiness from the warm lager fermentation. It’s also the only beer that you will see actually labeled “Steam” because Anchor hold a trademark for the name. Nowadays beer brewed in the steam style will be labeled something like “California Common” or



Top: Chuck Silva, left, and Pat McIlhenney brew up the San Diego Brewers Guild UnCommon Lager at Alpine Beer Company in 2009. Right: McIlhenney mashes in. Left: The beer’s donated ingredients. Photos courtesy of Colby Chandler

“Common Lager.”

There are some descriptions of Steam beer from before prohibition, but because Anchor is the only brewery that survived into the modern era, our understanding of the style is greatly influenced by Fritz Maytag’s vision for it once he bought the struggling brewery in 1965. Before then, the beer was brewed with adjuncts such as corn grits or sugar syrups, and a dark version was brewed with caramel coloring. It was a cheap and inconsistent beer that was often infected, too. Older sources tell us that the style was krausened in casks to a very high level of carbonation and had to be vented before serving to release the immense levels of pressure. The beer would still pour very foamy into the glass and is likened to trying to pour a glass of steam. This is one possible source of the steam beer name, though it has also been said that it comes from the sight of steam rising from the wort as it cooled in shallow coolships in the attics of the local breweries. The boiling wort would be pumped up into these shallow metal pans to allow the cool San Francisco breeze to do its thing and bring the wort down to fermentation temperatures.

Brewers in San Diego have taken a few cracks at the style but it remains mostly unknown as of late. Two versions called San Diego Brewers Guild UnCommon Lager have been brewed for purchase by Guild Allied Members and for pouring at various San Diego beer festivals, including the Guild Fest. The first of these beers was brewed in 2007 at Karl Strauss in Carlsbad with brewer Matt Walsh, and the second

was brewed at Alpine Brewing Co. with owner Pat McIlhenney and Chuck Silva from Green Flash in 2009. Colby Chandler from Ballast Point/Home Brew Mart had a hand in both beers and is a fan of the style. “I like it,” he said. “We brew clean and crisp beers in San Diego County. The ‘Steam’ yeast strain, a lager yeast fermented at 60 degrees, is great for achieving a clean and crisp beer.” Those beers deviated from the Anchor model because they were brewed with a myriad of hop varieties donated by Guild Brewery Members, but used the White Labs-provided San Francisco Lager yeast strain, which is the same type that Anchor uses. Hop Union also donated choice Cascade hops for dry hopping, while Brewers Supply Group came through with the necessary malt.

For homebrewers who don’t have temperature control allowing them to brew normal lagers, the White Labs 810 San Francisco Lager strain is perfect during this time of year. “In the middle of this frigid, skin chilling San Diego winter you can usually find a five day stretch that averages 60 degrees. Perfect temperature for home brewing a California Common,” said Chandler. “Let’s hope a version of the San Diego Brewers Guild UnCommon Lager could make a come back for the 2012 Craft Brewers Conference and World Beer Cup being held in Mission Valley?” I’ll throw in my request for another version as well. Steam beer is one of America’s few unique beer styles, and something that I hope we’ll see more of in the future.

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5 QUESTIONS

Leaving the Nest

By Ryan Lamb

Jacob McKean recently left his position as the Communications Specialist with Stone Brewing Co. to start up his own brewery. To receive “timely updates & thrilling announcements” on his new venture, you can sign up for the newsletter at moderntimesbeer.com

What is the name of your brewery?

The brewery is called Modern Times. It's named after a 19th Century utopian experiment built on Long Island in New York. All the beers will be named after utopian experiments, mythological places, or real places that are so otherworldly that they seem like they should be fictitious. I'm an idealist, a fan of eclectic history, and an admirer of bizarrely ambitious projects, and “Modern Times” does a pretty good job of embodying that.



Jacob McKean, looking ahead

What did you learn at Stone that you'll take with you?

I learned a tremendous amount at Stone, primarily about the business of selling beer, and it was absolutely invaluable. It's one thing to enjoy drinking craft beer, and entirely another to make it and sell it, and working at Stone gave me a behind the scenes look at one of the most successful craft brewery businesses in the country. My role there brought me into contact with every aspect of the business, and hopefully that experience will help me navigate the murky waters of starting this brewery from scratch. I'd also like to take this opportunity to give a shout-out to Greg and Steve who were gracious beyond all reasonable expectations about my leaving to pursue this.

Is there a neighborhood in town that you're considering for the brewery?

It's impossible to say for sure, but I'm going to start off by looking for a location in the East Village, Barrio Logan, or City Heights. I think those areas are vibrant, fascinating, and diverse, which is exactly how I hope to be able to describe the brewery.

Any particular beer styles you plan on producing?

There's not really any one style or niche we're going to focus on. I guess somewhat redundantly I'd say we're going to brew “American-style craft beer,” which I would describe as adventurous, bold, and geeky.

What beers have influenced you?

I fell in love with craft beer in the Midwest and East Coast, so my main influencers are breweries like Founder's, Troegs, Bell's, Captain Lawrence, Three Floyd's, and many of the other world-class breweries we don't get to drink out here. I'm also a mega-beer nerd and trade for beer an unhealthy amount, so breweries like Cigar City, Russian River, and Surly have made a huge impression on me. And of course our local brewing scene is an embarrassment of riches, and the innumerable phenomenal beers brewed here loom large in my personal beer history. Hopefully I can channel all that collective radness into my own beer.



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Beer Buzz

Continued from Page 2

operation, and Head Brewer and co-proprietor JC Hill says his 3 barrel system was one of the first sales of the newly-founded Portland Kettle Works in Oregon. Armed with two 7 barrel fermentors, Hill expects to fire up the kettle as soon as construction finishes; business partner Alex Pierson says that they're hoping for a late February soft opening.

January 26th just west of the 805's Sorrento Valley Road. The Explorer ESB tastes great pumped from the cask.

HAPPY BIRTHDAY TO...

Karl Strauss Brewing Company (23)

Karl Strauss is celebrating its 23rd Anniversary with the 2nd annual Changing of the Barrels event on their actual

11a.m.- 5p.m. More details are available on the PubCakes blog.

HAPPY (BELATED) BIRTHDAY TO...

Blind Lady Ale House (3)

Blind Lady Ale House celebrated its 3rd Anniversary with a predictably odd and awesome six days worth of events. Besides commemorating the first beer it ever poured, Hangar 24, and, uh, upping the speed of a beer bar "crawl" to "Craft Beer Run," BLAH also raffled off a prize package that includes sweatshirts, t-shirts and more, plus the only growler fills available of Automatic Brewing Company's celebratory release, Three Speed Brown. All raffle ticket proceeds benefit Seeds at the City, the urban farm at City College.

GETTING THEIR FOOTING

Local homebrewers crafting Stumblefoot Brewing Co.

Bill Randolph and Pat Horton began as self-taught homebrewers about 10 years ago, and now they're applying all the information they've learned over the years to open a new brewery in San Marcos. The Stumblefoot name "is a personification of the strides we have made in our brewing techniques," according to their website, and Randolph said that "because we are building from scratch and scrap we are figuring out what else we need to pick up or make to improve the process (where application meets theory)." The brewers plan to craft some interesting beers, including "an original" Chipotle American Stout. When we know more about their tasting room opening, we'll blog about it.



The AleSmith tasting room, minutes after its re-opening on January 19th

TASTING ROOM BOOM

Miramar-Sorrento brewery tract sees big changes

Moving from east to west: Ballast Point's Scripps Ranch tasting room has undergone an extreme makeover, and a new tap tower is coming soon. AleSmith held a soft opening for their revamped Miramar tasting room on January 19th, and a grand opening party looks likely for late February. Rough Draft Brewing is hosting a soft opening some time in February at 8830 Rehco Road, and you must follow them on Facebook for a chance to score a ticket. New English Brewing Co.'s tasting room opened

anniversary, February 2nd. On that day, the 23rd Anniversary Old Ale goes on tap at all six Karl Strauss Brewery Restaurants and select beer bars in Southern California; 22oz bottles will be available early February.

HAPPY BIRTHDAY TO...

PubCakes (1)

Although Misty Birchall began delivering her tasty beer-infused cupcakes to local bars in 2009, it wasn't until February 2011 that she moved into a storefront with Treehouse Coffee Co. in La Mesa. One year later, she's celebrating with a beer garden on February 18th from

BEER WEEK BOOM

Data from San Diego beer's biggest attraction

Surveys targeting out-of-towners during San Diego Beer Week showed a remarkable jump in hotel room stays over 2010's figures. 1435 room nights, or \$179,734 in additional hotel revenue was recorded in 2010, while 2011 saw 3612 room nights equalling \$469,307 in additional revenue. VisionQuest, a professional survey company, compiled this data. Also, both the opening and closing events of Beer Week sold out, with 500 VIP tickets and more than 2,800 general admission tickets sold for the Guild Festival; 450 tickets were sold for the Beer Garden closing event at The Lodge at Torrey Pines.

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Winter Brewmaster Dinner roars at the Zoo

Continued from Page 1



Phuket the Binturong shows off a few of his talents during the Live Animal Presentation

local craft beer, and celebrates its 20th anniversary this year. Albert's hosts Brewmaster Dinners twice a year, and local brewing companies Pizza Port, Stone and Green Flash are among those who've been featured in the past. The dinner I attended was held Saturday, January 21st.

I arrived at the reception, found a menu and scanned it. While Kellerweis Hefeweizen, Torpedo IPA, and the "Albert's Street Tacos" buffet were all fine and well, it was the line "Live Animal Presentation" that caught my eye. Plate of little tacos in one hand and Torpedo IPA in another, I watched two zookeepers introduce and describe a variety of animals, like the Great Horned Owl named Shaman, and a Binturong named Phuket. That evening, I simultaneously created and checked off the item "drink beer in a room with zoo animals" from my bucket list.

After the reception, we were guided downstairs and seated inside the restaurant. The man in charge of the

evening was Peter Randolph, Albert's manager. "I can't think of a better way to celebrate a 20th anniversary than with Sierra Nevada," Randolph said. He nodded to a table full of Sierra Nevada employees, including Steve Grossman and assistant brewmaster Terence Sullivan. He went on to explain how both Albert's and Sierra Nevada make it a company policy to be environmentally mindful.

Beers and plates started appearing in front of guests. The first course featuring Ovila Abbey Saison was paired with a Spiced Shrimp and Avocado Salad. The lime vinaigrette present in the salad danced off the saison very well. Next up for the second course was 30th Anniversary "Brewers Reserve" Grand Cru paired with Smoked Pork Loin over masa cake. The beer, "made from the three beers that launched our brewery," said Grossman, matched the dish that got spicier as I ate it. The third course paired the Sierra Nevada/Dogfish Head collaboration Life and Limb with melt-in-

your-mouth Braised Beef Short Ribs; the maple notes of the beer highlighted the decadent nature of the meat. For dessert, Jack & Ken's Barelywine Ale was served alongside Butterscotch White Chocolate Mousse -- one hell of a conclusion. Between each course, Grossman and Sullivan would muse about the beer with a little dash of Sierra Nevada history thrown in.

The quality of the pairings was excellent. Chef Charles Boukas of Albert's explained that the preparation for this meal was months in the making, starting with the beer tasting and note-taking session. Eventually, the group started leaning towards Mexican and South American-inspired flavors for the dishes, with Boukas tinkering with the menu even until the night of the event in what he described as a "organic and dynamic process."

The next Brewmaster Dinner is in the fall, with date and brewery to be announced. The price is \$69 per person, plus tax and gratuity. Details and tickets will become available online at sandiegozoo.org/brewmasterdinner

In the meantime, you can also visit the Sabertooth Grill at Elephant Odyssey for some great bottled beers: Karl Strauss Fullsuit Belgian Brown Ale, Stone Pale Ale, Sierra Nevada Ruthless Rye IPA, Samuel Adams Alpine Spring and more. Currently, plans are in the works to bring more locally-brewed beers, especially seasonal releases, into the San Diego Zoo.



Smoked Pork Loin, spiced cactus masa cake, tomatillo chilies and citrus sauce, garnished with a petite ice plant

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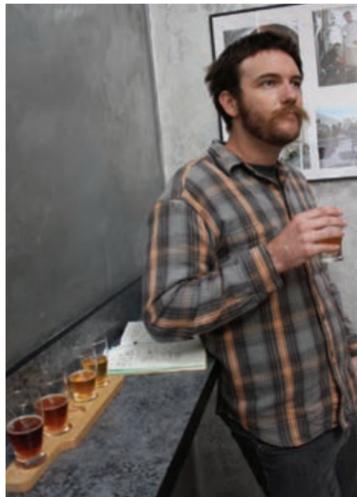
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Jeff Hammett first noticed craft beer early in college when a friend introduced him to Stone Brewing Co.'s Pale Ale. After graduating from UCSD with a degree in Philosophy, he moved to Santa Cruz where he frequented Santa Cruz Mountain Brewing and Seabright Brewery. Jeff would journey up to San Francisco to visit Magnolia and Toronado 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.

Macro in Craft Clothing

With tricky marketing, larger breweries attempt to disguise beer origin

By Jeff Hammett

A few months back, I got an e-mail from the public relations company representing MillerCoors about a “pre-Prohibition style lager,” Batch 19, before its launch on draft in the San Diego area. I was offered a sample of the beer along with some promotional materials, and although I’ve never been one to drink the macro lagers (because my intro to drinking was in college with the likes of Stone Pale Ale and Karl Strauss Red Trolley Ale), who am I to turn down a free drink?

Weeks later a package arrived with two bottles of Batch 19 and some marketing gimmicks, including an old timey quill style pen and a deck of branded playing cards. The beer, which I didn’t have high hopes for, was actually pretty good, but what struck me the most was its marketing. The bottles appear to be custom-made with embossed features and fancy labels that don’t prominently mention Coors. In San Diego, however, Batch 19 is only available on draft, and the tap handles at bars don’t mention Coors at all. If someone wants to find out who makes Batch 19, it’s not too difficult to discover who’s behind it, but they’re certainly not advertising the fact.

Blue Moon, brewed by Coors Brewing Company, has been the long time “sheep in wolves clothing” in the beer industry. It’s a wit beer and different enough from Coors’ usual bland lagers, and combined with its “Blue Moon Brewing Company” branding, can be misleading for consumers. They even go so far as to use the phrase “Artfully Crafted” in some of their promotional material to further push the issue.

Coors Brewing Company isn’t the only big brewer to capitalize on the increasing demand for craft beer. Anheuser-Busch InBev also produces Shock Top, and last year purchased Goose Island, a Chicago brewery founded in 1988, for close to

40 million dollars. Reactions in the beer industry to the sale were mixed, but many craft beer drinkers I’ve spoken to say they will no longer buy the former craft brewery’s beers. According to the Brewers Association, Goose Island is no longer a craft brewer because it’s owned by an “alcoholic beverage industry member who is not themselves a craft brewer.”

One of Goose Island’s most popular beers is 312 Urban Wheat Ale, named after Chicago’s area code. Shortly after its acquisition, AB InBev applied for federal trademarks of other popular area codes—including 619. It’s not yet known what AB InBev plans to use these trademarks for, but some speculate that they may release and market beers specific to each of the cities to appear as if they were brewed locally. The thought of a beer with 619 in its name, brewed nowhere near San Diego by a multinational corporation, isn’t a pleasant thought.

It’s that idea of origin that I find so important when it comes to macro produced beers masquerading as craft beers. Most of the big brewers aren’t branding their pseudo craft beers in a way that easily identifies them to consumers. Stone Brewing Company Co-founder and CEO Greg Koch explained this idea of origin and deceit to the Chicago beer blog Chitown on Tap, and while he was discussing only the Goose Island purchase, I think his words ring true with regards to area code beers as well:

“What I don’t like is when the public is misled or not given accurate information

so that they can make their own educated choice. So if you think a beer is being produced in one area and it’s really being produced somewhere else, or you think a beer is being produced by a given company but it’s really being produced by another one. I call foul. That to me is the delineator. It’s not so much whether you want to call it craft. For me, I’m asking: Is the message accurate? Does it mesh with reality? As a consumer, I don’t like to be misled. I want the truth to be easy to understand and not require special knowledge. Is that too much to ask?”

- Greg Koch

Paso Robles’ Firestone Walker Brewing Company recently re-branded one of their beers, a blonde ale usually named by each Central Coast bar it’s served in, as 805 Blonde Ale. A nod to its brewing origins, the release of 805 Blonde Ale, complete with locally-sourced tap handles at 75-100 locations in the first quarter, may or may not be in response to AB InBev’s possible plans for other area code beers. It’s not bad timing.

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

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4026 30th St. | 619.282.0456
- 107. True North Tavern**
www.TrueNorthTavern.com
3815 30th St. | 619.291.3815
- 108. URBN Coal Fired Pizza**
www.URBNNorthPark.com
3085 University Ave. | 619.255.7300
- 109. URGE Gastropub**
www.URGEGastropub.com
16761 Bernardo Ctr. Dr. | 858.637.8743
- 110. Union Kitchen & Tap**
www.LocalUnion101.com
1108 S Coast Hwy. 101 | 760.230.2337
- 111. Urban Solace**
www.UrbanSolace.net
3823 30th St. | 619.295.6464
- 112. Village Pizzeria**
www.nadolife.com/VillagePizzeria
1206 Orange Ave. | 619.450.4292

BOTTLE SHOPS

- 113. Best Damn Beer Shop**
www.BestDamnBeerShop.com
1036 7th Ave. | 619.232.6367
- 114. Beverages 4 Less**
www.Beverages4LessInc.com
9181 Mission Gorge Rd. | 619.448.3773
- 115. Bottlecraft**
www.BottlecraftBeer.com
2161 India St. | 619.487.9493
- 116. Boulevard Liquor**
4245 El Cajon Blvd. | 619.281.0551
- 117. Clem's Bottle House**
www.ClemsBottleHouse.com
4100 Adams Ave. | 619.284.2485
- 118. Distiller's Outlet**
www.DistillersOutlet.com
12329 Poway Rd. | 858.748.4617
- 119. Fuller Liquor**
www.KegGuys.com
3896 Rosecrans St. | 619.296.1531
- 120. Henry's Market**
www.HenrysMarkets.com
690 3rd Ave. | 619.409.7630
- 121. Henry's Market**
www.HenrysMarkets.com
4175 Park Blvd. | 619.291.8287
- 122. Holiday Wine Cellar**
www.HolidayWineCellar.com
302 West Mission Ave. | 760.745.1200
- 123. Keg N Bottle**
www.KegNBottle.com
3566 Mt. Acadia Blvd. | 858.278.8955
- 124. Keg N Bottle**
www.KegNBottle.com
6060 El Cajon Blvd. | 619.265.0482
- 125. Keg N Bottle**
www.KegNBottle.com
1827 Lemon Grove Ave. | 619.463.7172
- 126. KnB Wine Cellars**
www.KnBWineCellars.com
6380 Del Cerro Blvd. | 619.286.0321
- 127. Kwik Stop Liquor & Market**
3028 Upas St. | 619.450.4292
- 128. Mazara Trattoria**
www.MazaraTrattoria.com
2302 30th St. | 619.284.2050
- 129. Mesa Liquor & Wine Co.**
www.SanDiegoBeerStore.com
4919 Convo St. | 858.279.5292
- 130. Olive Tree Marketplace**
www.OliveTreeMarket.com
4805 Narragansett Ave. | 619.224.0443
- 131. Pacific Liquor**
www.PacificLiquor.com
2931 El Cajon Blvd. | 619.282.2392
- 132. Palm Springs Liquor**
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4301 Palm Ave. | 619.698.6887

- 133. Piccadilly Marketplace**
14149 Twin Peaks Rd. | 858.748.2855
- 134. Pizza Port Bottle Shop**
www.PizzaPort.com/locations/Bottle-Shop
573 Carlsbad Village Dr. | 760.720.7007
- 135. Royal Liquor**
1496 N Coast Hwy. 101 | 760.753.4534
- 136. Sea Trader Liquor & Deli**
www.SeaTraderLiquorAndDeli.com
1403 Ebers St. | 619.223.3010
- 137. Stone Company Store**
www.StoneBrew.com
2215 30th St. Suite 3 | 619.501.3342
- 138. Texas Wine & Spirits**
www.TexasWineSpirits.com
945 Carlsbad Village Dr. | 760.729.1836
- 139. Valley Farm Market**
www.ValleyFarmMarkets.com
9040 Campo Rd. | 619.463.5723

BREW PUBS

- 140. Back Street Brewery**
www.LamppostPizza.com/Backstreet
15 Main St. | 760.407.7600
- 141. Blind Lady Ale House/ Automatic Brewing Co.**
www.BlindLadyAleHouse.com
3416 Adams Ave. | 619.255.2491
- 142. Breakwater Brewing Co.**
www.BreakwaterBrewingCompany.com
101 N Coast Hwy. Ste. C140 | 760.433.6064
- 143. Callahan's Pub & Brewery**
www.CallahansPub.com
8111 Mira Mesa Blvd. | 858.578.7892
- 144. Coronado Brewing Co.**
www.CoronadoBrewingCompany.com
170 Orange Ave. | 619.437.4452
- 145. El Cajon Brewing Company**
www.facebook.com/ElCajonBrewery
110 N Magnolia Ave.
- 146. Gordon Biersch**
www.GordonBiersch.com
5010 Mission Ctr. Rd. | 619.688.1120
- 147. Karl Strauss Brewing Co.**
www.KarlStrauss.com
1157 Columbia St. | 619.234.2739
- 148. Karl Strauss Brewing Co.**
www.KarlStrauss.com
1044 Wall St. | 858.551.2739
- 149. Karl Strauss Brewing Co.**
www.KarlStrauss.com
9675 Scranton Rd. | 858.587.2739
- 150. Karl Strauss Brewing Co.**
www.KarlStrauss.com
5801 Armada Dr. | 760.431.2739
- 151. La Jolla Brew House**
www.LaJollaBrewHouse.com
7536 Fay Ave. | 858.456.6279
- 152. Monkey Paw Pub & Brewery**
www.MonkeyPawBrewing.com
805 16th St. | 619.358.9901
- 153. Oggi's Pizza & Brewing Co.**
www.MissionValley.Oggis.com
2245 Fenton Pkwy. 101 | 619.640.1072
- 154. Oggi's Pizza & Brewing Co.**
www.CMR.Oggis.com
10155 Rancho Crrl. Dr. | 858.592.7883
- 155. Pacific Beach Ale House**
www.PBAleHouse.com
721 Grand Ave. | 858.581.2337
- 156. Pizza Port Carlsbad**
www.PizzaPort.com
571 Carlsbad Village Dr. | 760.720.7007
- 157. Pizza Port Ocean Beach**
www.PizzaPort.com
1956 Bacon St. | 619.224.4700
- 158. Pizza Port Solana Beach**
www.PizzaPort.com
135 N Hwy. 101 | 858.481.7332
- 159. Prohibition Brewing Co.**
www.ProhibitionBrewingCompany.com
2004 E. Vista Way | 760.295.3525
- 160. Rock Bottom**
www.RockBottom.com/La-Jolla
8980 Villa La Jolla Dr. | 858.450.9277
- 161. Rock Bottom**
www.RockBottom.com/San-Diego
401 G St. | 619.231.7000
- 162. San Diego Brewing Co.**
www.SanDiegoBrewing.com
10450 Friars Rd. | 619.284.2739
- 163. San Marcos Brewery & Grill**
www.SanMarcosBrewery.com
1080 W San Marcos Blvd. | 760.471.0050
- 164. The Beer Company**
www.SDBeerCo.com
602 Broadway Ave. | 619.398.0707
- 165. The Brew House at Eastlake**
www.BrewHouseEastlake.com
871 Showroom Pl. Ste. 102 | 619.656.2739

BREWERIES

- 166. AleSmith Brewing Company**
www.AleSmith.com
9368 Cabot Dr. | 858.549.9888
- 167. Alpine Beer Company**
www.AlpineBeerCo.com
2351 Alpine Blvd. | 619.445.2337
- 168. Aztec Brewing Company/ 7 Nations**
www.AztecBrewery.com
2330 La Mirada Dr. Ste. 300
760.598.7720
- 169. Ballast Point Brewing & Spirits**
www.BallastPoint.com
10051 Old Grove Rd. | 858.695.2739
- 170. Ballast Point/Home Brew Mart**
www.HomeBrewMart.com
5401 Linda Vista Rd. Ste. 406
619.295.2337
- 171. Green Flash Brewing Co.**
www.GreenFlashBrew.com
6550 Mira Mesa Blvd. | 760.597.9012
- 172. Hess Brewing**
www.HessBrewing.com
7955 Silvertown Ave. Ste. 1201
619.887.6453
- 173. Iron Fist Brewing Co.**
www.IronFistBrewing.com
1305 Hot Springs Wy. Ste. 101
760.216.6500
- 174. Karl Strauss Brewing Co.**
www.KarlStrauss.com
5985 Santa Fe St. | 858.273.2739
- 175. Lightning Brewery**
www.LightningBrewery.com
13200 Kirkham Wy. Ste. 105 | 858.513.8070
- 176. Manzanita Brewing Co.**
www.ManzanitaBrewing.com
9962 Prospect Ave. Ste. D | 619.334.1757
- 177. Mission Brewery**
www.MissionBrewery.com
1441 L St. | 619.818.7147
- 178. Mother Earth Brew Co.**
www.MotherEarthBrewCo.com
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- 179. New English Brewing Co.**
www.NewEnglishBrewing.com
11545 Sorrento Valley Rd. Ste. 305/6
619.857.8023
- 180. New English Brewing Co./ 5 Points**
www.NewEnglishBrewing.com
1795 Hancock St. | 619.857.8023
- 181. Oceanside Ale Works**
www.OceansideAleWorks.com
1800 Ord Way | 760.310.9567
- 182. On-The-Tracks Brewery**
www.OTTBrew.com
5674 El Camino Real Suite G
- 183. Port Brewing/The Lost Abbey**
www.PortBrewing.com
155 Mata Way Ste. 104 | 760.720.7012
- 184. Stone Brewing Co.**
www.StoneBrew.com
1999 Citracado Pkwy. | 760.471.4999

HOME BREW SUPPLY

- 185. All About Brewing**
www.AllAboutBrewing.com
700 N Johnson Ave. Ste. G | 619.447.BREW
- 186. American Homebrewing Supply**
www.AmericanHomebrewing.com
9295 Chesapeake Dr. Ste. E | 858.268.3024
- 187. Best Damn Home Brew Shop**
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- 188. Home Brew Mart/Ballast Point**
www.HomeBrewMart.com
5401 Linda Vista Rd. Ste. 406
619.295.2337
- 189. Homebrew 4 Less**
www.Homebrew4LessInc.com
9181 Mission Gorge Rd. | 619.448.3773
- 190. Hydrobrew**
www.HydroBrew.com
1319 S Coast Hwy. | 760.966.1885
- 191. Mother Earth Brew Co.**
www.MotherEarthBrewCo.com
2055 Thibodo Rd. Ste. H | 760.599.4225
- OTHER**
- 192. Fixtures Living**
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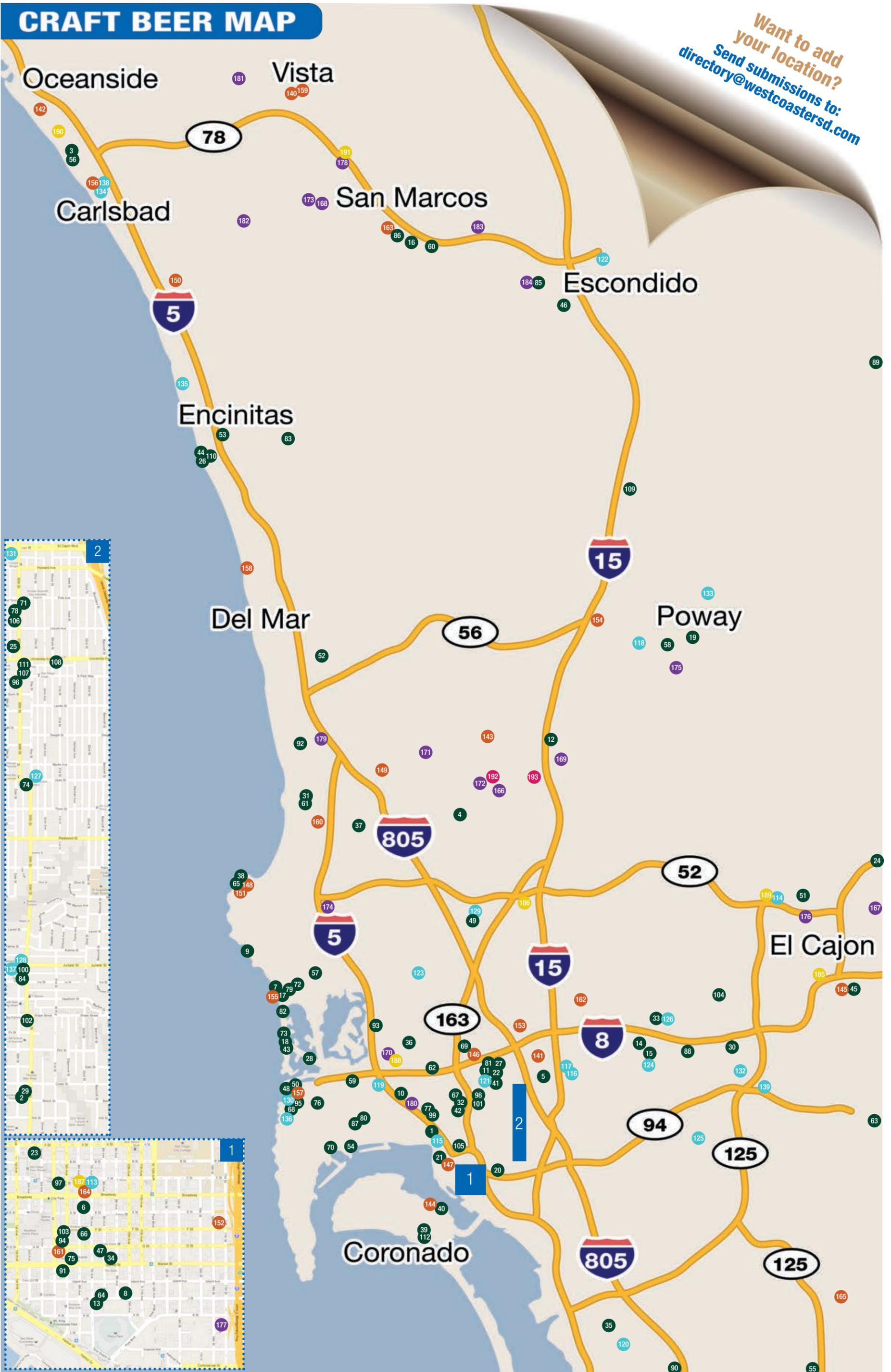
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February beer event previews on page 4

Steam beer insight with 'Into the Brew' on page 12 and more!



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