

MODERN Brewery Age



Modern Brewery Age Weekly E-Newsletter • Volume 60, No. 32 • September 10, 2009



On July 25th, the Weyermann Malt Company transformed their historic company grounds in Bamberg, Germany, into a bright yellow and red carnival ground to mark the 130th anniversary of Weyermann Malt. Customers and partners from 113 countries attended the event. In the photo above, Spanish Weyermann wholesaler Xavier Galobart (left) and several of his Iberian customers are being greeted by the Weyermann management team of Sabine Weyermann (second from left), Thomas Kraus Weyermann (third from right) and Dr. Michael Flämig (right). Guests enjoyed local specialties, including Franconian Bratwurst, as well as cheeses, hams, and a large variety of tortes and cakes baked by the families of the Weyermann staff. There was malt-flavored ice cream for dessert, and beer from the Weyermann Pilot Brewery. On tap were a Belgian Triple, a Bohemian Pilsner "Type 1879," and an orange-red light Hefeweizen. "Today, on this auspicious occasion, we want to spoil and pamper our customers and wholesalers," Sabine Weyermann, a fourth-generation Weyermann, said in her opening remarks. "And we hope you will enjoy yourself and have a great time with us."

Customers and wholesalers said that they did indeed have a great time. "It is common knowledge that Weyermann gives by far the best parties in the brewing industry," said Konrad Will of the Konrad Will Brewery in Schederndorf, Germany. "These events are always prepared with love, down to the last detail, [and] always staged with such flair, with everything decked out in red and yellow!"

Bud Light Golden Wheat roll-out is imminent

Bud Light Golden Wheat is scheduled to roll out nationally on October 5th.

Our tasting panel has not sampled the beer, but it is said to be a straw-colored light lager, with an unspecified percentage of wheat in the mash. One promising sign is the calorie count—at 118 calories, the beer might actually have some character.

The beer will get a \$30 million advertising budget, about what Bud Light Lime got when it kicked off.

"We are trying to stay ahead of where consumers are going," Keith Levy, vice

president of marketing, told the *St. Louis Post Dispatch* this summer. "We're going to have a fairly aggressive [sales] target...[it's] certainly not a niche product, it's going to have pretty wide appeal."

"We're not trying to out-craft craft," Mr. Levy said. "We're going for people who are interested in light beer, but want a little more flavor, a little bigger taste."

The beer will be priced above premium, and will be brewed at A-B InBev's Baldwinsville, NY, Cartersville, GA and Ft. Collins, CO breweries.

John Lennon is new CEO of Pabst Brewing

John Lennon, perhaps the most peripatetic beer executive in the United States, has just landed the top job at Pabst.

The Pabst Board of Directors announced this week that Mr. Lennon has been appointed CEO of the company, effective October 1, 2009.

"After conducting a nationwide search, we are confident that John's twenty five years of sales and marketing experience in the beverage industry will provide significant value in helping us grow our diverse portfolio of brands," said Lou Giraudo, Pabst Chairman.

Mr. Lennon steps in as Pabst faces important choices about its future as a company. The brewer, which operates as a Catholic charity, may be required to restructure within the year. The company could go public, or go on the block, among other possible scenarios.

Mr. Lennon certainly brings broad experience to his new job. Most recently, he served as President of International Beverage Holdings (InterBev) USA, a subsidiary of ThaiBev, a large global producer of spirits and beer. Prior to InterBev USA, Lennon was President and CEO of

(Continued on page 2)

A-B InBev may have a buyer for theme parks

For A-B InBev, eager to sell-off non-core assets, no asset is more non-core than the Busch Entertainment Corp. theme parks.

Now there are rumors that the parks may have found a buyer. The Merlin Entertainments Group, a major European theme park operator, is poised to launch an IPO, which could raise more than \$3 billion. The Busch parks have been valued between \$2 billion and \$4.5 billion.

Merlin is owned by the Blackstone private equity group, which owns 50 percent of Universal Orlando. Merlin and Blackstone executives are said to have toured the Busch theme parks last week.



New Glarus releases O'Fest

New Glarus Brewing Company has released Staghorn Oktoberfest seasonal in their Wisconsin home market.

"Prior to the invention of refrigeration Oktoberfest or Märzen beers were brewed in March, to avoid the bacterial growth that occurred in beers brewed during the hot summer months," notes Nicole Carey of New Glarus. "These beers were kept on ice and/or lagered during the summer to protect them from the summer's heat, yielding a delicious reward in the fall. True to style, Staghorn Oktoberfest is brewed using the time-honored methods and an extra slow lager to release the smooth flavor of roasted malts. You will find absolutely no additives, preservatives, or artificial agents of any kind in this beer, and over 1,100 lbs. of malted barley in every batch. The 100% natural, great Midwest barleys, the world's most expensive hops, fresh yeast from Germany, and Wisconsin water make Staghorn Oktoberfest 'Wisconsin's Real Red'."

The Village of New Glarus will hold its Oktoberfest celebration on September 26th, and the New Glarus Brewing Co. will continue the traditional festivities with "The Jimmys" playing live music at their Hilltop brewery.

Long-time A-B ad exec leaves

Longtime Anheuser-Busch marketing executive Tim Schoen has joined the stream of A-B lifers leaving the new A-B InBev. Mr. Schoen, age 50, recently left the company after 28 years.

Most recently, Mr. Schoen had served as vice president of global sports and entertainment marketing, managing A-B's sports sponsorships and music, film and entertainment relationships.

In a statement, Mr. Schoen said he is leaving to pursue "new career interests" involving brand marketing, and reported he might open his own firm.

Edgy new Bud Light spot debuts

Ad critics have been suggesting that Bud Light should return to its winning brand of sophomoric humor, and they've done so, with a vengeance.

DDB has created a new online ad for A-B InBev that announces the new availability of Bud Light Lime in cans, using a rich stream of double entendres about people who now like to "get it in the can."

In the ad, a young woman, a middle-aged housewife and an executive all announce their intention to "get it in the can."

"Perhaps our long national nightmare of relatively tasteful beer ads is coming to an end at last," wrote Jeremy Mullman in a recent edition of *Advertising Age*.

John Lennon is new CEO of Pabst Brewing

(Continued from page 1)

Pyramid Breweries, a publicly-traded craft brewer based in Seattle, Washington and President and CEO of Beck's North America, with responsibility for the USA, Canada and Caribbean. He also served as VP and General Manager of Guinness Caribbean and Latin America and has held positions of progressive responsibility in marketing and sales with The Nestle Company, Mexico's FEMSA Cerveza, Grand Metropolitan (now Diageo) and with Guinness in both the USA and Ireland. Going back even further, Mr. Lennon was president of Rhino Chasers Beer Co., and director of sales for the Wisdom Import Co.

Mr. Lennon holds an MBA from Syracuse University, and BA from the State University of New York.

"Consumers are now seeking real brands with true heritage. The brands comprising the Pabst portfolio are marvelous, with each brand offering a unique connection with a well defined consumer segment. As a result Pabst Brewing Company is very well positioned for success in the coming years," Mr. Lennon said in a statement. "I am very excited about the opportunity to work with the entire team at Pabst Brewing Company and our distributor partners to continue the positive momentum of Pabst Brewing Company."

The Pabst Brewing Company, a contract brewer based in Woodridge, Illinois, is one of the longest-established US brewers, founded in Milwaukee in 1844. Today, Pabst manages over 30 brands.



St. Pauli O'Fest promo kicks off

St. Pauli Girl Beer will be running its "Celebrate Oktoberfest" this month and next. The fall promotion features P.O.S. items and a chain grocery store program.

For the off-premise, St. Pauli Girl will offer a St. Pauli Girl corrugated Oktoberfest display merchandiser. This piece consists of two columns and an archway. Easel cards will feature 2009 St. Pauli Girl spokesmodel Katarina Van Derham, along with St. Pauli Girl Lager and Special Dark graphics. In select chain grocery markets, retailers can offer added-value coupons that can be applied to the combined purchase of St. Pauli Girl and any beef or chicken item.

For the on-premise, St. Pauli Girl will provide point-of-sale items including two-2-sided hanging vertical banners, table tents, pennant strings and bottle opener/lanyards.

Imports continue decline

It's been a cruel summer for the imports, down 8.1% in July and 9.3% year-to-date (as of July), according to Beer Institute figures released yesterday.

Imports from Ireland are the only bright spot for July, up 85.9%, but Irish imports year-to-date are down 8.7%.

And overall it's a grim picture: Imports from the Netherlands are down 11.7% in July and 14.1% year-to-date; Canadian imports are down 13.4% in July and 22.4% year-to-date; imports from Belgium are down 23% in July and 10.7% y-t-d; imports from the United Kingdom are down 32.2% in July and 25% y-t-d; and imports from Germany are down 15.7% in July and down 9.9% year-to-date.

Imports from Mexico are actually faring best, down just 4.7% in July and only 2.9% year-to-date.

IRI Beer Category Mid-Year Sales Overview

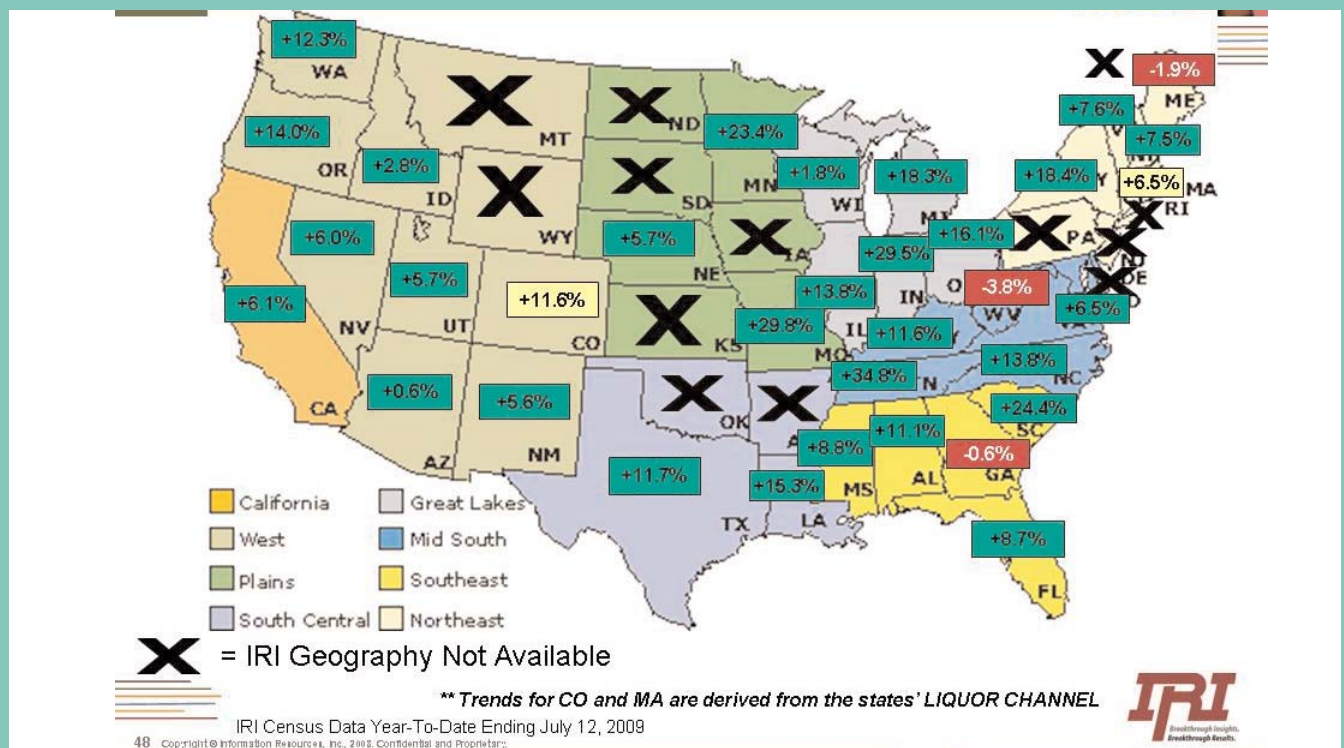
Chart 1: Beer Category & Segment Dollar Sales Trends, Total US Supers

- ▶ Craft sales accelerated in the latest 4 Weeks Ending Aug 9, 2009
- ▶ It is the second highest quad week sales reported for Craft this year behind the 4 Week Period Ending July 12

Dollar Share YTD 8/9/2009	Category & Segments	Dollar Sales % Change YA		
		52 Weeks 12/28/2008	YTD 8/9/2009	4 Weeks 8/9/2009
100.0%	CATEGORY - BEER	4.3%	5.5%	4.5%
20.1%	IMPORT	1.2%	0.3%	2.6%
7.7%	CRAFT	10.2%	11.6%	16.3%
3.3%	PROGRESSIVE ADULT BEVS	(6.7%)	(5.5%)	(4.5%)
41.7%	DOMESTIC PREMIUM	2.1%	5.1%	2.7%
9.2%	DOMESTIC SUPER PREMIUM	26.3%	12.3%	4.0%
15.6%	DOMESTIC SUB-PREMIUM	4.4%	9.8%	9.6%
1.0%	DOMESTIC MALT LIQUOR	9.1%	7.8%	8.3%
1.0%	NON-ALCOHOLIC	(3.5%)	(0.9%)	(0.1%)
0.3%	CIDER	12.9%	15.3%	17.3%

“Craft Beers have maintained their sales momentum in this challenging economic environment,” says Dan Wandel of IRI. “The Craft Segment is well-positioned to capitalize on today’s evolving consumer purchase habits [and] the Craft Segment appears to be on its way to a 4th consecutive year of double digit percentage Dollar Sales growth in Supermarkets. Merchandising Support from Retailers, Sales Velocity and average number of Items Per Store Selling continue to increase for the Craft Segment. Pack Size diversity (Cans, 24-Packs, Single Serves, etc.) remains an opportunity for Craft Brewers...Pricing continued to remain healthy for the Craft Segment.”

Chart 2: Craft Segment Dollar Sales % Change, IRI State Food Geographies

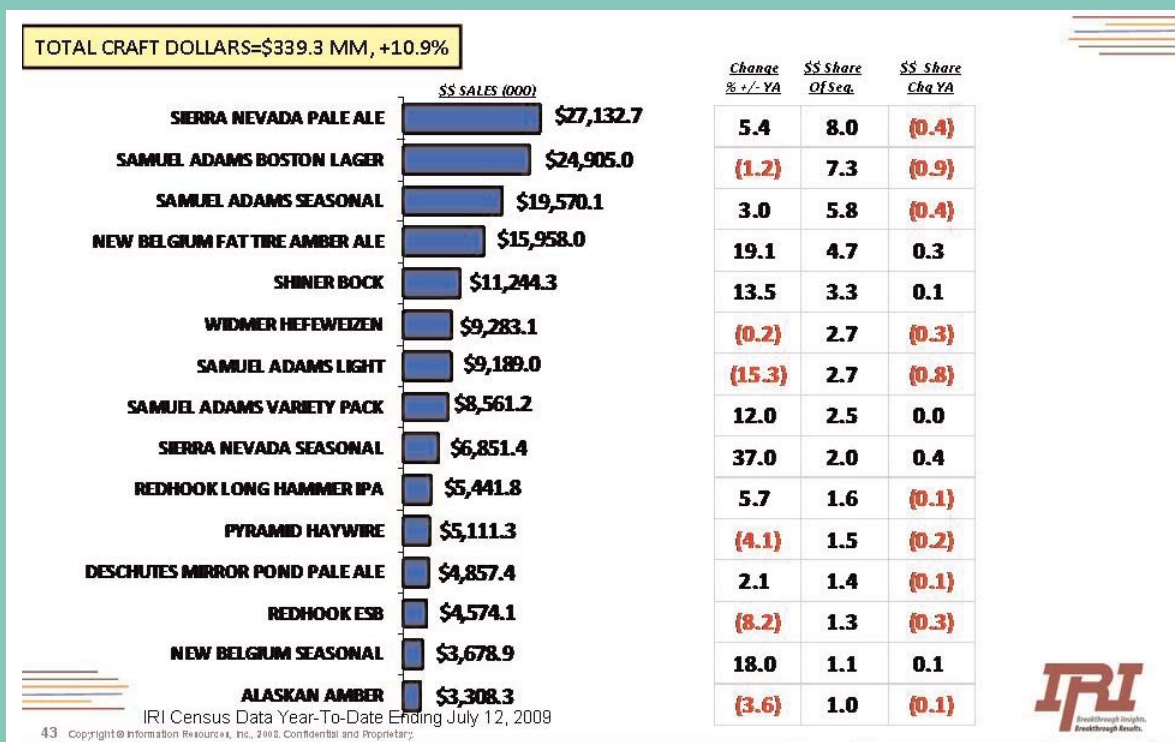


Year-to-date July, craft sales are up across the country in almost every U.S. market, with especially strong increases in some southern and midwestern markets.

Excerpted from IRI "POWER HOUR" data

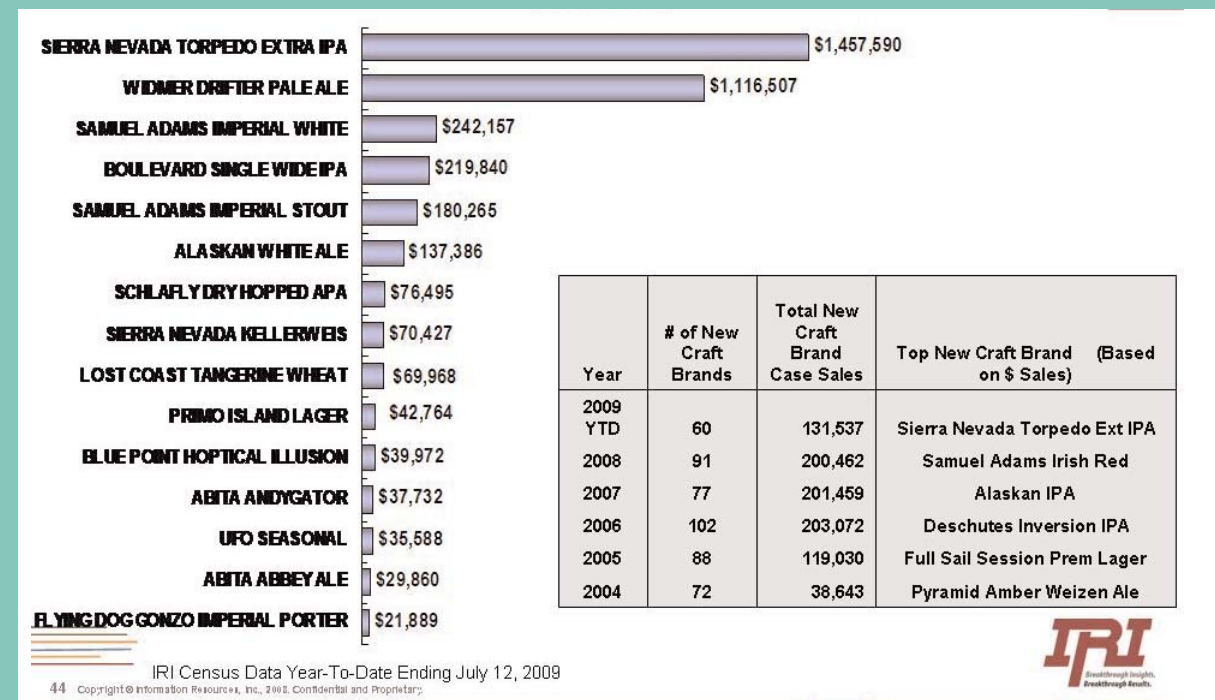
IRI Beer Category Mid-Year Sales Overview, cont.

Chart 3: Top 15 Craft Brands based on dollar sales

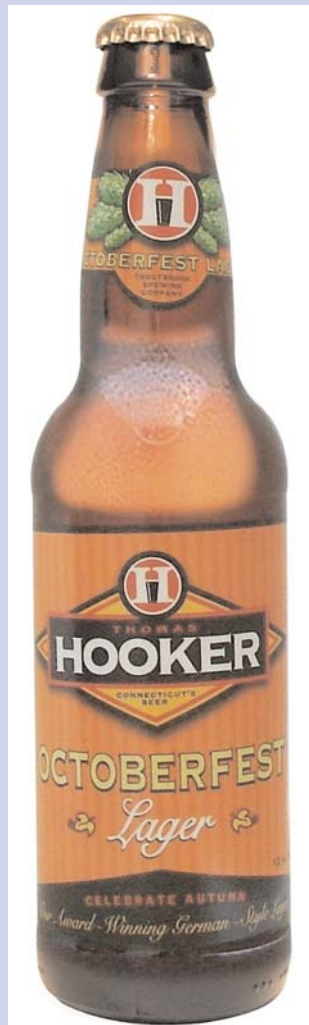


Some big, long-established craft brands continue to see softness, but it's not because their consumers are switching to Bud. These category-loyal consumers are just buying craft seasonals and variety packs instead.

Chart 4: 2009 Top 15 New Craft Beers, Total US Supers, IRI



The thrill of the new continues to attract craft consumers. The big winner (year-to-date, July 12th) has been Sierra's Torpedo, but Widmer's Drifter has also done remarkably well.



Thos. Hooker offers O'Fest

The Thomas Hooker Brewing Co. of Connecticut has released its annual Oktoberfest brand. Last year, the brand received a number one rating among Oktoberfest beers in a blind tasting by *The New York Times*.

The beer is made with crystal, Munich, Vienna and pilsner malts, and hopped with Hallertauer Mittlefrueh and Saaz. It has an original gravity of 1.0565, or 14 degrees Plato and 16-18 international bitterness units (16-18 IBUs).

"Thomas Hooker Oktoberfest is beautifully balanced with each flavor component melding into a delicious, refreshing whole," said Curt Cameron, president of the Thomas Hooker Brewing Co. "If you ponder each sip, you might remark on the malt aromas or the way the bitterness of the hops contributes to a clean, crisp finish. But if you are polishing off a bottle at a party, you would simply notice how enjoyable the beer was and reach for another."

"We were shooting for a traditional Martzen Lager but without all the celebration that you see in some Oktoberfests, the spice, orange peel, etc.," said brewer Jay Ramos. "The beer has a malty nose with almost no hop notes. There is good mouth feel and body balance, and it finishes clean."

AB InBev's plan to sell its East European breweries hits snag

According to reports in a Czech newspaper, Anheuser-Busch InBev may be retreating from its plan to sell Staropramen and other Eastern European breweries. European industry watchers speculate that ABI may postpone the sale, or may attempt to sell the breweries individually.

AB InBev had offered a group of eleven of its Eastern European breweries for sale en bloc. Despite early interest from buyers, when the time came to bid, only one company stepped forward, the Luxembourg-based financial group CVC Capital Partners. CVC's bid was about \$1.4 billion euros (\$2 billion) while A-B InBev had been hoping for about 2 billion euros.

CVC successfully put together a financing package, but in mid-August there were rumblings from A-B InBev that the price was too low. There was also talk that the ABI might quash the deal, and choose to separate the central and eastern European assets for individual sale.

"Now is the worst time to sell businesses with a top-quality product," Aleš Michl, analyst at Raiffeisenbank told the Czech paper *Ekonom*. "Most [purchase] candidates will be financial speculators who are betting they can sell the company again in 3-5 years more profitably."

Michl added that values for businesses in the region are "terribly low" at the moment.

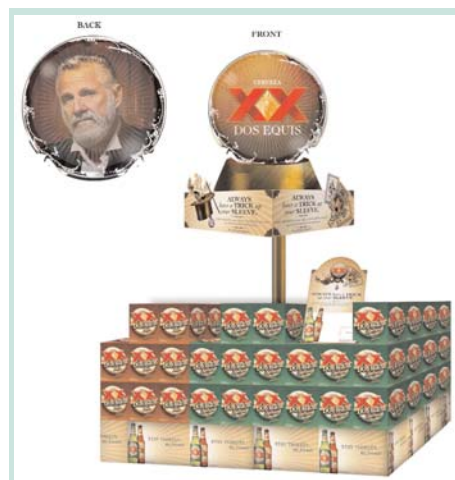
Guzmán joins Brewers Supply

The Brewers Supply Group of Napa, CA, has announced the hiring of John E. Guzmán.

Mr. Guzmán will handle all BSG business in Latin America. The company also said he would be the "go-to guy" for stabilization/filtration issues.

Mr. Guzmán holds a degree in Biology, (B.Sc.), with over 30 years experience in industrial settings. Previous to starting with BSG, John spent 15 years with Crosfield/INEOS/PQ where he headed the Brewing Colloidal Stabilization Team. John's expertise in colloidal stabilization was enhanced by his exposure to numerous breweries in North, Central, & South America as well as a number of European breweries.

Prior to that John was with Miller Brewing Company, working at the Milwaukee & Fort Worth breweries and Miller's Hops Plant in Watertown, Wisconsin.



Dos Equis prepares "most interesting tricks" program

Dos Equis has developed a "Most Interesting Tricks" Halloween promotional program that invites consumers "to cultivate the art of illusion and trickery to entertain and intrigue friends and fellow Halloween enthusiasts."

The program is loosely under the auspices of the brand's overarching "most interesting man" campaign, and the most interesting man's visage presides over the floor display (see photo above).

"We have created this fully-integrated and compelling Halloween program to drive display activation, purchase and trial of Dos Equis Lager and Ambar beer by appealing to the trickster in us all," said Breege Murphy, channel marketing manager, Heineken USA. "The program includes all of the elements consumers will need to invigorate their Halloween entertaining and provides our retail and on-premise partners clever and mysterious Halloween themed merchandising and POS materials to provide added value to their customers and improve their own bottom line."

Beginning October 1, the program will give consumers access to special offers from Dos Equis. "Most Interesting Tricks" displays with display enhancers including a Dos Equis branded steamer trunk, framed portraits of the Most Interesting Man and Dos Equis Most Sacred Magician Tricks along with pole toppers, price cards, basewrap and cooler decals.

On-premise, the "Most Interesting Tricks" promotions will invite consumers to practice magic tricks, and Costumed Dos Equis brand ambassadors will attend on-premise nights "to engage consumers and create excitement among account patrons." POS items will include table tents, pennants and coasters.

"The Dos Equis Most Interesting Tricks program is a great way to capture consumers attention at Halloween whether at a party or at a bar," added Murphy. "Halloween is all about illusion and deception and, of course, fun. This program has all of the elements and more to engage consumers with Dos Equis and help them elevate their Halloween experience while helping our trade partners increase their end-of year Dos Equis sales."

WEEKLY MARKETPLACE

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SUBSCRIPTIONS: \$95.00 per year includes 52 issues of the weekly e-newsletter. \$125.00 per year includes weekly newsletter, quarterly e-magazine/bi-annual show issues. Copyright Modern Brewery Age LLC 2009.

Editorial: Send press releases to press@breweryage.com.

Wholesaler Events

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

October 8-9—New York State Beer Wholesalers Association 2009 Fall Convention. Grand Hyatt Hotel, New York. Contact nybeer@nycap.rr.com for information.

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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MBAA Rocky Mountain chapter holds summer meeting at Wild Mountain

The summer meeting for Master Brewers Association of the Americas (MBAA) District Rocky Mountain was held at the Wild Mountain Smokehouse and Brewery, Nederland, CO on August 19. "This was one of the furthest meetings from the Front Range corridor for the district," said publicity chairman Jim Canary. "It certainly was quite a scenic jaunt up Boulder Canyon."

After the beer tasting/social hour, chapter president Jeff Biegert of the New Belgium Brewing Co., and Technical Chairman Finn Knudsen of EBCI welcomed the meeting participants. Guest speaker and host for the evening was Tom Boogaard, the "Owner/Brewer/Cook/Reluctant Plumber and Electrician" of the Wild Mountain Smokehouse and Brewery in Nederland.

Tom delivered a talk titled "Madness, Hubris, or Sheer Genius? The Joys of Growing a Brewpub from Raw Land." In his presentation, Mr. Boogaard described the history of his small brewery, starting in 2004, when he and his wife Cori, disillusioned with careers in sales & marketing and IT, decided to build a brewery & bar-beque-themed brewpub in their hometown of Nederland. The couple opened their brewery in March 2007.

Following his presentation, Tom led a tour of the brewery. "Participants were very impressed by the compact layout and design of his system," said Jim Canary. "They appreciated his 'hands-on' comments and approach to how he brought the concept of the brewery to fruition."

Chapter president Biegert opened the business portion of the evening by welcoming the attendees and thanking Tom and Cori and their staff for hosting and sponsoring the meeting. Membership chairman Dana Johnson, Birko Corp., reported that current membership is approximately 176; this number is up slightly. Secretary Jon Kemp, ABInBev, reporting for Treasurer Dan Overmyer, stated that the District is financially sound, with ample cash reserves. Jeff Biegert made a nomination for a new publicity chair, Jim Canary ABInBev (ret). The nomination was approved and passed.

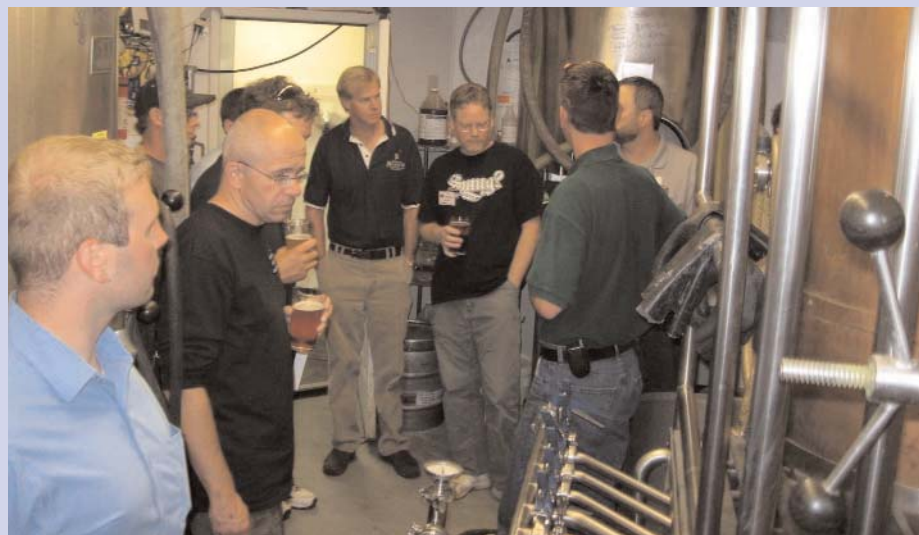
The next function sponsored by MBAA District Rocky Mountain is the chapter's "Technical Out-of-Towner" meeting, to be held in Grand Junction, Colorado, September 18-20.



MBAA Rocky Mountain chapter president Jeff Biegert and Technical Chairman Finn Knudsen toast Wild Mountain brewery founder Tom Boogaard (center) for hosting the summer meeting.



Tom Boogaard describes the process of building and opening a brewpub.



Tom Boogaard (center, blue shirt) leads a tour of his brewery.

Brew Notes

Notes from the tasting panel for Modern Brewery Age, by Pete Reid, editor of *Modern Brewery Age*; with 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, to include Dr. Steve Victor, formerly of Yale University; Lt. Commander Von Bair, USN, ret.; Gerry Nicholls, medical professional and expat Briton; Phil Simpson, noted graphic designer; Greg Zannella, field sales director for Northeast Bev. of Orange, CT; Michael Anstendig, a writer for *New York Magazine* on-line and Marty Juliano, Northeast rep for the Sierra Nevada Brewing Co., and Frank Fermino, 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.



Rodenbach Grand Cru Brouwerij Rodenbach NV Roeselare, Belgium

Rodenbach Grand Cru (6% abv) is the Brouwerij Rodenbach's ultimate specialty beer, a blend of "young" beer (33%) and an older beer (67%) that has matured in oak vats. The Grand Cru's high percentage of the older oak-aged beer is said to provide its "complex and intense bouquet and lingering aftertaste." The brewery calls Rodenbach "the missing link between beer and wine," and this Flanders Red Ale does show aspects of both.

It's an astonishing beer, and so unusual that one taster debated whether it should be called beer at all. The aroma is fruity sour, and the body of the beer is lush with cherry, grape and woody flavors. Sharp and tart, Grand Cru has a rich fruity roundness and just enough malt sweetness to almost balance the sour.

The late Michael Jackson called this beer the "burgundy of Belgium" and a "world classic."

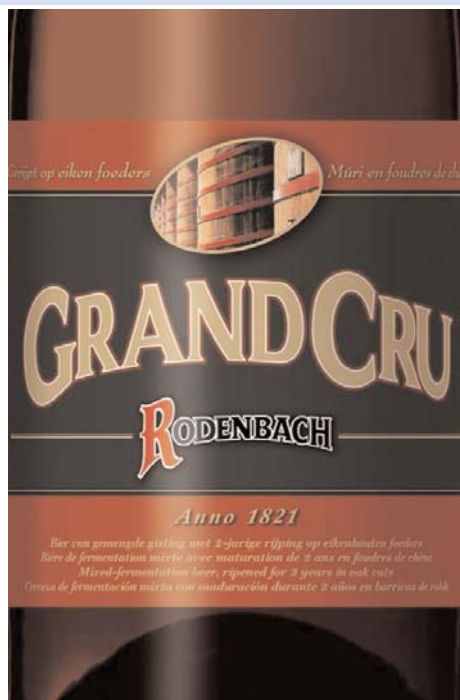
Needless to say, our panel enjoyed this beer.

"Deep fruit aroma," said Gregg Glaser. "the complexity of the aroma is amazing."

"The aroma is like heaven," said Robert Lachman, "and then there is the wonderful taste."

"This is the world's greatest beer," said Von Bair.

"More sour than the regular Rodenbach, this would be absolutely great with food," said Michael Anstendig. "It could cut through anything. The taste is mind boggling. So



big, so sour. This is a beer?"

"This could match well with Lobster Newburg," said Von Bair.

"There is a wonderful fresh spiciness," said Dr. Steve Victor. "Very lively, it tastes like a Belgian Tart."

"This is so good," said Gregg Zannella. "I love the sourness of this beer. The body is smooth and then you get that great sour finish."

"Drinking this is an intense experience," said Gregg Glaser. "This is a truly world class beer. People try to make similar beers, but this is it, the real thing."

"It's so good!" exclaimed Von Bair.

Rodenbach Brouwerij Rodenbach Roeselare, Belgium

The classic Flanders Red Ale, Rodenbach takes you back in time to an earlier point in beer's evolution.

The beer is made using a mixed fermentation process, as top-fermenting yeasts and bacterial flora undergo 24 months of maturation in 150-year old oak casks.

This is a sour beer, and for some that is a deal-killer. At a recent public tasting, a guy at our table took one sip, and declined to drink anymore. Yes, Rodenbach is sour, but with each sip, the palate adapts to that sourness, and soon it becomes a rich but palate cleansing beer. Michael Jackson, the late beer writer, once called this "the most refreshing beer in the world" and he was not far wrong.

As we noted in the Gran Cru review, Brouweij Rodenbach calls their beer the "missing link" between wine and beer. And that relationship is clear from the first sip— tart, fruity and sour. "The nose is right on," said Tom Conti. "Vinegar, just as it is supposed to be." "Yeah, it's a sort of dilute vinegar aroma, but in a good way," said Michael Anstendig.

"If someone says they don't drink sour beer they should just drink four sips before judging it," said Marty Juliano. "This is always a good beer." "This is one of the few beers that would really compliment salad," Michael observed.

"I don't think of Rodenbach as a sour beer," said Von Bair. "I think your palate matures. This Rodenbach is more full-bodied than I remembered it. It is so smooth, and I like the fact that there is this perfect balance between sour and sweet. You could never call Rodenbach a one-dimensional beer." "The effervescence kicks up the sweetness," said Robert Lachman. "It's nice and fruity, I thought I'd get more wood, but this is great."