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SAN DIEGO MAGAZINE November 2010

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TABLE OF CONTENTS

Letter from the Editor	2
SD Brews in the News	3
Beer and Now	4
SDBW Executi Memos	ve 6&7
Into the Brew	8
Guest Tap	9
The Nameless Beermaid	10
Directory	11





The view of the bottling line from the future tasting room at Green Flash's Mira Mesa location

Flash Forward West Coaster gets a peek at Green Flash's 44,000-square-foot Mira Mesa expansion

By Mike Shess

"We're going to be doing the exact same thing, just with bigger tanks," says Mike Hinkley loudly over the sound of a tractor tearing up concrete behind him. The CEO & Co-Founder of Green Flash was overseeing construction of their upcoming expansion at 6550 Mira Mesa Blvd., scheduled to open mid-2011. Mike invited *West Coaster* to have the first media glimpse into what the future holds for the hop-centric brewery.

The expansion's inception came about 3 years ago, when Green Flash realized that capacity for production would



Mike Hinkley, Co-Founder & CEO of Green Flash Brewing, takes a break from overseeing construction to show us the plans for the Mira Mesa expansion.

eventually exceed the ability of the current location in Vista. The planning stage began and Green Flash reached out to the San Diego Craft Beer Community for advice on the project. Mike recalls, "We went to our good friends at Stone Brewing Co. with the plans and asked, "What are we missing?" It's rare in any industry when one company can go to their direct competition and seek support like that.

Continued on Page 5

Ingrid's 1 in 8 Collaboration beer benefits breast cancer research By Ryan Lamb

verywhere you look, you'll find great examples of San Diegan collaborations. Stone teamed up with Ballast Point and Kelsey McNair to create the San Diego County Session Ale. Then there's the O'Brien's IPA, brewed for the pub by Alpine. During San Diego Beer Week, The Yeastie Boyz, an "All Star Beer Band" composed of craft beerindustry musicians, rocked the house at Eleven. One recent collaboration to grace San Diego is the first between Coronado Brewing Co., Ballast Point, and Ingrid Qua, owner of The High Dive. Back in September at the Great American Beer Festival, Coronado's Southern California District Manager Clinton Smith came up with the idea to do a collaboration beer for San Diego Beer Week while talking with Ballast Point's Sales Manager Matt Wilson. Coronado's Co-Founder, Brewmaster, and San Diego Brewers Guild VP Shawn DeWitt loved the idea, so he got in touch with Colby Chandler, Ballast Point's Specialty Brewer and former San Diego Brewers Guild President. Colby was in New York at the time for the 3rd Annual NY Craft Beer Week, where he started bouncing ideas off the beer enthusiasts in attendance. "It was during that week walking around Manhattan that I came up with the recipe in my head."



Belgian Gastropub Corners South Park The South Park Abbey bolsters neighborhood craft beer scene

he South Park Abbey is perched in what is currently the most exciting beer neighborhood in San Diego. While still in the shadow of its more beer-pedigreed northern neighbor, South Park holds the reins on the lower part of 30th Street with authority. Around the corner from Hamiltons and Stone's proposed new location, The South Park Abbey transformed from the South Park Bar & Grill in July 2010 when couple Adam Neitzke & Sarah Jewell bought the restaurant. Originally from the Los Angeles area, the two proprietors knew of the vibrant San Diego Craft Beer Community before setting up shop. However, they had no idea that 30th Street was the main artery of local brew.

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Ballast Point's Matt Wilson with Ingrid Qua

On opposite coasts, Colby and Shawn worked side-by-side to start putting the idea into action. Having learned in October that Ingrid Qua of The High Dive had been diagnosed with breast cancer, they decided to brew their beer to honor her "and all the women in the world fighting for a cure." A week after her diagnosis, Ingrid got a call from the breweries asking if she wanted to be involved in the collaborative brewing process. She jumped on it knowing the proceeds would go to breast cancer research. She also wondered, "As a beer person, is there anything better than this?" "It was organic the way it came

Continued on Page 5

Continued on Page 10

LETTER FROM THE EDITOR



West Coaster, The Publication Serving the San Diego Craft Beer Community

PUBLISHERS Ryan Lamb & Mike Shess

EDITOR Mike Shess mike@westcoastersd.com

ADVERTISING Ryan Lamb ryan@westcoastersd.com

ART DIRECTOR Carol Sherwood Sherwood Design

MEDIA CONSULTANT Tom Shess Thomas.Shess@gmail.com Thomas Shess Image & Marketing Consultants

STAFF PHOTOGRAPHER Kristina Yamamoto

CONTRIBUTING PHOTOGRAPHER Kristina Blake

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

West Coaster, The Website westcoastersd.com

WEB EDITOR Mike Shess mike@westcoastersd.com

WEB ADVERTISING Ryan Lamb ryan@westcoastersd.com

Happy Holidays & Post-SDBW Musings

West Coaster Updates

Whatever you celebrate this month, we wish the best to you and yours. As for us, we've changed a few things here at *West Coaster*. In print, you'll see a new column: Guest Tap. This column we'll lend out to anyone in the local industry that 1) can write, and 2) has something worthwhile to say. On our website, westcoastersd.com, our directory has evolved. While still under construction, you can see where we are going with the idea at west-coastersd.com/directory. Also, our print is available online in a cool web reader, bringing our editorial section to life: westcoastersd.com/editorial. It's been exciting to watch our website near full-operating power – look for a completed westcoastersd.com very soon!

San Diego Beer Week, or How I Justified Excessive Beer Intake

SDBW was, by all accounts, awesome. I found myself at 2-3 events on average every day. At every event, you could strike sparks; people were excited. What I loved: watching so many restaurants jump on-board, having trouble choosing between events on a nightly basis for ten days, and meeting so many out-of-towners during the week. What I hated: the places who tinkered with the SDBW.org calendar times to make their "event" first, normal happy hours branded as SDBW functions, and how I felt after 10 days of consuming the best beer in the world.

Untappd

This cool little website took a ride with me throughout SDBW. Touted as "a fun, new, mobile-based social network for beer enthusiasts," it's like Facebook & Foursquare combined for craft beer. Add friends, see what everyone is drinking around town, and e-cheers your homies. What I dig is how it keeps track of what beers I'm drinking, where I'm drinking them, and when. The downside? All of the information you feed into it can be used against you in the court of law. Become my e-drinking buddy: untappd.com & search for westcoastermike.

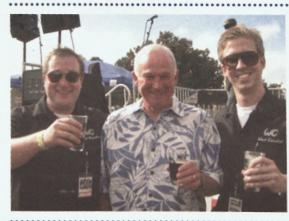
Thanks

Big thanks to our advertisers for making the November issue happen. West Coaster is 100% supported by the San Diego Craft Beer Community, and we'd like to keep it that way. If you own a business in San Diego County that's involved with local craft beer, please consider advertising. For a Media Kit, e-mail me at mike@ westcoastersd.com.

Cheers!

TZASHI

Mike Shess Co-Publisher / Editor West Coaster



WEBMASTER Josh Lizarraga Fresh Cut San Diego freshcutsd.com

GRAPHIC DESIGNER Brittany Everett Fresh Cut San Diego freshcutsd.com

Serving the San Diego Craft Beer Community Published Monthly

FEEDBACK

2-60

Send letters to the Editor to mike@westcoastersd.com Letters may be edited for space. Anonymous letters are published at the discretion of the Editor Mayor Sanders with Mike (far left) and Ryan (far right) of West Coaster

On the cover (right): San Diego Brewers Guild President Adam Carbonell strikes a pose at Eleven, see page 6 & 7. Photo: Kristina Yamamoto (left)





SD BREWS IN THE NEWS

westcoastersd.com's Month in Review

Excellent Beer Week Wraps Up at Torrey Pines Lodge By Ryan Lamb 11/14/10

The Beer Garden at The Lodge at Torrey Pines officially marked the end to San Diego Beer Week. The five-star hotel lived up to its name with out-of-thisworld food & beer pairings.

Unbeatable November weather, amazing beer, and mouth-watering culinary masterpieces proved to be the perfect recipe for the SDBW-weary masses.

Coronado Brewing Co.'s Shawn De-Witt, who also acts as Vice President of the San Diego Brewers Guild, reminded us of the tireless efforts of all Brewers Guild members to make San Diego Beer Week such a flawless festival. Home Brew Mart General Manager and former San Diego Brewers Guild President Colby Chandler, who admitted to taking



The Lodge at Torrey Pines

more cabs this past week than in his sixteen years of living here, was happy that "everybody got onboard this year, even people outside of the beer industry. We've planted more seeds for San Diego Craft Beer this year than any other, and who knows where that's going to land us?" Indeed, the coastal blue sky is the limit.

- for complete recap article on SDBW go to westcoastersd.com, November 14, 2010 "SDBW Year 2, Weekend 2."

Stone Applies For South Park Outlet By Mike Shess/Jeff Hammett 11/10/10

Reporting by West Coaster / SD Beer

are from South Park or, well, anywhere south of Escondido, your letters of support (or emails: SDG.Direct@abc. ca.gov) to the ABC will help make sure the plans go through. Send letters to: ABC Southern District Office, 1350 Front St. Room 5056, San Diego CA 92101.

- for complete article and early onsite photos go to westcoastersd.com, November 10, 2010 "Stone's South Park Secret Slips."

Tom Nickel's Two Cents By Mike Shess 11/09/10

I caught up with Tom Nickel of O'Brien's American Pub in Kearny Mesa just before things started picking up on Alpine's Bad Boy/O'Brien's IPA release night. We grabbed the few remaining leather chairs that litter the interior with comfort.

"Friday night was super busy," he answers my question as to how the AleSmith Night of a Million Zillion Speedways went. "Physically getting the beer into the hands of the customer



SDBW @ O'Brien's Pub

was difficult. With the line going out the door and down the block for 2oz tasters, I knew I did something right when people came up to me at the [San Diego Brewers Guild] Festival the next day and thanked me even after waiting in line." I asked him what he would do differently. "Next year, we need more beer." – for complete article go to westcoastersd.com, November 9, 2010 "Tom Nickel's Two Cents."

Manzanita: Brewery

at the same software company had been same-day fired from their jobs. Jeff recalls the moment, "That was when we said, 'Let's rock!'"

What's new at Manzanita: For December, a Bourbon Vanilla Porter is in the works. January will see a Brown Porter that is currently being aged in oak barrels. Some time in the spring a Russian Imperial Stout will be released, and a Barley Wine is currently aging in oak barrels and will be ready in about a year.

- for complete article go to westcoastersd.com, November 4, 2010 "Manzanita Grows Tall."

Sculpin Sixers

By Ryan Lamb 11/03/10

The wait is over, San Diego – six-packs of Ballast Point's Sculpin IPA are finally here. Previously only available in twenty-two ounce bottles or on tap, this award-winning brew has finally joined the twelve-ounce ranks. "It's been a

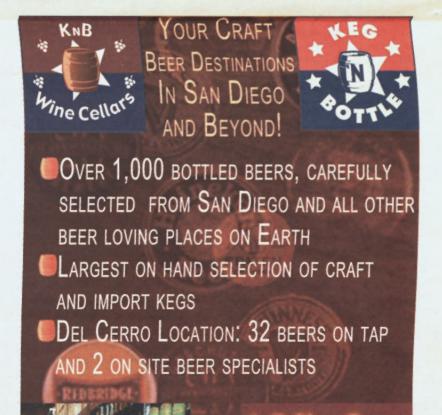


Ballast Point Owner & Founder Jack White

long time coming," commented Head Brewer/Distiller Yuseff Cherney, still jet-lagged from his recent business trip to Italy.

Owner/Founder Jack White said that BP is "very excited" about the new development. In terms of distribution, White said that Sculpin is "going to stay local right now" – the exception being select outside markets such as Philadelphia.

- for complete article go to westcoastersd.com, November 3, 2010 "A Long Time Coming."



Blog writer Jeff Hammett confirms that Stone Brewing Co. has posted their ABC application on 2215 30th Street in South Park. This will further solidify 30th Street's already legendary craft beer pedigree, as well as bring traffic to the businesses of the gentrifying neighborhood of South Park.

In more breaking news, Hammett has confirmed that there will be a small pilot brewing system on site, which speculatively means even more brewing experiments from the San Diego giants. Following up, West Coaster spoke with Greg Koch, CEO & Co-Founder of Stone Brewing Co. last night [Nov. 10] at TapHunter's SD Beer Week Tweetup about the application. Koch reminded us that the state's Dept. of Alcohol Beverage Control office will undoubtedly receive letters of protest in regards to another alcohol establishment opening in the area, and that the application in no way means everything is set in stone. If you

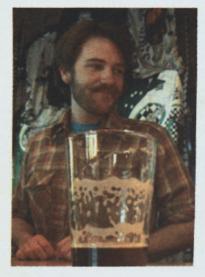
to Watch By Mike Shess 11/04/10

On an unseasonably warm November afternoon, I made my way to nearby Santee, CA to meet up with Manzanita President & CEO Jeff Trevaskis. Jeff was in the middle of making tap handles in an under-construction room of Manzanita's latest expansion. "There are 35 locations and counting that serve Manzanita beer," he humbly declared while gesturing to the box of chopped Manzanita wood that will soon become the distinct tap handle that is spreading across the county.

Indeed, Manzanita has come far in the short time since its inception in mid-2009. Longtime friends Trevaskis and Garry Pitman, now Manzanita's Head Brewer / Co-founder, cooked up the idea for a brewery last summer. By that December, Jeff & Garry, co-workers

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BEER AND NOW



Jeff Hammett

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

SDBW @ BLAH

By Jeff Hammett

o say that there was a lot going on during the second annual San Diego Beer Week last month would be an understatement. Anyone that took a look at the list of events (nearly five hundred when I last checked) and wasn't overwhelmed is either not serious about craft beer, or a far better planner than I. I realized right away that I wouldn't be able to drink nearly half the beers that I was looking forward to, so I sat down and planned out the events and beers I didn't want to miss. The place I ended up going to the most was Blind Lady Ale House, specifically for their Brewmaster Series events.

For the Brewmaster Series Blind Lady Ale House (or BLAH) brings in a professional brewer and hosts a guided flight tasting. The breweries that participated during San Diego Beer Week were Craftsman Brewing Co., Firestone-Walker, Sierra Nevada, New Belgium, Green Flash, Alpine Beer Company and Allagash. Each tasting was limited to about twenty-five people, which kept things focused and allowed for everybody to ask questions. The cost was \$25 for six beers and plenty of insight. A few breweries even brought some extra special beer as an added bonus.

The first was Craftsman Brewing Co. with owner/brewer Mark Jilg. Craftsman is a small brewery from Pasadena that doesn't bottle their beers and sends a few kegs to San Diego every once in a while. Of the eight beers we sampled I had only tried two before, Triple White Sage and Fireworks Saison were the first two beers that got me interested in Craftsman and tasted just as good as the first time I had them. Sour Lavender was the standout beer and the favorite among the group. A tart sour with a strong lavender nose, the Sour Lavender is a fantastic beer. The bourbon barrel-aged 1903 Lager, a 5.7% ABV pre-prohibition adjunct lager was a crowd pleaser as well. It had a strong coconut smell and taste from the barrelaging, with a good cereal finish reminiscent of the non-barrel-aged version.

The Green Flash tasting with brewmaster Chuck Silva featured Le Freak,



Blind Lady Ale House. Photo: Kristina Blake

each of their barrel-aged versions, Super Freak, Grand Mantis and Black Freak. This was an incredible way to learn about beer: tasting the base beer, and then tasting how much it can change with the right kind of bacteria, yeast and time in a barrel. The highlight of this tasting was Black Freak – it was very tart with less roastiness coming through



Grand Cru and Double Stout as well as

and almost no chocolate flavors, but far



BLAH, Adams Avenue

Green Flash Hop Head Red

more fruity. Black Freak is a pretty rare beer, so if you're a fan of sour beers and you ever see it on draft, do yourself a favor and taste it.

The Brewmaster Series at BLAH was a great way to drink great beer and learn quite a bit about the beer from the people that make it all for a reasonable price. BLAH has said that they plan to do more events like this in the future.

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

4-600

Ingrid's

Continued from page 1

around," Colby explained. Wanting to help in any way, Brewers Supply Group generously donated the cocoa nibs - "the base of the recipe," according to Colby. Sean Paxton, also known as The Homebrewed Chef on The Brewing Network beer radio, thought to use orange peel and ginger "to make the beer taste almost



Coronado's Southern California District Manager Clinton Smith holds Coronado's trademark tap handle

like a candy bar." Finally, Neva Parker, Head of Laboratory Operations at White Labs, listened to Colby's ideas and donated the perfect Belgian yeast strain.

The end result: Ingrid's 1 in 8, a strong amber ale that owes its name to the fact that 1 in 8 women will develop the disease. During the brewing process, the numbers 1 and 8 gained even more meaning to all involved: 1 cancer-fighter was helping create an 8%ABV beer. The locations that purchased the beer were asked to donate 20% of the proceeds to the Susan G. Komen Foundation, and Ingrid was thrilled that many decided to give 100%. Coronado and Ballast Point are also donating 100% of the proceeds. Ingrid had only words of praise for her collaborators: "They're just genuinely great guys. For me, having this beer made is like winning the Nobel Peace Prize, but without the politics." Response to the beer has been huge, as Ingrid explained: "Every day we get people calling to see if we have it," something she recommends because it isn't always on tap. Craft beer lovers have driven from as far as Temecula to get a taste of the beer that Ingrid says "is getting better and better as it sits."

Ingrid also organizes Chicks for Beer, a beer-centric social meet-up held at The High Dive. "You don't have to know anything about beer to join us," reassured Ingrid. At each event, a brewer will come and talk about their beer in a fun, casual atmosphere. Included in the \$20 admission price: all the beer info you can handle, up to six generous tasters, food pairings and a pint of your choosing. Due to Chicks for Beer's growing popularity, Ingrid recommends buying your pre-sale tickets through The High Dive's website.

Started back in June, Chicks for Beer's membership has grown from forty to nearly three hundred. The name and logo have been trademarked and all of the paperwork has been filed to make it a non-profit organization that will benefit many charities, focusing on breast cancer research and awareness. It doesn't stop there: "Other businesses have come out of the woodwork to see how they can support us, and more local and regional breweries have been expressing interest as well."

Along with having a pint of her beer at each location it's served, promoting cancer awareness is another of Ingrid's goals, because "everybody knows



Coronado Brewing Company

somebody who is affected."

This is the case for Green Flash's Mike Hinkley, who said, "Ingrid's 1 in 8 hit home for me." His wife and Green Flash Co-Founder Lisa was diagnosed with breast cancer in August, and "her prognosis is good but it is a very trying time. Ingrid is an inspiration to us and we want to help her and people like her." Along with making a cash contribution, Green Flash is working out the details to add a bottled beer by early next year that will raise more money. Look for Ingrid's 1 in 8 on tap at these locations: The High Dive, Churchill's, Small Bar, Hamiltons Tavern, Stone, The Neighborhood, The Regal Beagle, Sessions Public (cask), The Tipsy Crow (cask), and Blind Lady Ale House (cask). Call first to see if it's available; contact information is listed in our directory on page 11. For Ingrid's 1 in 8 December events, visit our event catendar at westcoastersd.com/event-calendar

EVERY

Beer Tasting

Driver+Bus

Souvenir Glass

unch (most tours)



Flash

Continued from page 1

Mike emphasizes that nothing will change the soul of Green Flash. While remaining humble, the expansion is undeniably ambitious. Starting at 45,000 barrels a year (100,000 capacity), two brewing process, start to finish.

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A 20-year lease has been secured for the property, and "the city's been great with the permits and paperwork," Mike told us. All of the major pipe has already been laid, including co2, gas, water, electrical and air. The construction of a drainage system for the bottling line is currently underway, as too are the offices. "Right now, it looks like everything is on target," Mike claims with controlled excitement. The Vista location will shift its focus to 22oz production. The staff will grow, but even at full production Mike wants to keep it under 50 people (currently, Green Flash has ~20 people on staff). While he's excited for this space, Mike's aware of what the upgrade will mean for the perception of Green Flash. "As soon as we can make the beer, we're going to take care of our existing distribution obligations before we think of expanding. All of this looks big but I'm just a regular guy. It's incredible though, I've watched this brewery turn from a hobby into my life." Look for Green Flash Mira Mesa to open the doors in June of 2011.

bottling lines for 22oz & 12oz bottles, and a massive cold room (4500 sq. ft.), Green Flash Mira Mesa will have the ability to produce 70 palates a day of bottled brew. Designed by Paul Mueller Co., the new brew house alone took three months of planning and will have a fifty barrel - five vessel system including two kettles, as well as a cellar that will hold ten 250 gallon fermentation tanks & two 250 gallon barrel bright tanks. The focal point, however, will be the tasting room. Using retired whiskey barrels as tables, a wrought iron fence with a bar-top will separate the tasting room from the brewery floor. The tasting room is situated next to the most visually stimulating aspect of the commercial beer-making process, the bottling line. It's also your starting point for a self-guided informational lap around the various stages of production. Green Flash has made it a goal to involve the public in the entire

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SDBW EXECUTIVE MEMOS

And Now, A Word From Your President...

By Ryan Lamb

Week passed its test with flying colors. Although only in its second year, SDBW surpassed all expectations by boasting nearly 500 countywide events. To start, Brewers Guild Festival organizers temporarily ran out of taster glasses; an on-hand supply of 3,000 just wasn't enough. Then, the Beer Garden at The Lodge at Torrey Pines, SDBW's official closing event, promptly sold out. If spotty memories of the events in between serve us well, 2011's festivities can't come soon enough.

West Coaster caught up with the guys who know what it's like to juggle everything SDBW entails: current San Diego Brewers Guild President Adam Carbonell, 2003-2009 SDBG Pres. Colby Chandler and SDBG VP Shawn DeWitt, who has worked with both. Reproduced here are Adam and Colby's impressions on SDBW, where they see San Diego Craft Beer in the future, their responses to the infamous "one beer for the rest of your life" question and more.

Name/Title: Atlan Carbonall-President of the SanDiego Brewers Guild Your general impression of San Diego Beer Week 2010 & an event highlight or two: THAT it GeneRally Kicked Ass! How Bauf 3? Guild Fest is By FAR My #I Giggin as the Yeastie Boy's and the sold out Beer Garden. For SDBW 2011, what would you keep the same? What would you change? Just Keep Pushin High Quality UniQUE Events And Focus Heavily on PROviding safe transportation and Accompdations Favorite part about being the SDBG President? Biggest hassle? I'M JUST Doin My Part as a CREATUR SOUL THE BACK 3 help Build A CREATUR SMART I COMMUNITY 4 THE LIKE MINDER. NOT HAVING PHONE. If the SDBG President had an ideal Air Force One equivalent, what would it be? A heard of Goats. They can Pull a wagon, EAT the Mast and if they Break Down are Dawn Good EAT in themselves Where do you see San Diego Craft Beer in 5 years? 10 years? 1'M HOPIN FOR A More Regional Sensa bility and a move from the large Production Distribution Model



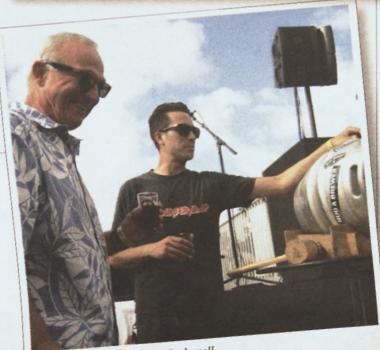
L to R: Adam Carbonell, SDBG President; Shawn DeWitt, SDBG Vice President; Colby Chandler, SDBG President 2003-2009



Daniele Spadav at The Lodge at



West Coast Tavern, 1



Mayor Sanders with Adam Carbonell



6-60

Any last words? EXPERIENCE EXPLORE, EXPERIENCE 3 EXPRESS

If it weren't for Colby 1 Wouldn't Be g BREWER

Who are you expecting to see exciting things from in 2011? MYSEIF, I CANY WAIT TA See WHAT I DO N-EXT

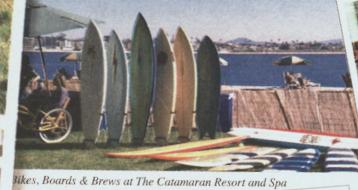
If you had to drink one beer for the rest of your life, what would it be? KIRK MCHAIES SPA, on NIHRO

 Seafood salad with ponzu sauce, paired with Green Flash Le

SDBW & San Diego's Chef Celebration Beer C The Lodge at Torrey Pines

Brewers Guild Festival, Liberty Station





ecchia Trio at the Beer Garden Torrey Pines



vorth Park





Delicious Italian ~ Grat Ber

Luigi's At The Beach, Mission Beach

Lotsa Fim

Beer Braised Pork Loin, paired with Green Flash 2009 Grand Cru at O'Brien's. Photo: Kristina Blake



Mission Monday at KnB Wine Cellars

Name/Title: COLBY CHANDLER SPECIMITY BREWGR, BRUTST POINT GM, HUME BREW MART, SDBG PRESIDENT 2003-2009

Your general impression of San Diego Beer Week 2010 & an event Your general impression of San Diego Beer Week 2010 & an event highlight or two: GREAT TO SEE THE QUALITY AND QUANTITY OF EVENTS FUCREASED. MY FAVORITE WAS THE HOME BREMMART/BALLIST POINT DINNER WITH MITHO GASTRO TRUCK AND FIJI YOOURT. SPICY THAN BEER DINNER IN SANTEE WAS OUT OF THE BOX FOR SURE!

For SDBW 2011, what would you keep the same? What would you change? BUSINESSES THAT INVESTED IN SAFE TRANS-PROTATION TO EVENTS SHOULD BE PROUD. ADDING DISCOUNTS FOR PUBLIC TRANSPORTATION AND CASS

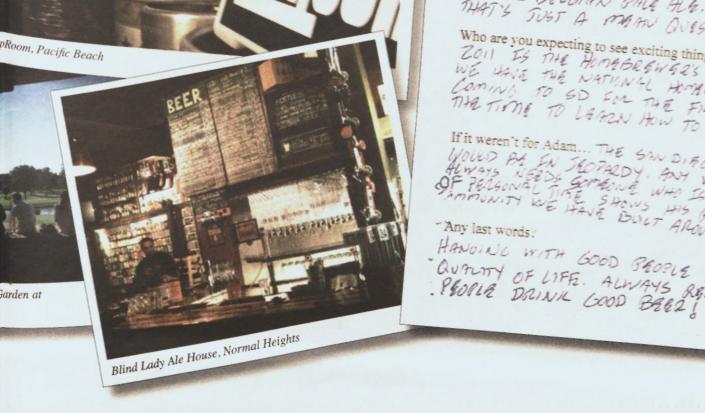
CAN ONLY MAKE SDBW A SAFER EVENT INTHE FUTURE.

Favorite part about being the SDBG President? Biggest hassle? TENJOYED WATCHING THE SAN DIEGO NAME BACODE A BRAND. THE NATIONAL AND ENTRONATIONAL BACODE OF EXTRUCTION OF THE NATIONAL AND ENTRONATIONAL EFFE OF EXTRUCTION OF THE SALE AND SALE AND SALE AND SALE OF EXTRUCTION OF THE SALE AND CRAFT BEER. HEADDING CATS.

If the SDBG President had an ideal Air Force One equivalent, what would it be? I THINK AN RV WITH A COLD ROOM BUILT IN IT AND TAPS ON THE OUTSIDE HOULD BE COOL. PULL UP TO A FEST, POUR BEER, TRADE 8492 AND SCREP.

Where do you see San Diego Craft Beer in 5 years? 10 years? WE HAVE A LOT OF EDUCATION TO DO ON THE REGIDENTS OF GAN DIEGO. WE NEED TO GET SAN DIRGAN'S TO LONSUME AS MUCH RAAR AS PORTLAND DOES PORTLAND HAS 30/0 MARKET SHARE OF ALL CRAFT BEAR IN THE UNITED STATES!

If you had to drink one beer for the rest of your life, what would it be? F WOULD DRINK AN INDIA PORTER SMOKED



THAT'S JUST A MAAN QUESTION TO ASK . Who are you expecting to see exciting things from in 2011? ZOIL IS THE HOMEBREWER'S YEAR TO SHINE! WE HAVE THE NATIONAL HOMBBER WERS CONFERENCE COMING TO SD FOR THE FIRST TIME! NOW IS THE TIME TO LEARN HOW TO MAKE BEER SAN DIEGO! If it weren't for Adam... THE SAN DIF 60 BRAW 425 GUND If it weren't for Adam... THE SAN DIFESS BOOM TO S GUND WOULD BA IN JEOPALDY, ANY VOLUNTER GOOD ALWAYS NEEDS GOTHONE WHO IS THE HUB. HIS COMMITMENT DE PELSONAL TIME SHOWS HIS PRESSION FOR THE AMMONITY WE HAVE BUILT AROUND THE PERG WE BEAM. HANDING WITH GOOD BEOGLE ENHANCES YOUR QUALITY OF LIFE. ALWAYS REMANCES YOUR PEOPLE DRINK GOOD BREZI GOOD

GC-7

INTO THE BREW



Sam Tierney

Sam began his love affair with great beer while studying and traveling abroad in Europe as a junior at University of California, Santa Barbara. Upon returning home to California in late 2007, he opened the eyes of his then-roommate, Ryan Lamb, to the world of craft beer. Sam began homebrewing immediately and has won awards in the categories of Belgian Ale, French Ale and Belgian Specialty Ale at the Santa Cruz County Fair. Today, Sam is training to become a professional brewer as a student in the Master Brewer Program at the Siebel Institute of Technology in Chicago. He'll continue documenting his journey for West Coaster as the class studies abroad in Europe.



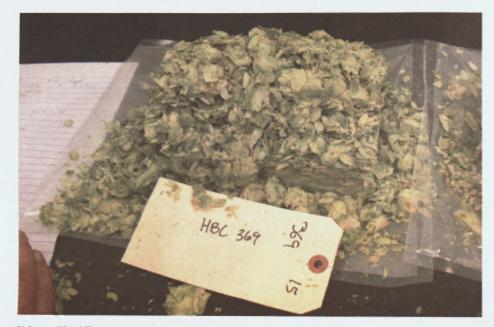
Sprechen Sie Bier? An American in Munich

By Sam Tierney

ere we were, standing in the bottling room at Doemens Academy in Munich, getting the introductory tour. Our professor tells us, "Anything in these three piles is fine. Take as much as you want." He surely had to be kidding, right? My mind was not quite prepared to handle this, despite a previous warning from another student: "I heard that we're going to get as much free beer as we want. Someone told me to rent a car to get as much as we can back to the hotel." It was almost too good to be true; we had access to as much free beer as we wanted from the cases upon cases of beer leftover from the European Beer Star Awards. We were even able to find a bottle of Ballast Point Sculpin, which had taken the gold medal in the IPA category. I knew right then that I was going to like Doemens, and this was just our first day.

Part of the attraction of the International Diploma Course at Siebel was the chance to come to Germany and study under actual German brewmasters. Here, brewing is much more institutionalized: you have to actually earn a master's degree in brewing to become a brewmaster. One of our professors did his PhD work at Weihenstephan, the Bavarian state brewing university, on the gushing effect that can happen when you open a bottle of beer. These guys are serious, and the German brewer is very much shaped by this system as well as a little thing called the Reinheitsgebot.

The Reinheitsgebot, or "German Beer Purity Law" proclaims that German beer is only allowed to be brewed with malt, hops, water and yeast. In the first week they gave the international students an hour-long lecture on the subject, and I was a little surprised to learn that there is



Yakima Chief Experimental Hops at Brau Beviale

more to the equation. A few surprises included the prohibition of using wheat in lager beers and the freedom to use "pure" sugar in wheat beers. Also, brewers can't mix more that 15% lager beer with wheat beer, they can add brewing salts to their brewing water but not their mash, and wheat beers always have to be made of at least 50% wheat.

Contrary to what some people think, the Reinheitsgebot doesn't prohibit German brewers from brewing other styles. It is mostly out of tradition and culture that the beer scene is so static. This is a great definition of a self-fulfilling prophecy: consumers think the Reinheitsgebot dictates that their beer must taste a certain way, and the brewers oblige them in order to sell their beer.

Consequently, if you have ever trav-



eled to Germany or even just perused the German section at your local beer store. you have probably noticed that there isn't a whole lot of variety, especially compared to the wealth of different styles that are being brewed by American craft brewers these days. When you go to a beer hall in Munich, you get probably six beers if you are lucky: a helles, pils, spezial (or export), weissebier, dunkel. and bock. All of these beers are almost guaranteed to be from the same brewery because the brewery either owns the beer hall or has a contract with it as its exclusive supplier. Yes, Germans make other beers like Kölsch, Altbier, and Berliner weissebier, but if you want a Kölsch you'd better get a train ticket to Cologne (Köln). Good luck finding a dunkel or weissebier once you get there, and so on.

At the Brau Beviale convention in Nuremburg during the second week of the course, I got to attend an American hop tasting led by Brewers Association President Charlie Papazian, Firestone Walker brewmaster Matt Brynildson, and Eric Toft, brewmaster at Schönram in Bavaria, who is originally a Wyoming native. Toft was adamant that German brewers should start to experiment with new styles and American hops. He should soon be brewing the first German IPA to see a commercial release. It seems as though American-style craft brewing may slowly but surely be creeping into ultra-traditional Bavaria as the worldwide craft beer movement progresses.

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Dan the Safety Man Beer Safety 101

By Dan Drown

s you raise your glass there's nothing better than enjoying the first hint of hop aroma and anticipation of cool bitterness found in an exquisitely crafted beer. You drink long and deeply, appreciating the complexity and simplicity of the fine malt beverage in your hand. Do you ever pause to wonder about the inherent risk in getting that beer into your glass?

Brewing an excellent beer requires knowledge, skill, quality ingredients, and recognition that beer making and procurement can be risky business. Whether you are a beer drinker, homebrewer, or an employee in one of the many craft breweries, you can maximize your beer enjoyment by avoiding injury. Let's review some common hazards and ways to circumvent them.

Milling, Mashing, and the Boil

- Mills crush grain, fingers and handsobjective: crush grain only.
- Hot water is ... HOT! Stay cool by avoiding contact.

- Keep loose clothing & hair away from open flames.
- San Diego homebrewers brew in flip flops & shorts-be careful when moving your kettle off the flame or carrying it to your wort chilling area. Hot wort on skin is like napalm.

Sanitation and Wort/Beer Transfer

- Sanitizers kill beer contaminantsand hurt the eyes & skin-handle with care, gloves & glasses.
- . Do the math...wet 5 Gal. glass carboy (fermenter) + wet hands = lossof grip + loss of beer + broken glass + loss of blood.
- Bump a tile or granite counter top enough times while carrying your carboy and it will break (see previous equation).
- Pressurized piping carrying hot liquids can burn if touched, more so if they leak or fail. Always consider failure as an option and plan to be in a safe place when it happens.



Austin of Firehouse Brewing Co., staying safe

Beer Handling

warning: It may be edited ruthlessly. Controversy welcome, but we get the last call in what goes to print. - Ed (mike@

Guest Tap is a new column we are trying out. It's like an open mic with a filter; we've received overwhelming interest in writing for West Coaster. If you've got something to say, can write, and are knowledgeably involved with the San Diego Craft Beer Community, shoot us 500 words or less. Fair

westcoastersd.com)

- Cases of beer weigh about 20 pounds-lift carefully and watch where you're walking.
- Most beer cases have handles-use them to carry beer and as an excuse to buy a full case.
- Use a cart when beer shopping-you won't strain your back and you can carry a lot more beer.
- Kegs have handles-use them, lift with your legs, and don't smash your toes.

GUEST TAP

Use a hand truck or forklift to move kegs & casks around the brewery (even 5 Gal. kegs you macho brewers).

Dan Drown is the owner of Drown Consulting, LLC. He has been homebrewing since 1993 and works with several of the award-winning San Diego County breweries on development and implementation of occupational safety programs.



Doggie Beer Bones Delight Discerning Dogs

Who says recycling isn't delicious?

By Mike Shess



fter David Crane finished brewing his IPA during the holidays Last year, he researched what he could do with the spent grain. He came up with the perfect gift idea for the dog lovers in his life: Doggie Beer Bones. Dogs love the flavor, which depends on the grain variety (plus a touch of peanut butter). The rest of the recipe calls for flour, eggs, and water. Reception was so positive to the first batch of thirty-six that he knew he was on to something. David, a veteran of the U.S. Marine Corps & avid fisher, started home brewing in Boulder, Colorado in 1996. After the success of the holidays last year,

David purchased silicone molds and upgraded his equipment, allowing him to make ninety treats in a batch. Qual-



ity control is maintained every step of the way by the neighbor's picky pitbull named Myka. If you're looking for a Christmas gift for the beer lover with a dog, David currently sells Doggie Beer Bones at the Farmers Market in Little Italy. There, he shares a booth with Julie Morris of Handmade Green For Dogs, purveyor of fine dog accessories, every Saturday 9 am - 1:30 pm.

What can we expect in the future from the deliverer of delectable dog distractions? "We're going to start working with the local breweries to develop a brewery-branded Doggie Beer Bone," says David. Sculpin-flavored treats? It's a dog's life, indeed.

Doggie Beer Bones can be purchased online at doggiebeerbones.com, Ballast Point Home Brew Mart in Linda Vista and the Little Italy Mercato every Saturday from 9AM - 1:30PM.



Left - Auggie, another member of the Doggie Beer Bones Quality Control Team, ensures the latest batch is up to snuff. Above - David Crane with Misty Birchall of PubCakes **GC**-9

THE NAMELESS BEERMAID

SDBW & The Homie-Hookup

A fter a full week recovering from the 2nd annual San Diego Beer Week, I'm finally feeling normal. 10 days of busy bars. 10 days of indulgent beer consumption. 10 days of standing too long in dumpster-deserving shoes. During those days, I came face-to-face with some interesting characters: "The Homie-Hookup," "The Name-Dropper," and my personal favorite, "The Hating-Her-Life Waitress."

In this town, everybody knows somebody. Enter "The Homie-Hookup." It's not just a myth, it's a powerful tool. But, like anything with power, it must be wielded properly. There are techniques to getting a Bro-Discount. Obviously, if you work in the industry, it's easiest to simply say so while flashing a business card. It also helps to be kind to your server, and nothing shows you care like bringing him/her a bomber. Or, there's always just buying your way into a 'tender's heart by way of tips. It works, I should know. Not only have I been bought, I've done my fair share of buying.

What doesn't work is getting your bill, looking up disgusted, then saying, "Um, excuse me, but I get so-and-so's discount." Ahh, now we meet "The Name-Dropper!" Such a charming individual dressed in robes of entitlement. I must admit, however, I am guilty of this very crime. A couple months back, without introducing myself or attempting conversation, I asked for a hookup. My ignorance cost me some cash and also made me act a fool! Driving home, I realized I was no better than my favorite, who name-dropped with "I did the electrical work 10 years ago."

At an SDBW-concluding event, I learned a lot about myself. And it wasn't the cumulative pints which caused reflection, but the service—or lack thereof—I received. The place was

JUNE SHIRTS, 1 COLOR 50 WHITE SHIRTS, 1 COLOR \$250 (\$5 ea.) 50 DARK SHIRTS, 1 COLOR \$300 (\$6 ea.) 100 WHITE SHIRTS, 1 COLOR \$350 (\$3.50 ea.) 100 DARK SHIRTS, 1 COLOR \$400 (\$4 ea.)



San Diego Brewers Guild Festival, Liberty Station

packed, understaffed, and only getting busier. The waitresses were hustling. Hustling and frowning. Hustling and shoving customers with their miniskirted behinds. No "pardon me." No friendly smiles. Instead, in man voices, they shouted, "Get out of my way!" I'm not exaggerating. Experiencing this and understanding the stress of an overcrowded bar. I said to my coworker, "Don't ever let me be that way." I've been known to give a death-glare or two.

The South Park Abbey

Continued from page 1

Much like the homely caterpillar transforming into the elegant butterfly, the Grill days are a distant memory. The Abbey is the right restaurant in the right place at the right time. The Belgian beer bottle selection is formidable, while local taps rotate in and out. Their menu focuses on quality for a fair price, with nothing topping \$20. Numerous independent *West Coaster* sources confirm that the chicken wings are out of this world. What further sets this gastropub apart, other than the food & beer, are its charitable efforts. 3% percent of your total bill is donated to a charity that you select from a list.

Like any successful partnership, Sarah

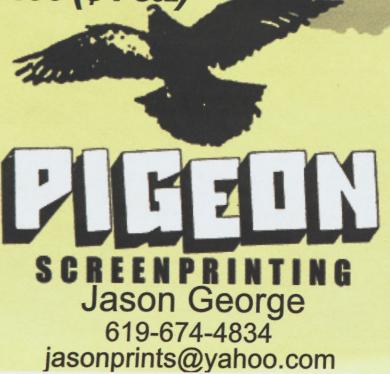
In the end, we share a common goal. Whether we get hooked-up, whether we know someone who knows someone, or whether a piss-poor sister serves us, we all just want to drink some good beer. That's what I kept telling myself as I stood in those same dumpster-worthy shoes...it's all for the beer!

- The Nameless Beermaid

Want to ask The Nameless Beermaid a question? Send them tobeermaid@ westcoastersd.com

he was first drawn to Belgian beer: "I remember my first beer, Affligem Blond. The only reason I tried it was because I saw the cool glasses and wondered what I was missing." Now he totes one of the best Belgian beer bars in San Diego.

What made South Park Bar & Grill was its music. The stage was a cherished outlet for local musicians to play in front of a receptive audience. Live music fans will be pleased to know that this aspect of the Grill lives on in The South Park Abbey: Thursday and Friday nights see live local music. Blues Jam, just what it sounds like, goes down every Saturday. On Sunday



& Adam divide their responsibilities. Sarah takes her experience as an entrepreneur to serve the business side of The Abbey, while Adam draws from over fifteen years of experience as a bartender and beer lover. He describes the moment there's karaoke. Come for the music, stay for the food & beer.

For more information on The South Park Abbey, check out their website thesouthparkabbey.com



The South Park Abbey's Amanda DeWitt, cousin of Coronado's Shawn DeWitt, serving up

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GC -11