

Brewin' with Briess

JULY-AUGUST 2000

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See you in Orlando; Portland, Maine

We hope to see you at two industry events planned for this year. The World Brewing Congress 2000 takes place July 29 - August 2 at Disney's Coronado Springs Resort in Orlando, Florida. Stop by our tabletop display at the exhibition. Later it's off to Portland, Maine, for the October 21-23 BrewPub Conference & TradeShow. We're once again hosting the Welcoming Reception. That'll be Sunday, October 22, from 6:30-8:30 p.m. See you there!

Brewin' with Briess is published six times a year by Briess Malting Company for our customers and friends in the brewing industry. Please send address changes to: Brewin' with Briess, PO Box 226, Chilton, WI 53014, or call us at (800) 657-0806. www.briess.com

Six reasons to brew organic:

Briess Organics™ are OCIA certified

Seems like nothing is simple these days. For example, organic doesn't necessarily mean organic. That's because products can be marketed as organic with no proof to that claim. To validate the chemical-free nature of the organic product, it must be certified by a qualifying agency. We use OCIA as the certifier.

What is OCIA? The Organic Crop Improvement Association sets standards for guaranteeing products are grown and processed naturally and chemical-free. Growers and processors who adhere to OCIA guidelines and standards can then attach an OCIA certificate of organic authenticity to their products.

See 'OCIA,' page 2

- ^{Organic!} 1 Brewers Malt
- ^{Organic!} 2 Munich Malt
- ^{Organic!} 3 Carapils®
- ^{Organic!} 4 Caramel 60L
- ^{Organic!} 5 Caramel 120L
- ^{Organic!} 6 Chocolate

Caramel 120L expands Briess line of organic base and specialty malts

With the introduction of Briess Organics™ Caramel 120L, we now offer six OCIA certified malts as part of our "standard" product list.

The others are Brewers Malt, Munich Malt, Carapils®, Caramel 60L, and Chocolate.

All Briess OCIA certified malts are made from OCIA approved 2-row malting barley varieties. Organic malts perform the same in the brewhouse as their non-organic counterparts, which means no re-formulation is necessary if you want to brew an existing style as an organic.

See 'Six Organics,' page 2

Call for a copy of our new product info binder

Has it been awhile since you received a set of our product information sheets? If so the timing is right to call and request a copy of our new PIS binder. In addition to updated product information with current crop specs, we've added info on our product lines, packaging specs, a map of our warehouse locations and more.

Call your customer service rep for a copy: (800) 857-0806, ext. 171 for Kris Boll and ext. 135 for Connie Krebsbach. Can't remember who your rep is? Call our receptionist at (920) 849-7711 and she'll direct your call.



Customer Service Representatives (left) Kris Boll and Connie Krebsbach will be happy to have a copy of our new PIS binder sent to you. Just call and ask for one.

This is one 'malt-i-talented' brewer

Brewing is an art in itself. But recently St. Louis Brewery brewer Sara (Choler) Hale shared another talent of hers with us—artist. The medium? Briess Maltoferm® and



A figure drawing in Maltoferm® and beer on a grain bag by brewer Sara (Choler) Hale.

beer on a Briess kraft paper grain bag.

Wrote Sara in an e-mail, "I've been using grain bags as drawing paper for a few years now, since I've taken figure drawing back up (I studied fine art in college).

"One day I forgot my pastels at home and was trying to find something at the brewery I could use. I came across a jar of Maltoferm in the cabinet and mixed it with water to form a paint. I then diluted to get different consistencies, borrowed a paint brush, and went to town. I had good results and the following week decided to use Maltoferm again, but this time with beer as my liquid.

"I used a little bit of pastel to add white back in, and a little India ink to get some black, but for the most part, they're 'all-malt drawings.'"

At the urging of her co-workers, Sara shared this story and seven drawings with us here at Briess.

Thanks Sara. The drawings are beautiful, powerful and, of course, very "tastefully" done!

Neither rain nor hail...

Malting continued despite hailstorm

On May 12 our small town of Chilton, Wisconsin, the surrounding rural area and nearby St. Nazianz had the misfortune of making national news when a severe straight-wind hailstorm blew through. It struck just before noon and within five minutes hundreds of homes and businesses were destroyed or damaged by golf ball-sized hail forced on by 100-mile-per hour winds.

Fortunately only minor injuries were reported and, we're happy to add, malting operations didn't miss a beat! We did have broken windows, downed trees and roof damage, but malthouse employees quickly cleared the downed trees and boarded up windows so malting operations were not interrupted.



Employee vehicles took a beating from the storm.

OCIA (from page one)

In our case, that's malt. Which means we must start with only certified organic malting barley. And our processing plant must be an OCIA certified processing plant.

It is and has been since 1990 when brewers wanted to respond to the growing request for organic beer by health- and ecology-conscious consumers and we began producing organic malt to help them with that niche market.

Our entire malting process is natural. We assure the natural integrity of our malts throughout the blending, storage and packaging stages. We carefully follow OCIA processing requirements and paper trail guidelines so that each shipment of Briess Organics™ is OCIA certified when it leaves our warehouse.

That's good for brewers who want to make sure the organic beer they're brewing is truly organic. More and more, consumers are becoming aware of the organic versus certified organic debate.

Brewing with certified Briess Organics™ doesn't automatically allow the label to carry the "certified" organic guarantee. However, it does give the brewery the

Briess is the only malting company in North America to produce OCIA certified specialty malts.

security that the malt is, indeed, all organic. To market a beer as certified organic the brewery must become part of the certification process like growers, handlers and processors before him. For more information on the OCIA, log onto their website at www.ocia.org.

Six Organics (from page one)

We'd be happy to send, fax or e-mail product specification sheets for our standard line of six OCIA certified organic malts.

Six OCIA certified organic malts aren't enough for you? We can make any of our 2-row specialty malts from OCIA approved organic barley. Minimum quantities apply for special orders. Call our technical services staff at (920) 849-7711 with questions on Briess Organics™.



About three inches of hail covered Chilton and the surrounding area following the hailstorm—some of the hail was golf ball-sized. The storm hit on Friday and it was Monday before all the piles of hail had melted.

Five warehouse locations can save you money

Save on shipping...and ask about warehouse specials

In addition to our warehouse in Chilton, Wisconsin, Briess also ships our product from four warehouses located throughout the United States. This can cut shipping time to you, plus we can keep a supply of malt "on hand" just for you at the warehouse closest to you. For example, do you use Caramel 60L? Let us know projections and we can make sure there is always plenty of it at the warehouse.

Of course, no system is perfect and once in awhile we end up shipping too much of something to one warehouse or another. That can be your gain because we are now offering these warehouse specials at discount prices.

Want to know more? Ask your customer service rep what the current "warehouse specials" are when placing an order. Specials change monthly.



And the winner is...

Paul Davis, brewer at Castle Springs Brewing Co., Moultonborough, NH, was the winner of a year's supply of malted milk balls from Briess Malting Company at the IBS Conference and BrewExpo held in April in Milwaukee. Congratulations, Paul! He'll receive one bag of malted milk balls every month for 12 months.

Display bags available for beer fests, etc.

We have several pallets of grain bags filled with shredded plastic that make great display bags for beer festivals, etc. If you'd like to have some of these for your festival, beer dinner or other special occasion, just ask your customer service representative to add them to the pallet with your next order. They're free

but we would prefer to ship with an order.

Want to share a picture of your great looking display? Send it to us, or e-mail a .jpg file to ppickart@briess.com and it could show up in a future issue of *Brewin' With Briess*.



Momma and baby? Our 50-pound grain bag makes a nice display bag when filled with shredded plastic or paper. The small cloth "grain bag," meanwhile, usually comes filled with malted milk balls. But it can be used in displays too. When the malted milk balls are gone just fill it with grain or whatever your heart desires! In fact, we're hearing that the cloth bags are being put to some very creative uses—one brewer told us his daughter uses it as a sleeping bag for her Beanie Babies®. We love it! Got any creative uses for yours? Let us know about them...pictures are welcome for future issues of *Brewin' With Briess*.



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"Malts that have stood the test of time"

A malt a month

With summer well underway, it's time to turn our thoughts from the crisp, light colored lagers and wheat beers of summer to some dark, full bodied fall and winter brews.

One way to help achieve the mouthfeel and flavor you desire in your dark beer is to start with a grist that includes darkly roasted, full flavored, high quality malts. Here at Briess, we produce a wide range of malts to fit that bill. But two, in particular, go a step farther with unique flavor

contributions..

Our technical services staff would be glad to tell you more about these two malts. Just call (800) 657-0806. Mary Anne Gruber is at ext. 114 and Penny Pickart is at ext. 145.

■ **July**—Our **Special Roast Malt** is fully malted then receives additional processing so it will contribute a "biscuit" flavor to beer. Particularly well suited for brewing English ales, at 45-55° Lovibond Special Roast Malt provides a deep golden to brown color to your beer.

For nut brown ales use 5-10% of the total grist. That same percentage holds true if you're brewing a porter. Use about

2-5% for dark amber and other dark ales.

■ **August**—At 8-12° Lovibond, **Briess Bonlander® Munich Malt** provides significant color toward the golden-orange hues. It has a smooth sweet flavor, but also adds a pronounced malty flavor to beers without adding non-fermentables or affecting the foam stability and body.

Traditional bocks use up to 90% of Munich in the grain bill. Smaller amounts may be used for modern bock formulas, especially when using larger amounts of other dark specialty malts. For Oktoberfest, Vienna/marzen and amber beers, use 5-15% Bolander® Munich Malt to obtain a malty flavor and rich color.

Tips from the techs: 2000 barley crop is ahead of schedule

Most barley producing states have recently been receiving adequate moisture for the 2000 barley crop, according to a report issued by the American Malting Barley Association on June 20. And the barley crop is progressing ahead of one-year and five-year averages throughout the entire nine-state barley growing region. The nine states include Colorado, Idaho, Minnesota, Montana, North Dakota, Oregon, South Dakota, Washington and Wyoming.

The largest percentage of the barley crop in the nine barley growing states was rated as Excellent, Good or Fair.

Minnesota recorded precipitation totals well over 2 inches and soil moisture in that district went from short or very short to adequate or surplus. Its barley crop was 21% headed, about a week ahead of the five-year average of 7% headed.

Colorado, despite some dry conditions, has almost three fourths of its spring barley headed with 10% turning color. The five-year average is 49% and 6%, respectively.

The crop condition in Oregon jumped from 23% to 33% Excellent within one week, with 54% headed.

In North Dakota 10% is headed, compared to its 2% five-year average.

South Dakota's barley crop is 53% headed, compared to 26% last year and its 12% five-year average.

Washington's crop is 63% headed, compared to 44% last year and a 52% five-year average.

Idaho is 37% headed (20% last year and 16% five-year average), and Montana is 21% headed, ahead of its five-year average of 4%.

Wyoming is 36% headed, down from 38% last year but up from 26% five-year average.