

Press Release

The Rocky Mountain District of the Master Brewers Association of the Americas held its summer meeting at the Avery Brewing Company of Boulder, Colorado on August 15. The meeting was well attended by members and guests from the Front Range region of Colorado.

Before the meeting convened, the attendees were able to sample many of Avery's fine and distinctive beers. Particularly of note were their big beers on tap, *Salvation*, *Reverend*, *White Rascal*, *Karma* and *Hog Heaven*. Steve Breezley, Brewing Manager, was present during the tasting session to answer the members' questions about his beers. After sampling, Steve led the group on a tour of the brewery. The brewery is set up in a linear fashion in a group of contiguous building units. The 7-barrel system brews most weekdays in order to fill the demand for Avery's many beers. Sales volume for the year is targeted at 13,000 barrels.

In their business meeting, the District's executive board reminded the members of the fall out-of-towner being held in Colorado Springs, CO, September 14-16. The technical portion of the event is to be held at Phantom Canyon Brewery. The traditional Friday night kick-off event will take place at the Bristol Brewing Company.

The technical theme for the night was activated carbon use in brewing. Speaking on this topic was Beth McCann, Application Engineer, Norit Americas Inc. In her talk, Beth presented detailed information about the production, structure, and uses of activated carbon for the brewing process. She gave details on the various forms of activated carbon (powdered, granular and extruded pellets) and how they are used. This was followed with a discussion of how carbon adsorption works and how to choose the correct carbon for water purification, beer de-colorization or carbon dioxide purification applications. Beth's presentation generated a lengthy discussion and a great deal of exchange of ideas on the topic.

The evening's events included a delicious buffet meal, a raffle supported with gifts from Anheuser-Busch's *Ascent 54* collection, and the traditional distribution to attendees of a pint glass from the hosting brewery's taste room.

The District and its members are grateful to the Avery Brewing Company and its staff for hosting a most enjoyable meeting.

Submitted by:

Steve Presley
Past President and Publicity Chairman
MBAA District Rocky Mountain

Accompanying photos:

Breezley.JPG – Steve Breezley, Brewing Manager, at the brew kettle

Avery Beers.JPG – Tap handles and beers in Avery taste room

McCann and Knudsen.JPG – Speaker Beth McCann (Norit Americas Inc.) and Finn Knudsen (Beverage Consults Intl.), technical chairman MBAA District Rocky Mountain

Members touring.JPG – District Rocky Mountain members on tour at the Avery Brewing Company