

Brewin' with Briess

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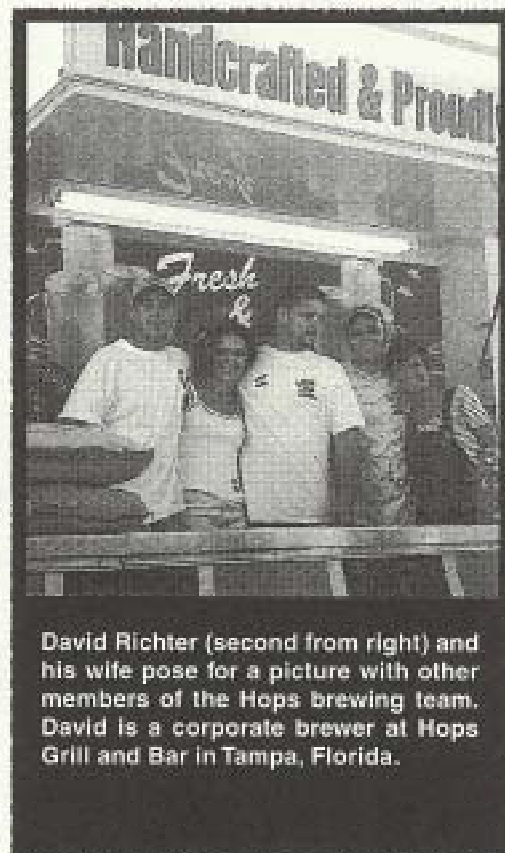
All-malt light beer? Yes!

It's not too soon to start planning your summer beers. And what better way to please your customers than with a full-flavored, yet light, beer for a hot summer's day?

There are several ways to brew a very flavorful, yet low calorie beer with 100% malt, advises Mary Anne Gruber of the Briess Technical Services staff. Perhaps the easiest method in the brewhouse, and the easiest process to duplicate, is to lower the original gravity to 7-8° Plato then put flavor back in with specialty malts.

Briess Bonlander™ Munich Malt is perfect for this brewing method, Mary Anne continues. This 2-row version of Munich 10° L Malt, Bonlander™ contributes a sweet, very malty flavor and aroma along with a deep golden to light orange color.

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David Richter (second from right) and his wife pose for a picture with other members of the Hops brewing team. David is a corporate brewer at Hops Grill and Bar in Tampa, Florida.

Briess hospitality will kick off 'Phoenix Rising' on April 27

For the second year in a row Briess Malting Company is hosting a hospitality prior to the start of the National Craft Brewers Conference and Trade Show. This year's hospitality will be held Tuesday, April 27, at Leinenkugel's Ballyard Brewery in Phoenix—just a stone's throw away from conference headquarters in downtown Phoenix.

The hospitality will run from 7-10 p.m. and all trade show and conference attendees and their guests are invited.

At the trade show, look for Briess

**Visit us in booth #417 at
the trade show.**

Malting Company in booth #417. Roger Briess, Mary Anne Gruber, Jim Basler, Penny Pickart and Kris Lomibao look forward to meeting you at "Phoenix Rising."



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

The Briess Shipping Department sees to it that your malt orders are delivered in a timely and efficient manner. The staff includes (back row, from left) Kris Boll and Deb Boettcher; and (front row, from left) Michelle Piepenburg and Suzette Harrell.

World Beer Cup stories



Hans Kestler and his wife Ruth serve Berghoff Beer at the Milwaukee Ale House beer festival. The second annual mid-winter festival was held February 7 and 28 breweries participated.

Milwaukee in 2000... mark your calendars

Here at Briess we were excited to learn that the IBS has named Milwaukee as the site for its National Craft Brewers Conference and Trade Show in the year 2000. Scheduled for April 26-29, 2000, the show will be held at the Midwest Express Center in downtown Milwaukee.

Milwaukee is just a stone's throw away from our malthouses—as well as many great microbreweries and brewpubs. In addition, Milwaukee—a city with a rich brewing history—is already looking forward to strutting its stuff to the craft brewing industry. It has all the makings of being a great show and good time.

You'll be able to start making your travel and hotel plans at the Milwaukee booth at Phoenix Rising, this year's IBS show.

We think Milwaukee in 2000 is one show you won't want to miss.

Of 157 medal winners, 80 are Briess customers

Congratulations to all the 1998 World Beer Cup medal winners. While we're always delighted when our customers achieve success in beer competitions, we were particularly pleased to learn that 80 of the 157 World Beer Cup brewers are Briess customers.

So we sent out our congratulations and asked brewers to tell us their stories about developing award winning beers. Here are some of those stories for you to enjoy. Prosit and congratulations to our medal winners!

Jos. Huber Brewing Co.

Hans Kestler entered Berghoff Genuine Dark in the European-Style Dark/Muchner Dunkel category and won a silver medal. Hans shared this story:

"Til 1980 our dark beers were made by coloring regular light-colored beer with caramel coloring. In September 1980 our then-CEO asked if we could make dark with specialty malt without caramel

color. That was on Day #1. After we said 'yes' we went to work to make a test brew as promised on Day #2. Around Day #8 we received a phone call from our CEO asking on which day in the following week we could ship the packaged beer because he had already sold it and wanted to confirm the shipping date. Thus this test brew became brew Dark #1 and there was no further developmental work possible."

Celis Brewery Inc.

Celis Grand CRU won a silver in the Belgian-Style Dubbel category. Brewer for this winning beer was Kim Clarke. Greg Springer wrote this:

"The first night that Grand CRU was in the packaging release tank (November 23, 1992) a representative of a major Swedish brewery was visiting a certain officer of the Celis Brewery. Our guest was very enthusiastic about the new product which

See 'WBC' page three

WBC (cont.)

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resulted in him requiring some assistance to return to his lodging."

Empire Brewing Co. of Syracuse

Skinny Atlas Light took the bronze in the German-Style Kolsch/Koln-Style Kolsch category. Brewer Stephen Schmidt wrote: "Skinny Atlas Light is named after our brewery's water supply from Skaneateles Lake. The play on the name goes over well with our local market."

Holy Cow!

Dan Rogers, brewer, wrote this about his Holy Cow! Pilsner which would a silver in the Bohemian-Style Pilsener category:

"My good friend and local homebrewer, Joe Urcioli, wanted to help brew our first batch of pilsner. I charged him several cigars and a box of 'Krispy Kreme' doughnuts to become a professional brewer for one day. Joe was very excited brewing a beer that was soon to be entered in the World Beer Cup. After we finished mashing in 700 pounds, I

told him to reach into an open bag of Briess Roasted Barley and grab a handful. I then asked him to throw it on top of the mash. He did so and asked me 'what's that for?' I said 'good luck' and to hell with that Reinheits-ge-whatever law! Maybe two handfuls would have gotten us the gold!"

Castle Springs Brewing Co.

Brewer Richard J. Young, who won two medals, wrote these kind words to us. His Lucknow Indian Pale Ale took the gold in the India Pale Ale category while his Lucknow American Wheat won a silver in the American-Style Wheat Ale or Lager Without Yeast category.

"I have been brewing with Briess malt on both the West and East coasts for over 10 years, and I believe it is unparalleled for both quality and consistency. I also feel Briess Malting Co. is a leader in the brewing industry when it comes to customer service and technical support. Briess specialty malts have always played a critical role in my beer formulations, and this year's World Beer Cup winners are no exception. Generous amounts of Caramel

Malt, Munich Malt and Carapils® Malt give the India Pale Ale its richness and body, while the American Wheat is made up of 50% Wheat Malt. These two beers also took silver medals at the 1997 Great American Beer Festival. Recently, three more Castle Springs beers won medals at the Great Northeast International Beer and Cider competition in Providence, RI. The results: Lucknow Munich-Style Lager—Bronze, Light Lager Category; Lucknow Blonde—Silver, Light Ale Category; and Lucknow Porter—Bronze, Dark Ale Category. While winning awards is nice, simply put, Briess Malts have helped me brew some fine tasting beers."

Continued brewing success

Thanks for those words of endorsement, Richard. We are particularly proud of the malts we produce, but know that it takes dedicated brewers and superb brewing techniques to produce beers that are winners not only at competitions but with craft beer drinking customers.

Congratulations again and thanks for sharing your stories.

Light beers (cont.)

From page one

The amount of flavor and color contributed depends, of course, upon the percentage of malt used.

Other Briess malts that would contribute distinctive flavors and aromas to a light beer include Caramel Malt 20° L, Munich Malt 20° L and Victory™ Malt.

Some light beers are produced using dark malts such as caramel malts in the 60° to 90° Lovibond range, and even black malt.

To successfully brew a 100% malt, light beer, it is essential to develop a formulation which keeps the original Plato down in the 7-8° Plato range. Mary Anne reminds brewers.

Mary Anne or technical services representatives Jim Basler and Penny Pickart would be glad to help develop a formula using Briess malts. Give them a

call at (920) 849-7711.

Mary Anne says the results will be well worth the effort. Not only are light beers preferred by some beer drinkers, but they also serve as a great introductory beer for

people new to the world of craft beer.

Light beers are also a perfect complement to many brewpub-served meals, as well as home prepared meals that are on the heavy/filling side.

JT Whitney's Brewpub of Madison, Wisconsin, was one of 28 breweries participating in the second annual Mid-Winter Beer Festival hosted by the Milwaukee Ale House. JT Whitney's brewmaster is Rich Becker (left). He's pictured here with assistant brewer Carrie Bonvaller and her husband, Paul.





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"Malts that have stood the test of time"

A malt a month

This spring, our Briess Technical Services staff recommends you experiment with some malts and beer styles that you perhaps haven't tried before. They're recommending a different Briess malt each month.

If you have questions, suggestions or want to share your results of these brews, call our Technical Services staff at (920) 849-7711. We always enjoy hearing a good brewing story!

■ **March**—Use Briess **Caramel 20° L** to achieve a flavorful, well rounded Mai Bock. Briess **Caramel 20° L** is extremely malty and smooth flavored. It also provides a sufficient amount of mid-sized proteins to build a long-lasting, creamy head.

■ **April**—While you're away at the IBS National Craft Brewers trade show and conference in Phoenix, keep your yeast secure until your return. Prepare a safe haven for them in a batch of 9-10 °Plato CBW® Brewers Gold wort. You may want to add some bittering hops (10-12 IBUs). This will provide additional

insurance that your yeast will survive your absence.

■ **May**—Use a small amount of our new Briess **Dark Chocolate Malt** to achieve full flavor and mouthfeel in your amber beer. Amber is a nice transition from the robust beer of winters and the light, fizzy beers of summer. Use about 2-4% of Briess **Dark Chocolate Malt** in your grist. This darkly roasted malt is very smooth and has no bitter, astringent, burnt or smokey characteristics.

Tips from the techs: For variety, homebrew with CBW®

Many a professional craft brewer got started by homebrewing. Today, homebrewing remains a rewarding hobby and Briess Malting Co. has responded to the demands of the homebrew market by introducing 3.3# pouches of CBW® liquid extracts in five styles: Golden Light, Sparkling Amber, Bavarian Wheat, Traditional Dark and Porter.

Perfect for small batches, these pouches make homebrewing even easier and more rewarding than ever. And all Briess Concentrated Brewers Worts™ are made from 100% Briess malt for assured quality and consistency.

For variety, brew up a batch at home or encourage a friend to homebrew. Our 3.3# pouches are available at retail homebrew stores nationwide.

Need some assistance with your brewing operations or specialty malt and grain products needs? The Briess Technical Services team is here for you. Call Mary Anne Gruber, Jim Basler or Penny Pickart at (920) 849-7711 with questions, comments or just to chat.

