

MODERN Brewery Age



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At the inaugural event for "New York Toasts Italy," Moretti beer proved a popular tippie. In the photo above, (Left to Right): an unidentified guest hoists a La Rossa with Regina Verzosa, brand manager, Buitoni; Jeanine Schoen, brand manager, Bertolli, and Damiano Possenti, Star Brand Imports marketing manager for Moretti. The cocktail party was held on May 18 at the Casa Italiana Zerilli-Maramo', which hosts a variety of events highlighting Italian culture in the world of art, music, literature, politics and cinema. Guests had the opportunity to taste Moretti and other Italian food and beverage products.

SAB's Graham Mackay interviewed by *Fortune*

Graham Mackay sat down with a *Fortune* reporter last week to discuss the beer market. The interview was also carried on the CNN website.

Mackay, 57, said that SABMiller is enjoying success in Latin America, Asia and Eastern Europe.

In Latin America, the company has completed integration of Bavaria, which it bought in 2005 for \$7.8 billion. "Bavaria is about a third of our profits, and this year will be one of great investment in the business," Mr Mackay told *Fortune*. "We're essentially taking a disorganized portfolio of regional brands and making that portfolio more

national."

Mr. Mackay noted that SABMiller has chosen three brands as its global standard bearers: Peroni Nastro Azzurro, Pilsner Urquell and Miller Genuine Draft.

So far, he said, Miller Genuine Draft is showing the greatest strength in world markets. "We make MGD in Russia, Italy, Poland, Hungary and South Africa, as well as in the U.S." he said. "It is almost a billion hectoliter brand in Russia and is very popular on the club scene."

Back in the U.S., Mackay said that cost increases continue to hobble the Miller unit.

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Oregon celebrates craft beer month in July

Oregon will celebrate Craft Beer Month in July, marked by the 19th anniversary of the Oregon Brewers Festival from July 27th to 30th. This year's festival features 73 beers along with educational displays and live entertainment.

As in the past, the event is held at Tom

McCall Park in downtown Portland. At least 50,000 beer enthusiasts are expected at the Festival during its four-day run.

Other Craft Beer Month events include cheese pairings by noted beer writer Fred Eckhardt and a parade of brewers.

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Miller execs talk with the analysts

SABMiller hosted an analyst meeting in New York City last week, with a focus on the Miller unit in the U.S. The presentation was given by Tom Long, CEO of Miller, and Norman Adami, SABMiller Americas CEO.

Long and Adami reported that Miller Lite sales to retailers returned to positive growth in April and May after declining 1.1% in fiscal 2007.

Stifel Nicolaus analyst Mark Swartzberg also noted an acceleration in the latest four-week period, including Memorial Day.

"We attribute the improvement to three things," Mr. Swartzberg wrote in a note to investors. "One, the Easter shift in 2007; Two, the new advertising for Miller Lite that shows improvements in key metrics over

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Silver Eagle to buy BudCo

Silver Eagle Distributors of Houston, TX, has announced an agreement to buy BudCo of San Antonio. The deal would link two of the largest beer distributors in Texas, and create the largest A-B house in the country.

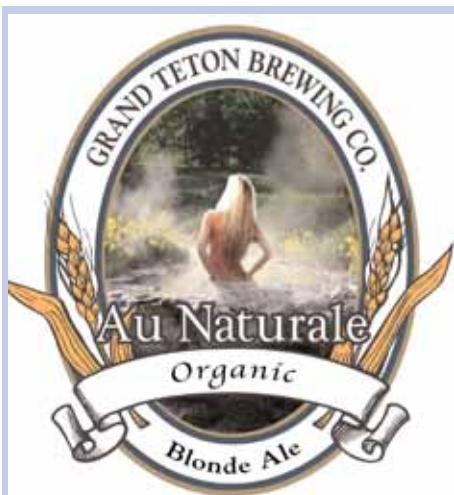
"This is the first step in the ownership process, which we hope to have completed in the near future," John Nau III, president and CEO of Silver Eagle, told the *Houston Chronicle*. "This is an exciting time for Silver Eagle as we move forward with this opportunity to service additional territory."

A letter of intent has been signed, but executives for the companies said the deal would take two or three months to clinch.

BudCo handles 13 counties in South Texas. Silver Eagle, the largest beer distributor in the Houston metro area, handles Harris, Fort Bend and Montgomery counties.

Brothers Berkley and Vincent Dawson own BudCo. They bought it in 1990, after selling a distributorship in Amarillo that their family had operated since 1955.

Silver Eagle is a private company, whose majority owners are John and Bobbie Nau. COO Robert Boblitt is also a principal.



Grand Teton's organic blonde

Grand Teton Brewing Co. of Victor, ID, has announced the launching of Au Naturele, the newest in their line of six-pack beers available in stores, as well as on draught in kegs throughout the mountain west.

Au Naturele is described as "an all organic, easy drinking, blonde ale...[with a] crisp, clean body and subtle malt sweetness. All organic hops and malted barley are used for purity's sake."

"Several accounts had requested an organic beer," says sales manager Chuck Nowicki, "so Au Naturele was released as a summer seasonal ale in late May 2006. Draft sales immediately soared, and, as the summer wound down, popularity of the brew had not diminished. So, backed by consumer demand, Au Naturele became the next addition to our year round product portfolio." The logo artwork features an image of a local hot spring and a young blonde woman bathing "au naturel" in the waters.

Flying Dog to launch "open source" beer

Denver's Flying Dog Brewery today announced plans to release what is believed to be the first "open source" beer to hit the market in the U.S.

"Open source" is a term most commonly used in the software industry and refers to any program whose source code is made available for use or modification as users or other developers see fit.

In this case, Flying Dog's Open Source Beer Project will allow beer drinkers and homebrewers to create or recommend modifications to the recipe.

The Open Source Beer Project will start as a Dapplebock but the style may evolve as participants offer ideas and tweak the recipe. "We are encouraging input on every part of the recipe, down to how what

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Interest in beer is fueling growth of "beer tourism"

AP—American beer drinkers are becoming more sophisticated in their consumption of beer, matching beer with food and experimenting with different varieties.

Although beer lacks a major destination such as Napa Valley, many beer aficionados are taking vacations that are more like extended beer runs, visiting craft breweries, brewpubs and beer festivals.

Nearly every major city has a brewery these days. In Cleveland, the century-old mahogany bar at Great Lakes Brewing Co. has seen its clientele change over the years. Once, hardworking locals bellied up like famed crime-fighter Eliot Ness, who frequented the place decades earlier when it was called the Market Street Exchange.

The locals still show up, but on weekends the parking lot is filled with out-of-state plates from as far away as Nevada and Florida. Beer drinkers come for a taste of the brewery's award-winning Dortmunder Gold and Edmund Fitzgerald Porter.

"We have good beer, really good beer," said tour and tasting guide Chas Murray.

The brewery has a restaurant where manager Pete Gerome will help customers pair beer with food. He recommends the Eliot Ness Amber Lager for fried foods and any dish with tomato sauce. The Holy Moses White Ale contrasts well with Thai.

"The biggest thing when you're pairing things up—if you have a bold beer, you need an equally bold dish to stand up to the flavors," Gerome said.

Mike McAllister of Dayton traveled to Great Lakes for its limited release of Lake Erie Monster Double IPA. Such limited releases are a big draw for breweries, and customers were restricted to six 22-ounce bottles, which sold for \$10 each.

McAllister is a converted wine drinker who gave up on vino because he couldn't afford the expensive varieties he enjoyed.

His beer travels have taken him to Michigan, Indiana, New York and Illinois. He returned with 19 cases of beer from his latest seven-brewery trip, which included stops at Bell's Brewery in Kalamazoo, MI, and Flossmoor Station Brewery outside Chicago. It should be enough beer to help keep his 500-bottle beer cellar stocked.

It turns out the beer crowd isn't all that different from the wine and cheese crowd, according to McAllister.

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Star Brands adds Fischer Blonde

Star Brands Imports will import Fischer Blonde this summer, just in time for the July 14 celebration of Bastille Day.

"Fischer is an authentic French brewed beer, ideal for Americans who yearn to experience the timeless sophistication that the French are known for," said Damiano Possenti, Star Brand Imports marketing manager for Fischer. "The premium taste of Fischer Blonde, coupled with the masterful heritage of the Fischer brand, is perfect for consumers who wish to elevate their beer drinking experience to a whole new level of class and style."

Fischer Blonde is described as a bright gold beer with a rich aromatic palate, and is made from French hops and barley. The brand is packaged in an embossed ceramic swing-top bottle.

Brasserie Fischer, located in Strasbourg, France, was purchased by Heineken N.V. in 1996. Fischer Amber is also available in the U.S.

Moss to head Barth-Haas unit

John Moss is the new CEO for Botanix Limited, a U.K.-based unit of the Barth-Haas-Group.

"It is fascinating to see which possibilities hop and hop products deliver beyond the beer," Mr. Moss said, "and we are very successful in finding more applications."

Botanix Ltd specializes in the selective extraction and purification of a wide range of natural molecules from hops.



IRI Data Snapshot: Molson-Coors Scorecard (Total U.S. Food)

Molson Coors is seeing solid sales from Coors Light in first quarter, and Belgium White is growing nicely off a decent base.

Brand /Category	Four weeks ending April 22, 2007				52-week ending 4/22/07	
	Case Sales	Case sales % Chg. YA	Case Share of Category	Case Share of Category Chg. YA	Case Sales	Case Sales % Change YA
CATEGORY - BEER	97,521,584	(0.3)	100.0	0.0	439,920,544	(0.3)
MOLSON COORS BREWING CO.	10,813,615	2.6	11.1	0.3	49,253,136	0.4
M-C DOMESTIC SUPER PREMIUM	707,516	20.5	0.7	0.1	2,590,625	19.8
ASPEN EDGE LIGHT	2	(100.0)	0.0	(0.0)	6,989	(96.9)
BLUEMOON BELGIUM WHITE ALE	338,169	74.2	0.3	0.1	1,263,517	97.4
BLUEMOON HARVEST PUMPKIN	15,287	4121.6	0.0	0.0	72,038	225.1
GEORGE KILLIANS IRISH RED	353,558	(5.7)	0.4	(0.0)	1,243,580	(2.4)
M-C DOMESTIC PREMIUM	7,699,531	1.8	7.9	0.2	36,008,344	(0.9)
COORS LIGHT	6,995,837	2.7	7.2	0.2	32,771,580	0.3
COORS	703,593	(5.4)	0.7	(0.0)	3,236,198	(11.7)
COORS ASSORTED	102	(94.9)	0.0	(0.0)	565	(94.6)
COORS EDGE LIGHT	0		0.0	0.0	0	(100.0)
M-C DOMESTIC SUB-PREMIUM	1,909,095	7.1	2.0	0.1	8,182,454	6.8
KEYSTONE LIGHT	1,717,958	8.4	1.8	0.1	7,374,286	8.3
KEYSTONE ICE	152,588	(1.1)	0.2	(0.0)	640,988	2.0
KEYSTONE	26,744	(3.4)	0.0	(0.0)	110,847	(26.4)
COORS EXTRA GOLD	11,806	(23.7)	0.0	(0.0)	56,333	(23.2)
M-C MALTERNATIVE	60,011	(51.8)	0.1	(0.1)	406,870	(38.2)
ZIMA XXX HARD PUNCH	4,421	(58.2)	0.0	(0.0)	56,037	430.3
ZIMA XXX HARD LEMON LIME	40,287	(45.8)	0.0	(0.0)	250,442	(31.2)
ZIMA XXX HARD BLACK CHERRY	3,436	(80.2)	0.0	(0.0)	35,954	(66.5)
ZIMA XXX HARD ORANGE	11,855	(38.5)	0.0	(0.0)	63,910	(42.8)
ZIMA XXX	0		0.0	0.0	1	79.0
M-C NON-ALCOHOLIC	53,735	(10.7)	0.1	(0.0)	243,118	(10.6)
COORS NA	50,649	(9.3)	0.1	(0.0)	224,778	(10.3)
MOLSON COORS BREWING CO.	10,813,615	2.6	11.1	0.3	49,253,136	0.4
MOLSON USA	366,486	(9.8)	0.4	(0.0)	1,750,045	(6.9)
MOLSON CANADIAN	177,073	(4.3)	0.2	(0.0)	848,132	1.0
MOLSON ICE	95,055	(13.9)	0.1	(0.0)	436,689	(13.1)
MOLSON GOLDEN	56,274	(17.3)	0.1	(0.0)	273,783	(16.0)
BAVARIA LAGER	41,080	(14.3)	0.0	(0.0)	186,790	(4.2)
MOLSON CANADIAN LIGHT	24,141	(11.2)	0.0	(0.0)	125,958	(7.8)
MOLSON EXPORT ALE	4,864	(2.7)	0.0	(0.0)	21,262	(9.4)
OLD VIENNA	3,636	(11.9)	0.0	(0.0)	17,174	(16.8)
MOLSON VARIETY PACK	0	(100.0)	0.0	0.0	0	(100.0)
SHEAF STOUT	2,357	12.8	0.0	0.0	8,707	2.4
MOLSON XXX	20,326	(10.3)	0.0	(0.0)	90,020	(5.5)

Source: Information Resources Data; M-C= Molson Coors Brewing Co.

U.S. craft beers make strong showing in Australian International awards

Nineteen U.S. craft brewers, who are also subscribers to the Brewers Association Export Development Program, won medals at the 2007 Australian International Beer Awards (AIBA). The AIBA, held in Melbourne each year, is considered the top beer event in the Asia Pacific Region. This year there were 941 beer entries from 39 countries.

"The Brewers Association Export Development Program subscribers value the recognition that comes with competing in international competitions such as the AIBA," said Bob Pease, vice president of the Brewers Association. "We are proud to

have such a great number of active breweries in the Export Development Program competing and winning world-wide recognition for all US craft beers."

At the AIBA, Brewers Association EDP Subscribers won 9 gold medals, 24 silver medals and 22 bronze medals. Deschutes Brewery in Bend, Oregon took home two awards: the International Malting Company Trophy for Champion Large International Brewery and the Veolia Environmental Services Trophy for Champion Stout—Deschutes Obsidian Stout.

Both Deschutes Brewery and Sprecher Brewery took recognition as the 2007 high-

est gold medal winners by class—Deschutes for their Black Butte Porter and Obsidian Stout and Sprecher Brewing Co. for their Sprecher Imperial Stout. The awards from this competition and others will be presented in April 2008 at the Brewers Association Craft Brewers Conference in San Diego, California.

Note: The Brewers Association's Export Development Program is part of an effort to help promote the image of American craft beer. The EDP pays for entry fees and transportation for its subscriber's beers into select international beer competitions like the AIBA.



Genny gets makeover

The High Falls Brewing Co. of Rochester, NY, reports that the Genesee Beer and Genny Light brands have received a packaging makeover. "This is all part of our renewed focus on reinvigorating our core brands," said President and CEO Norm Snyder. "The Genesee name has a proud heritage that dates back to the late 1800's and is a cornerstone of our regional cultural heritage." Mr. Snyder says the new designs "pay tribute to Genesee's proud past but with a contemporary treatment that will appeal to existing core consumers as well as new consumers."

The company said the redesign is part of an attempt to reestablish an identity for the Genesee brands, which have not been actively marketed since High Falls management took over in 2000.

The designs include elements of Genesee's "red-eye" logo from the 1960's and 1970's.

"The Genesee brand name has tremendous equity that resonates with consumers and distributors throughout the country," Mr. Snyder said. "Our brewery has been producing beer under the same name at the same location since the end of the 19th century and we're proud of that fact."

Genny Light will also get the oval logo treatment and script typeface. "We had two primary goals for this initiative," said Gregg Stacy, v.p. of brand marketing. "The first was to create a cohesive brand family look for our Genesee products. The Genesee Brewing Co. identity provides a foundation that ties all of the Genesee brands together. We successfully repackaged Genesee Cream Ale in 2005 and it was time to bring Beer and Light in line with the classic heritage look that has helped Cream Ale sales rebound."

Mr. Stacy said the visual alignment with Genesee Cream Ale will create more cohesion at retail. "We wanted to capture the true personality of the Genesee brand name," he said. "Genesee and Genny Light are some of the last true regional brands brewed in the U.S. It was very important to us that the redesign capture the true essence of these brands."

German brewers face grain shortages as biofuel grows

AP—Like most Germans, brewer Helmut Erdmann is all for the fight against global warming. Unless, that is, it drives up the price of his beer.

And that is exactly what is happening to Erdmann and other German brewers as farmers abandon barley—the raw material for the national beverage—to plant other, subsidized crops for sale as environmentally-friendly biofuels.

"Beer prices are a very emotional issue in Germany—people expect it to be as inexpensive as other basic staples like eggs, bread and milk," said Erdmann, director of the Ayinger brewery in Aying, an idyllic village nestled between Bavaria's rolling hills and dark forests with the towering Alps on the far horizon.

"With the current spike in barley prices, we won't be able to avoid a price increase of our beer any longer," Erdmann said, stopping to sample his freshly brewed, golden product right from the kettle.

In the last two years, the price of barley has doubled to euro200 (US\$271) from euro102 per ton as farmers plant more crops such as rapeseed and corn that can be turned into ethanol or bio-diesel, a fuel made from vegetable oil.

As a result, the price for the key ingredient in beer—barley malt, or barley that has been allowed to germinate—has soared by more than 40 percent, to around euro385 (US\$522) per ton from around euro270 a ton two years ago, according to the Bavarian Brewers' Association.

For Germany's beer drinkers that is scary news: their beloved beverage—often dubbed 'liquid bread' because it is a basic ingredient of many Germans' daily diet—is getting more expensive. While some breweries have already raised prices, many others will follow later this year.

Talk about higher beer prices has not gone unnoticed by consumers. Sitting at a long wooden table under leafy chestnut trees at the Prater, one of Berlin's biggest beer gardens, Volker Glutsch, 37, complained bitterly.

"It's absolutely outrageous that beer is getting even more expensive," Glutsch said, gulping down the last swig of his half-liter dark beer at lunch. "But there's nothing we can do about it—except drinking less and that's not going to happen."

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Flying Dog debuts new Wit

Flying Dog Brewing Co. asked consumers to name their new seasonal white beer, and the winning entry was "Woody Creek White."

"Woody Creek White was the perfect name because it reinforces Flying Dog's remarkable story and the social misfits that created the brand," said Neal Stewart, Flying Dog's director of marketing. "Woody Creek, Colorado, is an unconventional mountain community that many people consider to be 'Gonzo Ground Zero' and it is also home to our founder, George Stranahan."

Woody Creek White is brewed in the Belgian style as an unfiltered wheat beer flavored with orange peel and coriander.

Woody Creek White will be available at retail in 6-packs and on draft in pubs and bars June through August.

SAB's Graham Mackay...

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"The issue right now is cost pressures, in aluminum specifically," he said. "We spent about \$100 million dollars more on aluminum this past fiscal than the year prior."

On other points, Mackay said:

• "We'll take on [A-B] in things they are not as good at, which is premium brand development. A head-to-head slugfest with A-B [on price] is not very smart."

• Miller Chill "drinks extremely well [and] is flying off the shelves..."

• The U.S. craft beer boom "will fade, it's inevitable."

And Mr. Mackay's favorite beer? "Pilsner Urquell," he reported.

WEEKLY MARKETPLACE



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Brewers Events

June 2—13th Annual Mountain Brewers Beer Fest & North American Beer Awards. Idaho Falls, ID. Info at Northamericanbrewers.org

June 16-20—American Society of Brewing Chemists Annual Meeting. Fairmont Express, Victoria, BC. British Columbia, Canada. For information, check www.asbc.net.org.

September 7-9—MBAA District New England Annual Summer Meeting and Technical Conference. The Eastland Park Hotel, Portland, ME. Contact Jason Perkins at: jperkins18@maine.rr.com

Wholesaler Events

June 17-20—Georgia Beer Wholesalers Association 68th annual convention, Don CeSar Beach Resort, St. Pete Beach, Florida. Contact GBWA, (404) 231-4292 Fax: (404) 231-3823

June 23-27—Virginia Beer & Wine Wholesalers' Associations Eighteenth Annual Convention and the Virginia Beer Wholesalers Association's 70th Anniversary & Family Reunion, The Westin, Hilton Head Island, SC.

July 15-18 —The 61st Annual Convention of the Mississippi Malt Beverage Association. Hilton Sandestin Beach Resort, Destin FL. For convention information, please call 601-987-9098 or email rbrown@msbeer.com. Contact: Richard Brown, president, Mississippi Malt Beverage Assoc.

September 17-18—The Associated Beer Distributors of Illinois' Annual Convention. The Hilton Hotel in Springfield, Illinois. Please contact Carol Z. Shirley, v.p. admin/ops for more information. Tel: 217-528-4371 or carol.shirley@abdi.org

October 10-12—New York State Beer Wholesalers Association 75th Anniversary Fall Convention. Grand Hyatt. New York, NY.

November 14-16—The California Beer and Beverage Distributor's 60th Annual Convention will be held at the Estancia Hotel and Spa in La Jolla, California. For more information, please contact, Rhonda Stevenson at 800-952-8308.

WEEKLY MARKETPLACE

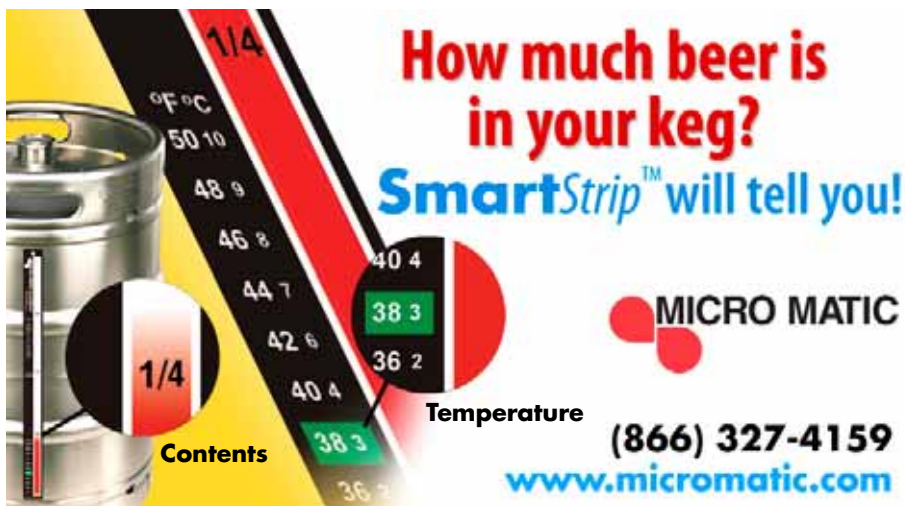


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SABMiller execs Long and Adami talk to the analysts...

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prior creative, including in levels of persuasion, branding, and brand appeal, and Three, improving execution and sales at key chain accounts. Combine this with a similar trend improvement for Bud Light, and we believe much of the pick up is due to improved category trends rather than improved share trends for Miller Lite."

Mr. Swartzberg said Miller execs were positive on the pricing environment, and "reiterated overall expectations for Miller including medium-term volume growth of 0% to 1% and revenue per hectoliter growth of 2.5% to 3.0%."

Miller execs are positing medium-term volume growth, based on projections of low single-digit growth for Miller Lite, mid double-digit growth for imports, crafts, alcoholic energy, and new products, and low single-digit declines for older brands.

Mr. Swartzberg said Miller "reiterated its focus on managing costs, including initiatives to target \$120 million in cost savings between fiscal 2008-2010." These savings would represent \$3/bbl.

In the summation of his note to investors, Mr. Swartzberg wrote "[Miller's] fiscal 2007's 21% EBITA decline is likely to be followed by stable to growing profits in fiscal 2008 and forward."

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, to include Paul Lin of *Dow Jones Online*; Jack Kenny, editor of *Label & Narrow Web Magazine*; Steve Victor of Yale University; Von Bair, a former naval officer and retired museum administrator, and Gerry Nicholls, an operating room nurse and expatriate Briton.

A brief key to our rating scale follows:
★★★★ = Superb in every respect. True to style, enjoyed by all on the panel.
★★★★ = Excellent, but beer may diverge slightly from style, or there may have been a dissenting voice on the panel.
★★★ = Good drinkable beer. No production flaws, but may diverge from style or garner faint praise from panel.
★★ = Fair. May suffer from one or more style, balance or flavor problems.
★ = Poor. Off-flavors and imbalance predominate. Disliked by panelists.

Note to brewers: Feel free to send 12-ounce (or larger) samples for review to: Modern Brewery Age, 50 Day Street, Norwalk, CT 06854. Contact pete@breweryage.com. Also, any comments in this column can be used for promotional purposes if attributed.

Golden Leaf Pale Ale City Brewing Co. LaCrosse, Wisconsin ★★★★

This was a nice surprise. The specialty beers made by the old-line regionals have sometimes been on the tepid side. Not this one. It's a perfectly-balanced American-style pale ale with a big Cascade hop character. After a long evening tasting experimental-style craft and import brands, this one was like water in the desert to the panel. "Hops!" cried Gregg Glaser. "Oh yeah!" Robert Lachman said. "This is what beer ought to be."
"This is a nice beer," said Von Bair. "It has nice hops, but there is good malt there too. I could stand with a little less body, but that's me."
"It has the right body for me," Mr Glaser said, "I would call this an all-around great American pale ale. Good job!"



The excellent Golden Leaf Pale Ale from City Brewing Co. tops our list this week.

"The finish is pleasing," Paul Lin added.
"This is a nice beer," Von Bair concluded. Turns out this one is not a fluke. City also has produced a superb Golden Leaf Honey Wheat, to be reviewed next week.

City Brewing Co. proves that it can make really top-notch specialty ale(s).

Oud Bruin Belgian Brown Grand Teton Brewing Co. Victor, Idaho ★★★★

This is an American version of the old brown beers from East Flanders. It is made with two-row barley, German melanoidin malt and some maize. It is lightly hopped with East Kent Goldings and fermented with Flemish yeast and bacteria cultures and bottle-conditioned.

We thought this was an excellent interpretation of the style, though we drank it very young. As the brewery suggests, this is a beer that would gain more complexity if it is laid down for a year. Despite its relative youth, we found plenty to like. "Sweet and perfumy," Von Bair said, "with a note of vanilla."

"There is a lot of sweetness in the nose," Gregg Glaser said. "I'm smelling malty, treacly sweetness from Munich malts...and maybe candy sugar?"

"Taste on the sweet side, hops not really evident," he added.

"Not very alcoholic," Robert Lachman noted.

"Cleaner than most Belgians," Von Bair said.

"Maybe an American-style Belgian?" one taster ventured.

Some tasters found Oud Bruin sweet, but this is a beer that will mellow with age. Overall, a great Belgian-American ale.

Chamberlain Pale Ale Shipyard Brewing Co. Portland, ME ★★★★

This is a handsome ale named for Colonel Joshua Chamberlain, who commanded the 20th Maine Regiment at Little Round Top during the Battle of Gettysburg. Some members of our panel seem to be prejudiced against the Ringwood yeast character so notable in some Shipyard beers, so we tasted this one blind. I'm not sure that made a difference, because the panel absolutely loved this beer, and no one recanted once they saw the label.

"Great aroma," Gregg Glaser said. "English hops, maybe Fuggles. It's smells a little earthy, like an English Pale Ale."

"The flavor is sweet and malty," said Von Bair.

"This is a nice beer."

"Yes, that malt sweetness is there," Gregg Glaser, "rich caramel, maybe a little diacytl, but I like it in this beer."

Robert Lachman made no comments that could be construed as a full sentence. But when he put his nose in the glass, he said "Beautiful!"

When he tasted the ale, he said "Delicious!"

And when he finished it, he said "Great!"

"Beautiful, delicious and great" can stand as our panel verdict.

This is the kind of ale Col. Chamberlain was fighting for. God preserve the Union!

Au Naturele Organic Blonde Ale Grand Teton Brewing Co. Victor, ID ★★★★

This is the first bottled version of Grand Teton's Au Naturele, which was introduced on draught last year. This beer is unusual since it uses organic hops as well as organic malt. Since hops are such a small percentage of finished beer, many brewers get away with using non-organic hops and still get certified as organic. But Grand Teton elected to go the purist route.

The hop variety used would be of interest, since it adds a distinctive character to the beer.

"It smells like tea," said Paul Lin.

"The hop flavor is very prominent," said Von Bair.

"It's a very light-bodied ale, with strong hop character," Gregg Glaser said.

Paul Lin continued in his tea vein. "I think it has a kind of iced-tea character," he said.

"The light body does make it finish very clean," Mr Bair said. "Refreshing for summer."

A quaffable organic beer from Grand Teton.



(ABOVE, LEFT) At the MBAA Rocky Mountain Spring Meeting, Wright Gibb, weld inspector and Tim Casper, maintenance supervisor (Molson Coors Brewing Co.) talk with technical chairman Finn Knudsen (Beverage Consult Intl, Inc.) **ABOVE, RIGHT:** Todd Hansen, Resident Brewmaster and Steve Presley, Sr. Assistant Brewmaster, Anheuser-Busch, Inc. enjoying a glass of their newly released Ascent 54 dunkel weisse.

MBAA Rocky Mountain convenes at Anheuser-Busch Fort Collins

The Rocky Mountain District convened its spring quarter meeting at the Anheuser-Busch, Inc. brewery in Fort Collins, Colorado in early May.

Todd Hansen, resident brewmaster and the Brewing Department sponsored the meeting. The featured beer at the meeting was the brewery's newly released Ascent 54, a Bavarian-style dunkel weisse named in honor of Colorado's 54 fourteen-thousand foot peaks.

"The meeting was well attended by members from the varied brewing companies, associated industries and support companies situated within the Front Range area and in the eastern Colorado region," says Steve Presley of Anheuser-Busch, Rock Mountain chapter publicity chairman and past president. Attendees were able to tour the brewery before the business meeting and technical presentation.

President Doug Odell, Odell Brewing Company, presided over the business por-

tion of the meeting. Membership Chairman Dana Johnson, BIRKO Corporation, announced that the District's membership has leveled off at 125. He encouraged the group to pursue new members so that our goal of reaching 140 can be attained. Entertainment Chairman Steve Woodward, Fort Collins Feed, announced that arrangements for the September 14-16, technical out-of-town meeting in Colorado Springs were progressing. He reported that hotel rooms had been reserved close to the Phantom Canyon Brewery, site of the meeting technical presentation, and to the Bristol Brewing Co., set to host the opening reception.

Wright Gibb, weld inspector and Tim Casper, maintenance supervisor from the Molson-Coors Brewing Company gave the meeting's technical presentation, titled "How Weld Inspection Can Affect Beer Quality." The talk was a compilation of practical experiences highlighting sanitary weld

procedures; inspection and testing of weld roughness values; visual inspection of welds to detect incomplete penetration, sugaring, concavity due to excessive purge gas flow and excessive filler metal; and pipe alignment issues.

"Their presentation used various photographic examples of weld deficiencies to help the audience's understanding of how to identify them," Mr Presley said. "A highlight of the talk was the pipe coupons with improper welds that the speakers brought for review by the audience."

The evening's events included a buffet meal; a raffle supported with gifts from ChemTreat Inc., Brewers Supply Group and BIRKO Corporation; and the traditional distribution to attendees of a pint glass from the hosting brewery's collection.

The district's next meeting is scheduled for August 9, at the Avery Brewing Company, 5763 Arapahoe Ave. Boulder, Colorado.

Flying Dog launches "open source" brand as latest "Wild Dog" brew

(Continued from page 2)

a variety of hops we should use, how much we should use and when we should add them," said Flying Dog's Head Brewer, Matt Brophy.

Flying Dog's Director of Marketing, Neal Stewart said that the project was a unique way to involve consumers in the creation of

a new beer. "The Open Source Beer is a truly collaborative project," he said. "[It] gives our loyal fans the opportunity to buy a beer that they actually played a major role in creating."

The Open Source Beer will be Flying Dog's latest "Wild Dog" release and will debut in October. Wild Dogs are extremely

limited edition beers that come exclusively in hand filled, corked and labeled 750ml bottles. Only 5000 bottles of the Open Source Wild Dogs will be available to the public. Flying Dog's current Wild Dog is a wood-aged Gonzo Imperial Porter.

For information, check the web at www.opensourcebeerproject.com.

Interest in biofuels causing reduction in German barley crop...

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A meager barley harvest last year in Germany and countries such as France, Australia and Canada has compounded the problem. The price rise is squeezing breweries—many of them smaller, family-owned enterprises that can ill afford it.

The Ayinger Brewery, which has 65 employees and has been family owned since its founding in 1878, produces 7.5 million liters (1.98 million gallons) of beer each year and purchases most of the ingredients from farmers nearby.

Eventually, Erdmann and other brewers say, it is drinkers who will bear the brunt of the higher costs for raw materials.

Already, at the annual brewery festival in Aying this week, prices for Ayinger beer were up at euro6.40 (US\$8.60) from last year's euro6.10 for a one-liter mug. That's no small matter for Bavarians, who are among the world's heaviest beer drinkers. They put away about 160 liters (42 gallons) of beer a year—well above the already high German average of 115 liters (30.38 gallons) per person.

And organizers of the world-famous Oktoberfest in Munich have announced a 5.5 percent price increase: A one-liter mug will cost up to euro7.90 (US\$10.70) at this year's autumn beer festival—the highest price ever.

Brewers predict that higher barley prices will add about euro1 (US\$1.35) to each 10-liter case of beer, but the German Farmers

Association disputes that, saying the figure is about 33 cents (45 U.S. cents). Other factors like higher salaries and energy prices are also jacking up prices.

"The financial pressure on Germany's small and medium-sized breweries is immense," brewers association head Walter Koenig said. "The increasing costs of raw materials may become a serious threat for many breweries."

"Beer drinkers across the country will get upset when beer prices will rise even further in the fall," said Koenig. "We are therefore demanding that government stop its subsidies for biofuels immediately."

However, in its first major report on bioenergy, the United Nations tried to temper enthusiasm over biofuels last week, warning that the diversion of land to grow crops for fuel will increase prices for basic food commodities.

That is what happened in Mexico, when increased demand for corn to make ethanol in the U.S. pushed up the price of tortillas.

The German government subsidizes biofuel crops at the rate of euro45 per hectare (US\$24.60 per acre), according to the Agency for Renewable Energies, part of the Agriculture Ministry.

Barley production in Germany went down by 5.5 percent—from 542,000 hectares in 2006 to 514,000 hectares in 2007, according to the Bavarian Farmers Association. On the other hand, the production of corn for biofuel more than doubled last year and

the production of rapeseed for biofuel grew by 3.4 percent.

Biofuels, which reduce the emission of greenhouse gases believed to cause global warming, have been seen by many as a cleaner and cheaper way to meet the world's soaring energy needs than with greenhouse-gas emitting fossil fuels. European leaders have decided that at least 10 percent of fuels will come from biofuels by 2020.

Germany leads in the consumption of bioenergy in Europe with an annual usage of 4.3 percent of overall fuel consumption, according to figures by the Agency of Renewable Energies. Germany also is among the leaders in producing wind energy and recycling garbage.

Beer prices are serious business in Bavaria, which has some 615 breweries and gave Germany its famed beer purity law, which dates back to 1516 and in its current form permits only four ingredients: malted grain, hops, yeast and water.

Farmers say the brewers share some of the blame. "For years there was an oversupply and we couldn't make any profits with barley and that's why we switched to biofuel crops," said Anton Stuerzer, 43, who grows barley and rapeseed at his farm in the village of Hoehenkirchen. "It serves the brewers right that they have to pay those high prices now—they should have paid us fair prices even when there was too much barley available."

Beer Tourism wave of the future? BA's Gatza sees "cultural shift"

(Continued from page 2)

"A lot of the people who are beer geeks are actually bigger snobs than the wine people—just without the money," he said.

While visiting Cleveland, beer lovers are likely to stop at the Brew Kettle Taproom & Smokehouse, which is only a short drive from Great Lakes Brewing.

Located in a strip mall in suburban Strongsville, the Brew Kettle was voted by ratebeer.com as the No. 1 brew pub in the country.

Visitors can brew their own beer in the fermentation room or drink the craft beers on tap, including Celis Belgian White or New Holland Dragon's Milk.

Owner Chris McKim sees a lot of beer tourists pass through.

"We had a couple guys pull in in a station

wagon doing the low ride because they had so much beer in the back," Mr. McKim said. "There's some passionate people. It's another hobby for them that isn't too expensive."

Beer appreciation is a transformation in progress.

"I feel like we're on the edge of a cultural shift—people are starting to understand beer styles now and learning about variety and diversity," said Paul Gatza, director of the Brewers Association.

While some casual beer drinkers wouldn't know an India pale ale from a Belgian-style ale, Mr. Gatza is encouraged by the growing number of people visiting breweries and festivals.

"We first started seeing the beginning of that in the mid-'90s when people started

seeing brew pubs pop up all over the country," Gatza said. "Things started accelerating the last three years where people are traveling all over the country to go to beer festivals."

July is craft beer month

(Continued from page 1)

"We are proud to be the only state that has designated a special month to recognize our local craft brewers as well as those from around the world who focus on quality and tradition," said Brian Butenschoen, executive director of the Oregon Brewers Guild. "Beer is one of Oregon's iconographic agricultural products and Craft Beer Month is a wonderful opportunity to stop and lift a glass to all the passion and talent that we have here."