


BReWIn' with BRiESs

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

JULY / AUGUST 1997  VOLUME 2, ISSUE 4



ORGANICALLY CORRECT

The organic farming and malting of barley is a holistic approach with the primary goal of optimizing the health and productivity of the interdependent elements of soil, barley, people, and their beer.

With this in-mind, what is in it for the brewer?

With organic malt's proven consistency, low nitrogen levels, and reliable performance in the brewery; the extra cost associated with growing and malting this unique barley is often an after-thought to those brewers seeking trouble-free brews that produce clean, sparkling, full-bodied beers.

Of course, anyone with a "marketing edge" will salivate at the notion of promoting brand distinction with a fresh label gloriously proclaiming the use of organic malt!

For the brewer, the malt's organic uniqueness manifests itself in the appearance of the kernel -- surprisingly plump, bright, and free of discoloration -- it has no rival, imported or domestic. In addition to its inherent beauty, there are several practical advantages associated with organic malt including:

- Low protein for trouble-free brewing without requiring filtration.
- Low chill haze potential.
- Crisp, clean, sweet, and readily fermentable wort with no need for yeast nutrients.
- Readily responsive to less than ideal mash temperatures.

The Briess Organics™ line of specialty malts, with its inauspicious introduction in 1990, is the first full ensemble

of premium organic malts made available to the brewing industry.


The organic barley used in Briess Organics™ malt is grown by selected farmers certified by the OCIA (Organic Crop Improvement Association). The barley is grown on the finest soil in the U.S. and Canada.

GUIDING PRINCIPLES OF ORGANICS

Organic barley is produced, malted, and handled without the use of synthetic chemicals. Organic barley is not grown on land to which any prohibited substances, including synthetic chemicals, have been applied during the 3 years immediately preceding the harvest. Barley is seeded, harvested, and handled in compliance with an organic plan agreed to by the grower, handler, maltster, and the certifying agent.

The health of the soil is fundamental to the health of the entire organic approach and may be evaluated by the extent and vitality of its biological activity. "Feed the soil, not the plant," continues to be the primary objective of ecologically sound soil management.

Many health claims are associated with beer, but not approved for labels. With the proper certification, a brewer may legally declare an *organic* beer!

The Briess Organics™ line consists of premium Two-Row Brewers, Munich, Carapils, Caramel, and Chocolate malts. For more information, samples, and a copy of our certification, please contact Briess Malting Company's Technical Services Department. 


OKTOBERFEST

The Oktoberfest Beer Festival, held annually in Munich, Germany, attracts more than 6,000,000 people every year. Ironically, this festival ends on the first Sunday in October (having begun sixteen days prior to that day). From this annual festival originated the popular seasonal beer we know as Oktoberfest; a bottom-fermented Vienna or Märzen-style beer that was brewed especially for the Oktoberfest celebration.

Traditionally Oktoberfest lager was brewed in early spring and stored in cellars or caves during the warm summer months. The beer was then saved for fall, in anticipation of the late summer/early autumn harvest festivals, Oktoberfest and Märzen, both similar, are a Vienna style beer. Oktoberfest and Märzen originally referred to a brewing process, not a style of beer.

The Oktoberfest beer we brew today is a medium bodied beer, brewed from an original wort gravity of 1.050 to 1.060 and is copper colored. The beer is very malty, with a toasty taste and aroma, offset by low to medium bitterness. Typically Oktoberfest is brewed using 75% base malt and 25% specialty malts.

This year you may want to try Pale Ale as part or all of your Oktoberfest base malt, along with some Munich, Caramel, and Carapils. Whichever Briess malts you decide to use in your seasonal Oktoberfest, your choice is sure to be a favorite.

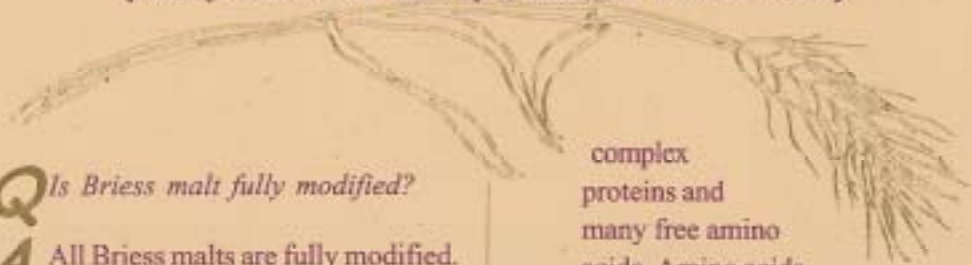
Feel proud? Send us pictures of the creation of your Oktoberfest, or share a tip or formula; we could include it in an upcoming newsletter or promotion. 

FAQ FACTS!

(FREQUENTLY ASKED QUESTIONS & ANSWERS)

Q *Is Briess malt fully modified?*

A All Briess malts are fully modified. In the past, many US maltsters traditionally produced slightly under-modified malts for the very large breweries. This made the most amount of extract available to the larger breweries that utilized a sophisticated mash program. When US microbreweries and brewpubs came on the scene, Briess began offering its specialty malts to them; they also continued to serve their customer base in Europe, Central and South America, and the Pacific Rim. As exporters before the US craft brewing boom, Briess was relied upon for their fully modified malts. To get the most amount of flavor and color needed from a specialty malt, it is important to have full protein modification. Highly modified malt contains few

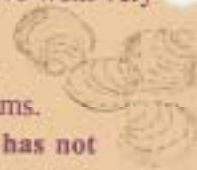


complex proteins and many free amino acids. Amino acids are precursors to the chemical reactions needed in forming color and flavor in specialty malts. The more free amino acids, the better the malt responds in roasting and kilning. Briess was the first in the US (with many maltsters quickly following) to give the small brewer the modification needed for single temperature infusion mashing.

Q *I am brewing an Oktoberfest beer, but want to claim that all of the malt is from Two-Row Barley, do you make a Two-Row Munich Malt?*

A Keep an eye on the "Happenings at Briess!" ☞

HAPPENINGS AT BRIESS...

PRESENT... Our move went very well. We are now in our office / warehouse complex - happy as clams. 
Our mailing address has not changed. Please continue to use the yellow envelopes included in your invoices for returning payment. All other correspondence should continue to go to...

Briess Malting Company
PO Box 226
Chilton, WI 53014-0226.

 **Area code change update**
July 26th is the magic day that our new area code change will happen. Please update all records with this change. It will affect both telephone and fax numbers. The new area code is...

920

FUTURE... Briess will be exhibiting the AHA Homebrewing Conference in Cleveland, OH. Stop by the booth for some very interesting news.

New thing(s) are cookin' (well, malting really) at Briess. Keep your eyes and ears open for more details! ☞

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