

# Brewin' with Briess



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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](mailto:briess@briess.com).

Check out our re-designed website: [www.briess.com](http://www.briess.com)

## Red, wheat 'n' brew

■ *Red or white, wheat beers remain a summertime favorite*

Thank goodness for America's amber waves of grain.

Not only are they some of this country's most valuable resources, but they make it possible to brew summer's most refreshing thirst-quencher—wheat beer!

Here at Briess we are happy to report that plantings of red and white wheat throughout the United States are on schedule. And the upcoming harvest projection is looking very good. That's important to Briess, which is the largest producer of domestically-produced specialty malts. In fact, Briess is the only domestic producer of red wheat malt.

"There is a lot of discussion by brewers about which is preferred, red or white wheat malt," reports Mary Anne Gruber, technical services director at Briess.

And while all wheat beers are noted for a full mouthfeel and refreshing, often tangy taste, red and white wheats impart distinctively different characteristics in the finished beer.

"Red wheat," Mary Anne continues, "is very well suited to brewing. It carries very distinctive wheat characteristics into the finished beer."

Red wheat is referred to as "hard wheat" because of its rigid structure and gluten strength. Proteins range from 13 to 16% and enzymes are high.

"Red wheat is being used in almost all wheat beer styles, from Berliner weiss to

Bavarian weizen," Mary Anne notes.

Red wheat also serves as an excellent base for fruit beers, especially stronger flavored fruits such as raspberries and cherries.

Because white wheat has less strong glutes and a less rigid structure than red wheat, comments have been made that white wheat does not give as much "wheat characteristic" as red wheat to beer. The protein range for white wheat is 11 to 14%.

As a result, white wheat is the choice for Belgian white or wit beers, Mary Anne advises. Belgian beers are hazy with a tangy flavor achieved by adding spices.

Wheat beers are brewed throughout the year, and some breweries have even made a wheat their flagship beer.

Still, Mary Anne notes, "It's considered a summer beer because it is very refreshing with a citrusy, fruity flavor. Wheat beer has high carbonization and usually lower alcohol."

An advantage to brewing wheat beers is that they mature more rapidly. A lager wheat

beer can be served within 12 to 14 days.

Both Briess wheat malts, red and white, are noted for trouble-free brewing.

"It's not necessary to do a protein rest with either one," Mary Anne advises. In addition, both give good results with either a single temperature infusion or upward infusion brewing process.

Briess suggests that the wheat grind profile be slightly coarser than the base malt grind. Add rice hulls to the mash just prior to lautering to keep the bed loose.

*Wheat malts can comprise 30-75% of a wheat beer grist.*

## Briess red wheat malt favored by these two

Here at Briess we like to think our red wheat malt is an exceptional product. But it's always nice to hear it from a customer.

In this case, the endorsement comes from two Illinois brewers—Todd Ashman, Flossmoor Station Brewery, and Matt Brynildson, Goose Island Brewery.

"The results I get with Briess red wheat compared to white winter wheat available from other malsters is a more pronounced wheat flavor," Todd says.

"It is a very nice, crisp flavor, and it's very easy to work with."

Todd knows a thing or two about brewing—and wheat beer. A 1997 Great American Beer Festival bronze medal winner, Todd has made a wheat the flagship beer at Flossmoor Station Brewery.

"The best seller here is Station Master Wheat Ale where we use about 35 percent of the malted red wheat," Todd continues, "a touch of Briess Victory™ Malt and the balance Briess 2-row. It's just a great brew. We like to brew to about 12 Plato and we get very good results.

"Compared to other wheat malts on the market, nothing else compares," he continues.

Matt, meanwhile, explains that Goose Island recently converted from white to red wheat. They use no less than 15 percent wheat in their "non-wheat," year-round beers including their flagship Honker's Ale—a gold medal winner at the 1997 GABF!

"That makes us really unique," he adds. "We achieve a nicer, fuller mouthfeel when we use a percentage of wheat and head retention is increased noticeably," he explains. The Briess red wheat, Matt continues, adds more wheat characteristic to the beer than white.

Equally important is that Goose Island has experienced no lautering difficulties with Briess red wheat—something they had experienced with white and a real problem when brewing large batches!

Matt said it's of utmost importance that the variety of grain in the red wheat malt always be the same—something Briess feels equally strong about.

Thanks guys. We couldn't have said it better ourselves!

Happenings at Briess...  
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## From breakfast to beer fest

*Question:* Why would a group of brewers converge upon Briess Malting Company in Chilton, Wisconsin, early on a Sunday morning?

*Answer:* To get something to eat.

Yes, in the (relatively) early morning hours of Sunday, May 17, almost 60 customers and friends of Briess Malting Company from throughout the region made their way to Briess corporate headquarters to breakfast on scrambled eggs, sausage, hash browns, fruit and rolls for the second annual "Breakfast With Briess." Following breakfast, diners were invited to tour the 100-year-old Briess malthouse which features state-of-the-art malting equipment, less-than-year-old office/warehouse complex, and other plant operations.

"Breakfast With Briess" preceded the seventh annual Wisconsin Micro-Brewers Beer Festival held later that day in Chilton. Hosted by Chilton's own craft brewers Bob and Bonita Rowland (proprietors of Rowland's Calumet Brewery), the beer fest featured beers from 19 Wisconsin craft breweries. About 1,500 beer enthusiasts enjoyed the beer, sun and scenic park where the fest was held.

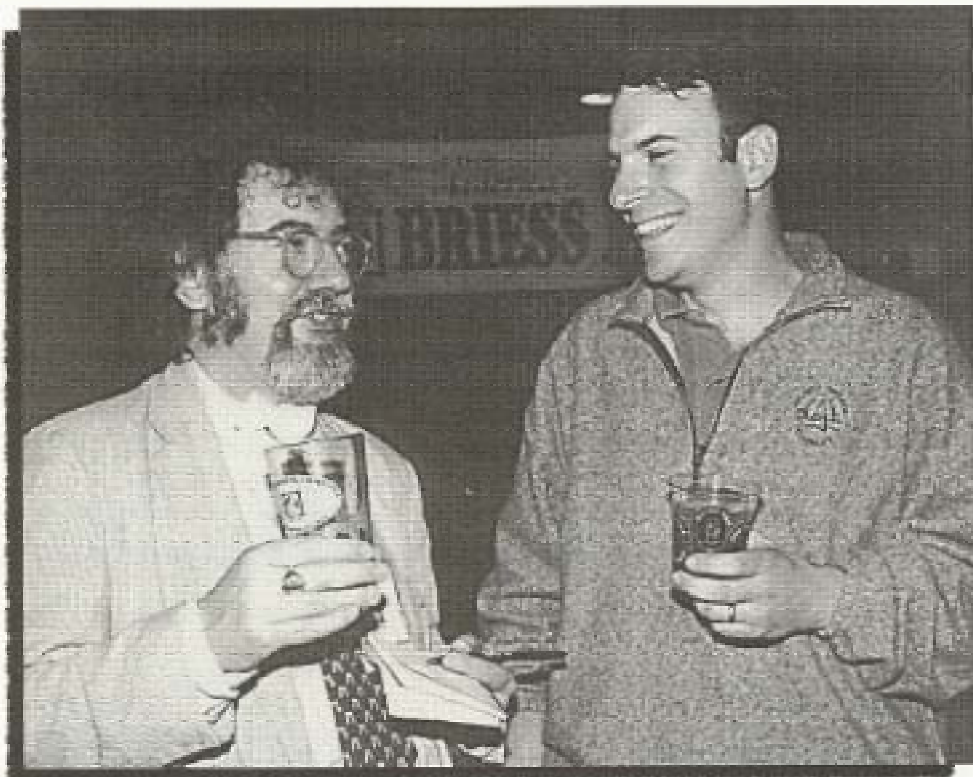
Join us next year if you can! The breakfast and beer fest are always held the Sunday between Mother's Day and Memorial weekend.

(Right photo) Tim Gray of Gray's Brewing Company, Janesville, Wis., relaxes in the lunchroom at Briess Malting Company. (Bottom photo) Testing the conversion of germinating barley in the Briess malthouse are (from left) Greg Walter and Rita Walter of Leinenkugel's in Milwaukee and, from Water Street Brewery in Milwaukee, Bob Hansen (back toward camera), Bob's friend Rebecca Edge and Water Street employee Matt Skinner.



# Southern hospitality... Briess style

Noted beer writer Michael Jackson (left) and Atlanta Brewing Company's Scott Edlein share a laugh at the "Welcome to Atlanta" hospitality hosted by Briess Malting Company prior to the National Craft Brewers Conference and Trade Show in Atlanta. Several hundred people gathered at Atlanta Brewing on Saturday evening, April 4, to enjoy some good beer, good food and good company before the three-day show which ran April 5-8 at the Georgia World Congress Center.



## The 'fax' on faster shipments

### Save time, money with Check Faxing Program

The lazy, hazy, crazy days of summer may be a good time for pretzels and peanuts and beer, so the song goes.

But it's not a good time to be waiting for a shipment of Briess malt if you need to brew that batch of beer first. One solution?

#### Check Faxing.

Check Faxing is a payment program we use here at Briess that can greatly speed up the shipment of an order—and save you money at the same time! The program was initiated in July of 1996 by our Credit Department. Since then, reports Credit Department Manager Kris Lomibao, many customers have become veteran Check Faxing Program participants.

Here's how it works.

You call in your order then fax us a copy of the check as payment. We, in turn, immediately release your order for shipment.

No more costly overnighting fees when

you're in a rush but still want to capture that 2% prepay discount. Even customers who have Net 30 terms often choose to prepay their order by Check Faxing, Kris explains, because they like saving that 2% as much as speeding up the shipment of their order.

We like it, of course, because it helps hold down costs. Those savings are passed on to our customers.

When the program first started, Kris explains, some brewers were understandably leary about this new application of technology. But this is not an electronic transfer of funds, nor does it allow Briess access to your bank account.

"Now the majority of our customers are using Check Faxing," Kris said. "When they became comfortable with it, they started using it all the time."

Briess is the only malting company in the United States that offers Check Faxing. If you're not using it, but are interested, call Kris at (920) 849-7711.

## Briess briefs

■ Briess' new 3.3# CBW® malt extract pouches are being stocked on homebrew retail shop shelves as you read this. Briess is also packaging its liquid extract in 33# growlers. Briess is venturing into the homebrew retail market with five liquid extracts—Golden Light, Sparkling Amber, Bavarian Wheat, Traditional Dark and Porter.

Briess liquid extracts also make an excellent base for propagating yeast. Briess liquid malts are sold in bulk in 50 gallon drums. The growlers also lend themselves to excellent pilot brew batches.

■ Thanks for your patience while Briess has been perfecting the easy open tear strip on its 50# bags. Many of our brewers are happy with the new packaging, which is almost rectangular in shape and lends itself to easier stacking, shipping and storage.





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

## A malt a month

What's a brewer to do? Briess Malting Co. offers such a variety of domestically produced specialty malts that it may be difficult to know the characteristics of each malt and what styles to use them in. To educate brewers about our domestically produced specialty malts, the Briess Technical Services team is introducing this "malt a month" column. This is a great way to brew something new for your customers. Questions? Comments? Feedback? Call our Technical Services staff at (920) 849-7711.

■ **JUNE**—Add 15% Briess Caramel Malt 20° L to brew a refreshing, low-calorie, low-alcohol amber beer. Using Briess Pale Ale Malt as a base malt, bittering hops only, and a starting gravity of 8 °P, this makes for great lawnmowing beer!

■ **JULY**—To brew a slightly spicy rye beer, we suggest using 18%, tops 20%, Briess Rye Malt. This beer should not be overhopped so the true rye characteristics come through. Carbonate more than usual to create a light, borderline fizzy, rye beer. Keep the alcohol content down then find a shade tree, kick up your feet

and enjoy the summer with a cool pint of this refreshing summer brew!

■ **AUGUST**—Only Briess Carapils® Malt can add a truly unique touch of sweetness to an otherwise excellent pilsner beer. Just 3-5% Carapils® is needed to develop that touch of sweetness, to help create a full mouthfeel, and to develop a long-lasting head. With a typical alcohol content of 4%, this beer takes 6 to 8 weeks to age—so brew in June to enjoy in August. This is a great beer to share with friends when the summer months are in full swing.

## Tips from the techs: Maximize your profits with mini bags

So you've reached that goal of having to brew more of your customers' favorite craft beers. Now how do you turn all that extra effort into extra profits?

Briess would like to offer this suggestion—purchase your Briess malt in mini bulk bags.

Mini bulk bags are rectangular, baffled bags with a 1,000 to 2,000 pound capacity. Shipped on a pallet and handled by a forklift, these mini bulk bags can spell increased profits if you've been purchasing

your Briess malt in 50 pound bags up to this point.

Besides the obvious cost savings of buying bulk, there are other advantages to participating in the Briess mini bulk program. Mini bulk bags can reduce employee time because it eliminates handling many small bags, the bags are recyclable for easy disposal, and a 2,000 pound bulk bag can be emptied in a very short amount of time.

Interested? Call Tech Services!

*(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](http://www.briess.com).)*