


Brewin' with Briess

...a bi-monthly newsletter from the specialty maltsters...

NOVEMBER / DECEMBER 1996  VOLUME 1, ISSUE 2



YOU ASKED FOR IT!

(AND YOU GOT IT!)

LAST MONTH BRIESS MALTING COMPANY RELEASED ITS DOMESTICALLY PRODUCED PALE ALE MALT -- THIS MONTH THEY DEEPEN THEIR COMMITMENT TO THE BREWING INDUSTRY WITH THEIR INTRODUCTION OF DOMESTIC 2-ROW SPECIALTIES.


Briess Malting Company is proud to announce the addition of several new products to their ever growing product list. At this time Briess is offering domestically produced 2-Row Caramel Malts (available in 40° L, 60° L and 80° L).

With the introduction of these new products, "...Briess can help to satisfy labeling requirements of those customers who want to promote 100% domestically produced 2-Row Malt usage to their customers...", says Mary Anne Gruber, Director of Brewing Services at Briess.

2-Row Caramel Malts offer a smooth caramel flavor and natural red color to your brews, increasing both taste and eye-appeal. Like Briess' Pale Ale Malt, the 2-Row Caramel Malts are malted from the Harrington barley variety, grown in the Western United States.

According to Mary Anne, "Briess has received numerous requests to offer a domestic alternative to both imported Pale Ale Malt and 2-Row Specialty Malts. With this introduction, we are

well on our way to fulfilling our obligation to our customers: that is to provide them with the freshest, most consistent and finest quality domestic malts available."

We invite you to taste the difference: call Briess Technical Services today to request samples and/or analysis of Briess' newest product additions. 

HAVE YOUR MALT AND BREW IT TOO! (QUICKER THAN EVER)

BRIESS MOVES TO EMPLOY MODERN TECHNOLOGIES TO BETTER SERVE THEIR CUSTOMERS BY INTRODUCING THEIR "CHECK FAXING PROGRAM".

Place your order, pay for your order, and have your order released - all on the same day. Too good to be true? Not anymore!


Although having Net 30 terms is convenient, many of you like to prepay for the 2% discount. Now prepaying can be just as convenient as terms with our new "Check Faxing Program". This new program allows you to fax a copy of the check as payment. No more costly overnighting fees or waiting for "the check in the mail"-- not to mention that by taking advantage of this program you

can save up to a week in turnaround time!


Just to clarify, (for those of you who are still a bit leary) this is not an electronic funds transfer, ACH debit, or any other type of "access" to your bank account.

Kris Lomibao, Credit & Collection Specialist at Briess says, "We have been extremely pleased with the amount of enthusiasm and acceptance this new program has generated. We have quite a few customers who are currently using the program with great success, many of whom are still amazed at the process."

Kris also stated that, "Anyone can take advantage of the 2% prepay discount, regardless of your terms with us. We are always striving to find ways to improve our customer service; the 'Check Faxing Program' is just another example of that."

For further information on this exciting new program, please contact Kris in the Credit Department. 

BwB
"Sneak Peek"

The next issue of BwB may contain one or more of the following: (Briess Distribution Centers [the How, Where, When and Whats], Malt Analysis [Making Sense of it All], "FAQ Facts" or "Gabbin' with Gruber".) 

FAQ FACTS!

(FREQUENTLY ASKED QUESTIONS & ANSWERS)

Q The malt bill for my Rail Yard Ale is 880 lbs. for a 15 bbl batch. What will that amount of barley weigh once it has become "spent grain".

-- Jim Olen, Titledown Brewing Co., Green Bay, WI

A Good question Jim, we'll try to give you an easy way to figure this out. A good standard ratio to use is 1 lb. of malt = approximately 1.3 lb. spent grain. This figure will be affected by brewhouse efficiency, lautering procedures, etc. For a unique twist on recycling, try this - dry some spent grains in the oven - run through a food processor to reduce the particle size - add to a standard bread dough and bake.

Yum yum!

NOTE: This is especially good when you use grains with a high percentage of Caramel Malt.

Q Our equipment manufacturer sent us a bitters recipe calling for 330# of E.S.B. Malt. Is that Pale Ale Malt?

-- Terry Doyle, Vierling Saloon & Sample Room, Marquette, MI

A Hey Terry, thanks for your question -- we get asked questions like this very often. Here's a list of malt names that we are commonly asked about along with their Briess equivalent. We hope this helps!

E.S.B. = In planning

Crystal Malt = Briess Caramel Malt

Biscuit Malt = Briess Special Roast

Special B = Briess Caramel 120° L

Brown Malt = Briess Victory Malt

Black Patent = Briess Black Malt

Stout Malt = Briess Black Barley

Hi-Dried = Briess Munich Malt

NOTE: The preceding list should be used as a starting point. For assistance in converting recipes to Briess Malt, or to order samples, contact our Technical Services Department.

Just a small note to those in the Eastern, Western, and Southern United States -- are you gonna' let the Midwesterners ask all the questions? Just kidding, keep all the great questions coming and we'll try our best to answer them! ☺

GABBIN' WITH GRUBER
BY: MARY ANNE GRUBER

We are thrilled by the response to our Pale Ale Malt. The feedback has all been positive. Although it was introduced four weeks ago, we have already had repeat orders. If you haven't tried it call today!

Just a quick reminder that winter weather can cause some delay in deliveries. Please allow a little extra time for Mother Nature when placing an order.

I feel like a proud parent! Our customers are the best in the world and I want to brag. If you are proud to be part of the Briess "family", send us photos of "Me and Briess"; this could be yourself or another person with Briess -- be creative. We'd prefer 8" x 10" pics (color or b&w) but any size will do, sorry these won't be returned; or we'll take negatives or slides - we will return these. Please label who / what is in the picture. We want to build a scrapbook of our "family members". ☺

BRIESS MALTING COMPANY
PO Box 226
CHILTON WI 53014-0226



STANDARD CLASS MAIL
US POSTAGE PAID
CHILTON, WI
PERMIT NO. 41

BRIESS = MALT