

Brewin' with Briess



FALL 1998

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Brewin' with Briess is published four times a year by Briess Malting Company for our customers and friends in the craft brewing industry. Please send address changes to: Brewin' with Briess, PO Box 226, Chilton, WI 53014, call us at (920) 849-7711, or e-mail us at briess@briess.com.



A panel of brewing historians recognized Wisconsin's 150th anniversary at the 12th Great Taste of the Midwest held recently in Madison, Wisconsin. Panelists included (row one from left) Briess' Technical Services Director Mary Anne Gruber; Karl Strauss, craft brewing consultant retired from Pabst Brewing Co.; Tom Gettelman of the A. Gettelman Brewing Co.; moderator Jim Olen of the Milwaukee Ale House; John Zappa of Stevens Point Brewery; and Kent Christiansen, retired from Miller Brewing Co. The panel discussion was organized by Cream City Suds. For more on the popular midwest beer festival, turn to page three.

CHOCOLATE

It's not just for malted milk balls anymore

If you love chocolate, no doubt you love Briess malted milk balls. Made exclusively with Briess malt, the crunchy malt center is surrounded by layer upon layer of creamy, rich chocolate making it a much sought after (and sometimes hoarded!) premium with our friends in the craft brewing industry.

Of course Briess' relationship with chocolate long pre-dates our malted milk balls. Briess chocolate malt has been used to make robust, flavorful stouts, porters and other dark beer styles for years. It has also been used to enhance the color

characteristics of lighter beers.

Now, in response to repeated requests, Briess is expanding its line of chocolate specialty malts. Just in time for the holiday season which is noted for dark, robust beers, Briess is introducing Two-Row Chocolate Malt and Dark Chocolate Malt.

"This is in response to requests for even darker chocolate malts," advises Penny Pickart of the Briess Technical Services team about the new Dark Chocolate Malt. "It will impart a color closer to European chocolate malts."

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Chocolate

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In addition, the new Dark Chocolate Malt can be used to impart a coffee flavor, Pickart continues. Try this, she suggested, for a sensational holiday brew:

- 55% Briess Pale Ale Malt
- 20% Ashburne™ Mild Malt
- 6% Caramel Malt 60° L
- 5% Bonlander™ Munich Malt
- 5% Victory™ Malt
- 5% Dark Chocolate Malt
- 4% Carapils® Malt

This can be spiced with coriander and orange peel, but that's up to the brewer, Pickart continues. She also suggests hopping with Nuggett and adding Willamette halfway into the boil as well as for a finishing hop.

"This will impart a malty flavor profile with a slightly nutty, toasted edge to compliment the sweetness," Pickart advises.

Interested in learning more about Briess Two-Row Chocolate Malt or Briess Dark Chocolate Malt? Call your Technical Services representative today at (920) 849-7711 for literature and samples.

These two malts continue the Briess tradition of offering a large variety of only the finest specialty malts, all domestically produced, to the brewing industry. Ask for a products list when you call your representative.

Stop by our booth

Briess is looking forward to seeing many of you at shows and conferences we'll be at this fall.

■ From September 20-23 we will be at MBAA BreWorld '98 in Minneapolis.

■ Brewers are also invited to stop and visit us during the 1998 Great American Beer Fest scheduled for October 1-3 in Denver. You'll find us in the brewer's hospitality area which we are co-sponsoring.

■ Then, from November 9-11, the Briess booth will be found at the BrewPub trade show in San Francisco. We are also sponsoring the welcoming reception and hope to see you there.

Happenings at Briess... Happenings at Briess... Happenings at Briess... Happenings at Briess...



You probably recognize their voices but would walk right past them on the street. We'd like to change that by officially introducing your Customer Services representatives. From left to right they are: Kay Pauly, who provides back-up to all regions; Lisa Broeckel who works with Technical Services Representative Penny Pickart in the Midwest Region; Connie Krebsbach who works with Technical Services Representative Dan Muhlenbeck in the Eastern Region; and Kathi Bonde who works with Technical Services Representative Jim Basler in the Western Region and takes international orders. Briess is proud of our Customer Service representatives who are here to take your orders, work through snags or problems and always offer a cheerful greeting. The next time you call tell them you saw them here!

Plan ahead to avoid shipping delays

It won't be long before winter is upon us. Icy and snow covered roads create havoc in the rail and trucking industries. That, coupled with the holidays, could cause delays in getting the deliveries you want exactly when you want them. In addition, trucking companies have increased freight loads in less work days during the next several months, sometimes making it difficult to coordinate deliveries.

This is your busy time of year, too, and a time when you don't want to run out of beer. So we remind you to plan for extra lead time when ordering malt. Review present inventories and place orders as much in advance as possible.

Please make note that our offices and warehouses will be closed on Thursday and Friday, November 26 and 27, for Thanksgiving.

Giving it the good old Briess 'scythe'

The Briess malting tradition dates back more than 120 years. So it seemed only appropriate to dust off the scythe and employ some age-old harvesting techniques recently in the Briess demonstration barley field. The 3.5 acre plot was planted half in two-row and half in six-row next to company headquarters in Chilton, Wisconsin. Many people visited the field where they learned to identify the difference in the two grains side-by-side. Briess employees cut a portion of the field for display purposes. And while Ann Casper (pictured at right) of the Promotions Department gave it the good old Briess "scythe," she and her co-workers found it much easier to cut with modern implements.



Brewed in our back yard

Wisconsin Brewers Guild celebrates state's 150th with an all-Briess brew at annual beer fest

The 12th Great Taste of the Midwest had plenty to celebrate in Madison, Wisconsin, this year—95 breweries serving more than 400 different beers to 5,500 craft beer lovers. And all this on the 150th anniversary of statehood for Wisconsin.

In honor of the special occasion, the Wisconsin Brewers Guild held a competition based on a pre-prohibition lager recipe. Briess Malting Company proudly supplied all the grains for the 13 breweries that participated in the competition. And, at the August 8 Great Taste beer festival, Briess' Penny Pickart and Lisa Broeckel visited breweries that had brewed their own versions of the sesquicentennial beer. Penny, technical services representative for the Midwest, and Lisa, customer services representative for the Midwest, presented signs for the brewers to display at their booths.

(Top photo, left to right) Slab City Brewers Bill Winsand and Curt Marsh receive their sign from Lisa and Penny. (Bottom left photo) Jim McCabe, Rob Merton and Jim Olen of the Milwaukee Ale House toast the start of the show with glasses of their sesquicentennial brew. (Bottom right photo) Penny greets Bob Bultman, Brent Wyecker and Dan Barlament of Tiletown Brewery of Green Bay.



Preparing for the year 2,000

Briess computers and electronic communications can support Y2K

Employees and computers alike at Briess Malting Company are ready to greet the year 2000.

Our Information Services Department reports that they started to work on the Y2K compliancy issue in 1998. Now, they continue, all Briess computers will support Y2K dates. In addition, most software programs, like spreadsheet, word processing and databases, will support Y2K. Other software programs are scheduled for upgrading yet this year with testing planned for early 1999.

Electronic forms of communication including e-mail and the company's popular website are Y2K compatible as well.

Manufacturing systems, where appropriate, are Y2K supportive and Briess technicians anticipate no production or quality problems when the clock strikes 12:01 a.m. on January 1, 2000. Vendors and suppliers are addressing the problem, too, and Briess has identified alternate suppliers for raw materials and delivery systems.

Now all that's left to do is to brew a Y2K compliant beer to greet the new millenium!

Briess briefs

All Briess whole kernel malts are now being packaged in the new satchel bottom bags that feature easy open tear strips. We've been receiving great reports on these from brewers and their employees—glad you like them!

The color coding on the label identifies the type of malt inside—brown is for Pale Ale, Wheat, Roasted and Black Barley, Ashburne™ Mild, Special Roast, Rye and Victory™; red is for Caramel malts; blue is for Black and Chocolate malts; green is Carapils®; yellow is for Munich, Bonlander™ Munich, Vienna; and black is for Brewers and custom malts.



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"Malt-iple™" choices in specialty malts and malt products.

A malt a month

Want to brew up something special or perhaps a style you haven't tried before? The Briess Technical Services staff suggests you think malt first. With such a wide variety of specialty malts available through Briess, the sky's the limit when it comes to beer styles you can brew. In fact, deciding what to brew may be the hardest part. So, to make your life easier the Briess Technical Services staff is offering a suggested malt and beer style a month. Happy brewing! Questions? Comments? Feedback? Call our Technical Services staff at (920) 849-7711.

■ **SEPTEMBER**—It only takes one ingredient to cross the threshold from *brown ale* to *nut brown ale*. Forget the nuts, however, and the foam negative oils that go with them. Instead, a special ingredient in many brewers' beers, **Victory™ Malt**, lends a distinct dry-roasted nuttiness to any beer style. For nut brown ales, use about 10 %. For pale beers, 5 % (with about 5 % Munich malt).

■ **OCTOBER**—A beer tends to lose a dimension without a hint of CO₂. For beers with a low dissolved CO₂ volume, such as cask ale, try **Special Roast Malt**. The special processing used to make this malt produces a slightly acidic bite, not

unlike carbonic acid from CO₂. Another benefit is the hint of a roasted, biscuity flavor well suited for English-style ales.

■ **NOVEMBER**—If you want to brew a red beer (aka amber), but without maximum sweetness—which comes from trying to get all the red color from caramel malt—start with an orange base. Use **Bonlander™ Munich** at about 25 % of the grist bill. Add 10-15 % Briess 2-row Caramel Malt 60L[®] to reach the amber/dark amber range with pronounced red hues. Bonlander Munich malt gives the yeast more fermentable sugars than if all caramel malt were used to gain color and red hues.

Tips from the techs: Higher quality marks barley harvest

The 1998 barley harvest is shaping up much as it did last year—with anticipation of a good crop from the Midwest and some parts out west. The annual barley crop tour of North Dakota, from Grand Forks to Minot, on July 30-31 encouraged the 45 participants that although there is less acreage, it is of higher quality.

Overall quality appears to be slightly improved, proteins slightly down, and the selection of very good malting barley cultivars much higher. Early seeded and fast ripening crops in the Great Plains states has decreased the the likelihood of

disease problems compared to recent years. Out west, throughout most of the Pacific Northwest, crop problems due to barley stripe rust have been much more significant than last year.

Because we are a specialty malting company, Briess only chooses the best of the crop. Our products are high quality brewers base malts and specialty malts, and we scour the land to identify and procure only barley suitable for craft malting and subsequent craft brewing. Our smaller batch sizes—smallest in the U.S.—position us to be very selective in finding smaller

lots of higher quality barley.

(Need some assistance with your brewing operations or specialty malt and malt products needs? Briess' Technical Services team loves to hear from you. The team includes Technical Services Director Mary Anne Gruber, Jim Basler—western region, Penny Pickart—midwest region, and Dan Muhlenbeck—eastern region. Call them at (920) 849-7711 with questions, comments or just to chat! Or e-mail them through our website at www.briess.com.)