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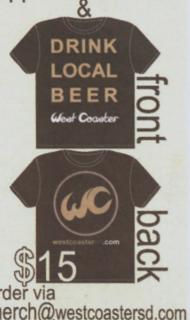
West Coaster

SERVING THE SAN DIEGO CRAFT BEER COMMUNITY



TABLE OF CONTI	ENTS
Letter from the Editor	2
SD Brews in the News	3
Beer and Now	4
Hamilton's, Small Bar, Eleven	6&7
Into the Brew	8
Guest Tap	9
PubCakes	9
The Nameless Beermaid	10
Churchill's	10
Directory	11

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AleSmith owner Peter Zien in the new expansion



Barrel-Aged Wee Heavy gets released January 26th

AleSmith 4.0

eter Zien, owner of AleSmith Brewing Company, took West Coaster on a tour around his brewery's newest expansion into the adjacent industrial suite on Cabot Dr. off Miramar Road. Zien calls it "AleSmith 4.0" in line with 3.0, which was the previous expansion in 2008, 2.0 being when Peter bought the brewery from original founder and brewmaster Skip Virgilio and 1.0 being when AleSmith's doors originally opened in 1995. "It was a major chess game at first," Peter admitted, "and I can remember exactly how many cases of each beer we had at the time - eleven of Speedway, two of Horny Devil, and two of Wee Heavy. It took

then 2010 was really the breakout year." Now in 2011, the 4,300-square-foot expansion is "just what we needed. We

awhile until AleSmith became financially healthy. 2009 was our turnaround and

were like a goldfish that kept outgrowing its tank. We'd lose all kinds of time just moving things around so we could work every day." Now with a lease signed at the location until 2016, expect major growth in production and capacity. It was only eight years ago that AleSmith's barrel production was capped at 700; the two expansions since will allow for upwards of 4,000 barrels per year. "We'll always have a minimum of 500 cases of all labels," Peter added. Another new addition will be a state-of-the-art Monobloc bottling line imported from Italy. The Ferrari of bottlers? "Sure, you could say that."

One of the biggest reasons for Ale-Smith's success has been the dedication to "maximizing the deliciousness factor," as Peter puts it. "I made beers that I wanted to drink." Now, the BJCP Grand Master level 1 beer judge (the only one in San Diego County) has been slowly stepping away from brewing to become the face of AleSmith. "I have an incredible team; all my employees are homebrewers, and we work hard to create an effortless shift between styles." Expect AleSmith style to continue influencing the craft beer scene for years to come.

Branching Out

Olive Tree Marketplace's tasting room converts neighborhood to craft beer

By Mike Shess

idden in plain sight inside the Olive Tree Marketplace off Sunset Cliffs Boulevard in Ocean Beach is a very small room. General Manager of the Market, Mike Blanchfield, has recently opened a tiny and elegant tasting room that is preaching the gospel of fine beer to loyal customers of the Olive Tree. With capacity hovering around 16 people, the wee rectangular room is well-designed. A bar sits on the southwest corner; the west end has the register and sink with a large mirror and stereo hovering above. The south side of the bar has shelves for glassware, one tap built into a counter, and a fridge that houses the night's beer offerings. The décor boasts warm earthy colors with dark stained artisan wood tops and lines the bar, ceiling beams, and the large mission-style door that serves as a portal between the Market and the tasting room. Abstract artwork by OB artist Rich Walker is tastefully splashed on the walls.

Plain in concept and tasteful in execution, it's a tasting room that tries to be nothing more. The menu is updated weekly, with three flights of three tasters offered. A menu groups the flights into light, medium, or intense, and also has



The small tasting room adds to OB's craft beer pedigree

great descriptions of each beer. Flight prices range from \$3.50 to \$7.00 (slight variation on price depending on what is offered). "The light beer flight is the most challenging to keep interesting on a weekly basis." On a recent visit, I enjoyed tasters of Engels by De Molen, Noble Pils by Samuel Adams, and Renegade Blonde by Iron Fist. Mike enjoys playing the role of beer missionary, acknowledging that most people come in to try something new. He's happy to oblige. "It's very rewarding to serve someone their first sour beer, or turning a wine drinker into a sophisticated beer drinker. The menu is put together to satisfy any level of beer drinking. From the stinkiest gueze to the lightest of lagers,

Storm Brewing

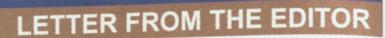
What's In Store for NHC 2011

By Mike Shess

ike a looming storm front, the American Homebrewers Association's (AHA) National Homebrewers Conference (NHC) is edging closer to its June date. Like a bid to the Olympic Committee, San Diego's bid to the AHA was prepared by QUAFF, the Quality Ale & Fermentation Fraternity. All but three of the San Diego-residing NHC organizers are QUAFF members, and nearly all professional brewers in the San Diego area were once homebrewers with the organization. I was fortunate enough to get a sit-down with the coordinators of the event, and I asked what we can expect from the conference that is only four months away.

So what's coming? Jonathan Shufelt, technical wizard of QUAFF and the SD NHC, is busy at work with a special Android smartphone application that will work with TapHunter, allowing users to navigate the plethora of special events (an iPhone application may also be in the works).

Continued on Page 5





West Coaster, The Publication

Serving the San Diego Craft Beer Community

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Serving the San Diego Craft Beer Community Published Monthly

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

Cruising Altitude

Mixed Results

To all who came to our Launch Party on the night of January 21st - Thank You. The amount of people that came by to wish us well was overwhelming - literally. Many thanks to Hess Brewing for creating the deliciously floral West Coaster/Solis Occasus IPA. In case anyone didn't notice, the guys at Hess are a bunch of smooth operators with a keen eye for professionalism. Thanks to The South Park Abbey for hosting their biggest event to date. Finally, thanks to my parents, who allowed their home to be transformed into a hostel for the weekend to accommodate all of our out of town friends.

To all who were turned away, did not drink our delicious beer, and did not get a glass - our apologies. The fact that friends had to wait in line or were turned away is unacceptable. We are actively working on another event that will have larger capacity and more beer. Please give us another chance as it was our first event. We're quick learners.

Growing Pains

We've reached the limit here at West Coaster. Our team does fantastic work, but Co-Publisher Ryan & I accomplish the lion's share of what needs to be done. We work very hard chasing down stories, writing, selling advertisements, delivering to 80+ locations, updating multiple pages on our website, and keeping our Twitter & Facebook up-todate. Frankly, this thing blew up in our face and we are in over our heads. We are adding to our team, so expect the masthead to grow a bit in March with new writers and new advertising executives. Between staff additions and distribution increases, we did not expect the overwhelmingly positive response we have received. Please forgive any editorial lapses; we're only human.

That being said, we could use your help, San Diego. If you've got a tip on breaking news, call the West Coaster hotline at 619.796.5719. If you run a craft-beer related business, consider us in your advertising budget, as we reach your exact target audience - for more information, email ads@westcoastersd.com. If you know of a beer event not already on our website's calendar, send it to us - events@westcoastersd.com. Being two native San Diegans, we want to actively document what is happening in the burgeoning craft beer industry of our hometown - please help us accomplish that goal.

Our p. 11 Directory: PubQuest and West Coaster Collaborate

In our previous issues the directory was homely at best. We wanted to give you a resource to find good beer in town, but we didn't know how. PubQuest has been making beer maps for some time now, so PubQuest's Julie Wartell & WC's Ryan Lamb teamed up to make what you see on page 11 (go check it out, I'll wait). Ryan had the vision and inputted the data. Julie, GIS technician Kevin Highland, and the rest of the PubQuest team then created the custom beer map you see today, and I and stayed the hell out of the way. I think it looks fantastic, but we're open to constructive criticism. Please let us know what works and what doesn't work by shooting an email to directory@ westcoastersd.com. Also, be sure to check out our online directory @ westcoastersd.com/directory. It has more locations and an amenities list we're working on daily.

In Memoriam

This issue is dedicated to my grandmother, Stella Martin Shess. After battling Alzheimer's for the better part of 15 years, by the time you read this she's probably done fighting it. She taught me how to be humble, and to love unconditionally. Although far from wealthy her entire life, she would frequently inquire "I wonder what the poor people are doing?" A New Mexico-born Latina swept off her feet by my WWII-Veteran grandfather, she threw caution into the wind by marrying a gringo. By doing this she endured (and then ignored) the clucks and raised eyebrows of her family to raise my father, Thomas Shess Jr. Purse empty, heart full, she single handedly healed an alcoholic husband through love and patience, only to lose him to heart failure ten years later. Moments after Thomas Shess Sr. passed, I came along, Thomas Michael Shess III, and she dedicated so much of her time to spoiling me. I'll never forget our time together after school at St. Vincent's in her Mission Hills apartment, eating burnt cookies and looking at books of Scottish castles. Grandma, I love you more than words can communicate.

Un abrazo,

72MSH

Mike Shess Editor / Co-Publisher West Coaster



Publishers Mike Shess and Ryan Lamb, at Small Bar. Photo: Kristina Yamamoto





westcoastersd.com's Month in Review

SDBG Convenes @ AleSmith

AleSmith Brewing Company held the most recent meeting of the San Diego



Jan. 20th SDBG meeting @ AleSmith

Brewers Guild in their newly-expanded tasting room on January 20th. On the agenda: the new Board of Directors that will streamline operations with the assistance of various committees. The financial outlook of the year was discussed, as the planning stages of San Diego Beer Week begin again.

For photos, click over to our Facebook
facebook.com/westcoastersd, album:
Week in Review, January 18-22

Attention: Homebrewers (1/2)

Jacob McKean of Stone Brewing Co. fired over this email via the homebrewers email list. This year's competition is extra special because the National Homebrew Competition is coming to San Diego June 16th-18th (ahaconference.org). Here's part of that email reproduced:

"Jacob McKean here again, letting you know that Stone's annual March Madness Homebrew Competition and AHA Rally has been scheduled for Saturday, March 12th at 1:00pm in the Stone Brewing World Bistro & Gardens. For those of you who remember last year's competition, you know that Kelsey McNair's West Coast Bitter was the big winner and went on to big-time brewing fame. So if you want to follow in Kelsey's illustrious footsteps you will need to do two things right away, if you haven't already: 1) read the guidelines to make sure you're eligible for the competition, and 2) START BREW-ING!"

For more information, check out stoneworldbistro.com/marchmadness

Attention: Homebrewers (2/2)

Karl Strauss also just announced their Pro-Am competition. Entries are due late March, and the winners will be judged at the NHC, so get brewing! Excerpt below.

"Are you a Homebrewer? Do you want to spend a day brewing with the Karl Strauss Brewing Team and have your beer tasted by thousands of fans? Well, here's your shot. [...] One of the conference highlights is the Pro-Am competition where a local brewery partners with a homebrewer to recreate a homebrew recipe on a professional scale.

This is where you come in. We know you've got great ideas and some tasty brews just waiting to be brewed on a large-scale system. So, dust off that carboy and get the creative juices flowing. The contest is open to any beer style and is free to enter. Read the details below and good luck! Cheers."

For more information, visit karlstrauss. com/PAGES/Community/ProAm/Start. html

ABD/BDBS Tasting @ The Beer Co.

11 in '11 members AwesomeBeerDrinkers.com hosted their first beer tasting event of 2011 on January 22nd in coordination with downtown's Best Damn Beer Shop @ The Beer Co. on 6th and Broadway. Close to sixty highly-coveted and



Sid from BDBS doing what he does best

rare beers were available to try for \$35, a bargain considering the quality available for your ten 4oz tasters. We look forward to future tastings and collaborating with ABD & BDBS soon.

For photos, click over to our Facebook
facebook.com/westcoastersd, album:
Week in Review, January 18-22

Automatic's Coffee Imperial Brown Ale

11 in '11 member Lee Chase is no stranger to using non-traditional ingredients in beer, and the beers that he has brewed at Automatic Brewing Co. so far have all been very interesting. Before they were open on Sunday morning, Lee invited us to Blind Lady Ale House for a sample of the new beer he's been working on for the winter season. This one is a Coffee Imperial Brown Ale with some American oak added-possibly the perfect beer to perk up our spirits after a long weekend. The coffee that Lee ended up going with is from Bird Rock Roasters: an Ethiopian variety called Jimma-Nigusie Lemma. In order to get the character that he wanted from the beans, Lee tried out a method of racking the finished beer into whole beans and letting them infuse for 50 hours.

As a finished beer, I was impressed by how vivid yet refined the coffee character was. The fruitiness and complexity of the coffee variety were apparent, but absent was the astringency and sharp roasty character that other varietals and infusion methods often lend to a beer. The American oak blended a nice woodiness into the flavor, but was much lighter than is my experience with most other oaked beers. Under all of that, this is a rich and malty, yet not overly sweet beer that I can see a lot of people loving. Automatic's Coffee Imperial Brown Ale is going to be released at Blind Lady Ale House on January 30th during their anniversary celebrations.

- By Sam Tierney

Coronado Graces Chicks for Beer

Bay Park's The High Dive hosted Coronado Brewing Co. for January's installment of Chicks for Beer, the popular beer-centric social meet-up



Ladies enjoy a night with Coronado

for women. Five of the peninsular brewpub's finest were on tap, paired with plates from brie cheese & fruit to Red Devil-infused pulled pork sliders. As The High Dive's owners have looked to turn the group into a nonprofit organization benefitting breast cancer research, three members

of the Susan G. Komen Foundation were on hand to enjoy a relaxing Tuesday night by the bay. Coronado also fed the flame of the chili-beer trend by bringing their roasted New Mexico hatch chili-boasting Idiot IPA on cask.

For photos, click over to our
 Facebook @ facebook.com/westcoastersd, album: Week in Review, January
 18-22

San Diego Beer Club Meets @ Rock Bottom

The San Diego Beer Club met up in La Jolla on January 19th to try some of Rock Bottom's award-winning beers. Senior brewer Marty Mendiola mingled with the crowd, fielding questions. San Diego Beer Club is a group of more than 1,000 craft beer fans who regularly convene at bars and breweries for behind-the-scenes tastes of this city's finest. SDBC Founding Father Travis Fawcett made a quick observation as the room began to fill: "It looks like we have about

Continued on Page 5









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.



Societe Brewing Company Announced

By Jeff Hammett

an Diego County has no shortage of breweries. The San Diego Brewers Guild lists over 30 member breweries on their website, and with the addition of the few breweries that aren't listed, it's safe to say there are currently close to 40 breweries in the county. On top of that, there a few more are in the planning stages, including Societe (pronounced "Society") Brewing Company, which is scheduled to open in early 2012.

Societe is the brainchild of Doug Constantiner and Travis Smith, both are veteran brewers now living in San Diego. While they both home brewed before brewing professionally, Smith got his start at Russian River Brewing Company in Santa Rosa when the brewery was just a few months old. "Vinnie [Cilurzo] taught me most of what I know about making beer commercially," Smith says. After about five years at Russian River, Smith and his family moved south to Placentia where he became Lead Brewer at The Bruery, meeting Constantiner in the process. Before landing a position in the cellar room at The Bruery, Constantiner's first industry jobs included working in the Bottle Shop at Pizza Port Carlsbad, interning at Oggi's and bottling at Green Flash.

Constantiner worked his way up to brewing at The Bruery, and began carpooling to work together with Smith. It was then, while in traffic, that they started talking about each of their plans to eventually open a brewery of their own. In September 2010 when Smith left The Bruery to take over brewing operations at La Jolla Brew House, those plans were little more than something off in the distant future. The two continued to talk about opening their own breweries but not too seriously until things started to go downhill at La Jolla Brew House. Smith left after just three months and they decided to start making the dream come true.

Smith is currently working about fifty hours a week on the logistics for Societe Brewing Company while Constantiner is helping transition in a new brewer at The Bruery. Soon he too will be working fulltime on making Societe a reality. Travis Smith and Doug Constantiner announced Societe's opening at the recent San Diego Brewers Guild meeting on 1/20/11.

Both brewer's warn that since they are in the early planning stages, and as such, things could change. They're currently looking at some spaces located in the Kearny Mesa/Miramar/Mira Mesa area. Societe will be a production brewery with a tasting room onsite, but no food. As for the types of beer, Societe will brew a wide range that should excite any beer geek. They'll have IPAs to satisfy the hop heads as well as Belgian styles. They also plan on a large barrel-aging program for sour beers, a category that is somewhat lacking in the local scene.

How do they feel about entering such a large market? They see it as a healthy competition. "The more competition, the higher the bar is raised for everyone," says . Constantiner. "We want to give San Diego what they want, while at the same time



Societe's Doug Constantiner (left) and Travis Smith address the San Diego Brewers Guild during the January 20th meeting at AleSmith Brewing Company

Jeff writes for San Diego Beer Blog at sandiegobeerblog.com, and you can also follow him on twitter @SDBeer Editor's note: We just confirmed that

Matt Akin of AleSmith will be taking over brewing operations at La Jolla Brew House. Check back for more information



SAN DIEGO, CA 923 URGEGASTROPUB.C offering what isn't already offered."

SD BREWS IN THE NEWS

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Month in Review Continued from Page 3.

60% new membership tonight, a testament to [assistant organizer] Camille's great work." He continued, "We're about to celebrate four years running, and the club is going strong." - For photos, click over to our Facebook @ facebook.com/westcoastersd, album: Week in Review, January 18-22. Rock Bottom is having a Beer & Chocolate dinner on Saturday, February 12th from 6:30-9:30pm. Check out rockbottom. com/la-jolla/events for more information on this and other events.

Bruski House Opens in Scripps Ranch

Continuing the boomtown theme that's taken hold of San Diego Beer, the newest beer-centric restaurant Bruski House had its official Grand Opening on 1/11/11 after two soft openings. We called owner Bruce Nguyen ,a SDSU grad and Scripps Ranch resident, and asked him why he chose Scripps Ranch for his venture. "We're longtime residents who wanted to create a comfortable place to hang out. On day



Bruski House Grand Opening January 11

one Bruski got swamped at 11am with a line going out the door," said Nguyen. Indeed, while the Miramar/Scripps Ranch area is heavily saturated with breweries, there's few places with food + local taps. Thanks to Laurel P. for calling the West Coaster Hotline (619-796-5719) with this tip!

- For complete article and photos, visit westcoastersd.com/?p=358

Happy Birthday, O'Brien's!

We have much respect for Tom Nickel for many reasons, and one of them is the time he puts into the frequent O'Brien's newsletter. Here are some clips from the latest newsletter that give a glimpse into the early days of San Diego Craft Beer: "This weekend (January 22nd & 23rd) we celebrate 17 years of great beer at O'Brien's. From the time that original owner Jim O'Brien opened in 1994, O'Brien's has been a home for San Diego's great beer. The pub was the first account for many of the county's breweries including the one we will feature this Friday, Pizza Port. Lindsey and I took over the pub from Jim in 2003 and since then the beer scene has only gotten better [...] When O'Brien's opened, Stone, AleSmith and Ballast Point all had yet to brew a batch of beer. The transformation in our beer scene is stunning - and thankfully we all reap the benefits, one pint at a time."

Happy 17th to O'Brien's from all of us at West Coaster.

Crash Course in Great Taste

Recently, I crashed The Grill at Torrey Pines for Ballast Point's beer dinner. The dinner, a result of long interaction

between Ballast Point's Colby Chandler & The Grill's Stephen Kurpinsky and Kyle Bergman, was a showcase of Ballast Point's specially brewed chili beers paired with The Grill's culinary talent. At more than 60 people, the event was oversold, but The Grill being the pros that they are had tables for everyone.

So how was the pairing? Thai spiced blackened shrimp skewers paired with Ballast Point's Bloody Mary Mix & Abandon Ship Smoked Lager came together for a spicy and smokey starter [...] My mouth aflame, the curry spiced pork loin & the Smokin' Hot Habanero Sculpin IPA created the apex of the event. Further ignited was my very public love affair with Sculpin, as well as my palate. The fire extinguisher pairing was mexican chocolate cake and the Smoked Chipotle Cocoa Nib Black Marlin Porter.

- For complete article and photos, visit westcoastersd.com/?p=394

Big Sky Drops on Hamilton's

Hamilton's Tavern hosted Big Sky Brewing Co. from Missoula, Montana for their "2nd Saturday" event held every second Saturday of the month. The Hamilton's crew worked tirelessly to fix some keg issues, and then came



Mountain s'mores @ Hamilton's

through with larger-than-normal pours at discounted prices much to everyone's delight. "This is the most beer we've ever had on tap anywhere," stated Matt Long, Head Brewer at Big Sky Brewing Co. Not only was there great beer, but Big Sky brought the food for the party, too. Deer, antelope, and Elk were hunted, dressed, frozen, and flown out by Big Sky. Every 2nd Saturday Hamilton's serves the food at no charge as a thank you to their customers, and these delicacies were no different. Touted as a veritable Mountain Feast, there were many hungry beer-lovers in attendance. As the food made its way out, the patient audience buzzed as if they were waiting for a concert to start. Then, Hamilton's rocked.

- For photos, click over to our Facebook @ facebook.com/westcoastersd, album: Big Sky Drops on Hamilton's

CityBeat's Beer Club features Ale-Smith

CityBeat's Beer Club met from 7-9pm January 5th at The South Park Abbey for \$1 12oz pours of AleSmith's ESB and X. I was mortified at the scene of a line going around the corner of the Fern St. fixture, but thankfully I got inside before The South Park Abbey reached capacity. Upon entering I saw Adam Neitzke, one of the proprietors, hurriedly moving about like a captain securing the hatches in a sudden squall. "Some party you throw!" I yelped over the crowd. "THIS

IS WHAT HAPPENS WHEN YOU SERVE \$1 BEERS," he managed before disappearing back to the bar.

I found CityBeat Advertising Account Exec. Jason Noble, and asked him how this Beer Club stacked up against the others. "This is the craziest by far. We had 450 RSVPs, and normally you can count on half of the RSVPs not showing - this time over half showed. I think this huge turnout is thanks to the neighborhood craft beer scene & the pedestrian setting of South Park." I asked him for more information regarding the clandestine craft beer collective and its next meet-up, and he declined comment. The first rule of Beer Club is that you do not talk about Beer Club...

- Keep checking sdcitybeat.com for more information on the next Beer Club meet-up.

WC Launch Party

We hosted our Launch Party this past Friday, and were comprehensively overwhelmed by the response we

received. Our apologies to those who showed up and didn't get a glass as almost all of them were sold out an hour and a half into the event! We hope to throw another party like this soon, and it won't disappoint. The West Coaster IPA is still available at Hess Brewing under the name "Solis Occasus," meaning "where the sun



Sam Tierney, Alma Baeza & James McCann, ready to launch

sets" in Latin. Big thanks to The Rezsonation and DJs The Office Twins for providing the music, Hess for the beer, SPA for the space, and everyone who came out to support us - we'd love to hear your feedback on our first beer

Olive Tree

Continued from Page 1.

I've poured almost every beer style out there." Customers to the tasting room mostly come from the neighborhoods of Point Loma and Ocean Beach.

The frequent Beer Club is where Mike has the most fun. Hoarding choice bottles specifically for the club of around 140 people, a \$25 annual fee gets you a free glass and 5% off bottles in the store, as well as first dibs on whatever shipment the Olive Tree receives. You

can sign up in person at the Olive Tree Marketplace. For the uninitiated, if you take your receipt from the tasting room into the Market, you receive 10% off your craft beer purchase. Plans are in the works to provide food. Meat and cheese plates will appear on the menu within two weeks, and the food offerings will develop from there. Hours of the current tasting room are Thursday through Saturday, 4:00 PM to 9:00 PM. Insider tip: an Olive Tree Market Café is going to open a few doors down in the summer.

NHC

Continued from Page 1.

The conference was said to be at 50% capacity, but the Town and Country Resort recently decided to upgrade the event to a larger venue, thus allowing for 30% more attendees. West Coaster

is devoting the June issue to homebrewing and the conference; we are also working with the NHC & PubQuest to develop a visitor/participant map & guide to be distributed with every issue.



West Coaster

SAN DIEGO'S FINEST BEER BARS

The Blair Flair

By Mike Shess. Photography by Kristina Yamamoto



Scot Blair, Karen Blair, and Dennis Borlek at Small Bar



Scot & Karen Blair, aka Blairen, in it together



GM Dennis Borlek, checking in on his KISS-stylized elephants

It's tough to mention San Diego Beer without bringing up Hamilton's, Small Bar, or Eleven. Each of the three bars is very different from the other, and each boasts a phenomenal, meticulous, and frequently updated draft and bottle list. This is why West Coaster had to sit down with the people that run among the hottest brew bars in town. "We have a standard for craft beer," says Scot Blair, proprietor of the brew trinity, "we are going to serve fresh, delicious beer at all costs."

While the beard is indeed formidable, it does nothing to shield you from the intensity of his eyes. Buffered by medium-gauge black-frame glasses they make a hawk's stare look sleepy.

A Marine who served in Desert Storm, Desert Shield, and numerous humanitarian missions, Scot has set foot on every continent save Antarctica. Born in Illinois, it was the service that brought him West, and it was San Diego he fell in love with after his tour of duty ended at age 22. Following the Marines, Scot settled in North Park 15 years ago. He landed a job with the NSA and worked as a software engineer who telecommuted from his home – a job he held until 2008 (alongside running Small Bar & Hamilton's). He is infamous for running a tight operation: "Every army needs a general," he says with a smirk.

And that smirk is tough to see, because it's behind a mountain-man beard. While the beard is indeed formidable, it does nothing to shield you from the intensity of his eyes, which although covered by medium-gauge black-frame glasses, make a hawk's gaze look sleepy. He speaks at a normal pace until you hit a topic of interest, and then the words compound with excitement like a wave building momentum on its way towards a break. "He's a passionate person—that's why I fell in love with him," says Karen Blair—Scot's wife and business partner.

Karen was introduced to Scot at The Ritual, and then they met again at Hamilton's the day after Halloween in 2008. Karen came in, blatantly hung-over, and Scot took pity on her. They planned to meet later that night at the Red Fox Room. Not long after, he hired her to work at Small Bar. Scot popped the question at The Field following the Small Bar employee appreciation party at Karl Strauss Downtown. Karen, who was a new Small Bar employee, felt "very appreciated."

"I don't know if we can separate work and play, but it's worth it." - Karen Blair

Marriage is difficult enough as it is. When mixed with business, the risk is even greater. Karen elaborates, "I don't know if we can separate work and play, but it's worth it. It can be hard sometimes working with a Marine-husband-boss on a daily basis," she says with a tilted smile and eye to Scot. "It is easy, though, because while he is tough, he always makes sense." The couple currently resides in North Park with four dogs. When out together socially, they are known as Blairen. This is not only because of the cutesy name combination but also because, according to Karen, "we get really loud when we talk, and especially when we talk over four yappy dogs."

The hierarchy of the bars is simple, but fluid. Karen explains "Scot runs all, but we attack business as a team and delegate as a team." Scot focuses on event planning, such as the famous Hamilton's "2nd Saturday". The most recent "2nd" hosted Big Sky Brewing Company from Missoula, Montana with a free feast consisting of fresh game that Big Sky staff hunted days prior. Most importantly, he is responsible for choosing the beer for Small Bar & Hamilton's. A certified Cicerone (beer's version of a Sommelier) and homebrewer, Scot spends much of his time hunting down beer. Through relentless phone calls, Internet research, and interaction with brewers Blair builds and rebuilds the Small Bar & Hamilton's beer selection. Louis Mello, of Liar's Club fame, capably controls Eleven operations, drafts and bottles. Dennis Borlek and Karen oversee management of Hamilton's & Small Bar.

I inquired about the mindset that went into designing the bars. There is a unifying theme between all three of the very distinct watering

holes, but I couldn't put my finger on it. I asked Scot to elaborate on what that could be. "Organized chaos. It looks crazy, but everything is intentional. We also want everyone to feel comfortable. I don't care if you're gay, straight, black, white, hipster, biker, whatever – you are welcome at our bars. Leave your social group at the door and come be a human being." He continues: "We wanted a place that was sort of rowdy but settled. For the people that grew up and now want more than a beer and a shot." So how did each bar get its design? "We just get an idea. Hamilton's is mine, Small Bar is Dennis, and Eleven is Louis." Scot cites O'Brien's, Liar's Club, Livewire, Toronado SF, and the Lucky Labrador (in Portland) as inspirations.

I don't care if you're gay, straight, black, white, hipster, biker, whatever – you are welcome at our bars. Leave your social group at the door and come be a human being." - Scot Blair

The bars attract a dedicated following. Eleven (opened in 2010) provides a concise but technically sophisticated life music venue, a loaded rock and roll jukebox, vinyl booths, food via Fuego 1 (a food truck that sits directly outside) and free peanuts. Being the newest of the trio, Eleven is still endearing itself to the gentrifying neighborhood of City Heights and seldom fills up on a normal weeknight. The name comes from a scene in the movie Spinal Tap, the quintessential mockumentary on the rock and roll lifestyle.

Small Bar (opened in 2009) has a subtle gothic theme using the colors red and black throughout the décor, an impressive whiskey and cockred and black throughout the décor, an impressive whiskey and cockFriday & Saturday nights, but relaxes through the rest of the week as a University Heights neighborhood bar. Small Bar's name came about when Scot & Karen were dining across the street, and Scot noticed the For Lease sign. He recalls, "I just kept repeating 'Small Bar! Small Bar! Small Bar!"

Hamilton's is named in honor of Herman Hamilton, a Montford Point Marine. Herman still lives next door to Hamilton's, and his picture hangs above the exit of the bar.

The ceiling of Hamilton's Tavern (opened in 2006) is lined with hundreds of hanging tap handles and strings of blue Christmas lights (see our cover photo), the best beer rotation of the three, events "2nd Saturday" (complete with complimentary food along with a featured brewery) and "Firkin Friday" (weekly guest cask beer special), and pool tables. Hamilton's, the eldest of the trio, is consistently packed with South Park's soulful crowd. Hamilton's is named in honor of Herman Hamilton, a Montford Point Marine. Herman still lives next door to Hamilton's, and his picture hangs above the exit of the bar.

As with the new breed of successful establishments, the Blairs have mastered online media. The websites of each bar are notable. Each bar has a website of professional design with extreme functionality. The tap lists of each bar are constantly updated online, as are upcoming events. For those who prefer to receive email blasts, a weekly newsletter informs customers of upcoming events, tap lists, and other relevant information. The Twitter and Facebook of each bar delivers the mentioned information as well. At Scot's insistence, Karen is responsible for inputting the info for everything. "I was literally updating the website in my wedding dress."

Scot and his bars are conscious of their roles in their communities. "In 2006, I took a risk by opening Hamilton's in South Park. People were skeptical, but if you're the first one to find gold, others will follow. I showed everyone that there was gold in them hills." The results speak for themselves, as Hamilton's now sits confidently as the most southern craft beer establishment on the 30th Street brew circuit. Scot believes that history will repeat itself with Eleven, and that the neighborhood of City Heights will gentrify in a similar manner as North Park, South Park, and Golden Hill. All signs point to Scot being correct in his prediction, and as of today his record is flawless. Naturally, I inquire if another bar is in the pipeline. His eyes brighten as he declines comment, and I call his tell. "I will say that we are definitely not done yet."









Louis Mello, former owner of the Liar's Club, @ Eleven



Hamilton's Tavern. Event spotlight: 2nd Saturday w/ Karl Strauss Feb. 12 featuring dueling casks of 22nd Anniversary & Backlit India Black Ale. Tons more on tap with Mardi Gras-style grub. Find all of Hamilton's events @ westcoastersd.com/event-calendar/



Small Bar. Event spotlight: Night of the Bastards featuring 6 varieties & build-your-own flight: (3) 60z tasters for \$6. Find all of Small Bar's events @ westcoastersd.com/event-calendar/

WC-7

Sam Tierney, Toronado San Francisco. Photo: Kayla Coleman

Sam began his love affair with great beer while studying and traveling abroad in Europe during his junior year at the University of California, Santa Barbara. Upon returning home to California in late 2007, he opened the eyes of then-roommate Ryan Lamb to the world of craft beer, especially the amazing beer scene in his own hometown of San Diego. Sam began homebrewing shortly after and has since won multiple awards. After graduating from UCSB, Sam decided to go back to school to become a professional brewer and graduated this past December from the Siebel Institute/Doemens Academy International Diploma Course. He is currently seeking employment in the local



A Tale of Two Toronados & SFBeerWeek

By Sam Tierney

remember my first visit to Toronado in San Francisco like it was yesterday: a breezy spring afternoon in the city, some classic metal playing on the jukebox, and a perfect pint of Moonlight's Reality Czeck. I knew from that moment that I had found something special. Not that Toronado is a newcomer to the Northern California beer scene-far from it—they were one of the original bars in the region to support the fledgling microbrewing industry that has developed into the bustling local beer scene that we enjoy today. But for me, this was a monumental moment in my development as a beer drinker. Toronado just bleeds beer culture from its weathered (and paraphernaliacovered) walls. Sure, I had heard the cautionary stories of beer-nazi bartenders and rough crowds. I won't go so far as to say that those cautionary tales are without merit, but the overall mystique is what makes Toronado the legendary bar that it is. So legendary, in fact, that several brewers have created special ales to celebrate its longevitiy, including Russian River's Toronado 20th Anniversary Ale and The Lost Abbey's Cable Car.

Toronado and I both celebrated our twenty-fourth birthdays this year. Founder Dave Keene's hard work over the last couple-dozen years has turned the small venue in the Lower Haight district into one of the premier beer bars in the world. Toronado held its first Barleywine Festival in 1994, and it returns this year on February 19th for its 18th annual weekend of strong ales. The Barleywine Festival has become legendary in the local beer scene, with people traveling from all over the world to attend. Last year I ran into several Scandinavian beer geeks who had flown to the Bay Area for Beer Week. There were fifty-five barley wines on tap at the festival last year, and I would expect just as many, if not more, this year. Expect plenty of regular as well as barrel-aged barley wines from brewers from San Diego to Anchorage & plenty of eastern locales.

Even if you have never been up to the Bay Area, the Toronado name should be no stranger. In the spring of 2008, Ian Black, who had managed the San Francisco Toronado for over a decade, opened a second location on 30th Street in North Park. Walking into the San Diego location,



Toronado San Diego



Toronado San Francisco

you instantly feel some similarities to the original: the half-door, the overhead beer menu, the glassware behind the bar. Then there are the differences: it's obviously much newer-feeling, serves food (the original doesn't, but does allow you to bring in food. I recommend Rosamunde Sausage Grill next door), the 50 taps are all in the corner allowing a direct draw system, and there's a nice outdoor patio in the back that is perfect on a summer (or San Diego winter) night. The bottled beer (about 300 choices) is all on display in coolers behind the bar, and in all my visits to the San Francisco location I've never had a bottled beer. Out of sight, out of mind.

For the photogenic set out there, Toronado San Diego is running a contest until February 13th that features their new photo booth located in back by the patio. They are offering up some pretty sweet beer-prizes to the winners, so get on down there with your best bitter beer face. Results will be announced and all entries displayed on a corkboard by February 20th.

San Francisco Beer Week

February 11th marks the start of the third annual San Francisco Beer Week. Anvone who has made the trek up to the Bay Area either of the last two years knows just how amazing this ten-day collection of beer events is. Last year there were 230 events during SF Beer

Week, with more expected this year. The Barleywine Festival is just one of the several "Premiere" events going on, which also include the SF Brewers Guild Opening Gala on the 11th, The Double IPA Fest at The Bistro on the 12th (SD brewers always have a strong showing here, go figure), and the Celebrator 23rd Anniversary Party at Trumer Brauerei in Berkeley on the 20th. Another festival that is sure to be a must-attend based on the past couple years is Super Sour (and Barrel Aged) Sunday at Triple Rock and Jupiter in Berkeley on the 13th. Toronado hasn't posted any of their other events for the week as of press time, but I would put good money on their being some very good featured-brewery nights.

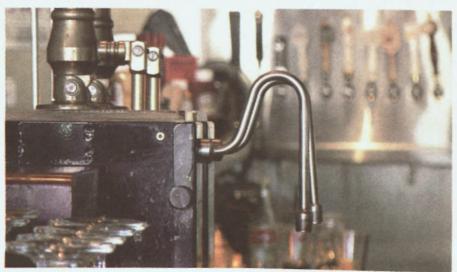
San Diego Brewers are actually making a strong showing this year, with a handful of events going on during the

Ballast Point is going to be brewing a collaboration beer at Triple Rock on Valentines Day (which is open for anyone who wants to check it out), and then doing an IPA firkin throwdown between their Sculpin IPA and Triple Rock's IIMAXX. They are also doing a beer dinner at the Waterfront Hotel in Oakland with The Beer chef on the 15th, another one at Bar Crudo on the 16th, and Meetthe-Brewer nights at Monks Kettle on the 16th and City Beer on the 17th.

Green Flash brewmaster Chuck Silva is going to be at The Jug Shop on the 14th for a special tasting, and Green Flash beers will also be taking over Rosamunde Sausage Grill in The Mission district on the 16th.

Tomme Arthur of Port Brewing/Lost Abbey will be at City Beer on the 15th for a "sipping session", and will be heading over the bridge for another Meetthe-Brewer night at Beer Revolution in Oakland the next day.

To wrap it all up, Public House (the beer bar connected to AT&T Park) is having a San Diego Breweries Night on the 19th. Not that you would drive all the way up there just for the same old same old...



Cask and draft at Toronado SD

For more information and events, check out SFBeerWeek.org

market...

To Live and Brew in SD

By Adam Carbonell

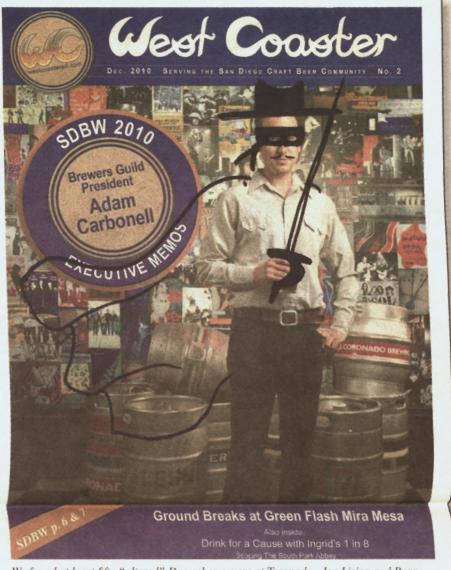
any folks ask me, "Adam, you're a good lookin' young man with a super hot girlfriend and a dog that looks like Falcor from the Never Ending Story. So, why in Sam's hell would you then choose to become a professional brewer?" The answer is simple folks: passion, or as I like to say, "Le pasión." And I'm not alone. There's a rich talent pool of young up-and-comers here in the San Diego brewing scene, and our beginnings couldn't be further apart. I'll start with three of my closest friends: Nolan Clark of Karl Strauss Brewing Co., Joe Lisica of Oggi's and Ryan Pearson of Green Flash Brewing Co. These guys are three talented young cats that are very deserving of becoming the next big names in brewing.

"My life had become a patchouli-scented tie-dye cloud of uncertainty," admits Nolan Clark, who also drums in the international reggae super group Stranger. "Thanks to the band I had become a super star in Hawaii, but here I was aimless. Soon after cutting off my dreadlocks I found my path. I got a cellar gig at Strauss and there Adam taught me everything he knew about craft brewing. It wasn't much, but I knew I had found my life's passion and every day I wake up and thank Jah for this opportunity!"

Now, one might think looking at Joe Lisica that he grew up plowing prairie grass in the rurals of eastern Pennsylvania, but you'd be wrong. Joe was born and raised in the historically rich community of Monterey, CA and just like Ricky Schroder in Silver Spoons he yearned to break free from his pampered existence and find himself through low wages and back-breaking labor. "So, I sold my Lexus, bought a beat up Range Rover Oxford Edition and headed down the coast," says Joe. "Next thing you know, after endless hours of calls from my father, I'm cleaning gunk outta kegs and feeding mash to goats but I tell ya I've never looked back and I've never been happier."

To see the real Ryan Pearson one must venture beyond the veil of blindingly-blonde, shoulder-length hair and a "go F yourself" fu Manchu reminiscent of late 1990s Hulk Hogan. Yes, behind the imposing façade lies a man whose first passion has and always will be the art of dance. That's right, dance. In fact, Ryan's ability to channel his inner passion through dance, mainly Jazz and Ballet, earned him county-wide recognition in his hometown just outside of Stockton, CA, as well as a full scholarship to his neighborhood's top university. It was during a grueling training session in the studio that Ryan, in mid-grand allegro, tore his MCL, thus ending his dance career forever. "I was like really upset and stuff but there was a magazine with a picture of Chuck Silva and figured I could probably grow a beard like that and if I could do that then maybe I could like brew beer and stuff too." And that he did. Soon after hobbling of a bus to San Diego, Ryan landed his first gig at the prestigious Green Flash, and in his short tenure has become one of the county's greatest unknown brewing sensations.

Now I'm not saying a career in brewing is for everyone, but for a special few of us, when life got flipped upside down, our North Star of hope was found in a shared passion for beer. Sweet, sweet beer.



We found at least fifty "altered" December covers at Toronado. Joe Lisica and Ryan Pearson, members of "The Hate Squad," were the two main vandals.

Adam Carbonell is the President of the San Diego Brewers Guild. He has held brewer positions all over town, including Back Street Brewery, three different Karl Strauss locations, and Ballast Point/Home Brew Mart.

Fresh from the Oven

By Ryan Lamb

In her previous kitchen space, local Lentrepreneur-by-day, interior design student-by-night Misty Birchall was able to bake two batches of her craftbeer inspired and infused PubCakes at a time. Now, the double-decker convection oven looming in the corner of a new 700 square-foot shared storefront with Treehouse Coffee Co. can pump out ten batches of treats simultaneously. "I love my new oven. I can finally explore more flavors a bit," she said while frosting yet another sweet temptation, this time the Irish Carbomb. This is Misty's "gateway cupcake," the one that will get you hooked. "They really look their best freshly-frosted." She wasn't kidding the Guinness Irish Cream frosting shone like a newly-polished trophy, accompanied by a chocolate whiskey ganache that promises to appease the cravings of any sweet-toothed beer lover.

"I'm also working towards a Red Velvet, but it's proving a bit difficult. Normally I don't start with a cupcake, I start with a beer." In fact, four local beers act as catalysts for the six varieties she currently produces. Misty's Top Ten Cake utilizes Karl Strauss' Tower

Ten IPA, as well as cayenne caramel, cherry, and ancho chilies. Stoned Portzilla employs Stone Smoked Porter with coffee ganache and caramelized coconut. Cup O' Hefen is one of three "specialty cupcakes," using Ballast Point's Wahoo Wheat as a base alongside coriander and citrus buttercream. To round out the local brew-inspired offerings, Beer for Breakfast, another in the specialty list, is a must-try with bacon and maple cream cheese frosting; the beer: AleSmith's Wee Heavy. For vegan customers, the Punkin' Vegan is available, which has North Coast Brewery's Old Stock Ale, pumpkin, and maple topping. All frosting is made from scratch, and Misty even revealed one of her secrets: the batter rises best the next day after refrigeration.

The PubCakes/Treehouse Coffee Co. shared storefront is having their Grand Opening on Saturday, February 5th from 12-4pm, complete with beer garden in the lot next door. The spot is located at7229 El Cajon Blvd., tucked just south of the 8 freeway off the 70th Street exit. Purchase \$3 worth of cupcakes or coffee and get a ticket for (3) 4oz tasters of local craft beer. 20% of all proceeds go to Hid-



Misty Birchall fills the Top Ten Cake, one of six varieties

den Treasures, a nonprofit thrift store that offers developmentally disabled adults an environment in which they build social and vocational skills.

As for how the shared storefront came to be, the answer wasn't too surprising. "Craigslist," Misty declared. "I was looking to rent commercial kitchen space, and found Mandi's (Treehouse Coffee Co. owner) listing. She had interviewed fifteen different businesses about subleasing the space, and when we met we just clicked." The fact their names were both five letters and started with "M" was, well, icing on the cake. A big block

M perched on a cupboard as you walk in symbolizes the successful partnership. "In my previous job, I would always make the birthday cakes. Then I became the cupcake girl at Toronado when I brought in the first version of the Irish Carbomb for a friend's birthday. Someone finally told me, 'You gotta pursue this.'" While our dentists may disagree, we're happy she did.

Contact PubCakes: pubcakes.com, pubcakes@gmail.com, facebook.com/Pub-Cakes, 858.952.8523, 7229 El Cajon Blvd.

Beer and Loathing in February

Just the other day I was shopping when it hit me: "Crap, Valentine's Day is coming." I realized this as I dodged a tantruming toddler in the aisle stocked with pink plastic hearts. She was causing a scene. Her father resembled Tobias Funke and kept saying, "You won't get your way by whining." His daughter ignored him as I silently agreed. Thinking back, my incessant Valentine-whine has gotten me nowhere. Every February 14th the holiday insists on being celebrated. And, every February 14th, I find myself painfully aware of being single.

As children, we carelessly exchanged cards and candy. As teenagers, we either a) awkwardly gave or b) awkwardly received well-intended love tokens. But, as most pubescent experiences, these tokens left us emotionally scarred. As adults, we are divided into two camps: the haters or the appreciators. Which leads me to believe it may very well be the single best day for beer.

Beer appeals to both camps. For haters, it can erase the memory of all living

ex's. It can help find humor in only receiving a Valentine from your father (not that I would know). Beer can also keep you warm at night in place of a significant other. Beer, the great chameleon, does just as much for appreciators. Beer is an ice-breaker for first dates, liquid courage for popping the question, and a great pairing to a romantic dinner.

February makes all the happy couples around me pop up like gophers in my loveless garden. One such couple met at my bar. He was a regular. Ordering beers no less than 7%, his arm easily twisted by anything barrel-aged, his bachelordom betrayed by mismatched socks and untucked shirttails. She was a newbie with strawberry hair and the prettiest face. Maybe it was her good looks or maybe it was the imperial porter she was drinking, but his attention was caught. With courage kicked in by a couple IPAs, he approached her. One thing led to another and now the two are seldom seen without each other. If the rule is "Don't meet someone at a bar,"

then this couple is the exception.

Then again, who hasn't met someone at a bar? Or at least tried? Last spring, I won a hosted bar at a new downtown hotspot. This meant two things: I was getting inebriated and some bartender was getting over-tipped. And there he was, in all his amazing mustached glory. My own Wyatt Earp for the night. 2 hours and 50 dollars later, I had the chutzpah to write my number on a bar napkin – original, I know. It said, "Add this to the collection." He never called.

This was before my beermaiding began. Before I was the one being slipped beer napkins, coasters, and business cards scribbled with drunken penmanship. Before I came up with the phrase, "The more beer you drink, the prettier I become." Something about alcohol makes people ready for love. Which brings me back to my point: February 14th ought to be renamed "Beer Appreciation Day." Whether a hater or appreciator, this Valentine's Day I hope



West Coaster couple Kayla Coleman, contributing photographer, and Sam Tierney, staff writer, appreciating Pizza Port Solana Beach

you grab a pint, clink your glass, and say, "Here's to love!"

- The Nameless Beermaid

Want to ask The Nameless Beermaid a question? Send them to beermaid@west-coastersd.com

Churchill's Pub & Grille

By Ryan Lamb

hurchill's knows beer. With three certified beer servers currently on staff and Cicerone Dave Adams as beverage coordinator, craft beer lovers have come to expect high quality-service from the legendary pub & grille. Nestled on San Marcos Blvd. within striking distance of major breweries along the 78, March 5th will see Churchill's celebrating the two-year anniversary of their tap system rehaul, which now boasts 50 taps, 3 of which are nitro, and 2 casks. Stunning tap han-

dles created by Liquid Glass Co. sparkle under LED lights while newly-plated glass rinsers & flow-regulated rotary faucets transform the science of beer-pouring into an art. Behind the curtain, a refrigerated shipping container houses upwards of 100 kegs and countless bottles. Some time in the first quarter of 2011, Churchill's will be welcoming Firestone Walker for another of their famous beer & food pairings, check back to westcoastersd.com/event-calendar/ for more information.









Liquid Glass Co. tap handles at Churchill's

