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November 2010

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San Diego Beer Week's Sophomore Year
Also inside:
SDBW Wraps Up at The Lodge at Torrey Pines
The Renaissance at La Jolla Brew House

Inaugural Issue

West Coaster

SERVING THE SAN DIEGO CRAFT BEER COMMUNITY



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Cheers to San Diego Craft Beer at Hess Brewing

Second Time Around San Diego Beer Week, Take 2

By Ryan Lamb

Welcome back to San Diego, craft beer devotees. The San Diego Beer Week party officially kicks off with the San Diego Brewers Guild Festival at Liberty Station on Saturday, November 6th from 2-6pm. This can't-miss event is a true celebration of all that is San Diego Craft Beer.

You are going to love what we have

on tap for you this year: ten terrific days of the country's, no, the world's, finest brews ready for your consumption at more than 500 countywide events. There is literally something for everyone, from the newly converted craft beer enthusiast to the veteran, festival-going connoisseur. San Diego's finest chefs are also onboard, collaborating with brewers on

SDBW's 5-Star Sendoff

Torrey Pines Chefs Pair Beer with Champion Cuisine

By Mike Shess

As San Diegans, we're lucky to be living on the cutting edge of craft beer. We live on the front lines because there are organizations in the county that are willing to push the envelope in order to create something cool. One such example is The Lodge at Torrey Pines.

Traditionally the domain of wine, food pairings with beer have been popping up all over. At its most humble, a pairing consists of a Corona & tacos. At its most sophisticated, you have a beer pairing at The Lodge. As one of the top five-star resort venues in town, The Lodge at Torrey Pines has definite standards to uphold. In other words, the cuisine must be world-class.

Let me introduce you to Kyle Bergman: the Sous Chef at The Grill at Torrey Pines (The Lodge's other on-site restaurant), North Park resident, and most definitely a craft beer enthusiast. With the blessing of Evans Hotels management, Kyle and his kitchen team have been put in charge of the ongoing monthly beer pairings that have proved to be a hit (for more info, go to westcoastersd.com & search Torrey Pines).

When given the opportunity to produce a first-rate craft beer and cuisine event for the Second Annual San Diego Beer Week, we knew that the team at The



Kyle Bergman, photo courtesy of The Lodge at Torrey Pines

Lodge wouldn't disappoint.

Their Beer Week brainstorm is called "Beer Garden at The Lodge at Torrey Pines." Formerly known as "Beer Hall," the November 14 collaboration showcases the best of San Diego Craft Beer with food from amazing local chefs. "There's going to be a greater emphasis on Farm-to-Table in terms of food quality offered at this year's event," states Grill at

an unprecedented scale.

For the second year in a row, San Diego Beer Week is being put on by the San Diego Brewers Guild, the volunteer organization of all the brewers in the county. The Guild is led by their enigmatic, jack-of-all-trades president, Adam Carbonell, who fervently believes that "we are the pinnacle of brewing in the nation and San Diego Beer Week highlights that."

The biggest change since the inaugural year? The answer is the impact of social media, for one, which Melani Gordon of TapHunter.com says "will continue to be the driving force for promoting this event." It appears so - San Diego Beer Week has more than 4,000 Facebook likes and 3,000 followers on Twitter; an estimated 20,000 are expected to make the pilgrimage.

If you are a native San Diegan, indulge in some at-home beer tourism. If you are an out-of-town guest, enjoy yourself, as America's Finest Beer City is more than happy to play host. As Gordon puts it, "Who doesn't want to travel to San Diego in November?"

It appears as though the stars have aligned and the San Diego Craft Beer Community is ready for its close-up. We at West Coaster are excited for the results. Follow exclusive West Coaster daily updates and images from SDBW on our website, westcoastersd.com.

New Brew, Same House

By Ryan Lamb

There's been a regime change at the La Jolla Brew House. Meet Travis Smith, the man who rose through the ranks at Russian River, led the charge at The Bruery, and is now breathing life back into this a hidden La Jolla gem.

Arriving for the Celebration of Change media preview on October 21st, we were greeted by his wife/marketing team, Lorah, who proclaimed, "I promote him because I love him. I promote his beer because it's amazing." She wasn't just saying that, either - as a blind taster in a home brewing club years back, she unknowingly helped choose her husband's brew as the one that would go to the competition.

Travis' past makes us more than hopeful for the future: at Russian River in Santa Rosa, he was highly involved in brewing countless batches of Pliny the Elder. He admitted that while he misses the equipment at his disposal in Northern California, the freedom he has gained in La Jolla has been truly inspiring.

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West Coaster, The Publication
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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

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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

WEBMASTER
Josh Lizarraga
Fresh Cut San Diego
freshcutsd.com

GRAPHIC DESIGNER
Brittany Everett
Fresh Cut San Diego
freshcutsd.com

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FEEDBACK
Send letters to the Editor to mike@westcoastersd.com
Letters may be edited for space. Anonymous letters are published at the discretion of the Editor.

So, What's New You Ask?

Welcome to the first issue of West Coaster! I'm a big believer in keeping things brief, so I'll start off with telling you what we're doing. Simply, we're your new resource reporting on the San Diego Craft Beer Community.

West Coaster is both a print publication as well as a website. The print publication will come out monthly, and the website will be updated as news happens. We believe in the marriage of print and electronic media. You as a reader will get the best of both worlds.

The newspaper will focus on the whos, whats, whens, wheres, whys and hows of the San Diego Beer Scene. We'll specialize in upcoming events, current news/analysis, comprehensive guides and directories that will keep you posted on where to find the good stuff. You'll like our creative edge.

The website will contain everything in the print publication, but will be faster-paced and living in the moment as it happens. Our electronic version will have all the proverbial social media bells and whistles to keep you involved with the process. This will also be where to look for breaking news, because we understand once-a-month print can't catch everything that's brewing in this busy beer town.

Why are we doing this? We noticed a huge need within the beer community. There's so much happening in America's Finest Beer City in terms of beer releases, beer pairings, happy hours, etc. Even if you are tuned in on Twitter, Facebook, email newsletters and smoke signals it is still tough to figure out what's where. Overall, we're here to make sure you know about everything San Diego Craft Beer-related so you can make it work with your busy schedule.

West Coaster will be 100% news/views inclusive. We will point you to the best of all local beer resources. We also want to include you, the reader, in the dialogue. West Coaster contests, awards, polls, events and more are on the horizon.

Aside from that, there's more than enough beer news going around to keep us overwhelmingly busy getting that news to you.

Who are we? We're craft beer lovers. Ryan Lamb, Co-Publisher, and I grew up here in San Diego and became friends in high school. We went down our respective college paths and discovered craft beer in the process. Also onboard is staff writer Sam Tierney, who's documenting his journey to becoming a professional brewer at the Siebel Institute of Technology's Master Brewer Program in Chicago. Then there's staff writer Jeff Hammett, who already provides an invaluable service to the community through San Diego Beer Blog. We also have a Nameless Beermaid who will be providing us with monthly insight from behind the bar of a major SD brewery tasting room.

I'll leave you with a request, and then a promise.

My request is this: help us! If you have something to say, send it to us. If you think something needs to change or could be better - we want to hear it. Don't be shy - we aren't. And, if you think we can help your business - then please advertise.

My promise is this: we will be the craft beer of news - fresh, with taste, and full of character. We'll run a tight ship that will provide you the best journalism you'll find on the subject matter. We will bleed to provide a voice for the San Diego Craft Beer Community.

Thanks for reading and a big thank you to our advertisers & supporters who believed in us.

Mike Shess
Editor / Co-Publisher



Founders of West Coaster
Mike Shess, left and Ryan Lamb

westcoastersd.com's Month In Review

Iron Fist's First Swing/By Mike Shess

The party is still going on as I write these words. Yesterday I braved the after-work traffic from North Park to Vista. Friday Oct15th marked the beginning of Iron Fist's weekend-long Grand Opening Celebration. I arrived to a full tasting room tucked away in the industrial park zone of Vista, and had to nudge my way into a spot at the bar for beer and info. The place was packed.

Regarding the beer, Brandon Sieminski, Iron Fist brewmaster explains: "I wanted a beer for every situation – something for everyone." Altruistic, but the opening selection was impressive. Hired Hand Saison (6.5% ABV), Spice of Life Belgian Style Spiced Ale (6.5%), Dubbel Fisted Dubbel w/ "a California Twist" (8.1%), Golden Age Belgian Strong Ale (9.2%), & Renegade Blonde Kolsch (5.2%) make up the repertoire as of now. A chalk board titled "Up and Coming Uprisings" announces The Velvet Glove

Stout will arrive in 3 weeks, The Resistance Wild Ale & Dark Days Barrel-aged Stout will arrive in 6 months.

--for complete article go to westcoastersd.com, October 17, 2010 "Iron Fist Comes Out Swinging."

Stone's Tap Takeover Blitz/By Sam Tierney, Chicago.

Stone Brewing Co. San Diego County locals know the name well. The gargoyles, the majestic World Bistro and Gardens, and even CEO Greg Koch himself, are all staples of the local beer scene. What locals might not know, however, is just how big the North County brewery is in the world of craft beer beyond the region. Stone is going national and is poised to grow into one of the largest brewers in the country. In a recent celebration of their transcontinental reach, Greg Koch embarked on a nation-spanning tour of special events dubbed the "Stone Total Tap Tower Takeover Tour Two Thou-

sand Ten"—how's that for alliteration? Seven spots in just seven nights saw kegs of Stone special releases, starting in Baltimore, Maryland on October 1st and finishing back in Southern California on the 7th at Naja's Place in Redondo Beach. With forty Stone beers on draught at each event, it's safe to say that attendees were able to partake in one of the best selections of Stone beers that they may ever see.

--for complete article go to westcoastersd.com, October 21, 2010 "Chicago Gets Wind of San Diego Flavor: Stone Total Tap Tower Takeover Tour Two Thousand Ten Recap."

Say Cheese with Karl Strauss Beer/By Ryan Lamb

If you've ever heard of musical artist Girl Talk or listened to the vocals of one track overlaying the instrumental version of another (aka mash-up), you'll know that sometimes two very different

things go well together. Karl Strauss Downtown offered us not a symphony of music, but one of flavors – cue Monster Beer and Cheese Night. Beer and cheese, you ask? Isn't that wine's territory? Well, it appears cheese wanted to see other people and found beer, its new soul mate, in the process.

Here's the first three from Karl Strauss Downtown's Beer & Cheese pairing:

First up – 2010 Great American Beer Festival and 2010 World Beer Cup Gold Medal Winner Red Trolley Ale was astutely paired with a Midnight Moon goat milk. The sweet cheese perfectly complemented the toffee and slightly fruity flavor of the beer. Two: Karl Strauss' Winter Seasonal: the Fullsuit Belgian Brown Ale, paired with French Beaufort cow milk. The Beaufort brought the vanilla in the beer back to earth while intensifying the nutty, oaky

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IN TOWN FOR BEER WEEK? LOOKING FOR BOTTLES?

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SID WITH HIS EPIC SELECTION
(PHOTOS COURTESY OF GARYALLARD.COM)





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 and would journey up to San Francisco to visit Magnolia and Toronado every chance he got. Jeff 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, Jeff is an avid cyclist and can be seen riding on the road or trails most weekends.

Welcome to America's Finest Beer City

By Jeff Hammett

Like many people in San Diego, I'm a beer geek. According to my dad my obsession with beer started during a family vacation to Seattle when I was five years old. While touring the Rainier Brewing Company he said my eyes lit up when I smelled hops for the first time. Fifteen years later I came of age around some of the best craft beer in the country in San Diego.

I spent my college years in San Diego foregoing the usual college fare of light lagers in favor of more flavorful local craft beers. In 2006 I moved away from San Diego and I've spent the better half of the last five years living elsewhere. While living in the Bay Area and Colorado I didn't have a hard time finding great beer, but it wasn't the same as beer back home. I moved back to San Diego in June of this year and have been shocked with how much the local beer culture has grown and is still growing now.

In the last few years the number of bars that have opened with twenty-plus taps of craft beer are too numerous to name. Bars and restaurants that had previously



never given a thought to beer now have multiple taps of craft beer and even extensive bottle lists. The Uptown neighborhoods of South Park, North Park, Normal Heights and University Heights have emerged as a craft beer Mecca. The bars and



Jeff Hammett with craft beer aficionada at the 6th Annual Tijuana Beer Festival October 8, 2010

restaurants in the two miles between Hamilton's Tavern in South Park and Toronado in North Park might be the best two-mile stretch of beer in the country.

Since July of this year four breweries have opened in San Diego County, with at least one more in the works. Hess Brewing Company, a nano-brewery in Miramar, has seen such demand that they have had to close their tasting room on at least one occasion because they ran out of beer. Manzanita Brewing Company in Santee which brews on a slightly larger system than Hess have gotten kegs on tap at bars and restaurants around the county.

The Beer Company, San Diego's newest brewpub located downtown on Broadway has a handful of house-brewed beers and an extensive guest tap list. Iron Fist Brewing Company in Vista

saw hundreds of people stop by their tasting room the first weekend they were open to sample their five brews. With growlers being filled and bottles being sold on site, head brewer Brandon Sieminski told me they've lined up at least four draft accounts in North County.

San Diego breweries have been cleaning up at beer festivals around the country. Port Carlsbad has won Large Brewpub of the Year two years in a row at the Great American Beer Festival. At the 2010 World Beer Cup, Ballast Point won the Small Brewing Company award. Stone Brewing Company is expanding their brewing operations, but instead of looking in other cities or states, employees are currently scouting locations in Europe.

The current craft beer scene in San Diego has me excited to have returned home. I'm looking forward to watching and participating in the evolution of the local market, solidifying San Diego as a premier beer city.

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



SD BW

SAN DIEGO BEER WEEK 2010

@

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Friday 11/5

Kicking off Event by keeping ALL San Diego Beers on Tap ALL week long! 32 of the best beers in the world!

Saturday 11/6

Blind SD IIPA Tasting

Adam will lead a blind tasting of TEN San Diego IIPAs in bottle and draft! 5pm

Sunday 11/7

Industry Night

Work in the Beer Industry? Come by KnB and toast the first weekend of SDBW by getting 20% off your bill from 8pm-Midnite

Monday 11/8

Mission Monday

Pint Night w/ Mission Brewing Company

Tuesday 11/9

Ballast Point Night

5 Course Sushi & Beer Dinner w/ Ballast Point. Seating at 6:30pm

Wednesday 11/10

EXTREME \$3 Pint Night

Like our Weds Nights? Well how bout this one: EVERY beer is \$3. And EVERY Beer is served in a pint glass.

Thursday 11/11

Karl Strauss Night

5 Course Beer Dinner w/ Karl Strauss Seating at 7pm

Friday 11/12

Stone DVD Signing w/ Greg Koch

Meet Greg Koch, the founder of Stone Brewing company and participate in a charity DVD signing and drink some rare and delicious Stone beers to boot! 5pm-8pm

Saturday 11/13

Beer and Cheese Pairing w/ Alesmith Brewing 1pm-3pm

Sunday 11/14

FINALE! San Diego Beer Week BeerBQ 2pm-6pm

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SD BREWS IN THE NEWS

Continued from page 3

spice that makes this beer a fantastic example of the style.

Third on the list was the pairing of Karl Strauss' Trippel with Italian Piave Vecchio. This pairing was all about the fruit that can be found in beer and cheese. At first sip, all present simultaneously shouted, "Bubblegum!" Banana was a close second in the flavor profile. The cheese by itself had some fruit flavors, but it was really the beer that pushed those to the forefront. A striking pairing – one that really stretches the boundaries of how beer and cheese can work together.

–for complete article on the entire Karl Strauss beer and cheese pairing event go to westcoastersd.com, October 19, 2010 "Monster Strauss Mash-Ups."

West Coaster Mans Ballast Point Blast/By Ryan Lamb

My volunteer shift as a Ballast Point barista concluded, I was ready to join BP's 14th Anniversary Beer Festival festivities. I had spent several hours dispensing a cask of Ballast Point's Fathom India Pale Lager, which uses lager yeast instead of the ale yeast of an IPA, to the thirsty throng.

I revved what was left of my socializing engine after several hours of constant chatter by seeking out Steve, one of Ballast Point's top production czars and San Diego native. I commented on the packed lawn at Liberty Station. Steve maintained, "Everybody loves beer. If they say they don't it's because they haven't found the right one yet." We glanced around, and by the looks of it, every attendee had found what they were searching for. The atmosphere buzzing over the sixty-plus beers available, damp air couldn't dampen spirits. This was Ballast Point's moment in the no-show sun.

–for complete article on Ballast Point's 14th birthday bash go to westcoastersd.com, October 17, 2010 "On Point."

Pour Favor: Beers at Tijuana's Beer Fest/by Mike Shess

My first beer was Cucapá's Imperial Stout. Perhaps it was a bad starting beer, but I was so surprised to find a local Imperial Stout in Tijuana that I did not care. It was a delicious effort that was smooth, lightly carbonated with subtle hints of burnt chocolate. After a taster I opted for a pint, which, at \$3, was a steal.

Cerveza Tijuana's Güera (blond), which is touted as a "Bohemian Pilsener," hit the spot with a lightly bitter flavor, hints of yeast, medium carbonation, and 4.6% ABV.

My favorite beer, and last taster ticket, was brought to me by a guy that's known as Chubuki in the TJ beer circle. He said he'd driven his beer up from somewhere south, and wanted me to try it because it was delicious. I love a good salesman. He took me over to the Zona Norte tent where he had his jockey box and poured me a pint of his Chubrewski. From behind a broken pair of euro-stunna shades he continued: "Yeah man it's like a really good beer for being in the sun, drinking on the beach, stuff like that you know?" Totally. The taste was weird, but fantastic. I called it an amber-sour. "Yeah, I'll use that from now on I think."

–for two complete articles on the TJ Beer Fest go to westcoastersd.com, October 11, 2010 "Pour Favor" and "The Taste of Tijuana"

Hess Offers Build-A-Beer/By Ryan Lamb

Amongst the area's big boys of AleSmith, Ballast Point, and a future site of Green Flash, Hess Brewing takes to the stage as San Diego's first licensed nano-brewery. Strolling into the tasting room, the atmosphere is evocative of your best friend's garage; however, this skilled friend has just finished brewing some of the best beer in town on a custom-built system. Whichever of Hess' five or six brews on tap you try, it's as though that pint were painstakingly created with you in mind. This is fitting as it could very well be the case. Mike Hess and his talented team are offering a service that's innovative and inspiring: "a unique beer specially brewed just for you and your occasion...If you give us six weeks notice, we can brew-to-order your own special batch." That's right – your very own Build-A-Beer to keep you warm at night. For a brewery whose 51-gallon batches are relatively small, their ideas prove to be anything but.

–for more on Hess Brewing go to westcoastersd.com, October 13, 2010 "Honestly Hess" and October 23, 2010 "Oktober Hess Fest"

West Coaster

BEST OF SAN DIEGO BEER WEEK

With so many events to choose from, one must be tactical to get the most out of SDBW - there's simply too much good stuff going on. Here are the events that caught our attention. For a complete listing of events visit our website's calendar westcoastersd.com/event-calendar/ or sdbw.org. When out and about, tell them West Coaster sent you!

FRIDAY, NOVEMBER 5

5 pm - Barrel Aged Night @ Downtown Johnny Brown's - DT Johnny Brown's always comes through with free grub. Free food and awesome beer on tap? Sold. Featuring Ballast Point's Victory at Sea, Piper Down, Navigator, '08 Sea Monster Stout, Russian River Consecration, Lost Abbey Older Viscosity, Green Flash Silva Stout and Coronado Smoked Porter. Also, a rare Stone beer. 1220 3rd Avenue. 619-232-8414; downtownjohnnybrowns.com

5:30 pm - Cask vs. Draft @ The Linkery - We love The Linkery. Jay Porter & company had the vision to set up shop in North Park back in the ghetto days. Situated on famous 30th Street, their farm-driven cuisine and local beer choices are excellent. No list just yet, but the Link has a good track record so we trust that their selections will be top notch. Hit event @ The Ritual directly after to kick off a great North Park evening. 3794 30th Street, North Park. 619-255-8778; thelinkery.com

6:30 pm - Dinner Pairing w/Manzanita's Garry Pitman @ The Ritual Tavern - Head Brewer Garry Pitman is a rising star in the SD Beer Community. Since Manzanita opened up in July, we've been watching their tap influence spread across the county. We'll be on site wondering what to expect next from the young Santee brewery. A short walk from the Linkery, this longtime supporter of SD Craft Beer is an essential stop for the first night of SDBW. 4095 30th Street, North Park. 619-283-1720; ritualtavern.com

SATURDAY, NOVEMBER 6

11:30 am-11:45 pm - Day of the Belgians @ O'Brien's Pub - The Hoppiest Place on Earth will be changing gears for this event. While this event may not be strictly San Diego Beer, it's indicative of the kind of quality and selection that we have available here in this great city. Aside from their normally formidable local tap selection, O'Brien's will have Malheur 10 and 12 on tap, and Belgians Drie Fonteinen Kriek & Geuze bottles are being released just for the day. To top it all off - food specials as well. 446 Convo Street. 858-715-1745; obrienspub.net

2-6 pm - San Diego Brewers Guild Festival @ Liberty Station - This is one of the two signature events for SDBW, so the San Diego Brewers Guild will be strutting their stuff for this Liberty Station Festival. We hope that the ground has had a chance to sober up from Ballast Point's 14th last month. The VIP session gets you in before the masses, exclusive beer tasters, and face-to-face time with local brewers. Cost: VIP: \$50, Regular Admission: \$35 for 10 tasters. 2750 Womble Road; sdbw.org



SUNDAY, NOVEMBER 7



12-3 pm - Home Brew Instructional Session w/ Kelsey McNair @ Sea Rocket Bistro - Kelsey McNair, of North Park Beer Co. fame, will be on hand to give advice on home brewing. We've been big fans of the self-described "all day IPA" that is the San Diego County Session Ale since first sip at Stone Brewing's 14th Anniversary. Sea Rocket boasts a great bottle list and quality draft selections. On this night they'll have tapas (both surf & turf) and beer pairings. 3382 30th Street, North Park. 619-255-7049; searocketbistro.com

1-3 pm Session A; 5-7 pm Session B - Ultimate Beer & Chocolate @ Stone - Desserts with dessert beers? Sounds delicious. Local chocolatiers of Chuao, Eclipse & Gianni will guide you through the ten paired tasters. We know Stone Brewing Co. will make this indulgence well worth the ticket price. Cost: \$45, available at stonebrew.com. 1999 Citracado Parkway, Escondido. 760-471-4999; stonebrew.com

MONDAY, NOVEMBER 8

11 am-7 pm - Ballast Point Mad Cap Draft Monday @ Home Brew Mart - Ballast Point is going to be putting out some seldom-seen offerings at their Home Brew Mart location. San Salvador Saison, Barmy Ale, Schooner Wet Hop Ale, Sour Wench 2007, Piper Down Bourbon BBL Aged 2008, Fathom IPL, Navigator Doppelbock Brandy BBL Aged 2008, Victory at Sea '08, & Black Marlin Porter Bourbon BBL Aged 2009 will be available in 4oz tasters. Cost: One dollar per taste, no pints. 5401 Linda Vista Road. 619-295-2337; homebrewmart.com

7-9 pm - Beer U: History of Beer in San Diego @ Stone - As our Craft Beer Community continues to explode, it's hard to believe San Diego had very humble brew beginnings. America's Finest Beer City has made it into the beer annuals of history already, but a little brush up might just come in handy next time you find yourself in a tasting room discussion. Cost: \$25, available at stonebrew.com. 1999 Citracado Parkway, Escondido. 760-471-4999; stonebrew.com



TUESDAY, NOVEMBER 9



5-9 pm - Ballast Point Beer/Spirits Night @ Small Bar & Eleven - The Cool Bus will be transporting patrons between Small Bar and Eleven from 5-9 pm. On tap: Ballast Point Keep the Glass deals and refill specials. Ballast Point's spirits will also be present in the form of drink specials at each location. Also, check out their cool sister bar, Hamiltons, at 1521 30th Street in South Park. Small Bar: 4628 Park Blvd. 619-795-7998; smallbarsd.com; Eleven: 3519 El Cajon Blvd. 619-450-4292; elevensandiego.com

6:30 pm - Ballast Point Sushi Dinner @ KnB Wine Cellars - We love Ballast Point. We recommend your glass be full with Sculpin IPA at some point on Tuesday. Given Ballast Point's nautical theme, a Sushi & Beer pairing sounds like a match made in heaven. For more details or to reserve a seat get in touch with KnB Wine Cellars and tell them West Coaster sent you! 6380 Del Cerro Blvd. 619-286-0321; knbwinecellars.com

WEDNESDAY, NOVEMBER 10



7 pm - Four-course Beer Dinner @ La Jolla Brew House - The La Jolla Brew House is celebrating San Diego Beer week by hosting a four-course Beer Dinner featuring La Jolla Brew House, Lightning Brewing Co., Airdale Brewing Co., and Manzanita Brewing Co. If you want to enjoy a great meal and meet some brewers, this is the event for you. Tickets must be purchased in advance. 7536 Fay Avenue, La Jolla. 858-456-6279; lajollabrewhouse.com

DrinkAbout during SDBW! - [drink-uh-bout] - noun. 1. an informal bus ride taken by members of the communities of Normal Heights, North Park, South Park and beyond, for the purpose of drinking without driving, sampling the wares at multiple local establishments, and being seen by the public. The stops: Blind Lady, Small Bar, Live Wire, Toronado, Ritual Tavern, Sea Rocket, The Station, Hamiltons. Cost: Free! (tips discretionary); sddrinkabout.blogspot.com

THURSDAY, NOVEMBER 11

4 pm - Tour, Meet the Brewers, Enjoy Cask Beer @ Karl Strauss Downtown - Karl Strauss will be hosting a terrific event at their downtown location. Start your afternoon at 4 pm with a tour of the facilities, then stay to meet their brewers and enjoy some great cask beers starting at 5 pm. If you're a native San Diegan, this is your chance to visit a beer institution in your own city. If you're from out-of-town, that's cool too, come be Strauss' newest disciple. 5985 Santa Fe Street. 858-273-2739; karlstrauss.com

6-8 pm - Pizza Port, Airdale, and San Diego Brewing Co. @ Phil's BBQ - Enjoy six amazing San Diego BBQ samples and six craft beer samples each night (check out their website philsbq.net for the brews available the other nights). \$5 of each ticket purchase goes to Rady Children's Hospital. Sounds simply unbeatable. Cost: \$30. 3750 Sports Arena Blvd. 619-226-6333; philsbq.net



FRIDAY, NOVEMBER 12

5-8 pm - Stone DVD Signing w/ Greg Koch @ KnB Wine Cellars - This is your chance to meet the CEO & Co-Founder of San Diego's biggest and busiest brewery, Stone Brewing Co. Greg Koch will be on hand signing DVDs. Stop by and check out the great patio, slick tasting room, fantastic selection and the delicious beer-infused cupcakes known as Pubcakes. Also, some rare and delicious Stone beers to boot! 6380 Del Cerro Blvd, College Area. 619-286-0321; knbwinecellars.com

6 pm - Lagerfest Featuring Ballast Point @ El Take It Easy - Lagerfest! Featuring craft lagers from Ballast Point and others. DJ Claire on the decks. El Take It Easy is located on the fantastic stretch of beer-drinker's delight known as 30th Street, just north of University Avenue. 3926 30th Street, North Park. 619-255-8778; eltakeiteasy.com



SATURDAY, NOVEMBER 13



12-4 pm - Green Flash 8th Anniversary - We're glad to have Green Flash around, and this event is a definite can't-miss for SDBW goers. All proceeds from this event will benefit FIGHTALD (www.fightald.org), so you can drink beer and feel great about it. The festival will have multiple outdoor tents and booths featuring local breweries, vendors and restaurants. Cost: \$35 for 10 tasters and a lunch token. 1430 Vantage Ct., Vista. 760-597-9012; greenflashbrew.com

12-4 pm - Bikes, Boards, and Brews @ The Catamaran - With the help of Pacific Beach's TapRoom, The Catamaran is putting on their second annual fall festival with over a dozen local and regional craft beers. There will also be unique displays of vintage surfboards, classic beach cruisers, and locally inspired art. This event is a benefit for two PB Non-Profit Organizations: Discover PB and the PB Community Foundation. West Coaster is a media sponsor for the event, so come say hey! Tickets: sdtaproom.com/bbb \$25 (\$30 at the door) for 10 tasters and snacks. 3999 Mission Blvd., Pacific Beach

SUNDAY, NOVEMBER 14

11:30-3:30 pm - SDBW Official Closing Event - Beer Garden @ The Lodge at Torrey Pines - This is the Official Closing Ceremonies of the San Diego Brewlympics. This event brings together the best of San Diego craft beer with food from amazing local chefs. Each admission includes unlimited tasters of beer and food. Twelve breweries will be paired with a twelve different local chefs to create a truly unique and delicious beer and food pairing event. It is the perfect way to end a fantastic SDBW. 11480 North Torrey Pines Road, La Jolla. 858-453-4420; lodgetorrey-pines.com, sdbw.org

6:30 pm - Lost Abbey Found @ O'Brien's - As has now officially become tradition (2 years anyway), O'Brien's will host a Sunday night tasting with Lost Abbey's brewmaster Tomme Arthur. This event is extremely popular, and for good reason, so get your tickets ASAP. Cost: \$50. 4646 Convoy Street. 858-715-1745; obrienspub.net





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 home brewing immediately and has won second place 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 makes a pilgrimage to the Doemens Academy in Munich.

Beervana Ahead

On the road to becoming a professional brewer

By Sam Tierney

Have you ever thought to yourself, "You know, it would be pretty cool to be a brewer. I mean, beer is pretty awesome. I love hops, malt is cool, and brewers seem like they really enjoy what they do. This sounds like a good idea"? Well, not only did something very similar to that conversation pop up in my head at some point in the past, it continuously plays like a stock ticker across my brain. Yes, that might sound a little odd, but I'm sure you've met an eccentric brewer or two.

I went to college thinking that beer was something that you reluctantly choked down at parties, not something to be enjoyed for its wealth of interesting and amazing flavors. A chance encounter with a Trappist beer while at a pub in Sweden during my junior year changed all that for me. I was overwhelmed not only with the amazing flavor that it possessed, but by the romance and the history that is portrayed. I realized that beer was something that was not simply a commoditized alcohol delivery system; it was something worth learning more about.



Europe became the stage for my first act of beer geekdom: Munich, Stockholm, Prague, Amsterdam—all great beer cities with unique histories and beer styles. I couldn't

imagine how home could be any better. How wrong I was about that! Once I returned to UCSB with an eye for good beer I realized that the United States and California in particular, probably have the richest variety of beer to be found in the

world. I dove head first into the beers from brewers like Stone, AleSmith, Port, Green Flash, Ballast Point, Lagunitas, and our local brewpub Hollister. I found that their quality and variety surpassed my wildest dreams. Something special was going on here, and it was something that I wanted to be a part of.

I started homebrewing not long after, though it wasn't the easiest thing to do while in school. During my senior year I studied at the UC center in Washington DC for a quarter because I was getting my degree in political science. After meeting some people in the industry there and realizing what a career in brewing could be, I decided to change my course and become a brewer. How I was going to achieve that goal wasn't immediately clear, but the seed was planted.

After a good deal of research I decided that going to brewing school was the best option. The Siebel Institute and World Brewing Academy in Chicago ended up being the perfect match for what I wanted to do. The other main option in North America is the UC Davis Extension Master Brewers Program. While the Davis program was attractive due to its proximity to home, the waiting list was a year longer, and it lacked one very attractive curriculum component: five weeks studying brewing in Europe.

After a year off used honing my brewing skills and saving some serious cash, I made the trek out to Chicago for the first part of the



West Coaster staffers at Ballast Point

class. A mix of dread and excitement overtook me as I walked into class on the first day. Was I going to be in over my head? It turned out that my classmates were a mix of current professional brewers, process-oriented employees from large breweries (think big, like Corona and AB-Inbev), and a surprisingly large percentage of guys just like me who came from a homebrewing background and wanted to get a job in the brewing industry.

We started off studying the raw materials that go into making the wort that yeast ferments to make beer: malted barley, hops, and water. The next week was spent on wort production before moving onto fermentation and filtration, and finally packaging and process engineering and control. Eight hours a day in class has been pretty tough, but luckily Chicago has a vibrant beer scene that has kept us occupied on nights and weekends.

During the middle portion of the class, Stone Brewing Co.'s own Greg Koch rolled through town for one of the best beer events of the season (you can see my full write-up at westcoastersd.com, use the searchbar & search for Stone in Chicago). By the time you read this, I will already be completing the hands-on brewery and laboratory-training portion of the class in Munich, Bavaria, London and beyond. I'll return with plenty more to tell.

To read more from Sam, go to westcoastersd.com and search "Sam" in the search bar

West Coaster
ADVERTISING

CONTACT
RYAN@WESTCOASTERSD.COM

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BOTH ONLINE & PRINT.
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OF THE SD CRAFT BEER COMMUNITY

Sendoff

Continued from page 1

Torrey Pines Manager Stephen Kurpinsky. Every \$65 per person admission includes unlimited tasters of beer and food. Each brewery will be paired with a local chef to create a truly unique and delicious beer and food pairing event. We are confident that this will be worth every penny.

How are we so sure? This year's roster of chefs is an all star team from San Diego's hottest restaurants: Jeff Jackson & Kyle Bergman, The Lodge at Torrey Pines; Paul McCabe, Kitchen 1540; Jeffrey Strauss, Pamplemousse Grille; Amy DiBiase, The Cosmopolitan Hotel; Anthony Sinsay, Harney Sushi; Hanis Cavin, Kensington Grille; Tom McAliney, Patrick Heymann, Brandt Beef; Aldo Negrete, Quality Social; Pete Balestreri, Tender Greens; Alex Carballo and Jason Seibert, Stone Brewing Co., and Jason Graham, Cal-a-Vie Spa.

Participating breweries/brewpubs for The Lodge's Beer Garden include: Coronado Brewing Company, AleSmith, Ballast Point, Stone, Pizza Port, New English, Hamiltons Tavern, Karl Strauss, Rock Bottom La Jolla, Green Flash, La

Jolla Brew House and Lightning Brewery.

We understand that \$65 is expensive. We also understand that The Lodge delivers. For SDBW they'll be showing off more than usual, and we can't wait.

For further reading, go to westcoastersd.com and search Torrey Pines in the search bar to the right. Check out what's on tap for The Lodge at lodgetorrey.com/beer/

New Brew

Continued from page 1

Travis is eager to rescue this well-known locale from craft beer obscurity. He's doing a great job so far – all of the house brews were exceptional (and available for growler fills, with distribution plans to be determined).

The names of all four house beers follow a dog theme: Crossbreed Blonde Ale, Fleabite Bitter, Pariah, and Sightsound Stout. Travis and Lorah have an Australian shepherd mix of their own, which was originally named Simcoe, after the hop strain. However, after the first few days, they landed on the name



View of the sunset from The Lodge at Torrey Pines

Barley because "it just seemed to fit."

Similarly, Travis seems to fit just fine here. Determined to keep innovating, Travis had an unnamed double IPA in the fermenter at press time that you may just be drinking right now.

It is obvious that La Jolla Brew House has undergone a complete renaissance. General Manager Ryan Dhu, eager to change hearts and minds,

expressed, "Everything is going in the right direction – we now have one of the best young brewers in America. We feel very blessed." What to expect, put simply: "Beer first, with great food, and great service all around."

SDBW

SAN DIEGO BEER WEEK 2010

Celebrating Craft Beer in San Diego

Join us for the 2nd annual SDBW—a ten-day countywide festival promoting San Diego's thriving craft beer culture. Last year boasted more than 300 events. This year we look forward to the San Diego Brewers Guild Festival and Beer Garden at the Lodge at Torrey Pines showcasing the best of San Diego in beer and food. Visit the website for exclusive deals on local hotels and a complete listing of events.

November 5-14, 2010

sdbw.org

BOTTLE SHOPS

Best Damn Beer Shop (Inside Super Jr. Market)—1036 7th Avenue between C & Broadway Downtown, 619-232-6367, bestdamnbeershop.com. Huge supporters of everything craft beer. Tell Sid you read about his immense wall of beer in West Coaster.

KnB Wine Cellars—6380 Del Cerro Blvd inside the Windmill Farms Shopping Center, 619-286-0321, knbwinecellars.com. Slick patio, mouth-watering tasting room, great food, fantastic selection and more.

Clem's Bottle House - 4100 Adams Ave., 619-238-5460

Keg 'N Bottle - 6060 El Cajon Blvd., 619-265-0482.

South Bay Drugs/Liquor - 779 Palm Ave., 619-424-5165

Pacific Liquor - 2931 El Cajon Blvd., 619-282-2392

Servall Liquor - 1279 University Ave., 619-692-3225

BREWERIES

Alesmith
9368 Cabot Drive
858-549-9888

Ballast Point Brewing Company Home Brew Mart
5401 Linda Vista Road #406
619-295-2337

Ballast Point Brewing Company
10051 Old Grove Road Suite B
858-695-2739

Firehouse Brewing Company
10306 San Diego Mission Road
858-605-1416

Gordon Biersch
5010 Mission Center Road
619-688-1120

Hess Brewing Co.—Miramar, 7955 Silverton Ave. #1201, 619-887-6453, hessbrewing.com. San Diego's first licensed nano-brewery
Tasting room hours: Wednesdays 2-7pm; Thursdays 2-7pm; Fridays 2-8pm; Saturdays 1-5pm. Groups of 5 or more—you call it and we'll be there.

Karl Strauss Brewing Co., Downtown, 1157 Columbia St., 619-234-2739, karlstrauss.com Hours: Monday – Thursday 11:30 am – 10 pm, Bar closes at 11 pm; Friday – Saturday 11:30 am – 11 pm, Bar closes at midnight; Sunday 11:30 am – 10 pm. The original microbrewery for Downtown. Happy Hour: 4 pm - 6:30pm

Karl Strauss Brewing Co., La Jolla, 1044 Wall St., 858-551-2739, karlstrauss.com

Karl Strauss Brewing Co., Sorrento Mesa, 9675 Scranton Rd., 858-587-2739, karlstrauss.com This facility is sur-

rounded by a serene garden with a beautiful Koi pond and waterfall as backdrops to daily visits, weddings and special events.

La Jolla Brew House
7536 Fay Avenue
858-456-6279

New English Brewing Company
1795 Hancock St
619-857-8023

San Diego Brewing Company
10450 Friars Road #L
619-284-2739

Orggi's Carmel Mountain
10155 Rancho Carmel Drive
858-592-7883

Orggi's Mission Valley
2245 Fenton Parkway #101
619-640-1072

Pacific Beach Ale House
721 Grand Avenue
858-581-2337

Pizza Port Ocean Beach
1956 Bacon St.
619-224-4700

Rock Bottom
401 G Street
619-231-7000

Rock Bottom
8980 Villa La Jolla Drive
858-450-9277

Alpine
Alpine Beer Company
2351 Alpine Blvd.
619-445-2337

Carlsbad
Karl Strauss Brewing Co.
5801 Armada Dr.
760-431-2739
karlstrauss.com

Pizza Port Carlsbad
571 Carlsbad Village Dr.
760-720-7007

Chula Vista
The Brew House at Eastlake
871 Showroom Place
619-656-2739

Mission Brewery
779 Anita St #A
619-628-0500

Coronado
Coronado Brewing Company
170 Orange Ave
619-437-4452

Escondido
Stone Brewing Co.
1999 Citracado Parkway
760-471-4999

Oceanside
Breakwater Brewing Company
101 N Coast Hwy. Ste C140
760-433-6064

Poway
Lightning Brewery
13200 Kirkham Way #105
858-513-8070

San Marcos
Iron Fist Brewing
780 Calle de Soto
760-216-6501

Lost Abbey/Port Brewing
155 Mata Way #104
800-918-6816

San Marcos Brewing
1080 W. San Marcos Blvd
760-471-0050

Solana Beach
Pizza Port Solana Beach
135 N. Highway 101
858-481-7332

Vista
Backstreet Brewery
15 Main Street, Suite #100
760-407-7600

Green Flash Brewing
1430 Vantage Ct. #104
760-597-9012

Mother Earth Brew Co.
2055 Thibodo Rd #H
760-599-4225

BARS & PUBS

San Diego
Bar Pink
3829 30th St.
619-564-7164

Basic
410 10th Ave
619-531-8869

Blind Lady Ale House
3416 Adams Ave.
619-200-7522

Blue Foot
3404 30th St.
619-756-7891

Callahan's Pub
8111 Mira Mesa Blvd
858-578-7892

Downtown Johnny Brown's
1220 Third Ave.
619-232-8414

Eleven
3519 El Cajon Blvd
619-450-4292

El Take It Easy
3926 30th St.
Phone unlisted

Hamilton's Tavern
1521 30th St
619-238-5460

High Dive
1801 Morena Blvd
619-275-0460

Jayne's Gastropub
4677 30th St.
619-563-1011

Live Wire Bar
2103 El Cajon Blvd.
619 291-7450

Neighborhood
777 G Street
619-446-0002

Newport Pizza And Ale House
5050 Newport Avenue
619-224-4540

O'Brien's
4646 Convoy St.
858-715-1745

Pacific Ale House
721 Grand Ave
858-581-2337

Ritual Tavern
4095 30th St
619-283-1618

Small Bar
4628 Park Blvd
619-795-7998

Soda Bar
3615 El Cajon Blvd
619-255-7224

TapRoom
1269 Garnet Ave.
858-274-1010

The Grill at Torrey Pines
11480 North Torrey Pines Rd
858-777-6645

Toronado San Diego
4026 30th St.
619-282-0456

True North
3815 30th St.
619-291-3815

West Coast Tavern
2895 University Ave
619-295-1688

Wit's End Pub and Cafe
420 Robinson Ave
619-294-4848

Chula Vista
La Bella Pizza
373 Third Ave
Chula Vista 619-426-8820

El Cajon
Main Tap Tavern
518 East Main Street
619-749-6333

San Marcos
Churchill's Pub
887 W San Marcos Blvd
760-471-8773

Add your business to the West Coaster directory listing by contacting Ryan Lamb at ryan@westcoastersd.com

While every attempt has been made to publish accurate information, we apologize in advance if we made a mistake. To fix it please contact us and we will make the correction in the next issue. ryan@westcoastersd.com

View From Behind The Bar

I have the kind of job that makes people ask, "How'd you get so lucky?" Serving beer at one of San Diego's top breweries is indeed a dream job. Especially since I love beer. After all, it's my second favorite food, trailing behind pizza by only about a centimeter. Living in San Diego for a solid 20 years and sipping beers for almost as long, I feel quite honored to serve in the—dare I say— Beer Mecca of the World. Like most people, my road towards micro-brew heaven began with Stone. Onboard a northbound Amtrak, I cracked my very first Arrogant Bastard. I had to know if I was worthy and, by the time I hit Irvine, I think I was.

In the years between that train ride and today, I've said good-

bye to Stella and Guinness, I've taken pictures of beers to send to friends and I've become the resident beer expert (friends won't order without first consulting me). Now, being on the other side of the bar, I've gained a whole new appreciation for the craft. There's nothing better than converting a non-beer drinker to a devoted disciple or striking up a conversation with a fellow craft beer lover and finding out we share the same favorite brew.

At the same time, being a beermaid leads to some challenges. For example, a girl will ask for something similar to Bud Light or a dude will ask for a glass of water – to both, I reply, "Would you like a tampon with that?" There is also confusion about tast-

ers and pricing, ABV (alcohol by volume) and IBU (international bitterness units). Also, it seems as though most people don't read because that huge menu behind me doesn't steer off the question, "What do you have on tap?" The point is, sometimes the line of communication between tender and patron is not clear...that's where I come in: taking stories straight from the bar and relating them to you. Trust me, I've got thousands!

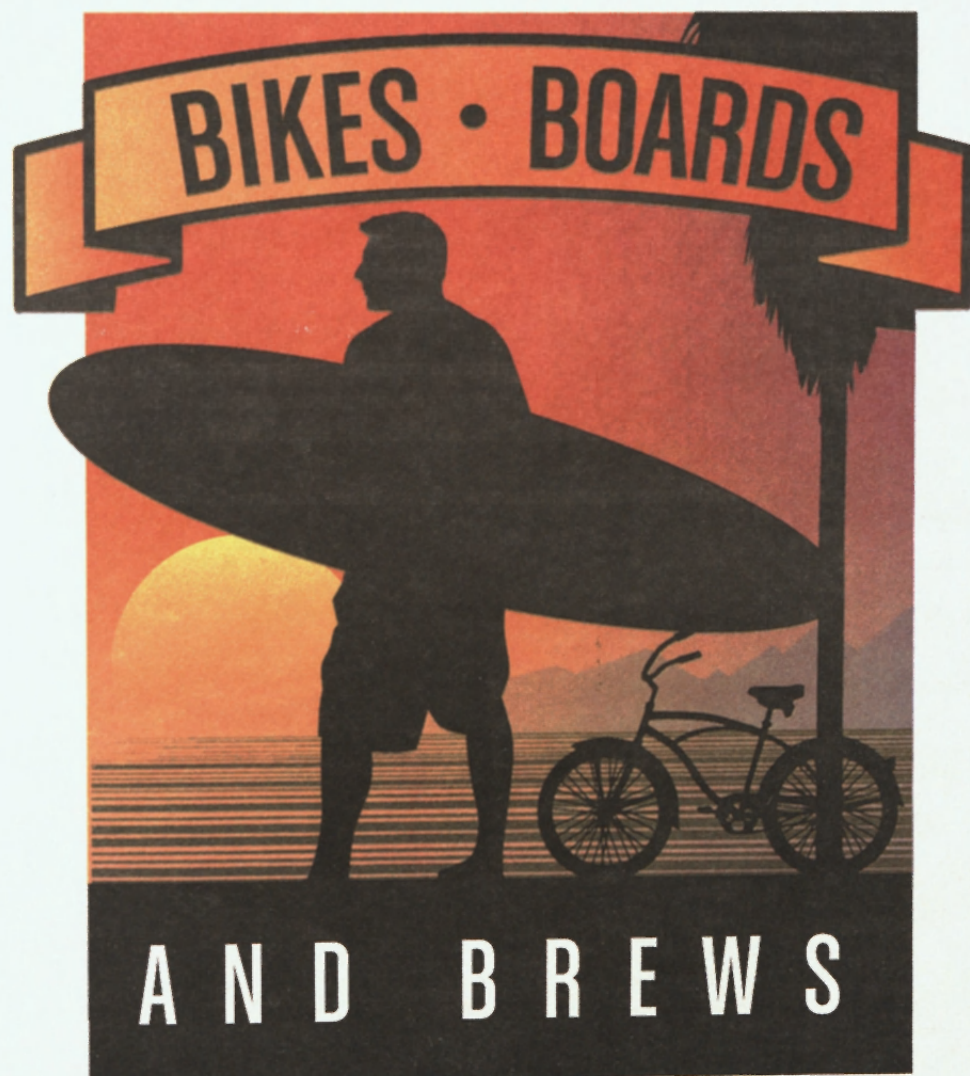
For example, recently I received a complaint for ignoring someone in line. According to this guy, I was "flirting" with the customer in front of him. If memory serves me right, he basically refused to approach my bar. Therefore, I figured he was

a) undecided or b) waiting for a friend. Well, neither was the case – he emailed my boss and I got a slap on the wrist. We can serve pints, but we can't read minds. Moral of the story: don't be afraid to cut in front of an undecided patron taking too long at the bar. Most of the time, we welcome the interruption.

Visiting breweries and tasting the goods should be fun, for both you and the barkeep. So, ask questions, try that daunting barley wine, and don't be shy to wave your hand and say, "Over here!"

-The Nameless Beermaid

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



The Bikes, Boards, and Brews event is a benefit for two Pacific Beach Non-Profit Organizations

- Discover Pacific Beach
- Pacific Beach Community Foundation

The 2nd Annual Bikes, Boards, and Brews is a Fall festival taking place during San Diego Beer Week, with over a dozen local and regional craft beers that also includes unique displays of vintage surfboards, classic beach cruisers, and locally inspired surf/beach art for sale.

\$25 Gets you
10 tasters
& snacks
(**\$30 at the door**)

Location – On the shores of Mission Bay at The Catamaran Resort and Spa, 3999 Mission Boulevard, Pacific Beach

Date – Saturday, 11/13 Noon - 4pm

Event Ticket Link:
<http://sdtaproom.com/bbb>