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MONKEY PAW'S BONOBO'S
AMERICAN-STYLE STRONG PALE ALE



Vol. 4 No. 1

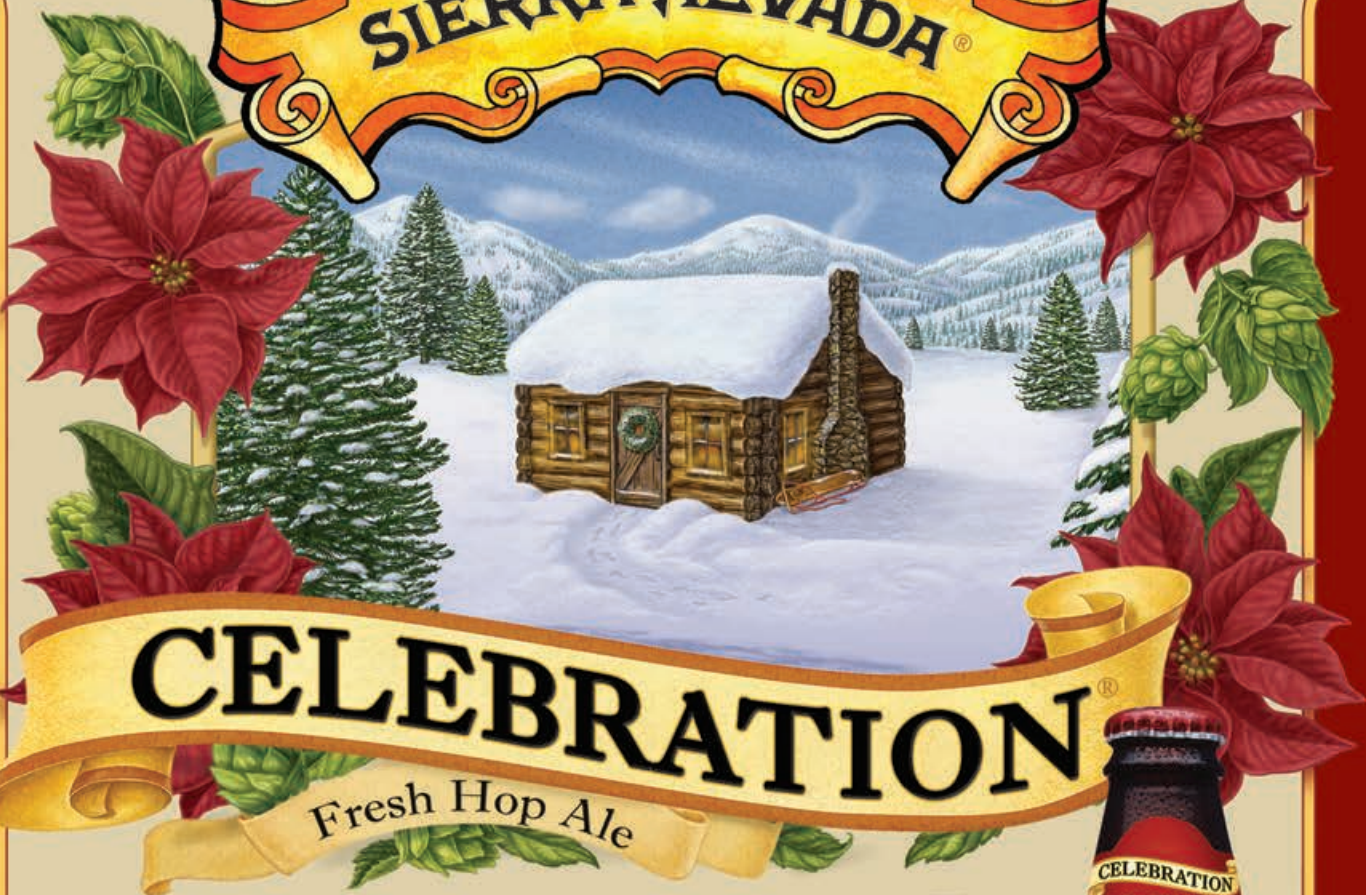


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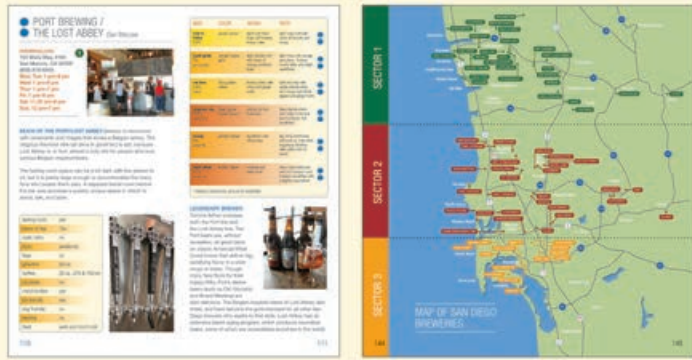
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about our Grand Opening at

WWW.NICKELBEERCO.COM

EXPLORE THE BREW NIVERSE

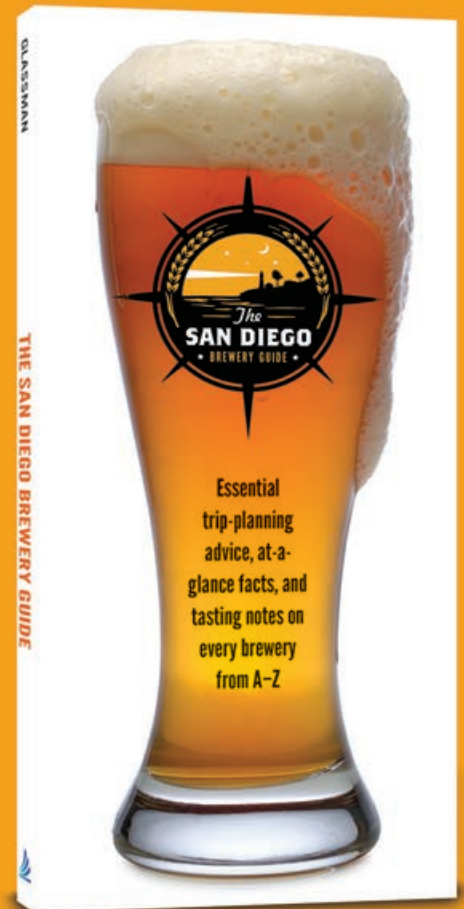
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every brewery
from A-Z



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FRIDAY NOV. 1

11TH ANNIVERSARY BEER RELEASE
GFBC Tasting Room, Mira Mesa 3pm 

**VIP BREWER TAKEOVER
SD BREWERS GUILD FESTIVAL**
Port Pavilion, Broadway Pier 6pm

GREEN FLASH PROM
The Merrow, Hillcrest 8pm 

SATURDAY NOV. 2

BIKES, BREWS & BRATS
Cal Coast Cycles, Regal Beagle 10am 

SD BREWERS GUILD FESTIVAL
Port Pavilion, Broadway Pier 2pm 

SUNDAY NOV. 3

**RACE FOR THE CURE
TEAM TREASURE CHEST**
Balboa Park 7am 

BRUNCH FOR THE CURE
Cucina Urbana, Bankers Hill 11am 

GREEN FLASH SMOKEOUT
Carnitas Snack Shack, North Park 12pm

MONDAY NOV. 4

**FATHOM'S "FISHING WITH THE BREWERS"
FISHING TOURNAMENT**
Shelter Island AM 

MONDAY NIGHT FOOTBALL
True North, North Park 5pm

**GREEN FLASH FREAK SHOW
LITTLE FREAK RELEASE**
GFBC Tasting Room, Mira Mesa 6:30pm 

TUESDAY NOV. 5.

TAG TEAM, BEER COCKTAIL 4-WAY BRAWL
Seven Grand, North Park 6pm

WEDNESDAY NOV. 6

11 YEARS, 11 BEERS
PB Tap Room, Pacific Beach 6pm

THURSDAY NOV. 7

GREEN FLASH BEER DINNER
100 Wines, Hillcrest 6pm 

GREEN FLASH FREAK SHOW
Wonderland, Ocean Beach 7pm

FRIDAY NOV. 8

RARE & BARREL AGED BEER BONANZA
O'Briens, Clairemont 5pm

BELGIAN BEER EXTRAVAGANZA
Tornado, North Park 5pm

SATURDAY NOV. 9

PROGRESSIVE CASK
Ciro's, Pacific Beach 1pm

GASLAMP PUB CRAWL & POKER RUN
Ciro's (Gaslamp)-BarleyMash-Knotty Barrel
Hopping Pig-Lucky Bastard Saloon

SUNDAY NOV. 10

CHEF'S CELEBRATION
The Lodge at Torrey Pines, La Jolla 1pm 

SDBW

SAN DIEGO BEER WEEK

Tap Room

**RIP CURRENT. MODERN TIMES
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STONE. ALE SMITH. CORONADO.**

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SAN DIEGO BEER WEEK 2013



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Nov 5th - Rip Current Brewing



Nov 6th - Coronado Brewing
Keep the Pint Night (supply limited)



Nov 7th - Mother Earth Brew Co.



Nov 8th - Lost Abbey & St. Archer



To see our complete line-up, please go to www.raglanpublichouse.com or www.sdbw.org
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2014

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LETTER FROM THE PUBLISHER



Visit SanDiegoBrewersGuild.org & SDBW.org!

Three years ago, in October 2010, the first issue of *West Coaster* was coming together. With around 30 breweries in the county at the time, *West Coaster* Editor and Co-Founder Ryan Lamb and myself were surprised no dedicated periodical for this bustling part of San Diego's economy existed.

With job prospects looking bleak after college, we decided to chase a dream. Our intention was to create a resource that would serve both industry folk and the loyal public alike by sharing the stories of the people that are behind the beer, plus showing you where to drink it. We were proud of the initial print run of 5,000 issues out in time for San Diego Beer Week 2010.

Now, three years in, our newspaper has become a magazine and we're in better beer businesses across the county. Seeing similarities with the brewing communities to the north, this past summer we started a new quarterly magazine, *West Coaster Southern California*, to serve the very exciting areas of San Diego, Paso Robles — yes, we consider them SoCal — and everywhere else in between.

What is happening now with the rapid growth of craft beer is the changing of our cultural DNA. Years on, the red-hot brewing excitement we see today will cool into a elemental piece of our San Diegan & Californian heritage.

It's been a tremendous privilege to cover beer news in our hometown. We at *West Coaster* wish to express our heartfelt gratitude to the San Diego brewing community.

Salud!

Mike Shess
Publisher
West Coaster

Leroys

KITCHEN + LOUNGE

BEER WEEK EVENTS
Beer + food pairings - Feat. Hess Nitro & CBC + Ballast Point Casks
San Diego Tap Takeover featuring all local breweries

DAILY SOCIAL HOUR
\$4 DRAFTS, DRINK SPECIALS, BAR BITES
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W/ STARBURST CANDY 11/20
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W/ CACAO NIBS 11/27

UFC
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Email us if you wish to be a distribution location.

FEEDBACK: Send letters to the Editor to
ryan@westcoastersd.com

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

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"No beer was wasted in the making of this publication."

**RITUAL
KITCHEN
& BEER GARDEN**

BEER WEEK EVENTS

Friday 11.1 SO-CAL BARREL AGED DRAFT NIGHT
Bruery Oude Tart, Tart of Darkness, Stone Cali-Belgique
Chard & Pinot Noir, Reason Be Damned

Sunday 11.3 SOCIETE BREWING TAP TAKEOVER
London Broil & Glass Night

Monday 11.4 SOCIETE BREWING WITH
ANTHEM VEGAN PAIRINGS

Thursday 11.7 MIKE HESS BREWING
'Polaris' North Park Belgian IPA Cask and
Tap Takeover, Meet the Master Brewer,
Wild Morel Boar Burgers

SDBW 
SAN DIEGO BEER WEEK 2013

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WRITERS



COLUMNIST INTO THE BREW

Sam Tierney is a graduate of the Siebel Institute and Doemens World Beer Academy brewing technology diploma program. He currently works as a brewer at Firestone Walker Brewing Company and has most recently passed the Certified Cicerone® exam. He geeks out on all things related to brewing, beer styles, and beer history.



COLUMNIST THE CARBOY CHRONICLES

Ryan Reschan is a long time resident of North County San Diego, and he first got into craft beer during his time at UC San Diego while completing a degree in Electrical Engineering. Skipping the macro lagers, he enjoyed British and Irish style ales before discovering the burgeoning local beer scene in North County and the rest of the country. After his introduction to brewing beer by a family friend, he brewed sparingly with extract until deciding to further his knowledge and transition into all-grain brewing. Between batches of beer, he posts video beer reviews on YouTube (user: StumpyJoeJr) multiple times a week along with occasional homebrew videos and footage of beer events he attends.



COLUMNIST PLATES & PINTS

Brandon Hernández is a native San Diegan and the author of the *San Diego Beer News Complete Guide to San Diego Breweries* (available on Amazon.com). In addition to his on-staff work for *West Coaster*, he is responsible for communications for local craft beer producer Stone Brewing Company; an editor for Zagat; the San Diego correspondent for *Celebrator Beer News*; and contributes articles on beer, food, restaurants and other such killer topics to national publications including *USA TODAY*, *The Beer Connoisseur*, *Beer West*, *Beer Magazine*, *Imbibe* and *Wine Enthusiast* as well as local outlets including *The San Diego Reader*, *Edible San Diego*, *Pacific San Diego*, *Ranch & Coast*, *San Diego Magazine* and *U-T San Diego*.



COLUMNIST THE DOCTOR'S OFFICE

Gonzalo J. Quintero, Ed.D. is a San Diego native, three-time SDSU grad, career educator, and co-founder of the popular multimedia craft beer discussion craftbeertasters.com. An avid homebrewer, Cicerone Certified Beer Server, and seasoned traveler, Dr. Quintero takes great pride in educating people about craft beer and the craft beer culture. By approaching the subject from the perspective of a scholar and educator, Dr. Quintero has developed a passion for spreading the good word of local beer.

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Terms that start with "N" and "O" brought to you by the beer educators at CraftBeer.com

ON THE COVER:

Cosimo Sorrentino offers up a gold medal-winner at Monkey Paw. Photo: Mike Shess







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THE TEN DAYS OF

BEER WEEK

1 CASK OF VIENNA CREAM ALE – MIKE HESS BREWING CO.	FRI, 11/1
2 WHEATWINE ALES – THE BRUERY WHITE OAK & MANZANITA BREWING COMPANY	SAT, 11/2
3 WET HOPPED ALES – ACOUSTIC ALES BREWING EXPERIMENT	SUN, 11/3
4 BURGER PAIRINGS – WITH SELECT BEER WEEK DRAUGHTS.....	MON, 11/4
5 GOLDEN BEERS – WORLD BEER CUP GOLD MEDAL WINNING BEERS FROM 2010 & 2012.....	TUE, 11/5
6 CRAFT BEER COCKTAILS – HIGHLIGHTING A VARIETY OF DRAUGHTS & FLAVOR PROFILES.....	WED, 11/6
7 DOLLAR BEER FLIGHTS – DISCOUNTED 4-BEER TASTING FLIGHTS ALL NIGHT!.....	THU, 11/7
8 CANS OF CRAFT BEER – BALLAST POINT, GOLDEN ROAD, HANGER 24 & MODERN TIMES	FRI, 11/8
9 TH ANNIVERSARY ALE – GREEN FLASH GREEN BULLET IMPERIAL IPA	SAT, 11/9
10 COMMANDMENTS STRONG ALE – THE LOST ABBEY BELGIAN STRONG DARK ALE	SUN, 11/10



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BREWS IN THE NEWS



(L-r): Culture's Ryan Hensley and Steve Ragan with Stone brewers Zack Goldstein, Justin Clemente, Casey Harris and Derek Wasak, remembering Matt Courtright.

MATT COURTRIGHT COMMEMORATIVE BREW

On September 30, four of Stone's brewers spent their day off brewing a barleywine at Culture Brewing Co. in Solana Beach in memory of Matt Courtright, a fellow Stone brewer who died tragically in a forklift accident late August. A portion of the 10% ABV beer will be aged in red wine barrels from neighboring Carruth Cellars.

LEARN TO HOMEBREW DAY

The American Homebrewers Association (AHA) is again organizing "Learn to Homebrew Day" — this year on November 2. With homebrewing now legal in all 50 states, the AHA estimates that more than 1 million people brew their own beers and wine at home. At homebrewersassociation.org, there's information for brewers ranging from novice to advanced levels, videos that go through the entire brewing process, a recipe blog and "Homebrewopedia," plus a forum to connect with others and ask questions.

FAT DONATION

Tour de Fat, New Belgium Brewing Co.'s traveling festival of "bikes, beer and bemusement" saw around 6,000 attendees swarm Balboa Park in a flurry of bikes and costumes on October 1. In addition to a parade of ~2,000 bicyclists, the event raised more than \$40,000 from merch and beer sales. All proceeds were donated to the San Diego County Bicycle Coalition and San Diego Mountain Biking Association.

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Follow us on Twitter & Instagram: @westcoastersd
Email us beer news: info@westcoastersd.com

78 ACTIVE BREWERIES IN SAN DIEGO

October saw the opening of Ballast Point's brewpub in Little Italy and Legacy Brewing Co., a production brewery in Oceanside. Also in October, Rock Bottom Gaslamp shuttered its brewpub location on G Street in Downtown. At time of press, there are 78 active breweries and 35 breweries in various stages of planning and/or construction. See our list online @ westcoastersd.com/sd-brewing-industry-watch/



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SAN DIEGO BEER WEEK 2013

EVENTS

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**SOUR
SUNDAY**
SUNDAY
NOV 3RD

**BENCHMARK
KEEP THE
PINT NIGHT**
WEDNESDAY
NOV 6TH • 5PM

Join us for five sessionable brews from San Diego's 71st brewery

**STONE,
CHEESE &
CHARCUTERIE**
THURSDAY
NOV 7TH • 4PM

Four wine barrel aged beers paired w/ cheese & charcuterie, and a keep the pint night!

**ALESMITH/
CHEESESMITH**
FRIDAY
NOV 8TH • 3PM

Four handmade Cheesmith cheeses paired w/ four Alesmith beers. Peter Zien will be joining us!

**THE
BRUERY**
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NOV 9TH • 4PM

Cheese pairing with rare Bruery beers plus more on draft including Rue the Day!

**IPA
SUNDAY**
SUNDAY
NOV 10TH

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SAN DIEGO BEER WEEK SCHEDULE



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A L E W O R K S

NOV. 1 AMPLIFIED 1 YEAR ANNIVERSARY
WITH 10 AMPLIFIED HOUSE BEERS ON TAP

NOV. 2 FIND US AT SDBG GUILDFEST

NOV. 5 PEPPER BEER NIGHT W/ BALLAST POINT

NOV. 7 FIRESTONE WALKER TAP TAKEOVER

NOV. 8 MODERN TIMES TAP TAKEOVER

NOV. 9 MONKEY PAW TAP TAKEOVER

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GABF RECAP

252 medals were awarded at year 27 of the Great American Beer Festival on October 12, with San Diegan brewers nabbing 14 in total.

201 beer experts from 11 countries judged 4,809 entries from 745 breweries in 84 categories, covering 138 beer styles and their subcategories.

California had the highest number of beer entries: 885, with 52 medals awarded to CA brewers. That's a 5.9 percent ratio of medals to entries.

TWO LOCAL BREWERIES WERE AMONG THE WINNERS IN THE FIVE MOST COMPETITIVE CATEGORIES:

American-Style India Pale Ale (252 entries)

Gold: Barley Brown's Brew Pub, Pallet Jack IPA

Silver: Firestone Walker Brewing Co., Union Jack

Bronze: La Cumbre Brewing Co., Project Dank; Operation Pharoah's Return

Imperial India Pale Ale (149 entries)

Gold: Fat Heads Brewery, Hop Juju

Silver: Three Floyds Brewing Co., Permanent Funeral

Bronze: Smartmouth Brewing Co., Notch 9 Double IPA

Herb and Spice Beer (134 entries)

Gold: Namaste Brewing at the Whip Inn, Bitterama

Silver: Yak & Yeti Restaurant & Brewpub, Chai Milk Stout

Bronze: Black Star Co-op Pub and Brewery, Elba

American-Style Pale Ale (124 entries)

Gold: Lumberyard Brewing Co., Lumberyard American Pale Ale

Silver: Cannonball Creek Brewing Co., Featherweight Pale

Bronze: Joseph James Brewing Co., Citra Rye Pale Ale

American-Style Strong Pale Ale (120 entries)

Gold: Monkey Paw Brewing Co., Bonobos

Silver: Four Peaks Brewing Co., Hop Knot

Bronze: Pizza Port Ocean Beach, Kung Fu Elvis



HERE ARE THE LOCAL MEDAL WINNERS:



AleSmith
 Gold: Old Numbskull (Barley Wine-Style Ale - 55 entries)
 Silver: Decadence 2012 Quadrupel (Belgian-Style Abbey Ale - 88 entries)

Coronado

Silver: Black Sails (American-Style Black Ale - 73 entries)



Monkey Paw (on previous page)

Gold: Bonobos (American-Style Strong Pale Ale - 120 entries)

Karl Strauss
 Gold: Red Trolley (Irish-Style Red Ale - 48 entries)



Oceanside Ale Works

Bronze: Oxymoron (American-Style Black Ale - 73 entries)

SESSIONS PUBLIC
Beer Week Calendar of Events

FRI, NOV 1	Pucker Face Friday_Over 16 Amazing Sour Beers
SAT, NOV 2	San Diego Young Guns_5 of San Diego's Newest Brews
SUN, NOV 3	Duvel Art Glass_Limited Edition Duvel Art Glasses
MON, NOV 4	Gluten Free Dinner_Pig Roast w/ Cider and GF Beer
TUES, NOV 5	Fat Tuesday_Gumbo, Abita Beer and Hurricanes
WED, NOV 6	Ninkasi Pint Night_Beer Trivia and \$6 keep the glass
THUR, NOV 7	Rip Current Pint Night_\$6 keep the glass, \$4 refills
FRI, NOV 8	Ballast Point Nitro Night & Lobster Boil_5 Nitro Beers
SAT, NOV 9	Modern Times Cookout_Beer and BBQ!
SUN, NOV 10	Garage Sale_Help us go through any of our amazing beers left over from beer week! Beers for \$3!


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Pizza Port Ocean Beach

Gold: Beer Hunter (Session Beer - 56 entries)

Silver: Rhino Chaser (Imperial Red Ale - 56 entries)

Bronze: Kung Fu Elvis (American-Style Strong Pale Ale - 120 entries)



Pizza Port Solana Beach

Bronze: Oats (Oatmeal Stout - 48 entries)

Rock Bottom La Jolla

(pictured below)

Gold: Moonlight Porter (Robust Porter - 74 entries)
 Bronze: Ragtop Red (Irish-Style Red Ale - 48 entries)
 Bronze: Longboard Brown (English-Style Brown Ale - 41 entries)

*pictured is Kevin Reed accepting the medal for Marty Mendiola



The Lost Abbey

Bronze: Red Poppy (American-Style Sour Ale - 31 entries)

HERE ARE THE BREWERY AND BREWER OF THE YEAR AWARDS, BASED ON POINTS ACCRUED DURING COMPETITION:

2013 Brewery and Brewer of the Year Awards

Very Small Brewing Company and Very Small Brewing Company Brewer of the Year

Baker City Brewing Company
 Marks Lanham and Eli Dickison

Small Brewing Company and Small Brewing Company Brewer of the Year

Sponsored by Microstar Keg Management
 Devils Backbone Brewing Company - Basecamp
 Jason Oliver

Mid-Size Brewing Company and Mid-Size Brewing Company Brewer of the Year

Sponsored by Brewers Supply Group
 Firestone Walker Brewing Company
 Matt Brynildson

Large Brewing Company and Large Brewing Company Brewer of the Year

Sponsored by Beer Institute
 Sandlot
 John, Tom, Bill & Addison

Small Brewpub and Small Brewpub Brewer of the Year

Sponsored by Briess Malt & Ingredients Co.
 Gella's Diner & Lb Brewing Company
 Gerald Wyman

Mid-Size Brewpub of the Year

Beachwood BBQ & Brewing
 Julian Shrago and Ian McCall

Large Brewpub and Large Brewpub Brewer of the Year

Sponsored by Brewers Supply Group
 Pelican Brewing Company
 Darron Welch and Steve Panos

Brewpub Group and Brewpub Group Brewer of the Year

Sponsored by Brewers Supply Group
Rock Bottom Brewery
Team Rock Bottom



For a complete listing of all the winners, visit greatamericanbeerfestival.com/the-competition/winners/

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Q & A

with **INTERIM MAYOR TODD GLORIA** BY GONZALO J. QUINTERO, ED.D.

This past Columbus Day I chose to use the holiday to visit the City Administration Building on C Street in downtown San Diego to chat with an enrolled member of the Tlingit Haida Indian Tribes of Alaska — our city's Interim Mayor Todd Gloria — about all things San Diego beer. According to his official bio on the city's website, "San Diego City Councilmember Todd Gloria was re-elected to represent District Three on June 5, 2012. As a third generation resident of District Three, his roots in the community are deep and his commitment to the community is strong. His colleagues elected him to be the City Council President on December 3, 2012 [...] Todd's lifelong dedication to public service stems from the lesson of his parents that if you care about something, you should leave it better than you found it." These values were evident right away; I should clarify that we didn't really meet in "his" office per se. Upon introduction I thanked Interim Mayor Gloria for hosting us in his office, to which he kindly replied, "This is not my office. This is your office. The people of San Diego pay for it."

WC: Please tell our readers about yourself.

Interim Mayor Todd Gloria: I am San Diego born and raised. I am a third generation San Diegan, in fact, I am a third generation District Three resident. I grew up in Clairemont where I went to Madison High School; I'm a proud Warhawk! In high school I was "that guy" - an overachiever as the brigade commander in my JROTC and Student Body President. I am also a graduate of The University of San Diego where I, predictably, earned a degree in History & Political Science. That lifestyle of involvement and long days really lent itself to this line of work: public service. I have dedicated my career to public service. I worked for the County of San Diego for more than six years in San Diego's Health and Human Services Agency. I also served under Congresswoman Susan Davis as her district director.

How did you get involved with politics?

I was always interested in politics; as a young boy I watched politics and political races with the same fervor some would have watched sports. At a young age I met Susan Davis, who became my youth mentor when I was 14 years old. As a young

Interim Mayor Todd Gloria, in the office he believes belongs to the people. Photo: Ryan Lamb

adult I didn't think about running for office. I didn't think there was a place for me, a brown gay guy, in politics. But as I grew the world grew and changed around me. The people embraced me based on the work I put into the community. Eventually people came to me and asked me to run for San Diego City Council. The election was difficult, and it has been difficult ever since. I became Council President ten months ago due to a resignation, and just recently I became Interim Mayor due to another resignation. I have faced a lot of change quickly, but I care a great deal about my city. I felt comfortable stepping into the void, stabilizing the city, and calming the community. Not running for mayor was a tough call. People are, understandably, fixated on the sexual harassment charges against the previous mayor, but there are other issues at play and other problems to fix left behind by the previous administration. San Diego deserves a full-time mayor, and not a part-time mayor/part-time candidate. The better contribution to my city is to run the city without campaigning.

How do you see SD in the national craft beer movement?

We are obvious leaders, and our community is proud of it. Former Mayor Jerry Sanders was a leader for the city and the industry, and he set the bar high in terms of his participation. It's simple. The craft beer industry is a big part of our city's economy. The best ways to gain additional support is to quantify the impact, whether it's the number of increased jobs, the wages paid, or the tax revenue. This industry is an industry that has continued its development in the worst economic times. It will be exciting to see how it grows during a good economy with a government that is supportive.

As the Champion of District Three, do you think your district is the craft beer capital of the city... county... country... world?

Well, 30th Street was proclaimed "the nation's best beer boulevard" by *Men's Journal*. We know people will try to compete for that title, and I'm happy to put District Three against anywhere else because it is a really special place. We are interested in new and exciting things. It's no coincidence that we were the first to have bike corrals, a parklet, and we're obviously a city leader for the arts. If there is something great happening, it starts in District Three and is emulated and exported. In the case of Hess Brewing Company and Thorn St. Brewery, the community's reflex is not "No," but rather it's, "Tell me more." This causes investors and entrepreneurs to look to our district to place their businesses.

What is the economic impact and perceived future economic impact of craft beer on our region?

Tourism is key. In previous years, the Tourism Marketing District, or TMD, has supported the local craft beer industry by spending money on promoting San Diego Beer Week. The fact that the TMD invested in San Diego Beer Week marketing says a lot because TMD, as an entity, is overly conservative in placing money. TMD choosing to support San Diego Beer Week is an indicator that the craft beer industry is an industry that has matured beyond its age. Craft beer is seen as part of the innovation economy as the industry is steeped in creativity, as well as manufacturing.

There's always talk of a "craft beer bubble." What can government do to help keep that bubble from bursting?

Well, that speaks to the idea of oversaturation. That's a market pressure issue, but we can still help these folks in the craft beer industry. Look at Comic-Con, which doesn't stay in San Diego by accident; we work hard to keep them here. The same works for beer; by allowing breweries to be more successful by modifying or reevaluating laws and helping breweries to jump over hurdles, we can entice investors to our city by making sure that their investment isn't eaten by permits and red tape.

What beer is in your fridge right now?

Honestly, right now there's probably just a Brita filter in my fridge; I haven't been shopping much. But there's a great spot close to my place called 7th Avenue Pub inside the Whole Foods Market in Hillcrest. They always have local beer available.

Any last words?

I'm currently working on fixing our city's reputation. I would like to see craft beer continue to bring a positive reputation to San Diego. As Interim Mayor, I am the customer service department. I like to know when we are helpful, sure, but I need to know what the complaints are. What changes need to be made? What ordinances need to be updated? I would like to be seen as a craft beer ally.



SDBW  **NOV 3** - Brunch w/ Brandon of Iron Fist
NOV 4 - German Beer Fest w/ Hangar 24
NOV 7 - Manzanita Happy Hour
NOV 9 - Stone Rare Beer Dinner: full course paired meal w/ Dr. Bill
NOV 15 - Beyond the Brew series finale celebration w/ Ballast Point & White Labs



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VISITING EVERY SAN DIEGO BREWERY

BY JUSTIN MEASE

It all started innocently as something to do. I'd say to a friend, "Hey, a brand new brewery just opened, want to go?" Now, four years later, I've been to every single San Diego brewery with a tasting room. That's 75 breweries at time of writing. That's about 694 tasters, or 2,774 ounces of San Diego craft brew. Another interesting metric: of the 259 medals awarded at the 2012 Great American Beer Festival, I've visited breweries that took home 96 of those medals.

I first moved to San Diego in October 2009 and quickly realized that the city was part of a growing craft beer movement. On a cross-country road trip to arrive in San Diego, I had been visiting breweries in various towns across the country. I found breweries to be a great window into the local culture. They were typically welcoming places where you could chat with a local about the sights and events around town.

Similarly, visiting breweries in San Diego seemed like a good way to explore my new home and talk to locals about things to do. Oh, and the beer was pretty darned good too. Armed with the *West Coaster* web list and a Google doc, I started checking off breweries one by one. There were times when I couldn't seem to keep up with the ever-expanding list, and there are still 30+ in the planning stages. Meanwhile, I was assigned to a full-time traveling role at work, so I took my quest on the road. I've now been to over 50 breweries in Colorado, 24 in Oregon, 19 in Alaska, 10 in Michigan, 6 in Boise, 6 in Nashville... the list goes on.

What have I learned on my journey, you might wonder? There are a few common themes within the San Diego craft beer community and some refreshing diversity as well. Overall, the dominant themes are quality, fun, and good people. As a non-native, I'm always interested to learn about the types of people that live in a town, and what I've found is that San Diegans want to enjoy life and live outside. Combine that with people who love beer and want to brew it, and you've got a beautiful thing.

There are all sorts of breweries in our community, from the legendary Stone to

the nano-sized Wet 'N Reckless. While the quality of the beer is always a good barometer, the quality of the owner is frequently just as important. At Stone, I know how much they do to support organic, sustainable food; how much they encourage collaboration and offer help to upcoming breweries; how much they give back to charities and valuable causes. You can't necessarily taste that in the beer they make, but you can feel it. Ah, this potent IPA is helping to make the world a better place. Yeah, maybe you can taste it a little bit.

That said, the smaller breweries are usually my favorites. If you've been to more than a few in San Diego, you probably know the kind: you walk in, and you're instantly part of the family. You're greeted with a smile and a handshake from the person pouring beer, who also happens to be the brewmaster, who also happens to be the owner. And instead of a sheet with tasting notes, you get a conversation with the person who labored to craft what you're drinking. Here, there's a certain amount of bias involved – it would be like asking Noah what he thinks about the ark – but still. This is when you realize that drinking local is such a great thing. Why would you EVER buy a mass-produced beer when there is all this deliciousness going on in your backyard?

If you haven't been out to visit the local production facilities, I strongly encourage it. You'll gain a better appreciation for the product. You'll get to meet some of the great people that are making San Diego such a respected craft beer destination. And in the process, you'll appreciate the community that it fosters. Just like connecting with farmers gives you a better appreciation for food, connecting with brewers gives you a better appreciation for craft beer.

So whether you're thinking of visiting all the tasting rooms, or maybe just starting with the one closest to you, here are some tips and tricks to help plan your mini or mega quest:

1. Don't drink and drive. A lot of craft breweries make strong beers. A four-ounce taster of 10% beer is equivalent to a twelve-



The author at Stone Farms. Photo: Ryan Lamb

ounce bottle of 4% beer. Know your limit and have a designated driver. Consider buying a breathalyzer, which are frequently on Groupon for under \$40. There are also apps such as AlcoDroid that can be extremely helpful.

2. Focus on the beer and take notes. Like any tasting session, it's easy to be overwhelmed. You'll be surprised how far a few notes go. It'll make the difference between "Oh, I've had that before" versus "yes, I remember it had a great piney aroma."

3. Don't be afraid to talk to neighbors; they'll add to the experience and sense of place.

4. One of everything please! Sometimes tasting menus are huge. Don't be afraid to ask for half pours – yes, half pours of tasters! I'm almost never turned down for this request, and it lets me sample the full list with half as much alcohol. If you don't try them all, you may miss something special.

5. Take in your surroundings. Is it hidden away in a business park, does it have an impressive tasting room, is the owner super-friendly? Sometimes these non-beer details are what you'll remember and appreciate the most.

So what's next? Over the next year, I'm going to visit all 182 breweries that won a medal at the 2013 Great American Beer Festival, and you can follow the journey at BeerTrotter.com

GEARING UP FOR BEER WEEK

BY MARC FIGUEROA

For craft beer fans living in San Diego, celebrating the craft is a regular thing. But for 10 glorious days every November, that celebration is put on overdrive thanks to San Diego Beer Week.

It's that time of year again when the craft beer community comes together to showcase all that is San Diego beer.

The countywide festival is sponsored by the San Diego Brewers Guild. We recently caught up with many of the Guild's officers and board members to get their take on what they are most looking forward to come Nov. 1 when Beer Week kicks off. Here's what they had to say:

Brian Scott (Guild President; Karl Strauss Brewing Co.):

I'm excited for this year, especially our Brewers Guild Festival kick-off event. We're changing things up this year by offering three sessions to accommodate more people and offer a few different levels of experiences. For the first time we are offering a Friday night "VIP Brewer Takeover" session with rare beers, limited releases, and food pairings provided by Allied members. On Saturday we have our General Admission ticket and a new Premier Access pass that gets you in one hour early. All three sessions take place at the Port Pavilion on Broadway Pier, which we've dubbed "Beer at the Pier."

Doug Constantiner (Guild Vice President; Societe Brewing Co.):

SDBW gets bigger and better every year! I'm mostly looking forward to the SDBG Festival. Additionally, Societe will be having a Total Tap Takeover every night in our Tasting Room—that's going to be fun.

Shawn DeWitt (Guild President Emeritus; Coronado Brewing Co.):

I am most excited about the SD Brewers Guild Beer Festival having a Friday night VIP event. This will be more intimate and less crowded with some very special beers. This year's Beer Week will be similar to those in the past in that we will have over 500 beer events during the 10 days ending with the Chef Cel-



Last year's Guild Fest on the pier. Photo: Ryan Lamb

bration at Torrey Pines, which is a great ending event to a long week. I hope to see many people out and about.

David Moore (Guild Treasurer):

There are so many new breweries that have opened in San Diego County since last year's Beer Week that people will have a hard time picking which ones they can visit. I am really looking forward to the Guild Fest on the water in downtown San Diego at the beginning of Beer Week.

Jim Crute (Guild Secretary, previous Guild Board Member; Lightning):

I have found that for a week and a half every November that I should just sit back, relax as much as possible and enjoy the beer. San Diego Beer Week kicks off every year with the Brewers Guild Festival, expanded this year with an ultra VIP event Friday night where each brewery will have specialty and one-off beers available, followed by Saturday with the larger and more widely-attended event. Then there is the week itself. There are literally hundreds of different beer/food pairings, beer dinners, beer tastings and the like at local establishments. Then at the end of Beer Week on Sunday November 10 is possibly the finest beer/food pairing in the United States, the Chef Celebration event at The Lodge at Torrey Pines. This is where two breweries are paired with one chef creating two finely paired small plates, one for each selected beer. I hope I can say Prost! enough!

Austin Copeland (Guild Board Member; Hillcrest Brewing Co.):

Beer Week this year is shaping up to be a fantastic collection of events and special releases, but what I am most looking forward to is the Brewers Guild Kickoff festival. There are numerous beer festivals in San Diego but the all-local lineup, the fantastic Broadway Pier location, and the special beers available all add up to my favorite fest.

Lee Doxtader (Guild Board Member; San Diego Brewing Co. & Callahan's):

Having been in the San Diego Craft Beer scene when there were only two active breweries, I expect this year's San Diego Beer Week celebration to be overflowing with great events from the over 70 local breweries we now have. With the San Diego Brewers Guild Beer Festival returning to the waterfront November 1-2, Beer Week will have a great kick off. Personally I want to see this beer festival become a West Coast must-attend event. One of the great things about being in the craft beer business is the great people you get to meet. The San Diego Brewers Guild Beer Festival at the start of Beer Week is one opportunity for everyone to meet the brewers and people involved in this great San Diego movement. Cheers!

Claudia Faulk (Guild Board Member; Aztec Brewing Co.):
 What's special about this Beer Week? Specialty brews. San Diego brewers have been stepping outside the norm, trying all sorts of unusual flavors in their beers. Some are delving back into the rich local history of San Diego beer to brew full-bodied lagers. Others are adding fruits, a variety of spices, chilis and other unusual ingredients to make a beer that is a unique experience. They are balancing and counter-balancing during food pairings. Take time to close your eyes, breathe in the aroma, take a small sip and enjoy the bounty that is San Diego Beer Week.

Chad Heath (Guild Board Member, Stone Brewing Co.):
 San Diego Beer Week is always a busy time for us at Stone. At both of our Stone Brewing World Bistro & Gardens restaurants in Escondido and Liberty Station we spend a lot of time working on creating awesome events that showcase San Diego and the amazing beer scene that is in San Diego. To kick things off we host a Rare Beer Breakfast, which is amazing. From the distribution side of things, our San Diego Sales Manager, Cat Costlow, works tirelessly to create events that not only showcase Stone, but showcase the other brands Stone represents in San Diego. We have learned from history to work on events that garner interesting beer, unique food and a quality venue. I would be remiss if I didn't mention the San Diego Brewers Festival. As a Board member, this is something we have spent all year working on and are stoked to see it coming together for what promises to be an epic event with even more fantastic beers from San Diego's breweries.

Gina Marsaglia (Guild Board Member; Pizza Port):
 With the surging number of breweries opening in San Diego County, this year's Beer Week is no doubt going to be bigger and better than ever. Social media will propel the events info into the hands of even more evolving craft beer lovers everywhere. I am most excited for the wet hop beers and hope that every brewery can release at least one this season and showcase it during SD Beer Week. Wet hop season is truly the most wonderful time of the beer.

Marty Mendiola (Guild Board Member; Rock Bottom Brewery):
 I look forward to all the beer and food pairings throughout San Diego Beer Week. I expect good things from all the usual suspects like Stone, The Ritual, Urge, among many others. We will be having a nice Chef & Brewer's Dinner here in La Jolla during the week that is always a blast. Of course, ending the week with the beautiful views and the exquisite pairings at the Beer Garden at The Lodge at Torrey Pines is a must for me to end my Beer Week right. Can't wait!

Matt Rattner (Guild Board Member; Karl Strauss Brewing Co.):
 This year's San Diego Beer Week is going to be bigger and better than ever before. We're excited to be celebrating our fifth anniversary with more events and more brewery involvement. When we started San Diego Beer Week in 2009, we were hoping to share our unique brewing scene with locals, and five years later it's amazing to see how San Diegans have embraced Beer Week. We now have more than 70 breweries in town and we're internationally recognized for our innovation, quality, and collaboration. San Diego Beer Week is a chance to celebrate our accomplishments as a brewing community and expose even more locals to the great beer this city has to offer.



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CATCHING UP WITH COEDO

WORDS AND PHOTOS BY BRANDON HERNÁNDEZ

There's a serious craft beer movement taking place in Japan and America is very much a part of it. Beers plucked from the U.S. — from California to New York — are making their way to the country's rising number of craft beer bars and restaurants, and those beers are serving as serious inspiration for Japan's rising number of brewers.

"No craft brewer in Japan doesn't know about what American craft brewers are doing," says Hiromi Uetake, the head brewer for Coedo, one of Japan's larger craft brewing companies. "Anyone who is into craft beer in Japan is also drinking American craft beer and American brewers are considered to be like gods here."

Uetake recalls a night spent tossing and turning before meeting Ballast Point Brewing & Spirits Director of Research and Development and Specialty Brewer Colby Chandler in 2012. Chandler traveled to the Land of the Rising Sun to brew a collaboration beer at Coedo. Uetake was so nervous about his date with a deity that he didn't feel comfortable contributing much to the recipe. But once they pulled their boots on and got down to business, the star factor fell away and a fast friendship was formed.

Later in the year, Uetake and Coedo President Shigeharu Asagiri flew to San Diego to brew an alternate version of the collaboration beer at Ballast Point. While here, they toured beery spots and were blown away by the everyday nature of craft beer. "It was amazing," said Asagiri. "People love craft beer everywhere in San Diego."

Echoed Uetake, "In Japan, craft beer is still a special occasion, pricey thing. Not that many drink it, but in San Diego's it's like an everyday necessity."

Uetake and Asagiri are already anticipating a return to San Diego next year. This time, they will be the guests of Coronado Brewing Company (CBC) and on a mission to complete another collaboration effort. Last month, CBC Director of Brewery Operations Shawn DeWitt and Brewery Pro-

duction Manager Pete Falletta crossed the Pacific to brew at Coedo. This time, armed with the knowledge that a brewer is a brewer the world over, as well as the confidence that his inventiveness is right on par with San Diego's craftsmen, Uetake threw himself and his ideas more freely into the recipe development process.

The Coedo head man went back and forth in a string of emails with the CBC brew crew. Originally, they were going to brew an India pale ale using Japanese hops

used as a sweet accoutrement for rice-based desserts in Japan. And Sorachi Ace hops did make it in the end, literally. The beer will be dry-hopped with that varietal in order to impart lemony, minty aromas.

The beer will also be barrel-aged in bourbon whiskey barrels procured from Japan's Ichiro Malt. But that's not where the artisanal inventiveness will end. Once the beer is removed from the barrels, the oak storage receptacles will be returned to Ichiro Malt and used to age whiskey. This is one



(L-r) Nick Miller of Nagano Trading Company, Hiromi Uetake and Pete discuss the brewing process

or an American-style hoppy pale ale. Sorachi Ace was discussed, but most of that hop variety is actually brewed in the U.S. and most of the other hops they discussed were on contract to American brewing companies. In the end, the dark American strong ale they decided on sounds much more interesting thanks to a slew of ingredients native to Japan.

Kinako, roasted soy that's finely ground into a flour with a consistency similar to that of confectioner's sugar, was added. Extra sugar was needed to bump up the alcohol-by-volume, so Uetake suggested black sugar cane from Okinawa. The latter is syrupy, similar to molasses in flavor and often

of, if not the first instance of two companies sharing barrels in this manner (though, locally, Ballast Point aged its Victory At Sea imperial porter in their liquor barrels before refilling the used barrels with a spirit that will receive added character and complexity from the beer soaked into the oak).

6,000 liters of the beer (just over 50 barrels by U.S. measurements) are being produced, and it is scheduled to make its debut as a draft-only offering throughout Japan this December. A small number of kegs will also make it to America and be made available at CBC's Tecolote Canyon tasting

Continued on page 36

SDBW

SAN DIEGO BEER WEEK 2013

----- *KnB Wine Cellars* -----

SAT (12-5pm) **FIRESTONE WALKER BEERBBQ**

NOV 2 >>>>

Featuring Parabola, Sucaba, Double DBA, 16th Anniversary, Velvet Merkin, Pevo Pils, Velvet Merlin, Wookey Jack, Union Jack, and Double Jack.

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WED (5-close)

NOV 6 >>>>

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Big Barrel IIPA, Tower 20 IIPA, Wreck Alley Imperial Oatmeal Stout with Chocolate and Coffee,

Off The Rails Imperial Red, and Boardwalk Black IPA.

SERVING UP A SELECTION OF GRILLED CHEESE SANDWICHES SERVED WITH A SHOT OF TOMATO BISQUE SOUP

FRI (6-8pm)

NOV 8 >>>>

NINKASI BREWING COMPANY

Meet CEO and owner Nikos Ridge of Ninkasi Brew Co. Featuring Tricerahops IIPA,

Total Domination IPA, Vanilla Oatmeal Stout with Vanilla, Believer Double Red Ale, plus other specialty kegs!

SAT (12-5pm)

NOV 9 >>>>

DRAKES BREWERY BEERBBQ

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Q&A

with **SHELDON KAPLAN**
BY SAM TIERNEY

Sheldon Kaplan is the director/producer of *Suds County, USA*, a documentary film that focuses on 25 years of San Diego brewing history. Through his extensive research, he has gained a unique perspective on the local craft beer culture.

WC: What was your general impression of the Great American Beer Festival?

Kaplan: It's always a fun event, and I never tire of going. The huge number of truly interesting and well-made beers to taste is always exciting. I also enjoy visiting breweries in the Denver metro area. I was a little surprised to see a Shock Top and a Blue Moon booth when a number of actual craft breweries were missing this year. It was quite odd given that the Brewers Association claims really pushes craft beer, and after reading their "Craft vs. Crafty" statement in December it was weird to see booths from the big three. Obviously stuff well beyond my pay grade going on here. That said, the beers at the AC Golden booth, which is owned by MillerCoors, were pretty impressive, especially the Peche and American Wild Ale.

As a lover of the American-Style India Pale Ale it was amazing to see 252 competition entries in that category. It was awesome to try some of these at the booths, and it was nice to know that there's a little bit of San Diego influence in many of those beers. A few examples I tasted were definitely below what I would consider par, but then again I have high IPA standards living in San Diego.

I also really enjoy going to the awards ceremony and seeing the local brewers winning medals. Even though medals are not the be-all and end-all, it is nice to see the guys (and gals - go Devon!) being recognized for the great beers that they are making.

What would you like to see improved next year?

From what I heard at the media luncheon I don't believe there will be major changes next year, but more than likely for 2015 when they'll have more booth and festival space. I would like to see a return of the city craft brewers guilds en masse. In 2011 and 2012 when the San Diego Brewers Guild had their own booth I volunteered to pour for almost all of the sessions. I found it a great opportunity to help introduce craft beer fans to a broad variety of San Diego beers. It was also an opportunity to spread the word about San Diego Beer Week, which unfortunately less people know about than you might think. This year there was a very small area for the guilds, and it was primarily state ones that

participated. It would also be nice to see even more craft breweries represented both on the floor and in competition.

How did you get into craft beer?

I got into craft beer living in Europe in the late 80s. I was fortunate to live for a time near Belgium and would visit on a regular basis, so I've been drinking craft beer long before it earned the "craft beer" moniker. One of the great things about both the San Diego and US craft beer revolution is that we don't have to go to Europe anymore to enjoy great European-style beers. They're made right here.

What can you tell us about beer revolutions elsewhere?

I grew up in South Africa in a land of fizzy yellow beer controlled by SAB (now SABMiller). Interestingly enough, in the past couple of years there seems to be the nascent stage of a craft beer revolution over there. I'm aware of a number of homebrew supply stores that have started opening, so it's an exciting time. Also, I was in Argentina earlier this year and noticed that they are starting to create more interesting beers; some of this, oddly enough, has been born out of an inability to get certain imported ingredients due to exchange control restrictions that supposedly help the countries balance of payments issues.

What's one of the main things you learned while researching for your film?

I was pleasantly surprised by the deep and intricate connection between the local homebrewers and pro brewers. I'm happy to see that this tradition is continuing, and it's cool to see more good homebrewers turning pro.

What's your current view on San Diego beer?

What I've really enjoyed seeing over the last year is all these breweries opening up in San Diego and everyone for the most part trying to make better beer than their neighbor. That said, with more breweries opening every month, I think that there is an onus on the more established brewers to ensure that everyone's beer is up to snuff. There is no place for bad beer, period. A small amount of bad beer can do a lot of damage to the collective gains that have been made over a long period, especially when we are still trying to convert folks from the fizzy yellow stuff. Clearly, the standards across the board are pretty high, and I believe we have a long way to still go before we reach a — pardon the pun — saturation point.

The rapid growth has been amazing to watch. Hess, for me, is a great example of this. A couple years ago they were in a tiny space in an industrial park in Miramar, and now they have grown into a new 30 BBL location. Hopefully we will see more of this kind of growth



Kaplan, with Wynkoop's 2013 Beerdrinker of the Year winner Warren Monteiro, at the GABF media luncheon

in the very near future.

It's also fun to see how the movement is spreading north through Orange County into LA. I think San Diego has definitely influenced that growth, and it is nice to see the growth of another potentially large craft beer drinking market very close to home. This also means San Diego beer will be fresh when it gets there. It's certainly a great opportunity for San Diego beers to find more tap and perhaps also shelf space.

The other cool thing I've seen happen in San Diego is that the locally-sourced food movement is growing, and how that is tied in with craft beer. There are huge opportunities here, and it is nice to know that there are other foods available to pair with a great craft beer besides pizza and burritos — not that I don't love pizza and burritos, but variety is the spice of life. On that note, I noticed on my visit to Denver this year that the food and beer pairings available in the local restaurants had continued to improve, and they would currently kick San Diego's butt in that arena.

How is San Diego viewed by outsiders?

I've found in my travels that not as many people are aware of San Diego's craft beer revolution as those in the local collective beer bubble might imagine. Plenty of work still needs to be done in this area. I'm aware that the local Brewers Guild is working hard to continue to bring awareness about craft beer to a greater audience, however occasionally it seems that they might be preaching to the choir. I believe that the outreach needs to be greater, and wider. I am aware that this requires more funds. Hopefully they can be found somewhere.

I hate to single out any specific brewery, but I have to doff my hat to Greg Koch, Steve Wagner and "Team Stone." When I travel and San Diego beers are discussed, Stone is almost always the first brewery mentioned by outsider, which makes sense as they are the 10th largest craft brewery in the nation. Stone has done a huge amount in bringing attention to San Diego craft beer; yes, I'm aware that growing their brand and their distributed brands are the primary drivers for their motivation, but the communal benefits are just the same.

What's our biggest impediment to growth?

I think that the only impediment to growth going forward is the eventual cost of water in San Diego. Here's a reminder to all: it may not seem like it, but technically we live in a desert. It takes approximately five to seven pints of water for every finished pint of beer, depending on the style. Also, a lot

of water that is used to sanitize at the breweries is just run off and never recycled in any way. I would imagine that 10-15 years down the road this will have changed and the gray water will be reutilized in some fashion based on both cost of the resource and potential regulations and their attached costs. There's going to be a lot of political wrestling over the water we get from the Colorado River as time goes on.

What are your beer pet peeves?

I have to say that nothing pisses me off more than going into a bar and being served a great craft beer that has found its way to my glass via a dirty line. There is no excuse for this; it's sloppy, lazy, and does a great disservice to the brewers who created it with love and attention. Also, don't give me a frosty pint glass, especially with an IPA in it! The cold kills all the flavor; it makes no sense at all. There's a reason that they want to keep the mountains blue, so you don't taste the crap!

I also think there's a huge opportunity being missed to educate the consumer at the bar. At some hardcore craft beer bars servers assume that everybody knows what's coming out of those shiny taps, and bartenders are sometimes impatient with the n00bs. I've encountered bartenders who are unable to adequately describe the beers they have on offer and/or servers unable to suggest a beer and food pairing or even how to pour a beer. I think the following is illustrative: this summer I was out with my wife at a fairly upmarket San Diego restaurant that also caters to tourists. I ordered a bomber of Green Flash Summer Saison and it arrived with the requisite chilly pint glass. I asked my server if he had any beer glassware of any type that wasn't cold. I was informed that only chilled pint glasses were available. So I asked the server for one of the red wine glasses. He looked at me as though I had suddenly started speaking in Urdu. "A red wine glass?" He repeated. "Yes, please," I said. When it arrived you can rest assured I carefully poured my own beer! Hopefully more places labeling themselves as "craft beer bars/restaurants" will encourage or better yet subsidize their bartenders and servers to obtain the Cicerone Certified Beer Server credentials. In addition, perhaps the Brewers Guild could get some of their members to offer to volunteer to provide a basic beer class for restaurant staff once every couple of months? Just a thought.



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Crafting San Diego:

HOW WE MARKET SAN DIEGO CRAFT BEER

BY VINCE VASQUEZ

(This op-ed is the first in a series of essays on ideas to transform San Diego's craft beer industry into the #1 market & tourist destination in America.)

Local brewers have earned a sterling reputation for producing distinctive, award winning beers – but does it matter that their beer is brewed in San Diego County? Answering this question could bring our region one step closer to using a powerful tool that can significantly increase brewery sales and visits.

At issue is “place-based marketing,” a marketplace strategy which emphasizes the link between the quality of a product and its origin. Place-based marketing is used to differentiate products in a complex, globalized marketplace.

As consumer choices grow, product differentiation becomes increasingly important. Consumers use place as a guide, particularly with food and food products, to infer quality and make purchasing decisions. Research has shown that over time place-based marketing can accelerate industry development, increase demand for premium goods and services, and provide a competitive marketplace advantage that is not easily duplicated.

Does the origin of a product say something about its quality? Consider the following: Napa wine; Belgian chocolates; Kentucky bourbon; Italian olive oil; California raisins. These growers and manufacturers have constructed a perceivable link between a product's place of origin and its presumed quality. The products have become synonymous with quality, craftsmanship, and industry excellence. They also evoke mental images, emotions, and mystique. Small and new enterprises stand to gain as much from this style of marketing as larger, more established businesses within the same geography.

Wine makers have been the most successful in articulating a clear rationale for place-based marketing. For centuries, the industry has educated the public that the microclimate, the soil, and the viticultural practices used within a particular growing

region directly relate to the quality of the wine. This information is featured prominently in labeling, packaging and advertising. Retailers acquiesce by organizing wine by region on store shelves. Visitors to a winery are told about the local terroir and the nuances in taste affected by each growing season. Important legal mechanisms have even been developed to protect the integrity of these links; consider the importance of appellation programs such as the American Viticultural Areas (AVAs) in the U.S. and the Controlled Designation of Origin programs in France (AOC) and Italy (DOC).

regions are home to hops or barley farmers who collaborate with brewers and influence brewing practices. Brewing heritage, culture, and industry practices can also be distinct to a region.

Should San Diego consider using place-based marketing to promote local craft beer? It's a question worth asking. The challenge, of course, would be to first demonstrate how the quality of San Diego craft beer is connected to our geography. What is the “San Diego-ness” of San Diego craft beer? To explore this, I began by looking at basic brewing ingredients and what we



Zack Summers of Main Tap Tavern's locally-grown hops in Japatul Valley. Photo: Ryan Lamb

Place-based marketing is rarely, if ever, used to promote craft beer. Few have taken the time to explain to everyday consumers how geography affects beer quality. Most craft brewers take a fundamentally different approach to marketing, and tourism officials often fold the brewing industry into the greater identity of that particular region. This is a big missed opportunity. Could a region make the case for the place-based marketing of craft beer? Arguably, yes.

Water, which is more than 90% of beer, has varying levels of pH and minerals, depending on the region. The chemistry of water affects the flavor of beer. Some re-

would likely need to explain about them:

Water: Describe how minerals in San Diego water impact the beer tasting experience. Do the levels of minerals in our water elevate flavor or clarity? How do they interact with yeast? Do they complement certain types of beer? How is San Diego's water chemistry different than water found in other brewing regions? Can brewers obtain higher levels of quality by using local sources of water?

Barley: Delve deeper into how local brewers source and process grains. Does

Continued on page 37



This deep, dark, viscous brew stands up to other imperial stouts, delivering big flavors in a smooth, balanced and easy-drinking package. Robust and chocolaty with a hint of hop freshness, it's the perfect beer to warm up with as winter cold sets in.

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Q & A

with **GWEN CONLEY**

BY BRANDON HERNÁNDEZ



I'd heard the rumors of a goddess marrying mediums equally decadent — beer and fromage — to create seamless pairings so exquisite, they built the lore that surrounded their creator. I'd even caught a glimpse of the dairy queen at this year's Craft Brewers Conference, doling out beer-and-cheese duos and the methodology employed in their development to a packed house of ravenously hungry industry professionals. But it wasn't until one fateful day at the tasting room cohabitated by Port Brewing and The Lost Abbey that I tasted for myself just what Gwen Conley was capable of.

As the Director of Production and Quality Assurance for both of the aforementioned brewing operations, Conley knows everything there is to know about fermentation and the science of properly crafted, defect-free ales and lagers. But it's her ability to go a step further by identifying individual taste components and existing flavor bridges between these edible and quaffable worlds that lifts her already formidable tal-

ents to the next level in a big way.

That afternoon I was first graced with her pairings was, like most of life's best moments, completely unplanned. I was at the bar, wrapping up an interview with Director of Brewery Operations Tomme Arthur when, out of nowhere, Conley emerged with a large platter containing a spread of five different cheeses, which she instantly offered up to all interested parties.

Several of us partook and, as we did, she rifled off detailed descriptions of each cheese—the type of milks they were made from, rind variety, flavor notes. But she didn't stop there. In order to make sure everybody enjoyed the fromage to the fullest extent, she recommended beers from the taps that would accentuate the flavors of the cheese and vice versa.

I'm no stranger to beer and cheese pairing. As a beer and food writer, I've had the privilege of experiencing many such taste experiences put on by Cicerones and noted beer-and-food experts. Even so, this impromptu session with Conley was the finest

Conley, in her element. Photos by Tyler Graham]

of them all, and something so special, I felt compelled to interview her, share some of her background and all-time favorite pairings with *West Coaster* readers. Read on and get to know this talented individual, then try out one of her pairings with one of my favorite cheese recipes of all time—camembert en croute with red currant jelly and mixed peppercorns.

WC: How did you get into craft beer?

Conley: Pure dumb luck. When I moved to Colorado in the nineties, it was almost required that you drink craft beer. With experience as a biology teacher, environmental chemist, microbiologist and flavor panel leader/trainer, I ended up at Flying Dog brewery as the Director of Quality and Sensory. One year while judging at the Great American Beer Festival, I mentioned to Tomme that when he was ready to start a quality lab, I would be happy to help him. That progressed into running Production and Quality for The Lost Abbey. See, pure

dumb luck! [wink]

How did you get into pairing beer and cheese?

I just love sensory and picking apart the pieces of whatever I taste. After going through 18 months of sensory training, that's what happens, but it's truly just fun and I love getting other people excited about it. Cheese and beer are great, but really, it is about creating a sensory experience for everyone when it comes to eating. Sometimes, when you drink a beer and think you don't like it, it really might be that you just haven't found the food that goes with it. When you do, it can be a mind-blowing experience and I really enjoy helping people reach that!

What opportunities are there for fans in the tasting room to experience the symbiosis of fromage and your company's beers firsthand?

We sporadically bring out cheese in the tasting room because, well, we all love cheese and beer. We have also set up tastings for special occasions or visitors. Then there's times where we just find really cool cheeses that need to be tasted and paired.

Is there an order you should eat the beer and the cheese for maximum enjoyment?

We're pairing beer with food, not the other way around, so it's always beer first. Smell the beer, sip the beer, then have the cheese.

What are your top five beer-and-cheese pairings?

Port Mongo IPA and vintage or cave-aged sharp Cheddar is one of my all-time favorites because it really demonstrates how beer and cheese—or food for that matter—interact to change your perception of what you are drinking and eating. The sharpness of the Cheddar matches the intensity of the IPA, but cuts through the hops. And it doesn't work with just any IPA. It takes the citrus notes and dankness of the hops in Mongo to make this work. I try it with our Wipeout IPA and the hop character of that beer is too grassy, plus the malt presence is too subdued to stand up to the cheese. This pairing is a great suggestion when somebody tells me that they really don't like IPAs.

The Lost Abbey Carnevale saison and Bucherondin, a bloomy goat cheese. The balance of these two is a beautiful experience. The combination really brings out the best sharp, tangy, breadly, earthy notes in the beer and the cheese.

Port Board Meeting Brown Ale and Kokos coconut crème Gouda, a crazy cheese I was so glad I picked up. I've tasted the Kokos with so many of the beers in the tap room, but Board Meeting's coffee and cocoa nibs, in combination with the creamy, salty coconut attributes of the Gouda, make you think you have had the most amazing coffee drink or dessert.

The Lost Abbey Lost and Found Ale and Manchego. The sweet, malty characteristics are a perfect match with the nutty creaminess of this Spanish sheep's milk cheese. There's even a very slight, but very nice bitter, salty finish.

Last but not least, The Lost Abbey Saint's Devotion and Cambozola. I love both of these individually, and the complexity of the pairing cannot be beat. Funky, sweetbread, mushroom, fruity, earthy—there are so many layers and it seems like every time we do this pairing, somebody comes up with another descriptor to



add to the mix. It also works extremely well with The Lost Abbey Inferno Ale.

And what beers would you choose as great go-withs for my camembert recipe?

I would recommend Lost and Found Ale or The Lost Abbey Judgment Day since both will go well with the currant component. That said, you also might want to try our new edition of The Lost Abbey Saison Blanc since it has white pepper and Brettanomyces. Or there's always Saint's Devotion, which is a fruity Belgian with funky Brett. Why go with just one beer, right?

Camembert En Croute with Red Currant Jelly & Mixed Peppercorns

Yield: 1 party serving

1 sheet puff pastry dough, thawed	½ Tbsp fresh ground mixed
1 ½-pound wheel Camembert cheese, rind removed and sliced in half lengthwise	peppercorns (black, white, green and pink)
½ cup red currant jelly	1 large egg, beaten
	1 tsp milk

Preheat oven to 400 degrees F.

Lay the sheet of pastry dough out on a lightly floured surface. Place the bottom half of the cheese in the center of the dough. Spread an even layer of the jelly atop the cheese. Sprinkle the pepper evenly over the preserves and stack the top half of the cheese directly on top of the bottom half. Bring the corners of the dough together atop the center of the cheese and twist to create an airtight seal. Use your hands to form the dough to the shape of the cheese wheel without making it too tight. Use a knife to trim the excess dough at the top of the package. If you'd like, roll out the excess dough and use a paring knife to cut out shaped pieces to place atop the dough-covered cheese. Place the dough package on a baking sheet lined with parchment paper. In a small bowl, whisk the egg and milk together. Brush the egg wash on the exposed portions of the dough. Place the baking sheet in the oven and bake until the dough is golden brown, 20 to 25 minutes. Remove from the oven and let stand for 5 minutes before serving.

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Q & A

with **CHRIS BANKER**

BY RYAN RESCHAN

Chris Banker is an award-winning homebrewer with local club QUAFF.

How long have you been homebrewing? What got you into brewing? Was your first batch a success?

I have been homebrewing for just over four years, since the fall of 2009. In fact, the fourth anniversary of my first batch I brewed myself was in early October.

My first attempt at homebrewing was a Mr. Beer kit that a roommate and I tried in college. I didn't know, but he had cleaned the plastic fermentor with bleach and not rinsed it well, so at no fault of the kit, our beer turned out tasting like bleach and went down the drain after we failed at trying to drink some of it. This turned me away from homebrewing for a little while, but I wasn't deterred permanently and the idea of brewing beer still interested me.

Then in 2009 the idea of brewing my own beer began popping into my head occasionally, and one time I happened to be near a computer and bought a kit of equipment and ingredients. It arrived a few days later and I brewed my first real batch, a Sierra Nevada Pale Ale clone. A couple weeks later, I bottled it and when it was carbonated, I was pleased that it had turned out well. In retrospect, there were probably some flaws, but it was good enough that I was hooked on homebrewing. I decided that this was a hobby worth pursuing and decided that the best way to get good was to keep brewing...a lot.

You have won many awards for you homebrew, what are some of the highlights?

The biggest highlight for me was my Best of Show in the 2013 QUAFF America's Finest City Homebrew Competition with my Imperial IPA. This competition is one of the largest in San Diego with a very high level of submissions and San Diego's best judges. I was very honored to win such an award, and it has special meaning to me since the Best of Show Award is named after Jim Howard, a valued friend and QUAFF member who we lost a couple years ago.

When I was preparing to head out to the QUAFF meeting where the awards were being announced, I was on the fence about bringing some growlers of this beer to share. I decided to fill them up at the last minute. The club's president purposely saved my beer for



Chris Banker at the latest NHC. Photo by Brian Trout

one of the last to be shared so that I could share it with the club when I won the award. I was really glad that I decided to bring it.

I was also honored to be selected as a speaker for the 2013 National Homebrewers Conference in Philadelphia. I gave a talk on ciders entitled "Cider Revolution: Brewing Great Ciders with Everyday Ingredients" to a full house of about 600 attendees. This talk was very well-received and I am certain that I inspired many homebrewers to give ciders a try.

Can you describe your brewing system for us?

I have progressed through a few different setups, all of them electric. I started out brewing partial-boil extract batches on my electric stove in an apartment. It was okay for a while, but when I stepped up to all-grain and full volume boils, I realized that the weak stove was inadequate and heating was taking forever. I still didn't have anywhere to use a propane burner, so I built a heat stick, which is basically an electric water heater element on a stick. Using that in conjunction with the stove gave me plenty of heating capacity to do five gallon all-grain batches. I found that I was sharing my beer a lot and I was always left wishing I had more than five gallons, so I decided it was time to figure out a way to upgrade to 10 gallons while still brewing in my apartment kitchen, which brings us to my current system.

Faced with the limitations of creating a 10 gallon system that could be used in my apartment kitchen and the constraints of the available circuits, I went to work designing a new system from the ground up. As an electrical engineer, this was a fun extracurricular project. Since I didn't have an available 240V circuit, I figured out that I could pull current from two separate 120V circuits in my kitchen to provide enough power to brew 10 gallon batches. I designed and built a custom electric brew kettle from a converted Sankey keg with built-in heating elements, valves, a sight glass, and a thermocouple to monitor the temperature. I also designed a custom control box for the system, which uses a PID controller to monitor and control the temperature in the kettle. The control system powers the heating elements in the kettle and also has a switched circuit for running the pumps.

For my mash tun, I use a large rectangular cooler, which does a great job of maintaining temperatures. To avoid the need for a second electric kettle, I batch sparge and use the electric kettle as both my hot liquor tank and boil kettle. I use one of my old brewpots as a storage vessel for the first runnings while I heat sparge wa-

ter. I have the ability and equipment to do a heat exchanger recirculating mash system (HERMS), although I rarely need to unless I'm doing step mashes, as the cooler holds temperatures very well.

I have since moved out of my small apartment into a house that provides a lot more room for my brewing activities. Thankfully, the outside bar at my house has a great electrical setup, which allows me to continue using my electric system. It still works great for me and I love being able to dial in my temperatures, so I see no need to switch to propane even though I have that option now.

In terms of fermentation, I split my 10 gallon batches into two separate carboys, sometimes treated the same in terms of yeast and additions, sometimes not. I ferment in chest freezers with digital temperature controls. I have two chest freezers that I rotate between fermentation and lagering, depending on style of beer I'm brewing. For serving, I keg all of my beer, and generally only bottle beers as needed for competitions and aging. I have about 15 fermentors and 15 kegs, which I try to keep full most of the

time to have a good pipeline of beer with a lot of variety. I have a range of beers, ciders, meads, and wines in various stages, including some things that have been bulk aging for years.

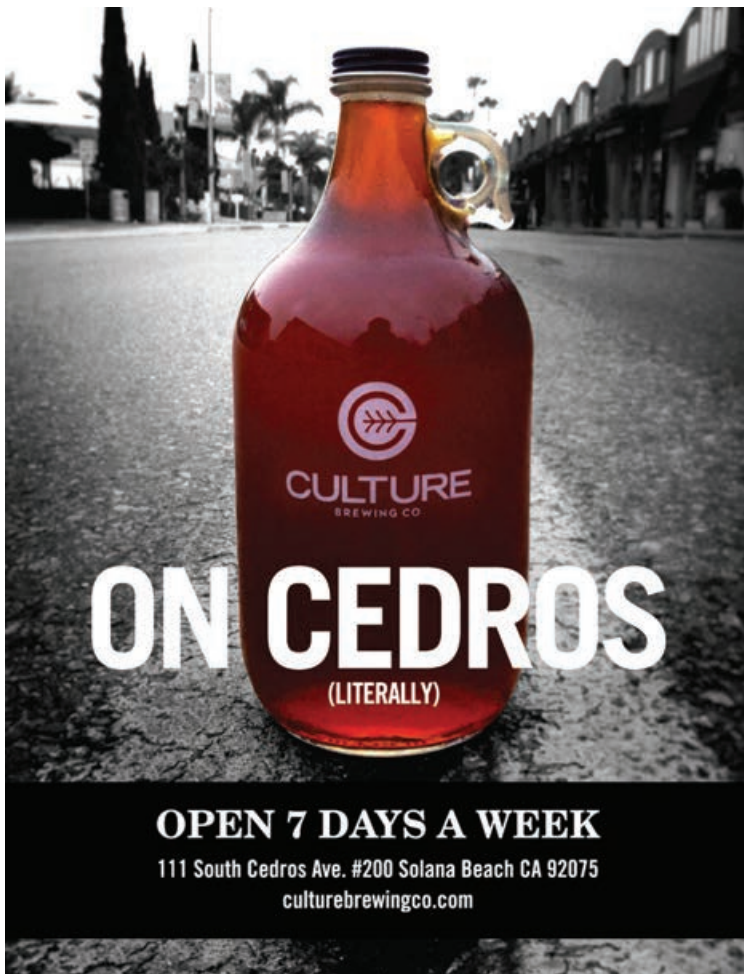
What do you think are the keys to making great homebrew?

In short, attention to details and focusing attention on things that matter while not worrying about the things that don't. Sanitation is obviously important and if you don't have that down before you start brewing a lot and making expensive batches, you are going to get really frustrated very quickly. Initially, it takes some practice to get comfortable with your system so that you know what to look for and how to adjust when things are off. You should be able to get to the point where you plan out your brew day and are pretty much on auto-pilot, never forgetting details like pH adjustments and finings. One thing I have learned over the years is not to stress about how a beer tastes before it is done fermenting. There have been many times when I have pulled an early sample and been worried about the beer turning out bad, then tried it when completely finished

and it was great.

There are a couple of more advanced techniques that I have found to make a big difference. First of all is fermentation temperature control. It is possible to make great beers without temperature control, but it takes a lot of work to monitor your fermentation and you are limited during some parts of the year. A controlled temperature chamber like a fridge or chest freezer makes temperature control as easy as dialing in a number. A really simple technique for improving beers by avoiding astringency is controlling the pH of your wort. I taste a lot of homebrews with noticeable astringency, which is most commonly caused by the pH of the wort getting too high during sparging. Fixing this can be as simple as just adding a standard amount of acid to your sparge water, or you can get a bit more advanced and use a good pH meter to check and adjust your sparge pH level.

Becoming a BJCP beer judge has also been extremely helpful. Having the knowledge and palate to judge beers will allow you to effectively judge and adjust your own brews.



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Continued from page 22

room and Coronado brewpub. Once on the beer board, it will bear a name thought up by Falletta — Coedonado. And when the Coedo crew comes to San Diego, they will brew a similar beer and call it Coroedo.

For Uetake, there is more to his U.S. collaborations than getting to meet his brewing heroes from the States. Producing interesting beers like the kinako and black sugar strong ale with American brewers helps to raise the visibility of craft beer — specifically, Japanese craft beer — in his country and abroad. He wants people to know what's going on in his homeland and provide fans of good beer a taste of what Coedo and its contemporaries have to offer.

Soon, San Diegans will have the opportunity to sample Coedo beers for themselves. The company is in the final stages of signing a distribution contract that will bring their beers across the Pacific and into the hands of local drinkers. Expect a variety of well-made lagers including a pilsner, schwarzbier, imperial pale lager and an amber made using Japanese sweet potatoes. Until then, keep an eye peeled for Coedonado.

“The excitement in Japan’s craft beer scene is huge and these collaborations create a link for the country’s other brewing companies to band around,” said Andrew Balmuth, owner of Nagano Trading Company (the importer responsible for bringing in beers from Ballast Point, Green Flash, Stone, CBC and more) and the innovator behind the Coedo collaborations. “We’re building a bridge for U.S. craft beer to get to Japan and vice versa.”



Pete Falletta (left) and Shawn DeWitt outside the front of Coedo's brewery

“Hess beers have a distinctive creamy texture, and the Vienna cream ale, Grazias, was unlike anything else I tasted that weekend, gently nut-toasty but refreshing all the same.” —NY Times

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Continued from page 27

San Diego source higher grade grains than the industry standard? Are those grains custom grown? Is mashing more of a labor-intensive, automated or science-driven process in San Diego, compared to our competitors? Do San Diego brewers use more expensive, customized, or high-tech equipment for mashing (or any other aspect of brewing) than the industry at large?

Hops: Explain the connection between San Diego and our celebrated use of hops. Does the chemistry of local water develop different hop characters? Does hoppy beer say anything about the values or principles of our region's brewing culture? Is the way we use hops fundamentally different than other regions?

Yeast: Share the story that for nearly twenty years San Diego has been home to one of the world's foremost brewing yeast suppliers, White Labs. Has early knowledge transfer and collaboration between White Labs and brewers contributed to a unique brewing culture that exalts experimentation and creativity? Do local brewers know more about yeast and the science of

beer due to the presence of White Labs? Explain how yeast is a critical element to brewing high quality beer.

Place-based marketing could easily be extended to other areas of local brewing. Is San Diego's brewing community more collaborative, innovative, experimental, bold, than other regions? Has our great weather and lifestyle lured talented brewers from across the country to set up shop here? Are other businesses, organization or individuals, unmentioned in this op-ed, that were key to setting the early quality standards of local craft beer?

If our region could establish a link between place and quality, we could set in motion a powerful marketing strategy. Clear talking points would be established for the use of locals, brewers, industry leaders and tourism officials. Local beer labels could uniformly display their regional origin. Brewery tours could walk visitors through a more in-depth narrative of the uniqueness of local craft beer, and provide more information about each beer being tasted.

Place-based marketing enhances the ex-

isting reputation of quality products within a region, and highlights them with broad brush strokes. No effort, no matter how delicately crafted, could possibly capture every unique story or experience happening here. Nor will every consumer delve deeper into the "why" behind the quality of a regional product. The key to effective marketing is articulating what makes a product desirable in a clear and concise way. Place-based marketing creates an umbrella "regional brand" to communicate the value and uniqueness of a place's products to a mass audience.

San Diego has a unique opportunity to be a trailblazer in how it markets local craft beer, and possibly change how consumers view and experience craft beer in the future. With increasing marketplace competition, it's vital that we think regionally, and set in motion a rising tide that lifts all boats.

Vince Vasquez is the Senior Policy Analyst at the National University System Institute for Policy Research, an economic think-tank based in San Diego.



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BONUS INTERVIEW W/ GREG NAGEL AKA OC BEER BLOG

Greg Nagel grew up in the Inland Empire and has been living in Orange County for almost 25 years. He's the founder of OCBeerBlog.com, a gonzo-journalistic view of craft beer in the greater Los Angeles area. Known to brew his legal homebrew limit every year, he is guided by his only fear: boredom. He is a Sierra Nevada Beer Camp alum and a Cicerone Certified Beer Server. When not imbibing, brewing or writing, he can usually be found swinging his daughter at the park, traveling or learning guitar.

WC: What was your overall impression of the Great American Beer Festival in Denver (GABF)?

Nagel: I love it. I feel like a caffeinated kid running wild in Costco after eating chili for three days straight. I geek out on the whole operation: one hour, I'll focus on the best stouts of the mid-Atlantic, then I'd get bored and go on a funky Brett beer bender through the Pacific Northwest. An hour after that, I line surf and chat with random people and ask what their local faves are. There's almost too much to do to really take it all in. This year I was fortunate enough to try the Farm to Table Pavilion and was impressed with how well everything was matched up. After sampling that, I got twerked on by a young lady in a 70's tie-dye jumpsuit in the Silent Disco. Aside from that, connecting with your local beer friends is a highlight, especially if they win medals or boast a super large line. I'm happy for them and take in local pride. It was sad to see my local hero Noble Ale Works miss the registration.

How many times have you been to GABF?

I've been to the last two. At some point my goal is to attend every major beer festival on the planet. I speak some German and would love to hit Munich for Oktoberfest next year, then try my hand at the Great British Beer Festival. Of course a Belgian beer romp is in order very soon.

Which OC breweries represented in Denver?

Left Coast/Oggi's Pizza, Pizza Port San Clemente, TAPS Fishhouse & Brewery, The Bruery, Valiant Brewing, Bootleggers Brewery, Newport Beach Brewing Co., and Tustin Brewing Co. TAPS won two Bronze medals for Helles and Schwarzbier; I was crushed when Natty Light took gold for

Cream Ale, I'm sure someone swapped the labels with TAPS. Left Coast got the gold on their anniversary Imperial Stout. I live/work fairly close to Beachwood BBQ & Brewing. They cleaned up the joint for sure.

What Denver spots would you recommend to visitors?

Aside from GABF ground zero, Falling Rock Taphouse is a home away from hotel, and Denver has more breweries and brewpubs than Seattle has Starbucks it seems. One place in particular that caught my attention this year was The Source, an all-inclusive craft market. Not only is Crooked Steve's new brewery there, there's a cheese shop, coffee roaster, local produce shop, a butcher, a great restaurant I ate at called Acorn and a taqueria. If I lived near there I would be broke and happy! There's also Euclid Hall, Star Bar and Great Divide if you're looking for landmarks. If you're in town for longer, a trip to Fort Collins, Boulder and Longmont is highly suggested. New Belgium's tour is highly recommended.

What sort of presence do San Diego beers have in Orange County?

I've done no official calculations, but it seems like San Diego beer has been creeping into taps for some time. It seems like Stone Distributing has opened the floodgates of decent beer in grocery stores over the last year. No longer does one have to hit a big box beverage store to stock up on SD-made beverages. I'd guesstimate that ten San Diego breweries have a strong foothold on

our soil. A couple new SD breweries started showing up in the last six months. One problem I see though is there's not much style differentiation between the brands.

Can you list some of your favorite breweries or brewpubs in San Diego?

My favorite brewery to visit is Societe Brewing Co. I know Doug from The Bruery and I'm familiar with his hyper-anal attentiveness to beer quality. I went to their grand opening and have been back several times since. Their beer gives me serious goosebumps! It's intense, clean, beautiful, and complex. When I'm not sick to death of IPAs, Alpine Beer Company is my #2 spot; their beer is such an awesome hop delivery system. I homebrew quite a bit and use Alpine's Duet recipe for my home IPA. Lost Abbey/Port Brewing is my other SD favorite. Every time I go, I fall in love with beer all over again.

How about beer bars and craft-centric restaurants?

When I'm down in SD I'm usually at the mercy of my family with a big group and kids in tow. I'm a huge fan of getting reservations at Stone Brewing World Bistro & Gardens in Escondido for lunch. The kids like farting around the water and the adults like the peaceful garden area. Pizza Port is also a saving grace. "What should I get Greg?" "Anything." I'll be down for San Diego Beer Week with my wife, no kids in tow. We look forward to checking out Urge Gastropub, Cusp and Craft & Commerce. Got another good spot I should check out? Tweet me at @OCBeerBlog. I'm pretty adventurous.

Final thoughts?

Along with Tom Tait, the Mayor of Anaheim, I'm on a small committee of beer-minded folks looking to bring a large-scale craft beer conference/festival to the Anaheim Convention Center. According to the OC Register, the Anaheim Convention Center is the largest exhibit space on the West Coast. As one of my goals is to grow craft beer in Orange County, Anaheim has a unique small business program aimed at cutting the red tape for breweries. The clear message is that if you're looking to open a brewery in OC, Anaheim is your place. I'm also trying to piece together a cask ale festival for next spring. Follow @Firkfest for more info.



Greg Nagel at the GABF media luncheon. Photo: Ryan Lamb

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www.BubsSanDiego.com
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www.Craft-Commerce.com
- 5. Downtown Johnny Brown's**
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www.DowntownJohnnyBrowns.com
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www.KnottyBarrel.com
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www.NeighborhoodSD.com
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www.Ogawashi.com
- 9. Quality Social**
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QualitySocial.com
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www.BareBackGrill.com/Queenstown
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www.Searsucker.com
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544 5th Ave. | 619.232.9840
www.TheField.com
- 13. The Hopping Pig**
734 5th Ave. | 619.546.6424
www.TheHoppingPig.com
- 14. The Local**
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www.TheLocalSanDiego.com
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770 5th Ave. | 619.338.9300
www.TheTippyCrow.com
- 16. Tin Can Alehouse**
1863 5th Ave. | 619.955.8525
www.TheTinCan1.Wordpress.com

BOTTLE SHOPS

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www.BacchusWineMarket.com
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1036 7th Ave. | 619.232.6367
www.BestDamnBeerShop.com
- 3. Bottlecraft**
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www.BottlecraftBeer.com

BREW PUBS

- 1. Ballast Point Little Italy**
2215 India St. | www.BallastPoint.com
- 2. Monkey Paw Pub & Brewery**
805 16th St. | 619.358.9901
www.MonkeyPawBrewing.com
- 3. Rock Bottom Brewery Restaurant**
401 G St. | 619.231.7000
www.RockBottom.com/San-Diego
- 4. The Beer Company**
602 Broadway Ave. | 619.398.0707
www.SDBeerCo.com

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3382 30th St. | 619.255.7049
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www.SmallBarSD.com
- 17. Station Tavern**
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www.TheHavenPizzeria.com
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www.TheRoseWinePub.com
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www.TheSouthParkAbbey.com
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www.TornadoSD.com
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 - 2. Bottlecraft**
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- 4. Clem's Bottle House**
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- 9. Stone Company Store - South Park**
2215 30th St. 3 | 619.501.3342
www.StoneBrew.com/Visit

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- 1. Blind Lady Ale House/Automatic Brewing Co**
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www.BlindLadyAleHouse.com

BREWERIES

- 1. Poor House Brewing Company**
4494 30th St.
www.PoorHouseBrew.com
- 2. Thorn St. Brewery**
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www.ThornStreetBrew.com

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www.CohnRestaurants.com
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1132 Prospect St. | 858.454.0771
www.LaValencia.com
- 5. Porters Pub**
9500 Gilman Dr. | 858.587.4828
www.PortersPub.net
- 6. Public House**
830 Kline St. | 858.551.9210
www.The-PublicHouse.com
- 7. The Grill at Torrey Pines**
11480 N Torrey Pines Rd. | 858.777.6645
www.LodgeTorreyPines.com
- 8. The Shores Restaurant**
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www.TheShoresRestaurant.com

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BREW PUBS

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www.KarlStrauss.com
- 2. La Jolla Brew House**
7536 Fay Ave. | 858.456.6279
www.LaJollaBrewHouse.com
- 3. Rock Bottom Brewery Restaurant**
8980 Villa La Jolla Dr. | 858.450.9277
www.RockBottom.com/La-Jolla

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- 1. Karl Strauss Brewing Co.**
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- 1. Amplified Ale Works/California Kebab**
4150 Mission Blvd. | 858.270.5222
www.AmplifiedAles.com
- 2. Pacific Beach Ale House**
721 Grand Ave. | 858.581.2337
www.PBAleHouse.com

E POINT LOMA OCEAN BEACH

BEER BARS & RESTAURANTS

- 1. Fathom Bistro**
1776 Shelter Island Dr. | 619.222.5835
www.FathomBistro.com
- 2. Gabardine**
1005 Rosecrans St. | 619.398.9810
www.GabardineEats.com
- 3. Harbor Town Pub**
1125 Rosecrans St. | 619.224.1321
www.HarborTownPub.com
- 4. Kecho's Cafe**
1774 Sunset Cliffs Blvd. | 619.225.9043
www.KechosCafe.com
- 5. Newport Pizza and Ale House**
5050 Newport Ave. | 619.224.4540
www.OBPizzaShop.com
- 6. OB Kabob**
4994 Newport Ave. | 619.222.9700
www.OBKabob.com
- 7. OB Noodle House**
2218 Cable St. | 619.450.6868
www.OBNoodleHouse.com
- 8. Oggi's Pizza and Brewing Co.**
2562 Laning Rd. | 619.876.5000
www.LibertyStation.Oggis.com
- 9. Phils BBQ**
3750 Sports Arena Blvd. | 619.226.6333
www.PhilsBBQ.net
- 10. Raglan Public House**
1851 Bacon St. | 619.794.2304
- 11. Restaurant @ The Pearl Hotel**
1410 Rosecrans St. | 619.226.6100
www.ThePearlSD.com
- 12. Sessions Public**
4204 Voltaire St. | 619.756.7715
www.SessionsPublic.com
- 13. Slater's 50/50**
2750 Dewey Rd. | 619.398.2660
www.SanDiego.Slaters5050.com
- 14. Tender Greens**
2400 Historic Decatur Rd. | 619.226.6254
www.TenderGreensFood.com
- 15. The Joint**
4902 Newport Ave. | 619.222.8272
www.TheJointOB.com
- 16. Tom Ham's Lighthouse**
2150 Harbor Island Dr. | 619.291.9110
www.TomHamsLighthouse.com

BOTTLE SHOPS

- 1. Barons Market**
4001 W Point Loma Blvd. | 619.223.4397
www.BaronsMarket.com
- 2. Fuller Liquor**
3896 Rosecrans St. | 619.296.1531
www.KegGuys.com
- 3. Olive Tree Marketplace**
4805 Narragansett Ave. | 619.224.0443
www.OliveTreeMarket.com
- 4. Sea Trader Liquor & Deli**
1403 Ebers St. | 619.223.3010
www.SeaTraderLiquorAndDeli.com

BREW PUBS

- 1. Pizza Port Ocean Beach**
1956 Bacon St. | 619.224.4700
www.PizzaPort.com
- 2. Stone Brewing World Bistro & Gardens (Liberty Station)**
2816 Historic Decatur Rd. | 760.294.7899
www.StoneWorldBistro.com

BREWERIES

- 1. Modern Times Beer**
3725 Greenwood St. | 619.546.9694
www.ModernTimesBeer.com

F MISSION VALLEY CLAIREMONT

BEER BARS & RESTAURANTS

- 1. Dan Diegos**
2415 Morena Blvd | 619.276.2100
www.DanDiegos.com
- 2. La Gran Terraza**
5998 Alcalá Park | 619.849.8205
www.SanDiego.edu/Dining/LaGranTerraza
- 3. O'Brien's Pub**
4646 Convoy St. | 858.715.1745
www.OBriensPub.net
- 4. Postcards Bistro @ The Handlery Hotel**
950 Hotel Circle North | 619.298.0511
www.SD.Handlery.com
- 5. Randy Jones All American Sports Grill**
7510 Hazard Center Dr. 215
619.296.9600 | www.RJGrill.com
- 6. The High Dive**
1801 Morena Blvd. | 619.275.0460
www.HighDiveInc.com

BOTTLE SHOPS

- 1. Del Mesa Foods & Liquor**
6090 Friars Rd. | 619.299.1238
www.Facebook.com/DelMesaLiquor
- 2. Keg N Bottle**
3566 Mt. Acadia Blvd. | 858.278.8955
www.KegNBottle.com
- 3. Mesa Liquor & Wine Co.**
4919 Convoy St. | 858.279.5292
www.SanDiegoBeerStore.com

BREW PUBS

- 1. Gordon Biersch**
5010 Mission Ctr. Rd. | 619.688.1120
www.GordonBiersch.com
- 2. Oggi's Pizza and Brewing Co.**
2245 Fenton Pkwy. 101 | 619.640.1072
www.MissionValley.Oggis.com
- 3. San Diego Brewing Company**
10450 Friars Rd. | 619.284.2739
www.SanDiegoBrewing.com

BREWERIES

- 1. Ballast Point/Home Brew Mart**
5401 Linda Vista Rd. 406 | 619.295.2337
www.HomeBrewMart.com
- 2. Benchmark Brewing Co.**
6190 Fairmount Ave. Ste G | 619.795.2111
www.BenchmarkBrewing.com
- 3. Coronado Brewing Co. (Knoxville)**
1205 Knoxville
www.CoronadoBrewingCompany.com
- 4. Helm's Brewing Co.**
5640 Kearny Mesa Rd. | 858.384.2772
www.HelmsBrewingCo.com
- 5. Societe Brewing Company**
8262 Clairemont Mesa Blvd
www.SocieteBrewing.com

HOME BREW SUPPLY

- 1. Home Brew Mart/Ballast Point**
5401 Linda Vista Rd. 406 | 619.232.6367
www.HomeBrewMart.com

G SORRENTO VALLEY MIRA MESA

BEER BARS & RESTAURANTS

- 1. Best Pizza & Brew**
9172 Mira Mesa Blvd. | 858.566.9900
www.BestPizzaAndBrew.com
- 2. Bruski House Burgers & Beer**
9844 Hibert St. Ste G10 | 858.530.2739
www.BruskiHouse.com
- 3. Woody's Burgers**
7070 Miramar Rd. | 858.578.8000
www.Bangin-Burgers.com

WANT TO ADD YOUR LOCATION?

Send submissions to:
directory@westcoastersd.com

BOTTLE SHOPS

- 1. Keg N Bottle**
9430 Scranton Rd. | 858.458.4290
www.KegNBottle.com

BREW PUBS

- 1. Callahan's Pub & Brewery**
8111 Mira Mesa Blvd | 858.578.7892
www.CallahansPub.com
- 2. Karl Strauss Brewing Co.**
9675 Scranton Rd. | 858.587.2739
www.KarlStrauss.com

BREWERIES

- 2. Kids Brewing Co.**
8680 Miralani Dr. #123 | 858.480.5437
www.TwoKidsBrewing.com
- 2. AleSmith Brewing Company**
9368 Cabot Dr. | 858.549.9888
www.AleSmith.com
- 3. Ballast Point Brewing and Spirits**
10051 Old Grove Rd. | 858.695.2739
www.BallastPoint.com
- 4. Green Flash Brewing Company**
6550 Mira Mesa Blvd. | 760.597.9012
www.GreenFlashBrew.com
- 5. Hess Brewing**
7955 Silverton Ave. Ste 1201
619.887.6453 | www.HessBrewing.com
- 6. Intergalactic Brewing Company**
9835 Carroll Ctr. Rd. | 858.750.0601
www.IntergalacticBrewing.com
- 7. Rough Draft Brewing Co.**
8830 Rehco Rd. Ste D | 858.453.7238
www.RoughDraftBrew.com
- 8. Saint Archer Brewing Co.**
9550 Distribution Ave. | 858.225.2337
www.SaintArcherBrewery.com
- 9. Wet 'N Reckless Brewing Co.**
10054 Mesa Ridge Ct. Suite 132
858.480.9381 | www.WetNReckless.com

HOME BREW SUPPLY

- 1. American Homebrewing Supply**
9535 Kearny Villa Rd. | 858.268.3024
www.AmericanHomebrewing.com

OTHER

- 1. White Labs**
9495 Candida St. | 858.693.3441
www.WhiteLabs.com

NORTH COUNTY COASTAL

BEER BARS & RESTAURANTS

- 1. 83 Degrees**
660 Carlsbad Village Dr. | 760.729.7904
www.83Degrees.net
- 2. Board & Brew**
201 Oak Ave. | 760.434.4466
www.BoardAndBrew.com

BOTTLE SHOPS

- 3. Dani P's Cork & Tap**
560 Greenbrier Dr. | 760.967.0128
www.DaniPscorkTap.com
- 4. PCH Sports Bar & Grill**
1835 S Coast Hwy. | 760.721.3955
www.PCHSportsBarAndGrill.com
- 5. Tap That Tasting Room**
3207 Roymar Rd. | 760.529.5953
www.TapThatKegNow.com
- 6. The Compass**
300 Carlsbad Village Dr. | 760.434.1900
www.Facebook.com/TheCompassCarlsbad

BOTTLE SHOPS

- 1. Beer On The Wall**
3310 Via De La Valle | 760.722.2337
www.BeerOnTheWall.com
- 2. Pizza Port Bottle Shop**
573 Carlsbad Village Dr. | 760.720.7007
www.PizzaPort.com/Locations/Bottle-Shop
- 3. Stone Company Store-Oceanside**
301 N. Tremont St. | 760.529.0002
www.StoneBrewing.com
- 4. Texas Wine & Spirits**
945 Carlsbad Village Dr. | 760.729.1836
www.TexasWineSpirits.com

BREW PUBS

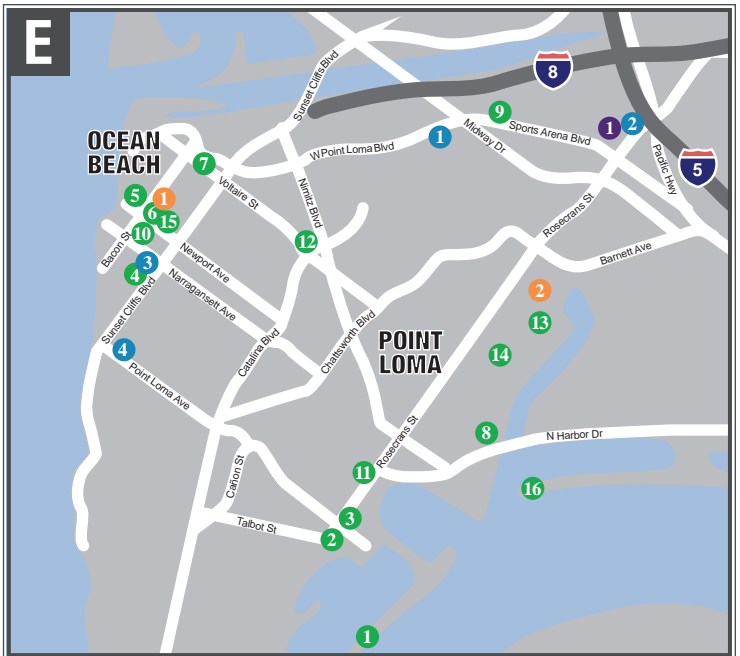
- 1. Breakwater Brewing Company**
101 N Coast Hwy. Ste C140 | 760.433.6064
www.BreakwaterBrewingCompany.com
- 2. Karl Strauss Brewing Co.**
5801 Armada Dr. | 760.431.2739
www.KarlStrauss.com
- 3. Pizza Port Carlsbad**
571 Carlsbad Village Dr. | 760.720.7007
www.PizzaPort.com

BREWERIES

- 1. Arcana Brewing Co.**
5621 Palmer Way
www.FezziwigsBrewing.com
- 2. Oceanside Ale Works**
1800 Ord Way | 760.310.9567
www.OceansideAleWorks.com
- 3. On-The-Tracks Brewery**
5674 El Camino Real Suite G
www.OTTBrew.com

HOME BREW SUPPLY

- 1. Hydrobrew**
1319 S Coast Hwy. | 760.966.1885
www.HydroBrew.com



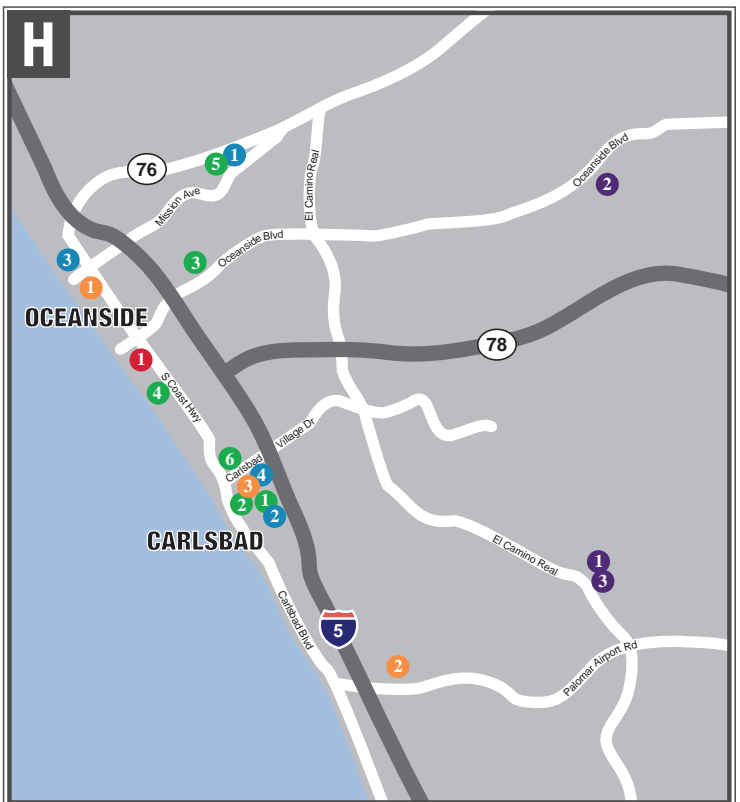
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EAST COUNTY

BEER BARS & RESTAURANTS

- 1. Eastbound Bar & Grill**
10053 Maine Ave. | 619.334.2566
Find us on Facebook!
- 2. Main Tap Tavern**
518 E Main St. | 619.749.6333
www.MainTapTavern.com
- 3. Oggi's Pizza and Brewing Co.**
9828 Mission Gorge Rd. | 619.449.6441
www.Santee.Oggis.com
- 4. Press Box Sports Lounge**
2990 Jamacha Rd. | 619.713.6990
www.PressBoxSportsLounge.com

BOTTLE SHOPS

- 1. B's Kegs**
1429 East Main St. | 619.442.0265
www.KegBeerAndWine.com
- 2. Beverages 4 Less**
9181 Mission Gorge Rd. | 619.448.3773
www.Beverages4LessInc.com

BREW PUBS

- 1. El Cajon Brewing Company**
110 N Magnolia Ave.
www.Facebook.com/ElCajonBrewery
- 2. Helix Liquor**
444 West Chase Ave. | 619.444.0226
- 4. Valley Farm Market**
9040 Campo Rd. | 619.463.5723
www.ValleyFarmMarkets.com
- 5. Windy City Liquor**
701 Broadway | 619.588.8404
www.WindyCityLiquor.com

BREW PUBS

- 1. El Cajon Brewing Company**
110 N Magnolia Ave.
www.Facebook.com/ElCajonBrewery

BREWERIES

- 1. BNS Brewing & Distilling**
10960 Wheatlands Ave. | 619.208.9799
www.BnsBrewingAndDistilling.com
- 2. Butcher's Brewing**
9962 Prospect Ave. | 619.334.2222
www.ButchersBrewing.com
- 3. Manzanita Brewing Company**
10151 Prospect Ave. Ste D | 619.334.1757
www.ManzanitaBrewing.com

HOME BREW SUPPLY

- 1. All About Brewing**
700 N Johnson Ave. Ste G | 619.447.BREW
www.AllAboutBrewing.com
- 2. Homebrew 4 Less**
9181 Mission Gorge Rd. | 619.448.3773
www.Homebrew4LessInc.com

NORTH COUNTY INLAND

BEER BARS & RESTAURANTS

- 1. Churchill's Pub and Grille**
887 W San Marcos Blvd. | 760.471.8773
www.ChurchillsPub.us
- 2. Cool Hand Luke's**
110 Knoll Rd. | 760.752.3152
www.CoolHandLukes.com
- 3. Mike's BBQ**
1356 W Valley Pkwy. | 760.746.4444
www.MikesBBQ.us
- 4. Phils BBQ**
579 Grand Ave. | 760.759.1400
www.PhilsBBQ.net
- 5. Stone Brewing World Bistro & Gardens**
1999 Citracado Pkwy. | 760.471.4999
www.StoneWorldBistro.com
- 6. Sublime Ale House**
1020 W San Marcos Blvd. | 760.510.9220
www.SublimeAleHouse.com

BOTTLE SHOPS

- 1. Holiday Wine Cellar**
302 W Mission Ave. | 760.745.1200
www.HolidayWineCellar.com
- 2. La Vista Liquor**
993 S. Santa Fe Ave. | 760.758.8900
- 3. Vista Wine & Spirits**
755 Shadowridge Dr. | 760.727.2017

BREW PUBS

- 1. Back Street Brewery/Lamppost Pizza**
15 Main St. | 760.407.7600
www.LamppostPizza.com/Backstreet

2. Prohibition Brewing Co.

2004 E. Vista Way | 760.295.3525
www.ProhibitionBrewingCompany.com

3. San Marcos Brewery & Grill

1080 W San Marcos Blvd. | 760.471.0050
www.SanMarcosBrewery.com

BREWERIES

- 1. Aztec Brewing Company/7 Nations**
2330 La Mirada Dr. Ste 300 | 760.598.7720
www.AztecBrewery.com
- 2. Barrel Harbor Brewing**
2575 Pioneer Ave. | 760.734.3949
www.BarrelHarborBrewing.com
- 3. Belching Beaver Brewery**
980 Park Center Dr. | 760.703.0433
www.TheBelchingBeaver.com
- 4. Fallbrook Brewing Co.**
136 N Main Ave.
www.FallbrookBrewing.com
- 5. Indian Joe Brewing**
2379 La Mirada Dr. | 760.295.3945
www.IndianJoeBrewing.com

6. Iron Fist Brewing Co.

1305 Hot Springs Wy. Ste 101
760.216.6500 | www.IronFistBrewing.com

7. Latitude 33 Brewing Company

1430 Vantage Ct. Ste 104
760.913.7333 | www.Lat33Brew.com

8. Mother Earth Tap House

206 Main St | 760.599.4225
www.MotherEarthBrewCo.com

9. Offbeat Brewing Company

1223 Pacific Oaks Pl. | 760.294.4045
www.OffbeatBrewing.com

10. Port Brewing/The Lost Abbey

155 Mata Wy. Ste 104 | 760.720.7012
www.LostAbbey.com

11. Rip Current Brewing

1325 Grand Ave. | 760.481.3141
www.RipCurrentBrewing.com

12. Stone Brewing Co.

1999 Citracado Pkwy. | 760.471.4999
www.StoneBrew.com

13. Stumblefoot Brewing Co.

1784 La Costa Meadows Dr.
www.Stumblefoot.com

HOME BREW SUPPLY

- 1. Mother Earth Retail Store**
204 Main St | 760.599.4225
www.MotherEarthBrewCo.com
- 2. Smokin Beaver**
348 State Pl. | 760.747.2739
www.SmokinBeaver.com

POWAY RANCHO BERNARDO

BEER BARS & RESTAURANTS

- 1. Brother's Provisions**
16451 Bernardo Ctr. Dr. | 858.850.2767
www.BrosProvisions.com
- 2. Company Pub and Kitchen**
13670 Poway Rd. | 858.668.3365
www.CompanyPubAndKitchen.com
- 3. Phileas Fogg's**
11385 Poway Rd. | 858.486.4442
www.PhileasFoggs.com
- 4. URGE American Gastropub**
16761 Bernardo Ctr. Dr. | 858.637.8743
www.URGEGastropub.com

BOTTLE SHOPS

- 1. Barons Market**
11828 Rancho Bernardo Rd.
858.485.8686 | www.BaronsMarket.com
- 2. Distiller's Outlet**
12329 Poway Rd. | 858.748.4617
www.DistillersOutlet.com
- 3. Piccadilly Marketplace**
14149 Twin Peaks Rd. | 858.748.2855
- 4. Welldeck Liquor**
14168 Poway Rd. | 858.486.5552

BREW PUBS

- 1. Karl Strauss Brewing Co.**
10448 Reserve Dr. | 858.376.2739
www.KarlStrauss.com
- 2. Oggi's Pizza and Brewing Co.**
10155 Rancho Carmel Dr.
858.592.7883 | www.CMR.Oggis.com

BREWERIES

- 1. Lightning Brewery**
13200 Kirkham Wy. Ste 105
858.513.8070 | www.LightningBrewery.com

SOUTH BAY

BEER BARS & RESTAURANTS

- 1. La Bella Pizza**
373 3rd Ave. | 619.426.8820
www.LaBellaPizza.com
- 2. Oggi's Pizza and Brewing Co.**
2130 Birch Rd. | 619.746.6900
www.OggisEastlake.com
- 3. The Canyon Sports Pub & Grill**
421 Telegraph Canyon Rd.
619.422.1806 | www.CYNClub.com

BOTTLE SHOPS

- 1. Keg N Bottle**
2335 Highland Ave. | 619.474.7255
www.KegNBottle.com
- 2. South Bay Liquor**
1355 Broadway | 619.422.1787
- 3. Sprouts Market**
690 3rd Ave. | 619.409.7630
www.HenrysMarkets.com

COLLEGE LA MESA

BEER BARS & RESTAURANTS

- 1. Cheba Hut**
6364 El Cajon Blvd | 619.269.1111
www.ChebaHut.com
- 2. Hoffer's Cigar Bar**
8282 La Mesa Blvd. | 619.466.8282
www.HoffersCigar.com
- 3. KnB Wine Cellars**
6380 Del Cerro Blvd. | 619.286.0321
www.KnBWineCellars.com
- 4. Terra American Bistro**
7091 El Cajon Blvd | 619.293.7088
www.TerraSD.com
- 5. The Vine Cottage**
6062 Lake Murray Blvd. | 619.465.0138
www.TheVineCottage.com
- 6. West Coast BBQ and Brew**
6126 Lake Murray Blvd.
- 7. Woodstock's Pizza**
6145 El Cajon Blvd. | 619.265.0999
www.WoodstocksSD.com

BOTTLE SHOPS

- 1. Keg N Bottle**
6060 El Cajon Blvd. | 619.265.0482
www.KegNBottle.com
- 2. Keg N Bottle**
1827 Lemon Grove Ave. | 619.463.7172
www.KegNBottle.com
- 3. KnB Wine Cellars**
6380 Del Cerro Blvd. | 619.286.0321
www.KnBWineCellars.com
- 4. Palm Springs Liquor**
4301 Palm Ave. | 619.698.6887
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ENCINITAS DEL MAR

BEER BARS & RESTAURANTS

- 1. Bier Garden**
641 S. Coast Hwy. | 760.632.2437
- 2. Board & Brew**
1212 Camino Del Mar | 858.481.1021
www.BoardAndBrew.com
- 3. Encinitas Ale House**
1044 S Coast Hwy 101 | 760.943.7180
www.EncinitasAleHouse.com
- 4. Lumberyard Tavern & Grill**
967 S Coast Hwy 101 | 760.479.1657
www.LumberyardTavernAndGrill.com
- 5. Oggi's Pizza and Brewing Co.**
12840 Carmel Country Rd.
858.481.7883 | www.DelMar.Oggis.com
- 6. Oggi's Pizza and Brewing Co.**
305 Encinitas Blvd. | 760.944.8170
www.Encinitas.Oggis.com

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directory@westcoastersd.com

7. Stadium Sports Bar & Restaurant

149 S El Camino Real | 760.944.1065
www.StadiumSanDiego.com

8. Sublime Tavern

3790 Via de la Valle | 858.259.9100
www.SublimeTavern.com

9. The Craftsman New American Tavern

267 N. El Camino Real | 760.452.2000
www.CraftsmanTavern.com

10. The Regal Seagull

996 N Coast Hwy. 101 | 760.479.2337
www.RegalSeagull.com

11. Union Kitchen & Tap

1108 S Coast Hwy. 101 | 760.230.2337
www.LocalUnion101.com

BOTTLE SHOPS

- 1. Farr Better Spirits**
398 N. El Camino Real | 760.753.7137
- 2. Royal Liquor**
1496 N Coast Hwy. 101 | 760.753.4534

BREW PUBS

- 1. Pizza Port Solana Beach**
135 N Hwy. 101 | 858.481.7332
www.PizzaPort.com/Locations/Solana-Beach

BREWERIES

- 1. Culture Brewing Co.**
111 S. Cedros Ave. | 858.345.1144
www.CultureBrewingCo.com

CORONADO

BEER BARS & RESTAURANTS

- 1. Leroy's Kitchen & Lounge**
1015 Orange Ave. | 619.437.6087
www.LeroysLuckyLounge.com
- 2. Little Piggy's Bar-B-Q**
1201 First St. | 619.522.0217
www.NadoLife.com/LilPiggys
- 3. Village Pizzeria**
1206 Orange Ave. | 619.522.0449
www.NadoLife.com/VillagePizzeria

BOTTLE SHOPS

- 1. Park Place Liquor**
1000 Park Place | 619.435.0116

BREW PUBS

- 1. Coronado Brewing Co.**
170 Orange Ave. | 619.437.4452
www.CoronadoBrewingCompany.com

MISSION HILLS HILLCREST

BEER BARS & RESTAURANTS

- 1. Brooklyn Girl Eatery**
4033 Goldfinch St. | 619.296.4600
www.BrooklynGirlEatery.com
- 2. Jakes on 6th**
3755 6th Ave. | 619.692.9463
www.JakesOn6thWineBar.com
- 3. Local Habit**
3827 5th Ave. | 619.795.4470
www.MyLocalHabit.com

4. R-Gang Eatery

3683 5th Ave. | 619.677.2845
www.RGangEatery.com

5. San Diego Brew Project

1735 Hancock St. | 619.234.5757
www.SDBrewProject.com

6. Shakespeare Pub & Grille

3701 India St. | 619.299.0230
www.ShakespearePub.com

7. The Range Kitchen & Cocktails

1263 University Ave. | 619.269.1222
www.TheRangeSD.com

8. The Regal Beagle

3659 India St. 101 | 619.297.2337
www.RegalBeagleSD.com

9. The Ruby Room

1271 University Ave. | 619.299.7372
www.RubyRoomSD.com

10. Toma Sol

301 W Washington St. | 619.291.1159
www.TomaSolTavern.com

BOTTLE SHOPS

- 1. Whole Foods Hillcrest**
711 University Ave. | 619.294.2800
www.WholeFoodsMarket.com

BREW PUBS

- 1. Hillcrest Brewing Company**
1458 University Ave. | 619.269.4323
www.HillcrestBrewingCompany.com

BREWERIES

- 1. Acoustic Ales Brewing Experiment**
1795 Hancock St. | 619.299.2536
www.AcousticAles.com

ALPINE

BREWERIES

- 1. Alpine Beer Company**
2351 Alpine Blvd. | 619.445.2337
www.AlpineBeerCo.com

RAMONA

BREWERIES

- 1. ChuckAlek Independent Brewers**
2330 Main St. Ste C | 513.465.9768
www.ChuckAlek.com

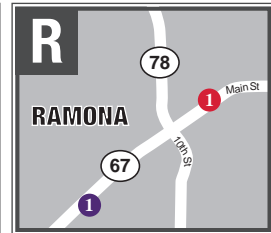
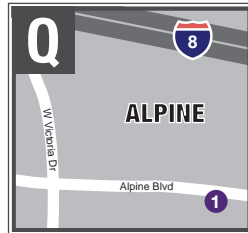
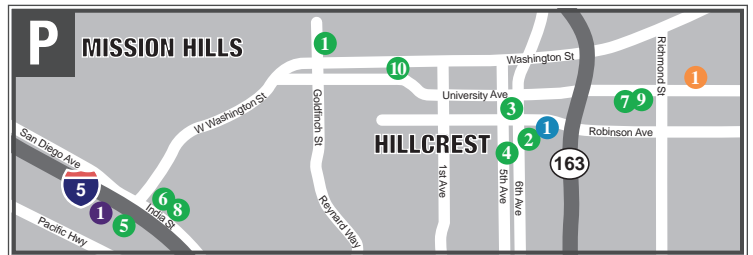
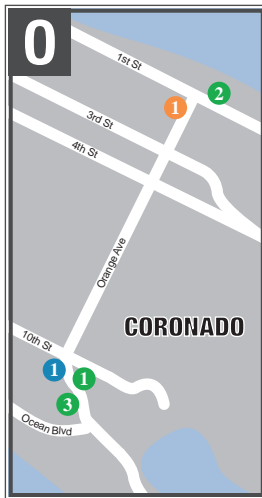
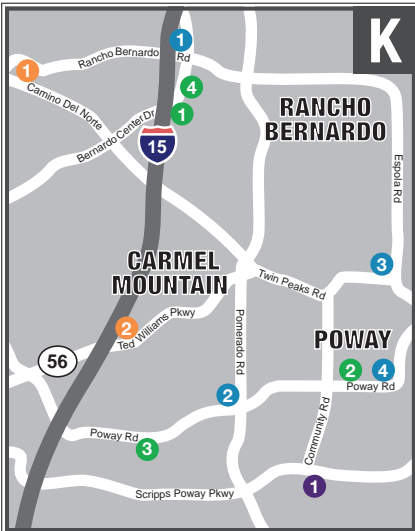
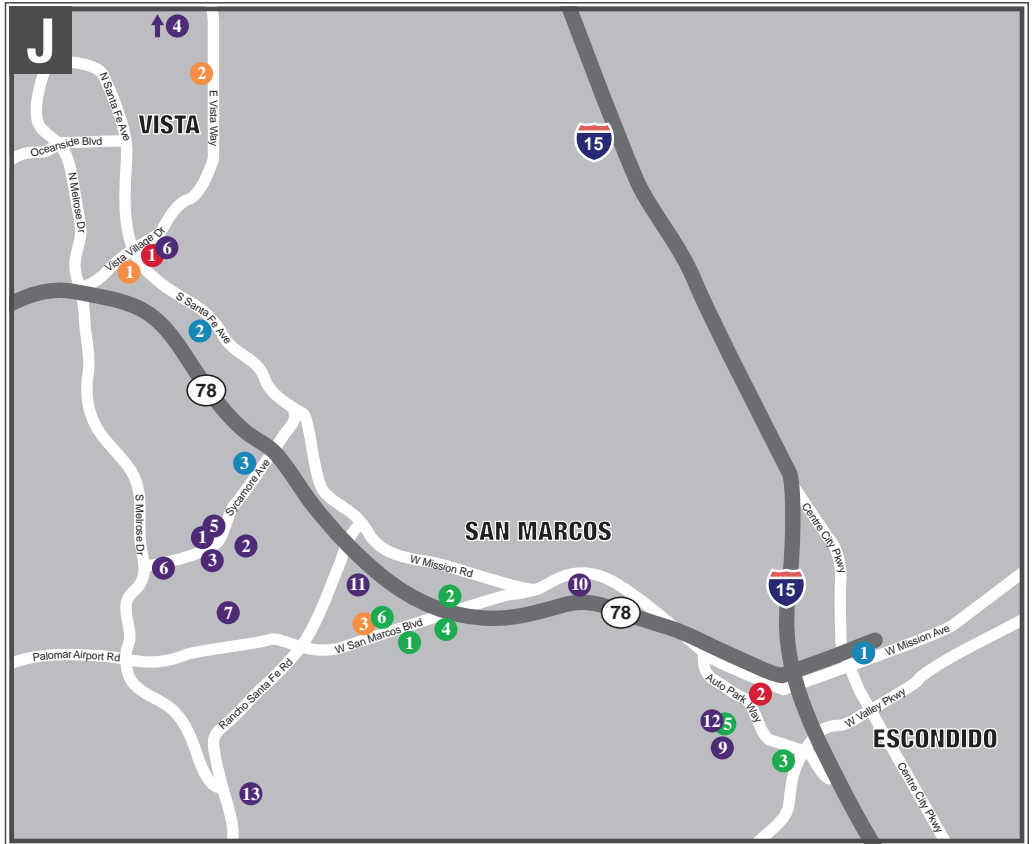
HOME BREW SUPPLY

- 1. Ramona Brew Supplies**
369 Main St. | 760.440.7727

JULIAN

BREW PUBS

- 1. Julian Brewing/Bailey BBQ**
2307 Main St. | 760.765.3757
www.BaileyBBQ.com



N

is for New English

This glossary of terms comes straight from the beer educators at CraftBeer.com, with San Diego breweries added in **bold**

N

New English Brewing Co. - This Sorrento Valley brewery recently installed a 15-barrel brewhouse from Premier Stainless, and is on track to produce about 3,000 barrels a year.

Noble Hops - Traditional European hop varieties prized for their characteristic flavor and aroma. Traditionally these are grown only in four small areas in Europe:

1. Hallertau in Bavaria, Germany
2. Saaz in Zatec, Czech Republic
3. Spalt in Spalter, Germany
4. Tettnang in the Lake Constance region, Germany

O

Oasthouse - A farm-based facility where hops are dried and baled after picking.

Oceanside Ale Works - Founded in 2005, this brewery just won a bronze medal at the Great American Beer Festival for their Oxymoron American-Style Black Ale.

Offbeat Brewing Company - This Escondido-based brewing operation is hosting a Dia De Los Muertos fiesta on November 2 to benefit the Escondido Municipal Gallery.

Oggi's Pizza & Brewing - This franchise has seven operations in the county, with one brewhouse located in Mission Valley. Their Double Up IPA won a gold medal at the 2013 California State Fair.

On-The-Tracks Brewery - This Carlsbad brewery is best known for their Baltic Pepper Porter, which is brewed with peppercorns and jalapeño.

Original Gravity (OG) - The specific gravity of wort before fermentation. A measure of the total amount of solids that are dissolved in the wort as compared to the density of water, which is conventionally given as 1.000 and higher. Synonym: Starting gravity; starting specific gravity; original wort gravity.

Oxidation - A chemical reaction in which one of the reactants (beer, food) undergoes the addition of or reaction with oxygen or an oxidizing agent.

Oxidized - Stale, winy flavor or aroma of wet cardboard, paper, rotten pineapple sherry and many other variations.



New English owner/brewmaster Simon Lacey pours a cask beer

One Town... Nine Breweries On Tap



Back Street Brewing Co
15 Main St. Ste 100
lampostpizza.com/backstreet/



Mother Earth Brew Co
204 Main Street
motherearthbrewco.com



Iron Fist Brewing Co
1305 Hot Springs Way #101
ironfistbrewing.com



Aztec Brewing Co
2330 La Mirada Ste 300
aztecbrewery.com



Prohibition Brewing Co
VISTA, CALIFORNIA
2004 E. Vista Way
prohibitionbrewingcompany.com



Indian Joe Brewing Co
2379 La Mirada Dr
indianjobrewing.com/



Latitude 33 Brewing Co
1430 Vantage Ct Ste 104
lat33brew.com



Belching Beaver Brewing Co
980 Park Center Dr Ste A
belchinbeaver.com



Barrel Harbor Brewing Co
2575 Pioneer Ave. Ste 104
barrelharborbrewing.com

Coming Soon!



Booze Brothers Brewing Co
boozebrothersbrewery.com

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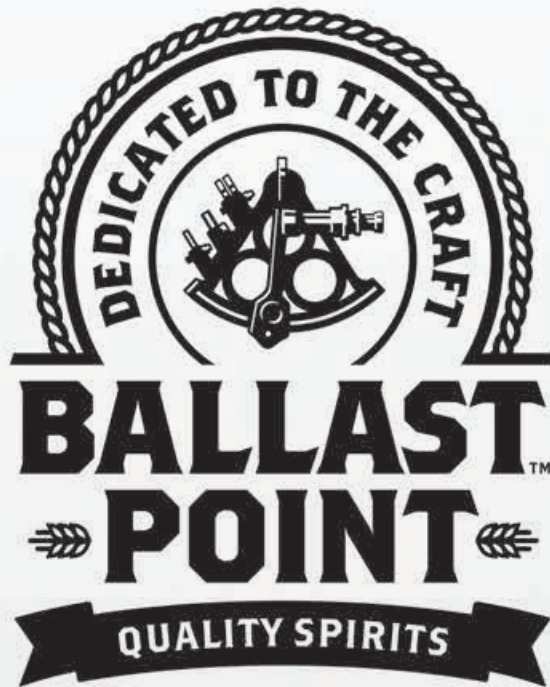


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