

Brewin' with Briess

MAY-JUNE 2001

VOLUME 6, ISSUE 3



Saddened at our loss



Roger C. Briess
FEBRUARY 11, 1937 -
APRIL 25, 2001

Briess Malting Company President Roger C. Briess died unexpectedly on Wednesday, April 25, while attending the District Caribbean MBAA Convention in Curacao, Netherlands Antilles. Turn to page 3.

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 920 849 7711. www.briess.com

Not all roasted barleys are created equal

Roasted Barley, Black Barley each contributes its own unique characteristics

The attention of the maltster is concentrated on time and temperature when it comes to producing Roasted Barley and Black Barley. That's because both products bypass the malting process, with raw barley going directly into the roaster where it is heated almost to the point of combustion.

The result is barley lacking in enzymes but packed full of unique flavors needed to produce porter and stout beers.

Briess Roasted Barley

The length of time and intensity of the heat determine whether the barley becomes what we call a Roasted Barley or a Black Barley.

Briess Roasted barley is dark brown in color (275-325 °L) and provides a sweet, grainy, coffee-like flavor. Red to deep brown color is achieved with Briess Roasted Barley, depending upon the amount used.

For porter and stout, you may want to use 3-7 percent to achieve a coffee-like flavor. Use lesser amounts, perhaps 2-5 percent of the total grist, in your nut brown ale.

Briess Black Barley

Our Black Barley is just that—black. Roasted longer and at a higher temperature

See 'Roasted,' page 2

Price increase implemented on May 1

Last month we sent adjusted price lists to our customers. The new pricing went into effect on May 1, except for orders already placed when the price increase was announced.

Several factors played a role in this increase, especially escalating energy costs that we are all having to deal with at all levels in our professional and personal lives.

We are deeply concerned about the impact these increases will have upon your brewing operation, and want to remind you of services we offer that effect the cost of your malt purchases.

2% discount for prepayment

Any customer whose account is in good standing can realize a 2 percent discount for prepayment on all malt

shipments. To take advantage of this Briess program, just let your customer service representative know you plan on prepaying

See 'Savings,' page 2

We offer these services to help reduce your malt costs:

- 2% discount for prepayment
- Mini-Bulk
- Bi-Load

Call us to learn more about these, or with questions, concerns or suggestions on how we can better serve you.

We'll supply the tabletents, you supply the American-made beer

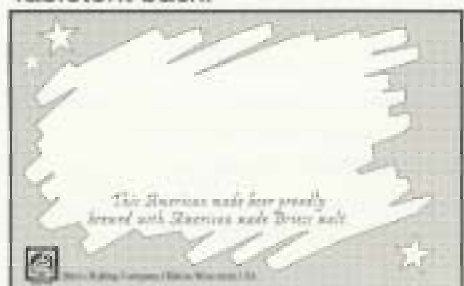
For the second year in a row we're supporting American Beer Month (July) by offering free tabletents which can be used to promote your American-Made Beer at your brewpub or establishments that serve your beer. Folded in half, the tent measures eight inches high by five inches wide. It's colorful, features the American Beer Month logo, and on the back there's room to write the name of your beer above the phrase "This American made beer proudly brewed with American made Briess malt." We removed the "100 percent Briess malt" used on last year's tabletent to open it up to any beer you brew that has Briess malt in its grain bill.

We are very proud of being the leading producer of American made specialty malts, and are offering these tabletents free of charge to our customers so you can help promote your American brewed beer. Call your customer service rep at (800) 657-0806 (Kris at ext. 171 or

Tabletent front:



Tabletent back:



Connie at Ext. 135) to let us know the quantities you need.

Savings (from page one)

at the time you place your order. She will call you back with the exact dollar amount of your order. Your check must be received by Briess before the order ships. To facilitate this, we have a unique Check Faxing Program that saves you time and overnight delivery charges. For more information call (800) 657-0806 and talk to your customer service representative (Kris at ext. 171 or Connie at ext. 135), your technical services representative (Penny Pickart at ext. 145), or our credit department (Kris Vogel at ext. 111).

Briess Mini Bulk (Super Sacks)

You can realize bulk rate savings, even when purchasing in lots of 1,000 to 2,000 pounds, with the Briess Mini Bulk or Super Sack Program. In addition to bulk rates, Mini Bulk eliminates handling many small bags which can save in labor costs (and strained backs!).

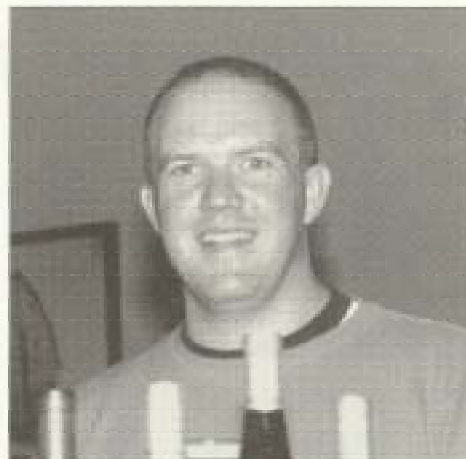
We will also custom pre-blend at exact batch weights for single brews which can save labors costs. Again, call us for more information on this program, and to learn more about Mini Bulk unloading systems.

Bi-Loads

We will work with you and other customers in your area to ship your malt as a bi-load. This can reduce your freight costs.

Call us with questions, ideas

Please call us with your questions and concerns. Also, we're always anxious to work with you regarding ways we can be your malt supplier at the most reasonable rates possible. If you have ideas or suggestions on how we can better serve you and possibly save you money on malt purchases, give us a call at (920) 849-7711.



Congratulations to Tom Nickel, franchise brewer for Stuff Pizza & Brewing Company, San Diego, California, who won a one year's supply of Briess malted milk balls at the recent IBS Craft Brewers Conference in Portland, Oregon. Tom's business card was drawn to make him the recipient of one bag of malted milk balls each month for 12 months. Tom also attended the Briess hospitality on Tuesday, April 3, at McMenamin's Edgefield just prior to the start of the conference. Thanks for joining us there, Tom!

Roasted (from page one)

than our Roasted Barley, Briess Black Barley is very dark in color (475-525 °L).

The most important difference between Briess Black Barley and Briess Black Malt is the dry, sharp, almost acrid flavor that Black Barley provides and which is desirable in some stouts and porters.

Because of this characteristic, it's important to remember that Briess Black Barley and Briess Roasted Barley are not interchangeable. Use in combination, if necessary, to achieve the desired color.

Call our technical services department at (920) 849-7711 to learn more about our Roasted Barley and Black Barley, and to get specs and samples of one or both.

We'd also be more than willing to offer suggestions regarding substituting our Roasted Barley and/or Black Barley in your existing recipes.

Beer museum to display

Roger had recently been active with the newly-formed Museum of Beer and Brewing, a not-for-profit corporation

See 'Museum,' page 3

Memorial service scheduled for May 19

Since the unexpected death of our company president Roger C. Briess on Wednesday, April 25, 2001, there has been an outpouring of sympathy and concern from all corners of the brewing industry to his family and all of us here at Briess Malting Company.

Roger devoted his life to the crafts he cherished—malting and brewing—and was an untiring supporter of the American craft brewing movement and leader here at Briess Malting Company.

We shall all miss him.

A private family funeral was held in New York City. A memorial service will be held at 4 p.m. on Saturday, May 19, at the Wieting Funeral Home, 411 West Main Street, Chilton, Wisconsin. The family and company officials will be at the funeral home to receive visitors from 2-4 p.m. prior to the Memorial Service. Following the service there will be a buffet social from 5:30-8 p.m. at Hickory Hills Country Club, W3095 Hickory Hills Road, Chilton. Call us at (920) 849-7711 for driving directions and motel information.

In lieu of flowers, the family has requested that those wishing to make a contribution in memory of Roger please donate to: PowerFlour Action Network, PO Box 226, Chilton, WI 53014, "In Memory of Roger C. Briess."

PFAN is a 501(c)(3) organization that Roger supported at both a personal and business level. It is devoted to improving infant nutrition in developing countries through the use of "PowerFlour," a malted barley flour that turns starchy foods into liquid for weaning babies. Visit www.powerflour.org for more info.

Museum

(from page one)
affiliated with the Wisconsin State Historical Society.

The group will have a display at the Wisconsin Micro-Brewers Beer Fest on Sunday, May 20, from 1-6 p.m. in Chilton, Wisconsin. The beer fest is hosted by Rowland's Calumet Brewing Co., Chilton. No tickets are sold at the door. Call Rowland's at (920) 849-2534 for tickets. Tickets must be picked up at Rowland's on or before May 19.

For more about the Beer Museum call Gary Luther at (262) 966-7567 or Jerry Hilton at (262) 781-6100.



Roger C. Briess and our crew from Briess Malting Company attended the 2001 Craft Brewers Conference and BrewExpo in Portland, Oregon, last month. Pictured with Roger are (from left) Penny Pickart, Mary Anne Gruber and Credit Manager Kris Vogel.



We'd like to extend our appreciation to the whole crew at McMenamin's Edgefield which hosted the Briess Hospitality on April 3, prior to the start of the 2001 IBS Craft Brewers Conference in Portland, Oregon. The food and beer were excellent, and tours of the distillery, winery and brewery were great. (Above) Jason McCullough guided the brewery tour. Thanks to head brewer Keith Mackie who helped organize the event, and everyone who attended. We especially enjoyed Chilton Pils which was brewed by the McMenamin's Edgefield brewers just for this event using our new Pilsen Malt.



Wolfram Koehler of Crescent City Brewhouse in New Orleans shares a laugh with Mary Anne Gruber at the 2001 CBC in Portland, Oregon.



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"Malts that have stood the test of time"

A malt a month

Higher kilning used in the production of munich-style malts gives this unique family of malts darker color and maltier flavor than highly modified base malts, yet with enough enzyme action to be used as a base malt— up to 100 percent of the grist bill.

Here at Briess we domestically produce several munich-style malts. When used as a base malt, expect a very pronounced malty, grainy flavor. Because of lower diastatic power, use no more than 15 percent adjuncts when using Munich 10L

and 20L as a base malt.

When used as a specialty malt, munich malt can improve color, malty flavor and complexity of many beer styles.

Call our technical services staff at (920) 849-7711 for more applications of our munich-style malt, specs or samples.

May—Briess **Munich 10L** and **Munich 20L** both can produce a modest color increase toward the golden to orange hues, depending upon the amount used. For bock and dark beers, use 10-30 percent of Munich 10L, or 5-7 percent of Munich 20L, to provide a robust, malty, grainy flavor. For amber beer, use 5-15 percent Munich 10L along with 3-10 percent Caramel Malt to round out flavor, and add color and body. For brown ales,

use 5-15 percent of Munich 20L.

June—**Ashburne® Mild Malt** and **Bonlander® Munich Malt** are 2-Row malts, both of which can provide a significant color increase in the rich golden to orange hues. With a higher diastatic power, Ashburne makes a successful base malt that will support the use of adjuncts in limited quantities. Ashburne can provide complexity and character to many styles, and is used in many English, Irish and Scottish style ales. Use up to 90 percent of Bonlander for a traditional bock beer. It has a sweeter, less grainy flavor than 6-Row, but also adds a malty flavor without adding non-fermentables or affecting foam stability and body.

Tips from the techs: One phone call can fill all your grain needs

Ordering all the malt and adjuncts you need for your brews is easy when ordering from Briess. We domestically produce more than 30 base, pale and specialty malts, as well as pregelatinized flakes and torrefied grains. We can also supply you with rice hulls and we make our own natural malt extract that can be used as coloring in both liquid and dry forms.

If you would like a current list of our extensive product line, call us at (920) 849-7711. Or log onto www.briess.com

and go to our "products" page.

When storing your malt and grains, keep these recommendations in mind:

- 1) Keep malt storage separate from working areas such as the brewhouse and kitchen to avoid excessive humidity, heat, odors, traffic, etc.
- 2) Do not store in a damp basement or hot attic. This is especially important with preground malts.
- 3) Select an area with smooth floors and walls which are easily cleaned by

sweeping or vacuuming.

- 4) Have tight fitting doors and windows with screens to keep out rodents, flying insects and birds.
- 5) The outside perimeter of your storage area should be well-sealed and all vegetation removed within three feet of the building. Correct any defects in floors and walls.
- 6) Stack malt pallets two high at a maximum. Never double stack pallets of Briess flakes because they are fragile.