

MODERN Brewery Age



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New Glarus opens new Hilltop Brewery

Deborah and Daniel Carey, founders of the New Glarus Brewing Co., have announced the imminent opening of a new \$20 million state-of-the-art brewery. The company will hold an grand opening event on June 13th, allowing the public to tour the new brewery and sample the New Glarus beers.

Spokesperson Nicole Carey said the new brewery adds 100,000 barrels of capacity for the company, but she noted New Glarus will continue to operate its original 30,000 barrel Riverside brewery.

"Increased demand for Dan Carey's unique brews led to a 10% increase in sales this year alone," Nicole said, "so rest assured the original Riverside Brewery will continue brewing." Ms. Carey said the company projects sales of over 80,000 barrels in 2009, all sold exclusively in Wisconsin.

Perkins to serve as CEO for MolsonCoors in Canada

Molson Coors Brewing Company has named company veteran Dave Perkins as CEO of the beer company's Canadian division. Mr. Perkins, age 55, replaces Kevin Boyce, who is leaving after four years as chief executive of Molson Canada.

Mr. Perkins, a 28-year Molson veteran, will return to Canada from the U.S., where he has been president of the Molson Coor's Global Brand and Market Development unit. He will continue to head the Denver-based council that sets marketing strategy for Molson Coors.

Mr. Perkins was previously president of Molson USA and president of market

development for Molson Inc. in North America.

Molson Coors CEO Peter Swinburn said Mr. Perkins' years of leadership experience and brand-building expertise made him ideal for the job. "He has a deep understanding of the Molson brand portfolio and Canadian markets, and his transition will be quick and seamless," Swinburn said.

Perkins called his new position a "once-in-a-lifetime opportunity."

"We have a great heritage, great brands, and there are a lot of beer drinkers in the world who haven't tasted a Molson yet," he said. "I think we can win them over."

MillerCoors sees slower growth but continued resilience for beer

MillerCoors expects the U.S. annual beer market growth to slow to 0.6 percent in 2009-2012 from 0.9 percent in 2004-2008, compared with a steeper fall in spirits growth to 1.1 percent from 2.7 percent.

Speaking at a seminar in London earlier this week, MillerCoors President and Chief Commercial Officer Tom Long said that the company's U.S. business is on track. He said Miller Lite, Coors Light and Miller Genuine Draft 64 had grown market share by 1 percent point over the last nine months, and Blue Moon beer was now the leading craft-type beer in the U.S. market.

In addition, he noted that Miller High Life and Keystone Light are both gaining share as consumers trade down.

Mr. Long reiterated that MillerCoors expects to make \$500 million of synergy savings by the third year of its joint operations. He said that any extra cost savings found above the \$500 million mark will be invested back into marketing support behind the MillerCoors brands.

InBev leases NYC office

AB InBev has signed a 10-year lease for 31,557 square feet of office space on the second floor of 250 Park Ave., in New York City. Terms of the lease were not disclosed, but rents in the 20-story building average \$90 per square foot.

AB InBev has said that the 250 Park Avenue space will be the company's "functional management office," handling day-to-day management under the direction of the ABI global headquarters in Leuven, Belgium.

Colliers ABR, the firm that brokered the deal, said that ABI was drawn to the location because of the building's "location within the Midtown business community, proximity to public transportation and the property's ongoing major capital improvement projects, including new base and supplemental air-conditioning systems."



New Mendocino White

Mendocino Brewing Co. of Hopland, CA and Saratoga Springs, NY, has released a summer seasonal White Ale brewed with spices.

The company reports the ale is made with American two-row malted barley and unmalted wheat, and is flavored with sweet orange peel, coriander and lemon. It is unfiltered, and contains 4.8% abv.

The brand will be introduced in the market on June 15th.

Beer good for rehydrating, Spanish medical study says

Popping a can of Bud after mowing the lawn has been known to be pretty refreshing. Now Spanish researchers affirm that beer can help those who are dehydrated retain liquid better than water.

Prof Manuel Garzon, of Granada University, also asserts that the bubbles in beer help to rapidly quench the thirst and that its carbohydrate content can quickly help to replace lost calories.

For his study, Prof Garzon asked a group of 25 students to do strenuous exercise in temperatures of around 104°F. Half were given a pint of beer, while the others received the same volume of water.

Prof Garzon said the hydration effect in those who drank beer was "slightly better".

Juan Antonio Corbalan, a cardiologist who worked formerly with Real Madrid football players and Spain's basketball team, concurred, saying beer has the perfect profile for re-hydration after sport.

Though alcoholic drinks have a diuretic effect, meaning they increase the amount of liquid lost to the body through urination, the physicians said that one or two beers would not have a high enough concentration of alcohol to induce a diuretic effect.

Tom Long tells *FT* that MC taking aim at ABI

Tom Long, MillerCoors president and chief commercial officer, was in London this week, and spoke with Britain's *Financial Times*. He confirmed that MillerCoors plans an aggressive push against ABInBev in the U.S. market.

Mr. Long asserted that MillerCoors could steal consumers from AB InBev by differentiating its Coors Light and Miller Lite brands from Bud Light.

"This is maybe the best time for insurgent brands in 20 years," he said. "People are reconsidering their purchases."

Mr. Long said that Budweiser and Bud Light might find themselves "victimized" by consumers because the brands had become a sort of default beer purchase. "These are big brands without a razor sharp position," he pointed out.

Mr. Long indicated that MillerCoors will try to seize share in the mainstream light category, which accounts for 40 per cent of total US beer sales. Miller Coors had a 47.5 per cent volume share in the premium light category in US supermarket sales over the past 12 months, up 0.4 per cent on the prior year. But while MillerCoors has a strong performer in Coors Light, Miller Lite remains the weak link.

Analysts quoted by the *Financial Times* were skeptical that MillerCoors can unseat AB InBev. "It's possible, but it's a tough job," said Trevor Stirling, analyst at Bernstein Research. "Consumer preferences in terms of beer brands tend to move very, very slowly."

Mr Stirling said that although MillerCoors appeared to be trying to "nibble at Bud Light from two directions" with Miller Lite and Coors Light, this strategy might not work if consumers had trouble differentiating between the brands.

It also might not work unless MillerCoors can revitalize Lite. New ads for Lite focus on taste, but there is no evidence the ads are creating traction—case sales were down 5.5% in the latest four weeks, according to IRI Food/Drug/Convenience.

Analysts said that if it weren't for Bud Light Lime's success, MillerCoors would have a better shot. While Bud Light sales are down 1.7% year to date in IRI Food/Drug and Convenience data, Bud Light Lime is up 665%. Meanwhile, though Coors Light is up 3.2% year to date, Miller Lite is down 6.3%.



Hofbräu O'fest in five-liter kegs

Hofbräu Oktoberfest, a seasonal beer produced by Staatliches Hofbräuhaus in München, Munich, Germany, will soon hit shelves in the USA. This year, in addition to 11.2 oz bottles and 50 liter kegs, it will be available in five liter (1.32 gallon) mini kegs. "This is a first for Hofbräu in the USA and comes at the urging of consumers, retailers and wholesalers," said Fred Schumacher of Hofbrauhaus America. "The keg has an easy opening tap and is ideal for parties with friends during the Oktoberfest season."

Mr. Schumacher said the Hofbräu Oktoberfest shipped to the US is not amber but golden in color and "is the identical and authentic beer that Hofbräu München serves in its large Oktoberfest tent at the Munich Oktoberfest."

This year the Munich Oktoberfest begins September 19 and ends October 4. The only beer available is that produced by the Munich brewers, served in huge tents holding from 8,000 to 10,000 fans each. Hofbräu has one of the largest tents holding 10,000 people.

Hofbräu beers are imported by Hofbräuhaus of America LLC, Frankenmuth, MI.

Matt can line being installed

About one year ago, the F.X. Matt Brewing Company of Utica, NY, was hit with a devastating fire that destroyed its packaging hall.

The company reports that the rebuilding effort is progressing, and a new canning line will be running by the end of June, and a new warehouse will be complete by the end of summer. Matt says green technologies are being employed in the rebuilding, including geothermal cooling and energy efficient equipment and lighting.

Anheuser-Busch Scorecard, Case Sales, 4-weeks and 13 Weeks ending 5/17/09

Excerpted from IRI Data Total US Food/Drug/Convenience

Anheuser-Busch brands	Four wk case sales	Cs Sales % Chg YA	Cs Share Of Cat	Cs Shr of Cat chg YA	13-week Case sales	13-wk % chg	Cs shr of cat	13-wk case Shr of cat chg YA
AB+CRAFT BRANDS w/o GROLSCH	52,496,790	(1.0)	54.8	(0.2)	161,248,700	0.1	55.4	0.3
ANHEUSER-BUSCH w/o GROLSCH	52,260,870	(1.0)	54.5	(0.2)	160,525,500	0.0	55.1	0.2
BUD LIGHT	20,545,070	(4.0)	21.4	(0.7)	62,622,280	(3.3)	21.5	(0.6)
BUDWEISER	8,631,157	(9.6)	9.0	(0.9)	27,251,580	(8.4)	9.4	(0.8)
NATURAL LIGHT	6,127,162	5.8	6.4	0.4	18,836,710	5.0	6.5	0.3
BUSCH LIGHT	3,811,329	4.5	4.0	0.2	11,579,710	4.1	4.0	0.2
BUSCH	3,450,525	5.7	3.6	0.2	10,667,220	5.3	3.7	0.2
NATURAL ICE	1,847,209	7.7	1.9	0.2	5,851,644	9.2	2.0	0.2
MICHELOB ULTRA LIGHT	1,588,247	(1.1)	1.7	(0.0)	4,798,693	(0.6)	1.6	(0.0)
BUD LIGHT LIME	1,078,949	101.5	1.1	0.6	2,894,226	440.1	1.0	0.8
BUD ICE	1,006,488	38.3	1.1	0.3	2,932,735	32.8	1.0	0.3
BUDWEISER SELECT	691,122	(12.9)	0.7	(0.1)	2,171,905	(10.1)	0.7	(0.1)
MICHELOB LIGHT	397,277	(27.6)	0.4	(0.2)	1,229,725	(25.9)	0.4	(0.1)
KING COBRA	313,468	3.2	0.3	0.0	991,826	2.7	0.3	0.0
HURRICANE HIGH GRAVITY	249,820	35.0	0.3	0.1	802,197	34.1	0.3	0.1
BUD LIGHT CHELADA	192,628	(8.5)	0.2	(0.0)	579,703	(7.3)	0.2	(0.0)
ROLLING ROCK	189,391	(6.9)	0.2	(0.0)	599,798	(2.4)	0.2	(0.0)
STELLA ARTOIS LAGER	161,038	17.9	0.2	0.0	496,769	21.0	0.2	0.0
ODOULS NA	153,575	(6.2)	0.2	(0.0)	472,645	(4.1)	0.2	(0.0)
BECKS	147,207	(6.4)	0.2	(0.0)	464,879	(5.7)	0.2	(0.0)
MICHELOB AMBER BOCK	107,259	(25.2)	0.1	(0.0)	358,540	(18.4)	0.1	(0.0)
BUDWEISER CHELADA	100,278	(26.5)	0.1	(0.0)	314,736	(22.6)	0.1	(0.0)
HURRICANE MALT LIQUOR	99,400	8.1	0.1	0.0	310,974	9.3	0.1	0.0
BUSCH ICE	97,466	(2.4)	0.1	(0.0)	296,353	(3.8)	0.1	(0.0)
MICHELOB GOLDEN DRAFT LT	90,046	(12.2)	0.1	(0.0)	255,286	(10.3)	0.1	(0.0)
LANDSHARK LAGER	86,671	(19.1)	0.1	(0.0)	233,450	(9.9)	0.1	(0.0)
MICHELOB	85,345	(36.3)	0.1	(0.0)	284,917	(33.1)	0.1	(0.0)
TILT 8% LEMON LIME	82,051	(23.8)	0.1	(0.0)	269,809	(16.6)	0.1	(0.0)
BUDWEISER AMERICAN ALE	79,816	0.1	0.1		275,247	0.1	0.1	
MICHELOB ULTRA LIME CACTUS	72,102	15.8	0.1	0.0	203,553	40.1	0.1	0.0
BUD DRY	70,332	(5.5)	0.1	(0.0)	222,574	(5.4)	0.1	(0.0)
BUSCH NA	65,642	4.1	0.1	0.0	202,093	4.7	0.1	0.0
MICHELOB ULTRA AMBER	63,471	(27.1)	0.1	(0.0)	202,307	(27.7)	0.1	(0.0)
SHOCK TOP BELGIAN WHITE	56,283	161.1	0.1	0.0	164,007	237.0	0.1	0.0
BACARDI SILVER MOJITO	51,039	(18.5)	0.1	(0.0)	154,859	(14.4)	0.1	(0.0)
BASS ALE	38,024	(25.0)	0.0	(0.0)	149,394	(11.3)	0.1	(0.0)
ODOULS AMBER NA	37,844	1.4	0.0	0.0	113,783	0.0	0.0	0.0
TILT	31,849	(49.7)	0.0	(0.0)	109,900	(46.0)	0.0	(0.0)
BACARDI SILVER RAZ	31,344	(20.1)	0.0	(0.0)	94,678	(20.1)	0.0	(0.0)
MICHELOB ULTR POM RSPBRRY	27,782	39.7	0.0	0.0	76,533	47.3	0.0	0.0
BECKS PREMIER LIGHT	26,238	1.7	0.0	0.0	78,770	(7.5)	0.0	(0.0)
BUD ICE LIGHT	22,498	(11.1)	0.0	(0.0)	70,290	(15.1)	0.0	(0.0)
BACARDI SILVER STRAWBERRY	20,812	(32.2)	0.0	(0.0)	68,043	(29.3)	0.0	(0.0)
HAAKE BECK NA	14,873	2.3	0.0	0.0	47,504	6.3	0.0	0.0
MICHELOB SEASONAL	14,389	237.6	0.0	0.0	45,913	229.0	0.0	0.0
HOEGAARDEN WHITE ALE	14,349	23.4	0.0	0.0	44,182	25.8	0.0	0.0
BECKS DARK	13,332	(4.8)	0.0	(0.0)	41,462	(8.8)	0.0	(0.0)
ROCK LIGHT	13,192	4431.3	0.0	0.0	40,874	10109.1	0.0	0.0
BODDINGTONS PUB CREAM ALE	12,645	(6.8)	0.0	(0.0)	44,307	(0.2)	0.0	0.0
ZIEGENBOCK AMBER	11,540	(3.6)	0.0	(0.0)	36,944	(2.2)	0.0	(0.0)
KIRIN ICHIBAN	11,331	(9.7)	0.0	(0.0)	37,059	(6.1)	0.0	(0.0)
BACARDI SILVER WATERMELON	11,217	(35.2)	0.0	(0.0)	33,874	(37.2)	0.0	(0.0)
MICH ULT TUSCN ORG GRPFRT	11,084	69.8	0.0	0.0	30,041	62.8	0.0	0.0
WILD BLUE	10,833	47.7	0.0	0.0	33,550	162.1	0.0	0.0
BACARDI SILVER MOJITO POM	10,379	(26.1)	0.0	(0.0)	31,042	(19.7)	0.0	(0.0)
BACARDI SILVR MOJITO MANGO	7,654	23.1	0.0	0.0	23,146	153.1	0.0	0.0
ANHEUSER-BUSCH SEASONAL	6,980	25.6	0.0	0.0	25,110	29.7	0.0	0.0
BACARDI SILVER PEACH	6,046	(42.2)	0.0	(0.0)	19,175	(39.7)	0.0	(0.0)
REDBRIDGE	5,463	31.7	0.0	0.0	16,198	24.0	0.0	0.0
BACARDI SILVER O3	4,799	(53.4)	0.0	(0.0)	16,346	(49.3)	0.0	(0.0)
MICHELOB PALE ALE	4,604	0.0	0.0		17,648	0.0	0.0	
MICHELOB DUNKEL WEISSE	4,361	0.0	0.0		16,497	0.0	0.0	
MICHELOB ULTRA VARIETY PK	4,128	58.4	0.0	0.0	9,884	173.0	0.0	0.0
TAKE 6 HOME VARIETY PACK	4,005	230.8	0.0	0.0	12,500	248.3	0.0	0.0
BUD EXTRA	3,754	(90.1)	0.0	(0.0)	13,037	(88.1)	0.0	(0.0)
LOWENBRAU	3,697	5.5	0.0	0.0	11,431	12.3	0.0	0.0
BACARDI SILVER VARIETY PACK	3,681	(18.0)	0.0	(0.0)	10,342	(16.1)	0.0	(0.0)
MICHELOB GOLDEN DRAFT	3,585	(7.1)	0.0	(0.0)	11,010	1.6	0.0	0.0
MICHELOB HONEY LAGER	3,567	0.0	0.0	0.0	11,647	8.5	0.0	0.0
BUDWEISER ASSORTED	3,009	(23.3)	0.0	(0.0)	11,620	(27.6)	0.0	(0.0)
MICHELOB IRISH RED ALE	2,189	0.0	0.0		14,471	0.0	0.0	

Excerpted from IRI Monthly Food/Drug/Convenience Data

MillerCoors Scorecard, Case Sales, 4-weeks and 13 Weeks ending 5/17/09

Excerpted from IRI Data Total **US Food/Drug/Convenience**

MillerCoors Brands	Four wk case sales	Cs Sales % Chg YA	Cs Share Of Cat	Cs Shr of Cat chg YA	13-week Case sales	13-wk % chg	Cs shr of cat	13-wk case Shr of cat chg YA
MILLERCOORS + GROLSCH BRANDS	28,106,330	(0.2)	29.3	0.1	85,482,530	(1.1)	29.3	(0.2)
MILLER BREWING	16,940,950	(4.4)	17.7	(0.7)	51,938,510	(5.1)	17.8	(0.9)
MOLSON COORS BREWING	11,145,340	7.1	11.6	0.8	33,473,980	6.1	11.5	0.7
COORS LIGHT	7,107,766	2.9	7.4	0.3	21,257,650	2.9	7.3	0.2
MILLER LITE	6,826,892	(5.5)	7.1	(0.4)	20,615,240	(6.8)	7.1	(0.5)
MILLER HIGH LIFE	2,608,240	2.4	2.7	0.1	7,985,627	2.7	2.7	0.1
KEYSTONE LIGHT	2,521,348	22.3	2.6	0.5	7,529,198	17.2	2.6	0.4
ICEHOUSE	1,146,321	(7.9)	1.2	(0.1)	3,650,166	(6.3)	1.3	(0.1)
MILWAUKEES BEST LIGHT	919,580	(11.4)	1.0	(0.1)	2,915,387	(11.9)	1.0	(0.1)
MILLER GENUINE DRAFT	855,177	(17.4)	0.9	(0.2)	2,597,823	(17.3)	0.9	(0.2)
MILWAUKEES BEST ICE	742,206	0.2	0.8	0.0	2,262,293	(7.0)	0.8	(0.1)
STEEL RESERVE HIGH GRAVITY	738,053	(3.1)	0.8	(0.0)	2,371,966	(4.0)	0.8	(0.0)
MILWAUKEES BEST	622,490	(12.6)	0.6	(0.1)	2,000,181	(12.2)	0.7	(0.1)
COORS	574,081	1.2	0.6	0.0	1,752,411	2.2	0.6	0.0
MILLER GENUINE DRAFT LIGHT	462,743	240.2	0.5	0.3	1,322,681	265.1	0.5	0.3
MILLER HIGH LIFE LIGHT	308,839	(2.5)	0.3	(0.0)	928,840	(4.1)	0.3	(0.0)
OLDE ENGLISH 800 ML	283,086	5.0	0.3	0.0	874,027	0.8	0.3	0.0
KEYSTONE ICE	247,543	38.7	0.3	0.1	757,481	37.6	0.3	0.1
BLUE MOON BELGIUM WHITE	239,195	8.3	0.2	0.0	736,835	9.5	0.3	0.0
MICKEYS MALT LIQUOR	208,586	2.3	0.2	0.0	671,987	3.5	0.2	0.0
FOSTERS LAGER	159,517	(2.9)	0.2	(0.0)	479,545	(7.3)	0.2	(0.0)
SPARKS	133,845	(25.6)	0.1	(0.0)	449,727	(17.7)	0.2	(0.0)
SPARKS PLUS	125,685	(2.6)	0.1	(0.0)	422,949	(0.2)	0.1	0.0
GEORGE KILLIANS IRISH RED	103,867	(12.4)	0.1	(0.0)	424,061	(8.7)	0.1	(0.0)
MOLSON CANADIAN	102,912	0.2	0.1	0.0	291,824	(5.3)	0.1	(0.0)
MILLER CHILL	87,443	(60.5)	0.1	(0.1)	206,443	(61.3)	0.1	(0.1)
BLUE MOON SEASONAL	74,753	27.2	0.1	0.0	196,277	22.5	0.1	0.0
RED DOG	74,413	(28.0)	0.1	(0.0)	241,225	(28.1)	0.1	(0.0)
HAMMS	72,517	(5.8)	0.1	(0.0)	224,126	(14.3)	0.1	(0.0)
STEEL RSRVE TRIPLE EXPORT	63,512	(13.3)	0.1	(0.0)	187,914	(16.0)	0.1	(0.0)
MAGNUM	58,212	(22.1)	0.1	(0.0)	178,965	(23.3)	0.1	(0.0)
KEYSTONE	48,987	4.6	0.1	0.0	148,721	1.9	0.1	0.0
MOLSON ICE	48,851	(4.1)	0.1	(0.0)	151,164	(5.8)	0.1	(0.0)
OLDE ENGLISH HG800	36,967	25.3	0.0	0.0	131,866	32.4	0.0	0.0
LEINENKUGEL SEASONAL	36,846	28.3	0.0	0.0	81,420	35.8	0.0	0.0
HENRY WEINHARDS PVT RSRVE	36,254	(12.8)	0.0	(0.0)	116,051	(9.9)	0.0	(0.0)
LEINENKUGEL SUNSET WHEAT	32,895	(15.6)	0.0	(0.0)	99,473	(13.8)	0.0	(0.0)
PILSNER URQUELL	28,908	(20.9)	0.0	(0.0)	92,822	(21.0)	0.0	(0.0)
SOUTHPAW LIGHT	26,649	(28.6)	0.0	(0.0)	87,808	(27.8)	0.0	(0.0)
HENRY WEINHARDS PALE ALE	23,715	5.2	0.0	0.0	75,571	1.3	0.0	0.0
FOSTERS SPECIAL BITTER ALE	22,018	46.0	0.0	0.0	69,335	45.6	0.0	0.0
LEINENKUGEL CLASSIC AMBER	21,002	0.0	0.0		53,605	0.0	0.0	
LEINENKUGEL HONEY WEISS	20,287	(8.9)	0.0	(0.0)	58,259	(13.4)	0.0	(0.0)
GROLSCH LAGER	19,533	(60.9)	0.0	(0.0)	64,835	(59.3)	0.0	(0.0)
LEINENKUGEL	19,065	(9.4)	0.0	(0.0)	56,751	(1.8)	0.0	(0.0)
SHARPS NA	18,819	(21.4)	0.0	(0.0)	57,621	(22.4)	0.0	(0.0)
PERONI NASTRO AZZURRO	18,021	13.0	0.0	0.0	62,493	24.7	0.0	0.0
MOLSON GOLDEN	17,002	(14.6)	0.0	(0.0)	52,204	(15.8)	0.0	(0.0)
MICKEYS ICE ALE	13,522	4.4	0.0	0.0	41,065	(1.5)	0.0	(0.0)
COORS NA	13,450	(11.0)	0.0	(0.0)	40,634	(15.6)	0.0	(0.0)
MOLSON XXX	13,331	(6.3)	0.0	(0.0)	41,653	(8.7)	0.0	(0.0)
LEINENKUGEL BERRY WEISS	12,723	(11.8)	0.0	(0.0)	34,969	(9.7)	0.0	(0.0)
MOLSON CANADIAN LIGHT	11,707	(20.2)	0.0	(0.0)	34,093	(24.1)	0.0	(0.0)
HEN WEINHARDS HONEY HEFE	9,396	(6.1)	0.0	(0.0)	33,606	0.7	0.0	0.0
BLUE MOON VARIETY PACK	7,879	0.0	0.0		20,400	0.0	0.0	
HENRY WEINHRD CLASSC DRK	7,362	(19.0)	0.0	(0.0)	17,981	(33.0)	0.0	(0.0)
SPARKS LIGHT	7,058	(53.5)	0.0	(0.0)	22,732	(51.6)	0.0	(0.0)
LEINENKUGEL RED	7,052	(19.0)	0.0	(0.0)	21,257	(16.3)	0.0	(0.0)
OLD VIENNA	5,529	18.2	0.0	0.0	15,727	17.7	0.0	0.0
HENRY WEINHARDS BLONDE	5,252	(15.7)	0.0	(0.0)	17,002	(8.3)	0.0	(0.0)
LEINENKUGEL VARIETY PACK	5,058	(8.2)	0.0	(0.0)	12,727	(25.1)	0.0	(0.0)
COORS EXTRA GOLD	4,872	(5.4)	0.0	(0.0)	15,732	(4.6)	0.0	(0.0)
HEN WNHARDS BELGIAN WHT	4,641	12.7	0.0	0.0	14,469	17.8	0.0	0.0
LEINENKUGEL LIGHT	4,436	(10.5)	0.0	(0.0)	12,302	(9.7)	0.0	(0.0)
HENRY WEINHARDS SEASONAL	3,999	5.1	0.0	0.0	10,497	(11.4)	0.0	(0.0)
TYSKIE GRONIE	3,736	(32.7)	0.0	(0.0)	10,282	(34.1)	0.0	(0.0)
LEINENKUGEL CREAMY DARK	3,273	(17.1)	0.0	(0.0)	9,786	(17.5)	0.0	(0.0)
HAMMS SPECIAL LIGHT	2,907	4.5	0.0	0.0	8,585	(1.3)	0.0	(0.0)
HEN WNHARD NWST TRL BLND	2,857	(21.7)	0.0	(0.0)	12,044	(7.1)	0.0	(0.0)
MILLER LITE ICE	2,706	7.8	0.0	0.0	8,513	17.4	0.0	0.0
HAMMS GENUINE DRAFT	2,148	18.9	0.0	0.0	6,761	9.0	0.0	0.0

Excerpted from IRI Monthly **Food/Drug/Convenience** Data

Paul Lohmeyer, founder of All Brand, dies at 86

Paul Lohmeyer, a marketing executive who became a noted beer importer, died at Maryland Shock Trauma Center last Friday of complications from a fall. He was a resident of the Charlestown Retirement Community in Charlestown, MD, and was 86 years old.

Born in Pittsburgh, Mr. Lohmeyer earned a degree in English at the University of Pittsburgh and played on the school's basketball team. He competed in the 1941 NCAA Final Four basketball tournament, before serving in the U.S. Army during World War II in the Pacific theater.

Mr. Lohmeyer, who had a long career in consumer marketing, founded All Brand Importers in the early 1970s, and began importing little known brands like Pilsner Urquell, Moosehead, Dos Equis and Foster's.

"I had the sincere pleasure of meeting Paul Lohmeyer 31 years ago when I entered the brewing industry," recalls Mac Brighton, chairman of Business Journals Inc., and former publisher of *Modern Brewery Age*. "He was an amazing marketer, competitor, gentleman, and friend. He brought flair and class to the imported beer business. His wholesalers always looked forward to his meetings to see what he would do next, whether it was making a grand entrance on an elephant, or something equally outlandish. And it wasn't just the entrance. He was always coming up with programs and promotions that pushed the needle forward. He was respected by all, even his competitors, and set a high standard for the industry. Many of those who worked for him went on to run other companies in the industry. Paul left an indelible mark on all that knew him and will be sorely missed."

After retiring from the beer industry, Mr. Lohmeyer moved to Baltimore. He traveled widely, and painted and sketched.

A Mass of Christian burial was held Monday at St. Ignatius Roman Catholic Church, where he was an active member.

Mr. Lohmeyer's survivors include his wife of 65 years, the former Martha McCullough; a son, James Lohmeyer of Portland, Maine; two daughters, Susan Lohmeyer of Baltimore and Barbara Kaplan of Brewster, N.Y.; and four grandchildren.



Heineken USA employees devote day of service to local charity

One day last month, more than 100 employees of White Plains, NY-based Heineken USA pitched in to clean out the White Plains YWCA's Residence for Women in preparation for a planned \$25 million renovation and redevelopment as a housing facility for single women in need. The Heineken USA group focused their efforts on the final stage of pre-construction projects, including emptying and stripping clean residential rooms and the main lobby area.

Residents of the planned 193-unit facility will include low-wage earning women, women coping with special needs arising from domestic violence, mental illness, substance abuse, former incarceration and physical illness, including women living with HIV/AIDS.

"At Heineken USA, we have always fostered a culture of giving back," said Dan Tearnio, chief corporate relations officer, Heineken USA. "An investment in our corporate hometown is a larger investment in our corporate culture and long-term success."

"Earlier this year, we introduced the new Heineken brand platform 'Give Yourself a Good Name' as a way to showcase the subtle, yet conscious, decisions consumers make to create a difference through their actions, their words and their choices," added HUSA president and chief executive officer Don Blaustein. "Today's activities bring this platform to life, reinforcing what we stand for as a company and the compassion and dedication of our employees."

Lite "taste protector" ads pulled because of Mafia imagery

MillerCoors just can't catch a break with its Lite advertising. The company has been forced to cancel a new series of ads for Miller Lite after Italian-American groups complained about ethnic stereotyping.

The ads for Lite's new "taste protector" cap feature a Mafia-like character, played by Sopranos actor Frank Vincent, offering "protection" to a clerk tending the beer aisles and to a bartender in a bar. An associated radio campaign was also running.

"The ads were intended to be a light-hearted satire using pop culture imagery," said Pete Marino, a spokesman for MillerCoors.

But the Order of Sons of Italy in America asked MillerCoors to halt the campaign, which had begun in early May.

Chicago-area Italian American groups

also complained to the brewer, and threatened to organize a boycott. Chicago is an important market for Miller, and the MillerCoors joint venture is moving its headquarters to Chicago.

Actor Frank Vincent said he was "absolutely surprised" by Italian Americans' strong objections to his portrayal and by MillerCoors' decision to pull the campaign so quickly, saying the ads were simply a spoof of other roles he had played.

"I think both of these groups should have a better sense of humor," said Vincent. "The humor is there in the commercials, and people were enjoying them."

The television and radio ad campaign, was the first campaign created by new Lite agency Draft FCB, and was slated to run at least through the summer.

WEEKLY MARKETPLACE

Modern Brewery Age

Editorial: (203) 216-7488

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

Advertising@breweryage.com

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Wholesaler Events

June 24-28—Virginia Beer & Wine Wholesalers' Associations. 20th Annual Joint Convention at the Ritz-Carlton, Amelia Island, Florida. For more information, contact Shelley Gravatt at (804) 783-2655 (SGravatt1@aol.com).

September 22-25—The National Beer Wholesalers Association Annual Convention and Bi-Annual Trade Show. Caesar's Palace, Las Vegas, NV.

October 12-13—The Associated Beer Distributors of Illinois' Annual Convention, Jumer's Hotel & Casino in Rock Island, Illinois. Contact: Carol Z. Shirley, vp admin, Tel: 217-528-4371 or e-mail to: carol.shirley@abdi.org

November 11-13—California Beer & Beverage Distributors 62nd Annual Convention at the Estancia LaJolla Hotel and Spa in LaJolla, California. For more information contact Rhonda Stevenson at 800-952-8308.

Note: Send meeting information to press@breweryage.com



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Brew Notes: summer beers

Notes from the tasting panel for Modern Brewery Age, by Pete Reid, editor of *Modern Brewery Age*; with regulars Gregg Glaser, editor of *Yankee Brew News*, and Tom Conti and Robert Lachman of the YBN tasting panel. Joining us each week is a rotating cast of tasters, to include Dr. Steve Victor, formerly of Yale University; Lt. Commander Von Bair, USN, ret.; expat-Briton Gerry Nicholls, graphic designer Phil Simpson, videographer Paul Lin; Greg Zannella, field sales director for Northeast Beverage of Orange, CT; Michael Anstendig, a writer for *New York Magazine* on-line; Marty Juliano, Northeast rep for the Sierra Nevada Brewing Co., and Frank Fermio, brewer at the John Harvard's Brewhouse in Manchester, CT. Samples for tasting should be sent to Modern Brewery Age LLC, 44 Indian Valley Road, Weston, CT 06883.

Red Chair IPA Deschutes Brewing Co. Bend, OR



A beautiful hop forward beer, practically exploding with fresh hop aroma and flavor. The nose is a stunning bouquet of floral hops, and every sip fills the palate with citrusy fruit flavors. It's a terrific and distinctive IPA, with 6.4% abv and a relatively modest 55 IBUs. Tasters were blown away by this one from the first scent.

"Holy shit!" said Greg Zannella. "Unbelievable!" said Marty Juliano. "Very floral up front, they really make phenomenal beer."

"Great hop nose," agreed Robert Lachman. "Wow!"

"Aroma is nice big floral and citrus, well rounded, and very Pacific Northwest," said Gregg Glaser.

"Floral right through to the taste, like lilacs," Greg Zannella added.

"Floral up front, then grapefruit flavor and finish," Marty said.

"Stops just short of too much grapefruit," said Phil Simpson.

"Maybe a quarter rind short of too much grapefruit," Gregg Glaser laughed. "And it sure tastes a lot bigger than 55 IBU."

"Excellent beer, this should get a special 27 mug rating," said Robert Lachman.

"I've never had a bad beer from Deschutes," said Von Bair. "Now when the Hell will they start shipping to the East Coast?"

"Terrific fresh hop character," said Tom Conti, "A beautiful thing."

Southern Hemisphere Harvest Ale Sierra Nevada Brewing Chico, CA



Carefully chosen hops and perfect balance set this beer apart. Hop character is nothing short of elegant, with Pacific Hallertau providing a soft hop nose, and New Zealand Motueka providing subtle grapefruit in the finish.

"Mellow hop nose," said Von Bair, "a little floral, a little earthy."

"Great, unusual fresh hop character," agreed Dr. Steve Victor.

"A great ale," said Tom Conti. "I like the way it changes—it starts grassy and earthy, and then the hops change all the way through, the body has a nice even balanced hoppiness."

"Terrific mouthfeel and balance," said Pete Reid. "Creamy sweet malt, perfectly offset by subtle citrus from the hops."

"This is one of the best beers I have ever had," said Phil Simpson. "I like the fact that it's a mix of subtlety and aggression, the hops are there in great numbers, but they are so well-handled. There is a lot going on in this beer, and it is very nice all the way through. For hopheads it is absolutely fantastic, and I guess I am a hophead."

"Very dry coppery finish," noted Robert Lachman.

"That long drying of hops goes on and on, nice hop flavor lingers on the palate," said Gregg Glaser.

2009 Correction Ale Lagunitas Brewing Co. Petaluma, CA

Recommended, for hopheads—

The hops come out to play in this 74 IBU ale, and the panel divided right down the middle. About half the panelists luxuriated in the bold hop character, while the other half wanted a bit more malt in the mix.

"This is like stuffing an entire hop-yard up your nose in the first whiff," said Gregg Glaser. "There must be 15 different hops in this."

"Ahh, wonderful," said Robert Lachman. "These guys can't make a bad beer."

"All those hops you get in the nose are also the first thing you get in the flavor," said Tom Conti.

"Remember we said Red Chair Ale had just the right amount of grapefruit?" said Greg Zannella.

"Well, this has more than the right amount of grapefruit."

"A case of grapefruit in every glass," said Robert Lachman, "and I love it. Give me more!"

"My complaint is that there is no malt sweetness or malty roundness," Greg Z. said.

"This is a hop bomb, for sure," said Gregg Glaser. "Hop forward all the way through. Very intense bitterness on the tongue, and it finishes bitter."

"They doubled the hops in this recipe, but forgot to double the malt," said Phil Simpson.

"Maybe that's the result of the malt shortage, if so, I hope we have another one this year," said Tom Conti.

MBAA Rocky Mountain Technical Chairman Finn Knudsen of Beverage Consult International, Inc. thanks speaker Steve Presley, retired A-B brewmaster, for his presentation on the development and production of the Ascent 54 dunkel weizen by A-B Fort Collins.



MBAA Rocky Mountain meeting held at ABI Fort Collins

The spring meeting for District Rocky Mountain was held at the A-B InBev Fort Collins, Colorado brewery's Tour and Gift Center on May 14.

District president Jeff Biegert, New Belgium Brewing Co., congratulated the membership for the largest ever turnout at a district meeting, with over 105 professional and associate members and their guests present.

The meeting started with tours of the Fort Collins brewery's packaging, warehouse and shipping facilities. Tour participants were shown three bottle, three can and one draft beer filling lines along with their respective depalletizing and palletizing operations. After observing the automated filling and packaging processes the tours went through the warehouse and truck and railcar loading facilities.

"This was the first ever tour of the Fort Collins packaging facility by MBAA members," said district publicity chairman and past president Steve Presley. "Those who went were grateful for the opportunity to see and learn about the advanced layout and equipment designs used to package ABInBev beers. I think they also appreciated the openness that the brewery personnel showed them regarding their packaging processes. The District extends a special

thanks to Brian Bishop, Operations Manager and IBPA national president, for arranging the tour and to his staff members who helped lead it."

President Biegert opened the business portion of the meeting by welcoming the attendees and thanking Fort Collins Resident Brewmaster, Todd Hansen and his staff for again hosting and sponsoring the spring meeting.

"The brewery's sponsorship is important to the District as it helps provide it with additional funds that are used to the benefit of its membership," Mr. Biegert said.

Mr. Biegert reported that the District's Executive Board has decided to move forward with talks with the local International Beverage Packaging Association (IBPA) chapter on how to integrate the IBPA members into the district.

Membership chairman Dana Johnson, of the Birko Corporation, reported that current membership is 168, down a bit due to some unexpected suspensions from failure to renew membership in 2009. He also reported that he, along with the Executive Board, will be working with brewers in New Mexico and Arizona to help brewers there become more involved in the MBAA either through the Rocky Mountain District, or by

(Continued on Page 9)



MBAA District President Jeff Biegert of the New Belgium Brewing Co. addresses the MBAA Rocky Mountain district membership.

MBAA Rocky Mtn. meeting...

(Continued from page 5)

the creation of their own Southwest District.

Treasurer Dan Overmyer, Boulder Brewing Co., reported that the District is financially sound, with cash reserves equal to what they were last year at this time.

Secretary Jon Kemp of ABInBev presented the idea of establishing an online "Who's Who" with a picture and brief CV for each district member that would be posted on the District's local website run by Beverage Consult International, Inc. The membership is in favor of the idea.

Publicity Chairman Steve Presley reported that there have been no applications for scholarships submitted since the last meeting.

Mr. Presley also presented to the membership a "Presidential Registry" plaque that was commissioned by the Executive Board to commemorate the District's presidents since its reestablishment in 1993.

Entertainment Chairman Steve Woodward, of Fort Collins Feed, reported that plans are in place for the Technical Out-of-Towner to be held in Grand Junction, Colorado September 18-20. He reminded the members to make their hotel reservations early. Steve also announced that a bus will transport members to the August 19, meeting at the Wild Mountain Smokehouse and Brewery in Nederland, Colorado, which is about a two-hour ride from Fort Collins.

The evening's technical talk, *How To Craft A Brew From Inception To Its Pour*, was presented by Steve Presley, retired ABInBev Brewmaster. He described the creation of the team that developed Ascent 54, a traditional German-style dunkel weisse beer for the Colorado region, and how the team chose the beer style, arrived at a suitable brand name, and developed a marketing plan that supported the beer. The presentation included details on the formulation of a dunkel weisse and how, when crafting a beer, its brewing parameters can be set. Examples of the calculations used to do this were explained.

The evening was closed with a raffle of prizes supplied by the District purchased from the ABInBev Gift Shop, and ones donated by Boulder Brewing Co., Mountain West Brewery Supply and Emerson Micro Motion Inc.

—With reporting by Steve Presley.



21st Amendment Brewery expands to Mass

Boston-area native Nico Freccia is returning to his home state, and he's bringing beer—craft beer in a can, that is. "Massachusetts, and in particular, Boston, is a craft beer drinkers' paradise," Freccia says. "People in Massachusetts just get the 'Can-cept' of great craft beer, and we are really excited to be a part of the local beer landscape."

Mr. Freccia and Shaun O'Sullivan are the founders of one of California's few canning craft breweries. They opened the 21st Amendment Brewery in San Francisco's South of Market neighborhood after meeting in a home-brew class. "Why craft beer in a can? cans are simply better for the beer," Mr. O'Sullivan asserts. "They keep it fresher by protecting it from light, they fit the craft beer drinker's lifestyle by going places where glass just doesn't dare, and cans are better for the environment. They use less energy to produce and transport, and they get recycled more often than glass."

The release of the Brewery's two canned brews, Hell or High Watermelon Wheat Beer and Brew Free! Or Die IPA in Massachusetts marks the brewery's first foray into beer sales on the east coast. Both beers will be available in cans and on draft throughout the state.

The Hell or High Watermelon is made with real watermelons, brewed with a blend of pale barley malt and domestic malted wheat. Bittering hops are Magnum, and the beer is finished with Hallertau for 5.2 percent abv and 17 IBU. Brew Free! or Die IPA is 7 percent ABV, and 75 IBU, made with a blend of pale barley malt, Munich and light caramel malts, and hopped with Warrior, Centennial, Simcoe, Amarillo and Ahtanum. Both beers are brewed under contract (*in the past, the contract producer has been Cold Spring Brewing Co. in Cold Spring, MN*).

Our tasting panel has sampled both beers, and enjoyed them. The Hell or High Watermelon Wheat is a fresh, light American wheat with distinctive watermelon aroma and flavor. Brew Free! Or Die IPA is a well-hopped West Coast style IPA, and is light-bodied enough to drink straight from the can.

MillerCoors recalls batch of Coors Light from Albany brewery

MillerCoors has announced the recall of a batch of Coors Light distributed in the Southeastern United States after taste tests at the MillerCoors Albany, Georgia brewery found the beer did not meet taste specifications. MillerCoors last week began pulling the beer from its distribution system and from retailers.

"We sampled it and realized it wasn't up to standards," said Pete Marino, a spokesman for MillerCoors.

MillerCoors said the recall was underway, but did not release information on the size of the recall. The company noted that the recall only involved Coors Light brewed at the firm's Albany, Ga., brewery.

Brick Brewing Co. suing founder for \$1 million

Brick Brewing Co., the Ontario-based craft brewer, is suing its founder for \$1 million (Canadian) for "wrongs against the corporation" causing "significant damages," the company said.

Brick Brewing said its lawyers served papers on founder and former chairman

James Brickman on Tuesday.

Brick Brewing has filed suit but has not detailed the specific allegations.

Mr. Brickman founded the brewer in 1984, retired in December 2008 and left the board in February 2009. In April, the company posted a net loss of \$7.5 million.