

# Brewin' with Briess

SEPTEMBER-OCTOBER 2000

VOLUME 5, ISSUE 5



## Great shot, Cole!

While attending the Great Taste of the Midwest in Madison, Wisconsin, on August 12 we were particularly taken by the excellent photographs a brewer's son had taken of his dad at work. Turn to page 2 to see one example of the work of Cole Haskell, son of Steven and Lisa Haskell, and to see why this particular photograph really caught our eye!



Railhouse Brewing Co. brewer Steven Haskell (left) with son Cole.

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) 657-0808. [www.briess.com](http://www.briess.com)



Larry Bell of Kalamazoo Brewing Co., Michigan, (left) and Dan Carey of New Glarus Brewing Co., Wisconsin, were among the hundred-plus brewers at the Great Taste of the Midwest held August 12 in Madison, Wisconsin. Thousands of fest goers sampled the more-than-400 beers. (Nice hat and glasses, Larry!)

## You'll know it's Briess by the ®

*With six registered trademarks, you can ask for Briess by product, product, product, product, product, product*

Many of the 30-plus specialty malts we make here at Briess carry very descriptive names: Munich, Caramel, Dark Chocolate, Rye, etc. With the help of specification sheets and experience, craft brewers have become familiar with the characteristics and applications of many of these malts. There's no reason to muddy the water or confuse the art of brewing by attaching unique names to them.

Over the years, however, Briess has developed some specialty malts and lines of malted products that are so "special" we've registered their names, hence: **Ashburne® Mild Malt**, **Bonlander® Munich Malt**, **CBW®**, **Carapils® Malt**, **Maltoferm®** and **Victory® Malt** are all registered trademarks of ours.

Carapils® was registered in the 1950s and is somewhat descriptive in nature, although the

---

*Briess registered trademarks include:*

Ashburne® Mild Malt

Bonlander® Munich Malt

CBW®

Carapils®

Maltoferm®

Victory® Malt

---

## Son catches dad 'Brewin' With Briess'

When 16-year-old Cole Haskell decided to do a photography project as part of his high school studies, he didn't have to travel far to find an exciting topic. That's because Cole photographed his dad, Steven Haskell, brewing beer at the Railhouse Brewing Co., Marinette, Wisconsin. Using a digital camera, Cole photographed the various stages of the brewing process. Steven is now using the photographs to promote the brewery and explain the brewing process. Cole graduated from the American School in Illinois and will be attending the University of Wisconsin at Marinette full-time this fall. After two years he plans on transferring to the University of Wisconsin at Madison. Cole lives at home with dad Steven and mom Lisa. Thanks for sharing the photo, Cole!

### See you at the BrewPub Conference in Portland, Maine!

We're gearing up for the annual National BrewPub Conference & Tradeshow which will be held October 21-23 in Portland, Maine, and hope to see you there!

Look for Briess Company President Roger Briess along with Mary Anne Gruber and Penny Pickart at this year's events.

We'll start it off by once again hosting Saturday's welcoming reception at the Sebago Brewing Co. On Sunday and Monday, stop by our trade show booth. And we'll be giving specialty malt demonstrations on the trade show floor on Sunday, October 22, at 1 p.m. and Monday, October 23, at 11 a.m.

## Trademark ..... (from page one)

malt is so unique that a unique name was needed for it. The others have been registered since then, with Victory® Malt being the most recent addition to our line of registered trademarks. The trademarks Maltoferm® and CBW® are also descriptive in nature. Both refer to product lines.

CBW® is the acronym for Concentrated Brewers Wort™, our line of liquid and dry

malt extracts. Maltoferm®, meanwhile, is the name of a product line that includes A-6000, a natural barley malt colorant available in liquid or dry form.

Ashburne®, Bonlander® and Victory® are all malts with unique characteristics and, of course, equally unique names. Ashburne® and Bonlander® are 2-row malts. Victory® is a 6-row malt.

## Aromatic beers benefit from Briess Victory® Malt

One of our "special" specialty malts that we have a registered trademark for is Victory® Malt. Victory® is a fully malted product which receives additional processing.

"It adds very nice subtle flavor notes," explained Briess Technical Services Director Mary Anne Gruber. Depending upon other specialty malts it is combined with, Victory® Malt can contribute flavors ranging from nutty, "almost like walnut," said Mary Anne, to fresh bread to breadcrust

notes.

It's important not to let Victory® become overpowering. "Let it contribute a subtle, finishing flavor," Mary Anne advised. It's perfect for aromatic beers like Scottish Ale, Nut Brown Ale, other dark beers or for a hint of flavor in amber or kolsch.

For Nut Brown and Scottish Ales use 10-15 percent of the total grist. For Porter use 5-10 percent and for amber or kolsch use 2-5 percent.

## That's (800) 657-0806 for a free Briess product binder

In the last issue of Brewin' With Briess we invited you to call for a copy of our new product information binder.

If you called the 800 number printed in the article you reached some conference calling center and not Briess Malting Com-

pany. Oops! The right number is (800) 657-0806. We apologize for that and thank those who found the right number and called us anyway...and we're darned glad it wasn't the 800 number of some company with no sense of humor!



Photo by Cole Haskell, Marinette, Wis.

## Carapils®...by any other name it's not Carapils®

Imitation is the greatest form of flattery. But we're so darned proud of our Carapils® Malt that we thought we'd take this opportunity—while we're on the topic of registered trademarks—to explain what Carapils® malt is all about.

Carapils® is a registered trademark of Briess Malting Co. and refers to a unique specialty malt that we've been the sole producer of since the mid 1950s. It's a proprietary process that makes the barley kernel hard as a rock but adds wonderful mouthfeel, foam retention, beer stability and shelf life to beer without contributing color or significant flavor notes. It can be used in all styles of beer and, since small amounts are needed, doesn't add significantly to the cost of a batch of beer.

Its own success, however, has led to Carapils® becoming something of the "Kleenex®" of the brewing industry. Mention the word Carapils® and most people think of the product—not the brand name.

And many imitations of Carapils® malt are on the market today with slightly different spellings.

We're flattered—but we thought we'd take this opportunity to say that the original Carapils® Malt still remains unduplicated today. If you're looking for true Carapils® Malt that offers no color contributions and full brewhouse efficiency and effectiveness, look for Carapils with the ®.

# Rolling out the barrel(s) in Madison, Wisconsin

Madison, Wisconsin, was rockin' on August 12 when the Madison Homebrewers Club hosted its 14th annual Great Taste of the Midwest beer festival. In all 103 breweries from Wisconsin, Minnesota, Indiana, Illinois, Kansas, Ohio, Missouri, Michigan and Iowa served more than 400 beers at the Midwest's largest beer festival.

Briess' Penny Pickart traveled to the festival where she visited with brewers, sampled beer and (cautiously) agreed to be a judge for Larry Bell's tattoo contest.

Look for more photos on our website at [www.briess.com](http://www.briess.com).



**(Top photo)** Roffey's Brewing Co. of Holland, Mich., was represented by (left to right) Brian Bowe, Randy Jarzembowski, brewer Mike Bowe and Kelly Elders.



**Kirby Nelsen** of Capital Brewing Co., Middleton, Wis., poses with Penny.

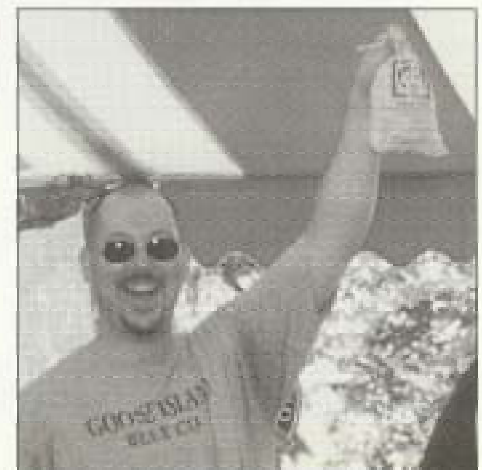


**Stone City Brewing Co.**, Solon, Iowa, Brewer Jeff Allen (left) and Tim Rask.

**(Bottom photo)** Just what is John Hall of Goose Island Brewing Co., Chicago, holding? (Nice catch, John!)



**(Left photo)** Penny stops for a picture with Titledown Brewing Co. reps (left to right) Adam Roberts, Eric Losby, Brent Weycker and Jeremy Jasicki.



**Harbor City Brewing Co.**, Port Washington, Wis., representatives (left to right) Matt Thompson and Dawn and Bob Schuller.



**(Left to right)** Keith Rowett, brewer Aaron Taubman and Serena Kruger, Millstream Brewing Co., Amana, Iowa.



BRIESS MALTING COMPANY  
PO BOX 226  
CHILTON WI 53014-0226

Change Service Requested

PRSR1 STD  
US POSTAGE PAID  
FOND DU LAC, WI  
PERMIT NO. 311

*"Malts that have stood the test of time"*

## A malt a month

It seems we can't say enough about our Victory® and Carapils® Malts in this issue of Brewin' With Briess. Besides related stories on page 2, we've also chosen them as our September and October "Malts of the Month." Any questions call Mary Anne Gruber or Penny Pickart at (920) 849-7711. Cheers!

■ **July**—Briess Carapils® Malt is specially processed to make it a very

unique malt with a color of 1.3 - 1.5 °L. The endosperm is completely glassy, creating the desirable non-fermentable components which gives it the ability to contribute body (mouthfeel), foam, foam retention, extended beer stability and shelf life without contributing any *flavor notes or significant color*.

Carapils® may be used in all types of beer and may be used with or without other specialty malts. Use 5-20 percent of total grist in a light colored beer; use 2-10 percent of total grist in a dark colored beer.

Carapils® Malt helps assure *pure beer image* for brewers brewing with only

water, malt hops and yeast.

Briess Carapils® Malt is available in 6-Row, 2-Row or as an organic malt.

■ **August**—Our Victory® Malt, 20 - 30 °L, is a fully malted product which receives additional processing. It is designed to contribute a warm, toasted, nutty flavor to beer. Depending upon other specialty malts in the grist, Victory® Malt can also contribute bread or breadcrumb flavor notes. This makes it especially well suited for aromatic beer styles like Scottish or Nut Brown Ales, other dark beer styles, or to add a hint of flavor to an amber or kolsch beer.

## Tips from the techs: Cold water extraction eliminates tannins

Within minutes after adding a highly roasted specialty malt to the boil, color and flavor is leached. Unfortunately, if the boil is too rigorous or long there's also the risk of leaching tannins from the husks of the kernels into your beer—causing an astringent or husky flavor which is undesirable in many styles.

Cold water extraction can eliminate that problem, according to Briess' Technical Services Director Mary Anne Gruber.

"By 'cold' I mean room temperature," Mary Anne explained, "and plan ahead. Start steeping the specialty grain the day before you brew and let it steep overnight—for 12-18 hours."

Steep with sanitized water—enough to cover the grain plus several inches.

After the steep is complete, the extract can be added either at the end of the boil or directly into the fermenter. If added at the end of the boil, the extract and grain can all be added so that the spent grain will be collected with the rest of the trub.

If adding the extract to the fermenter, decant the extract then, if necessary, add some sanitized water to the spent grain and decant again so as not to lose any of the extract that you've steeped.

Mary Anne recommends using a coarse grind if you choose cold water extraction.

Since there is no enzyme activity, "you're not going to achieve much more with a fine grind," she advised. And it's going to be more difficult to remove the spent grain.

"Cold water extraction takes more time," Mary Anne continued. "But it achieves more flavor from a highly roasted malt."

Highly roasted specialty malts domestically produced by Briess Malting Co. include: Caramel Malts, Victory®, Special Roast, Chocolate, Dark Chocolate, Extra Special, and Black Malt. We also make Roasted Barley and Black Barley.