

MODERN Brewery Age



Modern Brewery Age Weekly E-Newsletter • Volume 59, No. 34 • August 25, 2008



Photo By Gregg Glaser

Spiegelau debuts new Beer Glassware collection

By Gregg Glaser—Maximilian Riedel, CEO of Spiegelau USA, presented the Bavarian glass making firm's new Beer Glass Collection at an Oktoberfest in August luncheon in NYC recently at Blaue Gans, an Austrian "wirtshaus." The collection consists of the Lager, Stemmed Pilsner and Wheat Beer glasses, each specifically designed to showcase the aromas and flavors of these beer styles. The glasses each are sold in sets of two and packed in tubes. Herr Riedel, an 11th generation member of the Riedel glass making family (which owns Spiegelau) and CEO of Riedel Crystal USA, co-presented the tasting with Brewmaster Garrett Oliver of Brooklyn Brewery, who Riedel called his "mentor for beer." He said the decision was made to have Spiegelau design the beer glasses because the Bavarian firm has more of a history with beer glasses than Riedel, an Austrian company that has focused more on wine glasses. Spiegelau began making beer glasses in 1521.

Beer Capitol Distributing acquires Miller Milwaukee

Beer Capitol Distributing Inc., a division of the Madrigano Companies, has agreed to acquire beer wholesaler Miller Brands-Milwaukee LLC.

The deal is expected to close by Oct. 31. The combined companies will allow Beer Capitol Distributing Inc. to offer sales and service to over 2,000 area accounts and will employ about 250 people.

"The joining of these two great companies represents a strategic move that better aligns both organizations with the newly formed Miller-Coors joint venture, building upon each companies' recognized strengths in delivering exemplary customer service and developing long-standing relationships within local operating communities," said Aldo Madrigano, who will serve as chairman following the sale.

Mike Merriman, president of Beer Capitol Distributing Inc., will continue in that role and Dave Neville, currently the vice president of sales for Miller Brands-Milwaukee LLC, will lead sales efforts. The companies said no other operational changes as a result of the sale are planned.

Mr. Madrigano said the move will strengthen the distributor's portfolio of brands. "With this combination, the brands offered by the newly formed MillerCoors alliance will now be more efficiently sold and distributed throughout the Milwaukee area," he said.

Currently, about 95 percent of the portfolio carried by Miller Brands-Milwaukee LLC are Miller Brewing Co. products. Miller Brands-Milwaukee LLC also distributes

(Continued on page 5)

College presidents seek debate on drinking age

AP—College presidents from about 100 of the nation's best-known universities, including Duke, Dartmouth and Ohio State, are calling on lawmakers to consider lowering the drinking age from 21 to 18, saying current laws actually encourage dangerous binge drinking on campus.

The movement called the Amethyst Initiative began quietly recruiting presidents more than a year ago to provoke national debate about the drinking age.

"This is a law that is routinely evaded," said John McCardell, former president of Middlebury College in Vermont who started the organization. "It is a law that the people at whom it is directed believe is unjust and unfair and discriminatory."

Five Connecticut college presidents are on the list, including the presidents of

(Continued on page 9)

Miller revives "great taste, less filling" ads

MillerCoors LLC is reviving its "Great Taste, Less Filling" tag line, which was created more than 30 years ago.

The company told distributors about the revived campaign in a letter last week.

The tagline will appear starting Sept. 1 in revised spots of last year's "More Taste League"—an ad campaign that airs during football season.

All national Miller Lite radio spots will immediately start using the "Great Taste, Less Filling" tags. The company said that point-of-sale materials in stores will feature the slogan as well.

The revised positioning is part of MillerCoors' efforts to create individual identities for its two big brands, Coors Light and Miller Lite. Analysts have said this will be one of the new company's major challenges.

The "Great Taste, Less Filling" tagline has been used sporadically by Miller over the years, but was last used prominently in a campaign which ended in 1991.



Andy Brown is new Wynkoop brewer

Andy Brown, an experienced Colorado brewer, has been named the new head brewer for Wynkoop Brewing Co.

Brown served as the head brewer for Left Hand Brewing Co. from 2003 to 2007, and was recently a brewer for Oskar Blues Brewery before joining Wynkoop.

"Wynkoop is one of the pioneers in Colorado's craft beer history," Brown says. "I'm really excited about setting a new standard here, and increasing people's recognition of the Wynkoop as the oldest and biggest anchor of the Denver brewpub scene."

Brown enrolled in the American Brewers Guild Craftbrewers Diploma Program in 1999. He graduated in 2000 and then trained under Dick Cantwell at Seattle's Elysian Brewing Co.

Brown says he aims to boost brewing quality and efficiency at the brewpub, add new beers and fine tune longtime brews.

"Few brewpubs in the US serve as much cask-conditioned beer as we do here," Brown says. "And the open fermenters allow a different flavor development during fermentation than the unitanks most craft brewers use. The large number of storage tanks here also allow me to make lager beers in the classic, slowly aged method."

Mark Schiffler, a Wynkoop cofounder and current COO, says Brown's hiring signals a rejuvenated attention to Wynkoop's beer culture.

"Twenty years ago," Schiffler says, "our original brewer, Russell Schehrer, set the tone for us with his focus on innovation and British-style beers. We've lost some of that focus over the past few years. We're looking to raise the bar, and Andy will help us reclaim our great brewing reputation. Hiring a highly respected and experienced brewer like Andy gives us the opportunity to elevate our beers and build on our legacy."

Jessica Simpson to serve as face of Stampede Light

For those in the beer trade who dreamed of meeting Jessica Simpson at an NBWA trade show someday, things are looking up. The singer and actress has signed on as spokeswoman for Stampede Light Plus, a beer made by the Stampede Brewing Co. of Dallas, TX.

Simpson will appear in ads for the beer and is taking a 15 percent stake in the brewer.

Lawrence Schwartz, Stampede's president and chief executive, says Simpson is the "now" face of the brand.

Simpson said in a statement that as an entrepreneur she's "always looking for ways to diversify my portfolio with good ideas and good people."

"Yes, I work out and take care of myself," she added, "but I also like a cold beer once in a while."

Stampede Brewing Co. was started by a fitness buff and former Anheuser-Busch marketing employee named Lawrence Schwartz. The beer itself was formulated by the late Dr. Joseph Owades, creator of Miller Lite, among other brands.

Mr. Schwartz said Stampede was looking for a global icon that represented its core values: healthy living, individuality, and personal responsibility, and he said Jessica Simpson was the obvious choice. "Jessica is America's sweetheart and an internationally known entertainer who takes care of herself. You can see it in her smile, her skin, her confidence, and her obvious physical fitness," said Schwartz.

"We believe that people who choose to look after themselves should have the opportunity to do this in all aspects of their lives. Why not the beer they drink? Stampede Light appeals to those consumers—people like us, people like Jessica, and people who want to live a healthier lifestyle," said Schwartz.

Stampede Light may be the first nutraceutical beer to hit the U.S. market. It is described as a "full-bodied German-style light lager beer" made with premium malt and domestic hops, and infused with smoked white oak chips. It is also infused with B vitamins, folic acid, and folate.

Stampede Light is currently distributed in Texas, Arkansas, Louisiana, Florida, Alabama, Wisconsin, Kansas and Minnesota. The company is actively looking for distributors for a nationwide rollout.



Beer master Ray Daniels

Ray Daniels trains New Holland brewpub servers

Twenty employees at New Holland Brewing Co. in Holland, MI, have recently been awarded "Certified Beer Server" status and the brewery is shooting for a total of 25 by Labor Day—a mark no other brewpub or microbrewery in the country can claim. This endorsement is the first in a three-phase Cicerone Certification Program, operated by national beer master Ray Daniels. It is the brewing industry's equivalent to a certified wine Sommelier.

"The Cicerone program is important because it recognizes and encourages expertise," says New Holland's Fred Buelmann. "Craft beer drinkers seek a complete quality experience along with their craft beer."

To help celebrate this accomplishment, Mr. Daniels will host a day of Cicerone activities—including seminars and a beer dinner—at the brewpub on Wednesday, September 24.

The day will include brewhouse tours with brewmaster, John Haggerty and discussion of the Cicerone Certified Beer Server program.

"Too often, great beer is harmed by improper service practices," Daniels says. "Our program offers independent assessment and certification so that industry professionals—as well as consumers—can be sure of the knowledge and skills possessed by beer servers. The more beer professionals understand about the many aspects of beer culture and service, the better beer will be for consumers. Anyone can call themselves an expert on beer, but when consumers want great beer, they need help from a server who really knows beer flavors, styles and brands."

MillerCoors Scorecard 4 week and 13 week data
IRI Data, U.S. Food 13-week period ending August 10, 2008

MillerCoors Brands	4 week Case Sales	Cs. Sales % Chg YA	Cs. Shr of Cat	Cs.Shr of Cat Chg YA	13 week case sales	13 wk. cs sls chg YA	13 wk cs shr. of cat	13 wk cs shr. chg YA
MILLERCOORS + GROLSCH	11,655,350	1.0	32.4	(0.5)	39,245,530	0.5	32.0	(0.5)
MILLER LITE	3,140,744	2.2	8.7	(0.0)	10,796,730	(1.7)	8.8	(0.3)
COORS LIGHT	2,968,787	5.1	8.2	0.2	10,078,560	4.8	8.2	0.2
MILLER HIGH LIFE	952,224	4.1	2.6	0.0	3,154,661	4.7	2.6	0.1
KEYSTONE LIGHT	653,972	9.5	1.8	0.1	2,128,377	9.9	1.7	0.1
MILLER GENUINE DRAFT	646,860	(3.6)	1.8	(0.1)	2,161,736	(7.0)	1.8	(0.2)
MILWAUKEES BEST LIGHT	394,768	(8.3)	1.1	(0.1)	1,304,356	(9.4)	1.1	(0.1)
ICEHOUSE	306,168	1.9	0.9	(0.0)	978,166	(1.7)	0.8	(0.0)
COORS	290,339	6.3	0.8	0.0	965,076	5.3	0.8	0.0
MILWAUKEES BEST	248,701	(14.1)	0.7	(0.1)	824,383	(14.8)	0.7	(0.1)
MILLER HIGH LIFE LIGHT	214,991	3.1	0.6	0.0	708,193	2.1	0.6	0.0
MILWAUKEES BEST ICE	208,072	(2.8)	0.6	(0.0)	687,074	(4.1)	0.6	(0.0)
MILLER GEN DRAFT LIGHT	161,957	74.1	0.4	0.2	492,887	50.8	0.4	0.1
BLUE MOON BELGIUM WHITE	156,096	15.6	0.4	0.0	528,648	13.9	0.4	0.0
STEEL RSRVE HIGH GRAVITY	140,433	3.9	0.4	0.0	464,842	3.2	0.4	0.0
MILLER CHILL	130,976	(60.6)	0.4	(0.6)	497,682	(20.0)	0.4	(0.1)
FOSTERS LAGER	99,403	(11.9)	0.3	(0.0)	326,894	(11.8)	0.3	(0.0)
GEORGE KILLIANS IRISH RED	79,309	(6.1)	0.2	(0.0)	277,928	(7.6)	0.2	(0.0)
KEYSTONE ICE	59,393	17.4	0.2	0.0	186,533	11.3	0.2	0.0
MOLSON CANADIAN	56,379	(3.8)	0.2	(0.0)	186,412	(6.8)	0.2	(0.0)
MICKEYS MALT LIQUOR	49,689	0.5	0.1	(0.0)	162,789	0.9	0.1	(0.0)
BLUE MOON SEASONAL	45,604	179.1	0.1	0.1	175,247	107.7	0.1	0.1
HAMMS	36,954	(6.2)	0.1	(0.0)	121,272	(1.5)	0.1	(0.0)
PILSNER URQUELL	34,000	(17.7)	0.1	(0.0)	113,603	(16.4)	0.1	(0.0)
LEINENKUGEL SEASONAL	33,758	27.6	0.1	0.0	116,683	34.7	0.1	0.0
LEINIE SUNSET WHEAT	32,317	9.6	0.1	0.0	106,207	6.5	0.1	0.0
RED DOG	31,895	(12.2)	0.1	(0.0)	102,577	(14.8)	0.1	(0.0)
HEN WEINHARDS PVT RSRVE	31,060	(9.6)	0.1	(0.0)	100,507	(13.3)	0.1	(0.0)
GROLSCH LAGER	28,811	(28.5)	0.1	(0.0)	104,061	(26.8)	0.1	(0.0)
OLDE ENGLISH 800 MALT LIQ	27,545	0.5	0.1	(0.0)	91,785	(0.8)	0.1	(0.0)
MOLSON ICE	26,867	(7.6)	0.1	(0.0)	88,571	(12.5)	0.1	(0.0)
SHARPS NA	24,007	(16.8)	0.1	(0.0)	78,497	(18.4)	0.1	(0.0)
SPARKS	23,081	14.7	0.1	0.0	73,750	9.4	0.1	0.0
SOUTHPAW LIGHT	21,058	(16.1)	0.1	(0.0)	70,150	(14.5)	0.1	(0.0)
LEINENKUGEL HONEY WEISS	20,821	19.9	0.1	0.0	71,162	14.6	0.1	0.0
PERONI NASTRO AZZURRO	18,528	39.4	0.1	0.0	58,260	32.0	0.0	0.0
LEINENKUGEL	18,158	(7.9)	0.1	(0.0)	55,580	(13.0)	0.0	(0.0)
SPARKS PLUS	17,839	59.2	0.0	0.0	56,736	60.9	0.0	0.0
HEN WEINHARDS PALE ALE	17,415	(19.0)	0.0	(0.0)	55,727	(20.8)	0.0	(0.0)
FOSTERS SPECIAL BITTER	15,678	68.5	0.0	0.0	49,953	72.2	0.0	0.0
COORS NA	15,496	(13.6)	0.0	(0.0)	51,125	(14.1)	0.0	(0.0)
MOLSON GOLDEN	15,232	(15.7)	0.0	(0.0)	50,138	(19.8)	0.0	(0.0)
LEINENKUGEL BERRY WEISS	15,138	58.3	0.0	0.0	50,885	42.3	0.0	0.0
H. WEINHARDS HONEY HEFE	11,522	(3.3)	0.0	(0.0)	38,840	(2.1)	0.0	(0.0)
MAGNUM	11,451	(8.0)	0.0	(0.0)	36,568	(16.4)	0.0	(0.0)
HEN WEINHRD CLASSC DRK	9,776	(22.5)	0.0	(0.0)	33,063	(24.4)	0.0	(0.0)
LEINENKUGEL RED	8,426	(3.8)	0.0	(0.0)	27,875	(12.4)	0.0	(0.0)
MOLSON CANADIAN LIGHT	8,061	(24.7)	0.0	(0.0)	26,410	(24.4)	0.0	(0.0)
ZIMA XXX HARD LEMON LIME	7,849	(41.7)	0.0	(0.0)	27,361	(41.5)	0.0	(0.0)
KEYSTONE	7,117	(4.7)	0.0	(0.0)	22,821	(9.1)	0.0	(0.0)
LEINENKUGEL LIGHT	6,715	25.9	0.0	0.0	18,725	(0.9)	0.0	(0.0)
TSYKIE GRONIE	6,532	33.4	0.0	0.0	22,020	27.1	0.0	0.0
MOLSON XXX	6,522	(0.2)	0.0	(0.0)	21,735	(2.4)	0.0	(0.0)

3 MODERN BREWERY AGE WEEKLY, AUGUST 25,

MillerCoors Scorecard 4 week and 13 week data
IRI Data, U.S. Food 13-week period ending August 10, 2008

MillerCoors Brands	Four week Case sales	Cs. Sales % Chg YA	Cs. Shr of Cat	Cs.Shr of Cat Chg YA	13 week case sales	13 wk. cs sls chg YA	13 wk cs shr. of cat	13 wk cs shr. chg YA
HEN WNHRDS BLONDE LAG	6,273	(17.9)	0.0	(0.0)	21,502	(21.1)	0.0	(0.0)
STEEL RESERVE TRIPLE EX	5,981	(1.8)	0.0	(0.0)	21,179	4.4	0.0	0.0
HEN WNHRDS BELG WHT	5,609	0.0	0.0		17,841		0.0	0.0
OLDE ENGLISH HG800	4,527	(10.1)	0.0	(0.0)	15,513	(6.1)	0.0	(0.0)
COORS EXTRA GOLD	3,865	0.8	0.0	(0.0)	13,283	(5.1)	0.0	(0.0)
LEINIE CREAMY DARK	3,718	(12.0)	0.0	(0.0)	12,697	(6.8)	0.0	(0.0)
HEN WNHRDS SEASONAL	3,407	0.3	0.0	(0.0)	10,465	(2.0)	0.0	(0.0)
HEN WNHRD NRTHWST TRL	3,284	(7.3)	0.0	(0.0)	9,569	(12.5)	0.0	(0.0)
HEN WNHRDS BLU BR PALE	3,084	(13.2)	0.0	(0.0)	10,917	(19.2)	0.0	(0.0)
MICKEYS ICE ALE	2,447	5.9	0.0	0.0	8,371	13.1	0.0	0.0
HAMMS GENUINE DRAFT	2,094	23.2	0.0	0.0	6,412	(0.9)	0.0	(0.0)
SPARKS LIGHT	2,092	(48.7)	0.0	(0.0)	7,746	(41.7)	0.0	(0.0)
LEINENKUGEL VARIETY PK	1,967	210.3	0.0	0.0	11,570	154.5	0.0	0.0
HAMMS SPECIAL LIGHT	1,668	100.9	0.0	0.0	6,426	272.9	0.0	0.0
GROLSCH LIGHT LAGER	1,585	(48.5)	0.0	(0.0)	5,881	(46.9)	0.0	(0.0)
MILLER LITE ICE	1,242	(17.2)	0.0	(0.0)	4,476	(16.0)	0.0	(0.0)
OLD VIENNA	992	34.2	0.0	0.0	3,414	40.3	0.0	0.0
ZIMA XXX HARD ORANGE	971	(78.9)	0.0	(0.0)	3,947	(76.5)	0.0	(0.0)
MOLSON EXPORT ALE	927	(24.8)	0.0	(0.0)	3,308	(20.1)	0.0	(0.0)
GROLSCH AMBER ALE	685	(42.0)	0.0	(0.0)	2,479	(41.8)	0.0	(0.0)
BLUE MOON PALE MOON	659	0.0	0.0	2,042		0.0	0.0	
GROLSCH SUMMER BLONDE	641	(33.3)	0.0	(0.0)	2,630	(19.4)	0.0	(0.0)
ICEHOUSE LIGHT	628	(14.2)	0.0	(0.0)	2,433	(19.8)	0.0	(0.0)
HAMMS LIGHT	609	(58.8)	0.0	(0.0)	2,887	(50.6)	0.0	(0.0)
CRISTAL	589	222.4	0.0	0.0	1,717	67.3	0.0	0.0
SHEAF STOUT	497	(13.7)	0.0	(0.0)	1,819	(9.2)	0.0	(0.0)
MILLER LITE WHEAT ALE	249	0.0	0.0	1,247			0.0	0.0
MILLER LITE BLONDE ALE	175	0.0	0.0	950			0.0	0.0
MILLER LITE AMBER LAGER	166	0.0	0.0	872			0.0	0.0
ZIMA PINEAPPLE CITRUS	144	(95.2)	0.0	(0.0)	664	(93.8)	0.0	(0.0)
LEINIE NORTHWOODS LAG.	38	14815.0	0.0	0.0	1,034	410873.5	0.0	0.0
H WEINHARDS VARIETY PK	20	698.7	0.0	0.0	86	1831.3	0.0	0.0
COORS ASSORTED	15	110.1	0.0	0.0	129	403.8	0.0	0.0
EUROPEAN VARIETY PACK	5	0.0	0.0	45			0.0	0.0
MILLER 1855 CELEB LAGER	3	0.0	0.0	3	(56.8)		0.0	0.0
H WEINHARDS ORG AMBER	1	(99.9)	0.0	(0.0)	6	(99.8)	0.0	(0.0)
MILLER BEER	1	0.0	0.0	5	0.1	0.0	0.0	
MOLSON EXEL NA	1	(99.7)	0.0	(0.0)	3	(99.8)	0.0	(0.0)
COORS WINTERFEST ALE	0	(91.6)	0.0	(0.0)	1	(94.5)	0.0	(0.0)
ZIMA CITRUS	0	(100.0)	0.0	(0.0)	3	(99.6)	0.0	(0.0)
ASPEN EDGE LIGHT	0	(100.0)	0.0	0.0	0	(99.2)	0.0	0.0
HEN WNHRDS AMBER ALE	0	0.0	0.0	0			0.0	0.0
HEN WNHRDS AMBER LT	0	0.0	0.0	0			0.0	0.0
H WNHRDS BLCKBRRY WHT	0	0.0	0.0	1		20.7	0.0	0.0
HEN WNHRDS BLU BR HEFE	0	0.0	0.0	0			0.0	0.0
HEN WNHRDS BLUE BOAR	0	0.0	0.0	0			0.0	0.0
HEN WEINHARDS DARK ALE	0	0.0	0.0	0			0.0	0.0
HEN WNHRDS HAZELNUT ST	0	0.0	0.0	0			0.0	0.0
HEN WNHRDS ICE ALE	0	0.0	0.0	0			0.0	0.0
HEN WNHRDS PVT RSRV DK	0	(100.0)	0.0	(0.0)	0	(100.0)	0.0	0.0
LEINENKUGEL AMBER LT	0	0.0	0.0	0			0.0	0.0
LEINIE AUTMN GOLD LAGER	0	0.0	0.0	0			0.0	0.0
LEINENKUGEL BOCK	0	0.0	0.0	0			0.0	0.0

MillerCoors Scorecard 4 week and 13 week data
IRI Data, U.S. Food 13-week period ending August 10, 2008

MillerCoors Brands	Four Week Case Sales	Cs. Sales % Chg YA	Cs. Shr of Cat	Cs.Shr of Cat Chg YA	13 week case sales	13 wk. cs sls chg YA	13 wk cs shr. of cat	13 wk cs shr. chg YA
LEINENKUGEL WINTER LAGER	0	0.0	0.0	0	0.0	0.0		
FRED MILLR CLSSC CHOCO LGR	0	0.0	0.0	0	(100.0)	0.0	(0.0)	
COORS DRY	0	0.0	0.0	0	0.0	0.0		
COORS EDGE LIGHT	0	0.0	0.0	0	0.0	0.0		
MILLER GEN DRFT ASSORTED	0	0.0	0.0	0	0.0	0.0		
MILLER ASSORTED	0	0.0	0.0	77	0.0	0.0		
BLITZ WEINHARD	0	0.0	0.0	0	0.0	0.0		
KEYSTONE ASSORTED	0	0.0	0.0	0	0.0	0.0		
MEISTER BRAU	0	0.0	0.0	0	0.0	0.0		
MEISTER BRAU LIGHT	0	0.0	0.0	0	0.0	0.0		
MILLER HIGH LIFE ICE	0	(100.0)	0.0	0	(100.0)	0.0	(0.0)	
STEEL RSRVE 211 SPECIAL BREW	0	0.0	0.0	0	0.0	0.0		
OLDE ENGLISH ICE 800	0	0.0	0.0	0	0.0	0.0		
OLD ENGLISH 800 MIXD FRT MLT	0	0.0	0.0	0	0.0	0.0		
BRUTAL FRUIT KINKY KIWI	0	0.0	0.0	0	0.0	0.0		
BRUTAL FRUIT LUSCIOUS LITCHI	0	0.0	0.0	0	0.0	0.0		
BRUTAL FRUIT MANIC MANGO	0	0.0	0.0	0	0.0	0.0		
BRUTAL FRUIT STRAWBRY	0	0.0	0.0	0	0.0	0.0		
HENRYS HARD LEMONADE	0	0.0	0.0	0	0.0	0.0		
JACK DANIELS HARD COLA	0	0.0	0.0	0	0.0	0.0		
MICKEYS STINGER	0	(100.0)	0.0	0	(100.0)	0.0	0.0	
SAUZA DIABLO	0	0.0	0.0	0	0.0	0.0		
SKYY BLUE	0	0.0	0.0	28	0.0	0.0		
SKYY SPORT	0	0.0	0.0	11	0.0	0.0		
STOLICHNAYA CITRONA	0	0.0	0.0	0	0.0	0.0		
VIBE	0	0.0	0.0	0	0.0	0.0		
ZIMA TANGERINE	0	(100.0)	0.0	(0.0)	0	(100.0)	0.0	(0.0)
ZIMA XXX HARD BLACK CHERRY	0	(100.0)	0.0	(0.0)	0	(100.0)	0.0	(0.0)
ZIMA XXX HARD GREEN APPLE	0	0.0	0.0	0	(100.0)	0.0	(0.0)	
ZIMA XXX HARD PUNCH	0	(100.0)	0.0	(0.0)	1	(99.8)	0.0	(0.0)
ZIMA XXX HARD VARIETY PACK	0	0.0	0.0	0	0.0	0.0		
CAFFREYS IRISH ALE	0	0.0	0.0	0	0.0	0.0		
CUSQUENA	0	(100.0)	0.0	(0.0)	0	(100.0)	0.0	(0.0)
MOLSON	0	0.0	0.0	0	0.0	0.0		
MOLSON ASSORTED	0	0.0	0.0	0	0.0	0.0		
MOLSON LIGHT	0	0.0	0.0	0	0.0	0.0		
MOLSON VARIETY PACK	0	0.0	0.0	0	0.0	0.0		
PERONI	0	(100.0)	0.0	0	(74.2)	0.0	0.0	
GROLSCH VARIETY PACK	0	(100.0)	0.0	(0.0)	9	(80.6)	0.0	(0.0)

Data Excerpted from IRI Monthly Reports, U.S. Food

Beer Capitol Distributing acquires Miller Brands Milwaukee LLC

(Continued from page 1)

products imported by Heineken USA.

Beer Capitol Distributing Inc. represents a brand portfolio of imports such as Corona Extra, Modelo Especial and St. Pauli Girl Lager, as well as Coors Banquet, Coors Light and Pabst Blue Ribbon.

"This is a joining of two great organizations and we fully intend to build on the

strong consumer loyalty to the Miller brands in Milwaukee County," Mr. Madrigano added. "This deal gives us long-term continuity and combines the forces of a bigger, better and stronger service organization to serve our customers and offer consumers an expanded array of top-flight brands."

In addition to the Beer Capitol Distributing

Inc. the Madrigano Companies also own W.O.W. Distributing Co. Inc. and CJW Inc.

The distributorships serve an eight-county area of southeastern Wisconsin including Dodge, Washington, Ozaukee, Waukesha, Milwaukee, Walworth, Racine and Kenosha counties.

The companies sell and service about 3,500 retail accounts.

WEEKLY MARKETPLACE



World's Largest
Draft Equipment
Website!

www.micromatic.com

• Shop • Order • Education • Beer Forum



Food and Beverage



One Filtration Company Does It All, From Malt to Bottle...

Our filtration specialists are there for you - every step of the way..

- Plant Audits
- Technical Training
- Maintenance

Put Pall's broad product offering to work for you **TODAY!**

Visit us online at www.pall.com

or contact our beer specialists in the US: Tel: 516.801.9157
Fax: 516.625.3610

The new
message in a bottle

convert cans
into bottles
with the new

BottleAcan

To add your business card to our marketplace page,
contact 203-544-8185

Modern Brewery Age

Editorial: (203) 544-8185

E-Mail: pete@breweryage.com

Web-site at www.breweryage.com

EDITORIAL STAFF

Editor Peter V.K. Reid

Contributing Editor Gregg Glaser

PRODUCTION

Graphic Artist: Pete Reid

ADVERTISING

Ad Manager: Diane Apicelli

E-mail: Diane@breweryage.com

SUBSCRIPTIONS: \$95.00 per year includes 52 issues of the weekly e-newsletter. \$125.00 per year includes weekly newsletter, quarterly e-magazine and printed bi-annual show issues. Copyright Modern Brewery Age LLC 2008.

Editorial: Send press releases, news items and calendar listings to press@breweryage.com.

Wholesaler Events

September 14-17—National Beer Wholesalers Association 71st Annual Convention. Hilton San Francisco, CA. See nbwa.org for details.

September 26-27—Minnesota Beer Wholesalers Assoc. Fall Conference, Tower, Minnesota

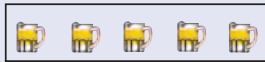
Contact: MBWA, 612-604-4400

October 6-7—The Associated Beer Distributors of Illinois' Annual Convention will be held at Oak Brook Hills Marriott Resort in Oak Brook, Illinois. For more information, contact Carol Z. Shirley, v.p. admin & ops, Associated Beer Distributors of Illinois. 217-528-4371, carol.shirley@abdi.org.

November 5-7—California Beer and Beverage Distributors 61st Annual Convention at the Hyatt Regency Embarcadero in San Francisco, CA. For more information contact Rhonda Stevenson at 916-441-5402.

Brew Notes

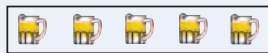
By Pete Reid, editor of *Modern Brewery Age*; with regular panelists Gregg Glaser, editor of *Yankee Brew News*, and Tom Conti and Robert Lachman of the *Yankee Brew News* tasting panel. Joining us each week is a rotating cast of tasters, to include Dr. Steve Victor; Von Bair, Cdr., USN, ret.; expat-Briton Gerry Nicholls, graphic designer Phil Simpson, videographer Paul Lin; Neil Balkun, beer buyer for Ancona's Wines & Liquors, Redding, CT, Greg Zannella, field sales director for Northeast Beverage and Michael Anstendig, a writer for *New York Magazine* on-line. Since taste is subjective, we include descriptive comments from each taster. We rate a top beer in each tasting, and rank it "Five Mugs." Beers that are almost on the same plane are "highly recommended" and get four mugs. Other beers are recommended based on their strong points, but don't get a mug rating.



= Top beer of the tasting, superb in every respect.

Permission is hereby granted to excerpt any comments for promotional purposes.

Woodcut #1 Oak-Aged Ale Odell Brewing Co. Ft. Collins, CO



Superb

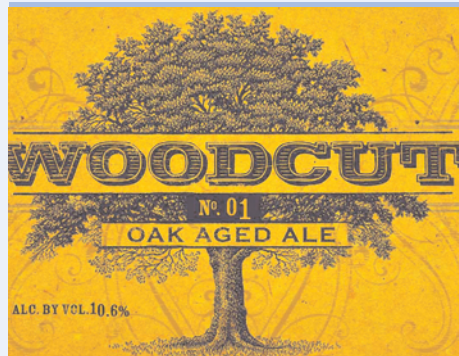
Craft beer can be appreciated and priced like wine, if the liquid is unique. Jim Koch has showed the way with brands like Utopias and others, but only a handful of bolder craft brewers have followed. Odell Brewing Co. now joins this elect company.

The Ft. Collins, CO-based Odell made just 120 cases of Woodcut #1, its new oak-aged ale. This beer is priced at \$24.99 for each 750ml bottle—just where it should be, given the ingredients, the brewing skill it displays, and the high-end packaging.

It's plain when you uncork Woodcut #1 that this foray into the ultra high-end was no casual venture. Nothing Odell has done before would quite prepare consumers for this. But it's pre-sold, and there is no doubt every bottle will find a happy home, especially when the word gets out about just how good this is.

Too often the term "complex" is used for beers that are hard to drink. Not in this case. Woodcut No. 1 is notably complex, but all the flavors meld so perfectly that it is smoothly drinkable even at 10.6% abv. Our tasters rated this beer at the very top of the scale for character and quality.

Each taster picked up something dif-



Odell's Woodcut #1 oak-aged ale is priced at \$24.99 a bottle, and worth every penny.

ferent in the panoply of aromas in this beer. "Huge oak and brown pears," said Phil Simpson.

"Pear and vanilla," said Greg Zannella.

"Smells like green fruit, maybe green apples," said Michael Anstendig.

"This is the most intriguing nose I've ever had on a beer, and that is saying a lot," said Dr. Steve Victor.

"This is fresh oak," said Robert Lachman. "nothing charred here."

"Yes," said Gregg Glaser, "Fresh, young virginal oak."

Dr. Victor laughed. "Seriously, I'd like to try this again, once the oak is more experienced," he said.

"Vanilla and fresh wood aroma and taste, as opposed to old charred casks," Gregg explained. "There is a nutty flavor also, maybe almonds."

"It reminds me of grappa," said Dr. Victor. "There is a lot of alcohol here. They should consider selling this in 6-oz. bottles for \$5 a pop."

"It's very complex," said Tom Conti. "It

is strong, but the alcohol is well-rounded. There is some whiskey-like character here, and also sherry notes. It's a really nice sipping beer, perfect for an aperitif, like a fine port. It seems like what Boston Beer was trying for with Utopias, but this one gets it better. It is a more interesting beer than Utopias, and more drinkable."

"I get more alcohol as it warms and it seems like the oak recedes into the background," said Phil. "The oak fades first in the aroma, and while it is still evident in the flavor, it becomes more integrated as it warms."

"This is very good," said Greg Zannella. "This is really one of the best wood-aged beers I've ever had. I know I could sell this."

"And I would buy it," said Phil. "and I might even experiment with it. You could mix this with Grand Marnier.

You could make a great drink out of it. Or maybe mix it with Cointreau instead of Grand Marnier, orange flavors on top of oak. I've never done anything like that before, but this beer is pretty inspiring."

"In a way it's a novelty, or a curiosity," said the staid Michael Anstendig. "but it's also a kick-ass, get-naked kind of beer."

Would the members of the tasting panel spend \$24.99 a bottle?

"I would buy this," said Greg Zannella, "and I'm in the trade."

"I would absolutely buy it," said Tom Conti. "It's one of the best beers we've ever tasted on this panel."

MBAA chapter meeting in Longmont, CO

District Rocky Mountain members and their guests assembled in mid-August at the new Oskar Blues Brewery in Longmont, Colorado for their summer meeting. Over seventy members attended the chapter's business meeting, technical session and social gathering. "As an added treat, the Miller Coors members brought samples of the new Hermann Joseph's Private Reserve for all to taste," said publicity chair Steve Presley.

President Jeff Biegert of New Belgium Brewing Co. presided over the business meeting. Mr. Biegert reported that the Rocky Mountain chapter is in good financial shape, and he noted that membership has grown to over 160.

Entertainment chair Steve Woodward, Fort Collins Feed, reminded everyone to make reservations for the fall meeting being held in Dillon, Colo. September 19-21. The meeting will convene at the Dillon Dam Brewery. Activities will include a technical presentation by Miller Coors Brewing Co., a barbeque and annual horseshoe championships. It was announced that the District's fall meeting will again be held jointly with the ASBC's local Wild West Chapter at the Miller Coors Brewing Co. in Golden, Colo. on November 6.

The evening's presentation started with a song written and sung by Marty Jones, Oskar Blues' lead singer. His song, entitled "Ballad of the Lyon's Hillbillies," told the story of how Dale Katechis founded the Oskar Blues brewery and became the first small brewer to can beer.

Two brewery-made videos, one a somewhat irreverent history of the brewery, and the other titled "History of the Canned Beer Apocalypse" introduced the brewery and its operations to the audience. Dale started the brewpub in 1996. In June 2002, the brewery began hand canning their Dale's Pale Ale. Their first can filler operated at a speed of two cans per minute. Mr. Katechis said that the brewery learned that cans "deliver fresh beer to consumers," and had numerous benefits over bottles. The brewery started with a capacity of 700 barrels with sales only through the brewpub. To meet the increasing demand, a new JV Northwest 50-barrel brewery was started-up in Longmont this past spring. This has allowed Oskar's sales to grow past 12,000 barrels with distribution in 22 states. At the conclusion of the presentation, a tour of the brewery was conducted.

Rocky Mountain MBAA meets at Oskar Blues



Oskar Blues Brewery members Dale Katechis and Marty Jones are shown accepting copies of "The Practical Brewer" and "A Handbook of Basic Brewing Calculations" from district President Jeff Biegert of New Belgium Brewing Company, and toasting the moment with cans of Oskar Blues finest.



The staff at Oskar Blues Brewery (Dale Katechis, Wayne Bowers, Marty Ochs, Jeremy Rudolph, Eric Huber, Wayne Anderson, Kimi Hendrix, Charles Edison, Dave Chichura, Chad Melis, Marty Jones, Mike Hall, Rich Barthel, Katin Jones and Dave Bleve) in the brewhouse.



Anheuser-Busch, Inc. employees Julie Glass, Erin McRae, Lindsay Samuels and Stacy Pretz at Oskar Blues Brewery's can filling line.

College presidents seek debate on 21 year drinking age...

(Continued from page 1)

Fairfield University, St. Joseph College in Hartford, Trinity College in Hartford, the University of Hartford and the University of New Haven.

Other prominent schools in the group include Syracuse, Tufts, Colgate, Kenyon and Morehouse.

But even before the presidents begin the public phase of their efforts, which may include publishing newspaper ads in the coming weeks, they are already facing sharp criticism.

Mothers Against Drunk Driving says lowering the drinking age would lead to more fatal car crashes. It accuses the presidents of misrepresenting science and looking for an easy way out of an inconvenient problem. MADD officials are even urging parents to think carefully about the safety of colleges whose presidents have signed on.

"It's very clear the 21-year-old drinking age will not be enforced at those campuses," said Laura Dean-Mooney, national president of MADD.

Both sides agree alcohol abuse by college students is a huge problem.

Research has found more than 40 percent of college students reported at least one symptom of alcohol abuse or dependence. One study has estimated more than 500,000 full-time students at four-year colleges suffer injuries each year related in some way to drinking, and about 1,700 die in such accidents.

A recent Associated Press analysis of federal records found that 157 college-age people, 18 to 23, drank themselves to death from 1999 through 2005.

Moana Jagasia, a Duke University sophomore from Singapore, where the drinking age is lower, said reducing the age in the U.S. could be helpful.

"There isn't that much difference in maturity between 21 and 18," she said. "If the age is younger, you're getting exposed to it at a younger age, and you don't freak out when you get to campus."

McCardell's group takes its name from ancient Greece, where the purple gemstone amethyst was widely believed to ward off drunkenness if used in drinking vessels and jewelry. He said college students will drink no matter what, but do so more dangerously when it's illegal.

The statement the presidents have signed avoids calling explicitly for a younger drinking age. Rather, it seeks "an informed and dispassionate debate" over the issue and the federal highway law that made 21 the de facto national drinking age by denying money to any state that bucks the trend.

But the statement makes clear the signers think the current law isn't working, citing a "culture of dangerous, clandestine binge-drinking," and noting that while adults under 21 can vote and enlist in the military, they "are told they are not mature enough

The Amethyst Group
says college students
will drink no matter what,
but do so more dangerously
when it's illegal.

to have a beer." Furthermore, "by choosing to use fake IDs, students make ethical compromises that erode respect for the law."

"I'm not sure where the dialogue will lead, but it's an important topic to American families and it deserves a straightforward dialogue," said William Troutt, president of Rhodes College in Memphis, Tenn., who has signed the statement.

But some other college administrators sharply disagree that lowering the drinking age would help. University of Miami President Donna Shalala, who served as secretary of health and human services under President Clinton, declined to sign.

"I remember college campuses when we had 18-year-old drinking ages, and I honestly believe we've made some progress," Shalala said in a telephone interview. "To just shift it back down to the high schools makes no sense at all."

McCardell claims that his experiences as a president and a parent, as well as a historian studying Prohibition, have persuaded him the drinking age isn't working.

But critics say McCardell has badly misrepresented the research by suggesting that the decision to raise the drinking age from 18 to 21 may not have saved lives.

In fact, MADD CEO Chuck Hurley said, nearly all peer-reviewed studies looking at the change showed raising the drinking age reduced drunk-driving deaths. A survey of research from the U.S. and other countries by the Centers for Disease Control and others reached the same conclusion.

McCardell cites the work of Alexander Wagenaar, a University of Florida epidemiologist and expert on how changes in the drinking age affect safety. But Wagenaar himself sides with MADD in the debate.

The college presidents "see a problem of drinking on college campuses, and they don't want to deal with it," Wagenaar said in a telephone interview. "It's really unfortunate, but the science is very clear."

Another scholar who has extensively researched college binge-drinking also criticized the presidents' initiative.

"I understand why colleges are doing it, because it splits their students, and they like to treat them all alike rather than having to card some of them. It's a nuisance to them," said Henry Wechsler of the Harvard School of Public Health.

But, "I wish these college presidents sat around and tried to work out ways to deal with the problem on their campus rather than try to eliminate the problem by defining it out of existence," he said.

Duke faced accusations of ignoring the heavy drinking that formed the backdrop of 2006 rape allegations against three lacrosse players. The rape allegations proved to be a hoax, but the alcohol-fueled party was never disputed.

Duke senior Wey Ruepten said university officials should accept the reality that students are going to drink and give them the responsibility that comes with alcohol.

"If you treat students like children, they're going to act like children," he said.

Duke President Richard Brodhead declined an interview request. But he wrote in a statement on the Amethyst Initiative's Web site that the 21-year-old drinking age "pushes drinking into hiding, heightening its risks." It also prevents school officials "from addressing drinking with students as an issue of responsible choice."