

# BREWING WITH BRIESS

Volume 7, Issue 4

Availability | Selection | Consistency

July-August 2002

## Inside

### Page 2

Our salute to American Beer Month

### Page 2

Munich Malt has 'malt-iple' applications

### Page 3

Our caramel malts are roasted for superior finished beers

### Page 4

Proper malt handling, storage helps keep malt dry, fresh



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## Briess welcomes Gordon Lane as President/COO

### Carl Siebert assumes role as Vice Chairman of the Board

Employees at Briess Industries, Inc. rolled out the welcome carpet recently when Gordon Lane

was named president/chief operating officer of Briess Industries, Inc., succeeding veteran employee Carl Siebert. Siebert's career spanned 38 years during which time he rose from accountant to general manager to president. Carl's experience and knowledge will now be



Carl Siebert

drawn upon in his role as Vice Chairman of the Board, where he will be involved in corporate planning and business development.

"Gordon has a broad business background in the beverage, food and agricultural industries,"



Gordon Lane

said Monica Briess.

"He has been involved in operations, sales and research and development, and we are pleased to have him as part of the Briess Team."

To make the transition as smooth as possible,

*Continued on page three*

## Our new CBW® Pilsen Light extract is the lightest on the market

With the growing demand for light colored, mild malty craft beers, Briess Malting Company is excited to add a new, light extract to our CBW® line: Pilsen Light.

This is one light extract. Initial productions of it at our new extract plant here in Chilton resulted in an extract with a 21 °Lovibond. Extract brewing supervisor Bob Hansen said he anticipates that becoming lighter after more productions have been made.

Like our other Concentrated Brewers Worts™, Pilsen Light has 80 percent solids and is a pure malt extract. All of our pure malt extracts are sold in five-gallon pails, 15-gallon carboys, 55-gallon drums, 3,000-pound plastic totes and bulk.

*Continued on page two*

## More time for fishin'

Mary Anne Gruber has made more time for one of her favorite pastimes these days—fishing—as she enters semi-retirement.

Mary Anne started with the Chilton Malting Company in 1961 and has played a key role in growing the company into North America's leading producer of specialty malts. Mary Anne is working reduced office hours. If you need assistance on a day she's out of the office, Penny Pickart will gladly help you.



Mary Anne Gruber

# Munich Malt: Not just for Oktoberfest beer anymore

Munich Malt is a standard ingredient in many Oktoberfest beers and has such a wonderful, malty flavor that it lends itself to being a part of virtually every beer you brew—lager or ale.

Munich Malts are more highly kilned than standard brewers malts to develop rich, intense malty flavor notes. That process also develops some nice color notes, as well.

Here at Briess Malting Company we have invested considerable time and research into developing four varieties of Munich Malts: two from 2-Row barley and two from 6-Row barley.

Bonlander® Munich Malt and Aromatic Malt are our 2-Row munich malts, while our 6-Row varieties are descriptively named Munich 10L and Munich 20L.

## Bonlander Munich Malt

In 1997 we introduced our unique Bonlander Munich Malt, a munich malt that's also a base malt. With a Diastatic Power of 30-50, Bonlander can be used up to 90 percent as a base malt. It performs exceptionally well in Oktoberfest, marzen, and traditional bock beers.

Its color range is 8-10 °Lovibond, so it can provide a significant color increase toward the golden-orange hues. That has made it a popular malt for brewers making amber beers with distinct malty flavor notes.

And while it has been highly kilned and imparts rich malty notes, Bonlander has a smooth sweet flavor that makes it a truly unique malt. Brewers have taken advantage of this uniqueness and used Bonlander in smaller amounts, along with a standard brewers malt and other specialty malts to develop distinctive flavor and colors in their finished beers.

What styles to try it in? Use your creativity! You might want to begin with a red lager or perhaps a brown ale. The smooth, sweet, malty flavor of this malt gives you unlimited possibilities.

## Aromatic Malt

Introduced last November along with Caramel Vienne 20L, Caramel Munich 60L, and Special Briess®, Aromatic Malt is highly kilned but it has limited enzymatic power (a DP of 10-20), so you will want to use this as a specialty malt or up to 50 percent when used with a standard brewers malt or Briess Pilsen Malt.

It's darker than Bonlander, with a color range of 17-23 °L, so it will impart rich, amber color notes to the finished beer along with a more intense malty flavor and aroma.

This 2-Row munich malt can be used in any beer style that needs a slight to intense maltiness. Use as little as 2 percent in a lager for malty characteristics, or as much as 50 percent for an intense malty flavor.

Again, Aromatic Malt is a great choice when brewing a German style lager, but like its more enzymatic powerful counterpart, Bonlander, Aromatic Malt has almost unlimited applications. Use it to add a touch of maltiness to that light lager you're brewing, or use it in a Scottish Ale as part of the base malt.

## Munich 10L and 20L

Many brewers continue to prefer using 6-row munich malts for their traditional beer styles. Both of our 6-row munich malts offer a limited amount of enzymatic power so they can be used as part of the base malt, or as specialty malts. Their color contributions mimic their 2-Row counterparts, Bonlander and Aromatic, so you can expect light golden to intense deep orange hues.

Tabletent front:



Tabletent back:



Promote American Beer Month with these table tents that say, "This American made beer proudly brewed with American-made Briess malt."

## Celebrate! July is American Beer Month

American Beer Month is being celebrated and promoted during the month of July by many micros and brewpubs throughout the U.S.A.

While the month is well underway, we still have some American Beer Month table tents left. It's not too late to call and ask us to send you some for your brewpub or outlets. There are a limited number, so we'll send them out until they're gone. When folded, each one measures 7-1/2 inches wide by 5 inches tall.

The back of the tent reads, "This American made beer proudly brewed with American made Briess Malt" and includes a place to write the name of the beer. Customers can call and ask for the table tents. Quantities are limited.

## CBW Pilsen Extract continued. . . . . from page one

CBW Pilsen Malt expands our current line of CBW pure malt extracts to five. It's the lightest colored extract we make, and the lightest colored extract now available on the market. Also in our CBW line is Brewers Gold, Bavarian Weizen,

Sparkling Amber, Traditional Dark and Porter.

Besides making great beer, our pure malt extracts can be used to propagate yeast or to increase gravity (more on that in the next issue of *Brewin' With Briess*).

Visit our website at [www.briess.com](http://www.briess.com).

## Pix from the Wisconsin Craft-Brewers Beer Festival



Briess extract brewing supervisor Bob Hansen (left) and Bob Fix, brewer at Water Street Brewing Company of Milwaukee, share a pint at the Water Street table.



Randy Cruse of Randy's Fun Hunters in Whitewater and Art Lies of Nicolet Brewing Company in Florence dutifully pose for a picture.



Briess Malting Company maltster Dave Kuske (right) samples a pilsener beer served by Eric Bruseswitz, brewer at Great Dane Brewing Company, Madison, Wisconsin, at the recent Wisconsin Craft-Brewers Beer Festival in Chilton, Wisconsin. The 11th annual festival, hosted by Bob and Bonita Rowland of Calumet Brewing Company, Chilton, featured more than 85 beers from 22 Wisconsin breweries. More than 2,200 people attended the one-day event. For more pictures visit the Briess website at [www.briess.com](http://www.briess.com) and go to the photo gallery.

## President/Chief Operating Officer . . . . . from page one

Carl is working one-on-one with Gordon before assuming his role on the board.

Gordon is a graduate of the University of Wisconsin-Madison with a Bachelor of Science Degree in Food Science. He further studied at the Keller Graduate School of Management in Milwaukee, where he received an MBA.

"Briess has a reputation for quality and innovation as a manufacturer and supplier to the brewing industry," Gordon said. "I'm impressed with this reputation, and with its unique line of products. Our goal has to be to maintain that level of quality, while continuing to supply new and innovative products and services in the future.

"No other malting company in North America makes the variety of specialty malts that we do. We're also the only vertically integrated malting company in North America, making pure malt extracts from our own malt. That makes us very unique. It's a position that the late Roger Briess envisioned and worked toward, as evidenced by the commissioning of our new Irish Road Extract Plant earlier this year. And it's a position that the Briess family is

*"Our goal has to be to maintain that level of quality, while continuing to supply new and innovative products and services in the future."*

committed to continue.

"I'm excited to join this organization. We have an experienced, exceptionally knowledgeable and committed staff and well maintained and equipped plants. Add to that our new extract plant, and I believe we will continue being a valued partner with our brewing customers."

Gordon and his wife, Jean, have three children; a junior in college, a senior in high school, and a seventh grader.

A native of Wisconsin, Gordon enjoys the outdoors—biking, golfing, fishing and hunting. We invite you to welcome Gordon to Briess Industries. Call him at (920) 849-7711, or e-mail him at [gordon.lane@briess.com](mailto:gordon.lane@briess.com).

Gordon will be joining the Briess team at industry events whenever possible. He plans on traveling to the GABF this fall where he looks forward to sharing a pint or two with our customers and friends.

## *Our roasted caramel malts offer varying degrees of color, flavor*

There's a reason we roast our caramel malts here at Briess Malting Company: that's how to get the fullest, most consistently flavored and colored caramel malts. In addition, that's how to fully develop the glassy endosperm which is characteristic of a true caramel malt. And it's the glassy endosperm that creates the desirable non-fermentable components giving true caramel malt the ability to contribute body, foam, and foam retention.

Since we have multiple roasting operations, we can produce a wide variety of caramel malts. In fact, we offer 14 standard caramel malts ranging in color from 10 to 120 °Lovibond, in both 2-Row and 6-Row. Each has unique flavor and color characteristics ranging from very mildly sweet caramel flavor and color to extremely pronounced caramel flavor and deep red color.

Or try our new Caramel Vienne 20L or Caramel Munich 60L which contribute both malt and sweet caramel flavors and its own unique flavor.



Availability | Selection | Consistency

## A malt a month

Two of our four styles of Munich Malt are made from 2-Row barley: Aromatic Malt and Bonlander® Munich Malt. We introduced Bonlander in September 1997 and, since then, it has become a popular malt with many brewers. Aromatic, even in its infancy, is fast finding favor with brewers who have tried it. So what's the difference between these two malts? Here's the scivvy to help you decide which malt to use in which beer style.

**July**—Briess **Aromatic Malt** is a more highly kilned malt and, as a result, it offers limited enzymatic power. Use it as a specialty malt or up to 50 percent with a standard brewers malt or other base malt,

like our very light Pilsen Malt (0.9-1.1 °Lovibond) or Briess Pale Ale Malt (3.2-3.8 °L).

Because it has received more kiln time, Aromatic Malt is more highly colored than Bonlander, with a color range of 17-23 °L. It will also contribute a rich, more intense malty flavor and aroma and impart golden colors to the finished beer.

Use as little as 2 percent in a lager, such as Pilsener, to add mild malty flavor notes. Or, use up to 30 or 40 percent to get intensely malty flavor in a bock or Oktoberfest.

Like its fair skinned counterpart, Bonlander Munich Malt, Aromatic is a wonderful malt that can add malty notes to any beer style. Be creative. Try a little in a Blonde Ale or an English-Style Pale Ale for a dash of maltiness.

**August**—At the risk of repeating ourselves, we recommend you try Briess **Bonlander Munich Malt** in any beer you brew. Why? Because, with a DP of 30-50, Bonlander Munich Malt delivers enough enzymatic action to qualify as a base malt. Use up to 90 percent if you're brewing a beer that cries for maltiness—a Doppelbock, Oktoberfest or Altbier. Or, use less along with another base malt and other specialty malts to create a knock-out Munich Helles or Maibock.

Other Bonlander specifications include: moisture of 3.3 +/-0.3 percent, Extract fine grind of 78 percent minimum, Extract fine/coarse difference of 2.5 percent maximum, Alpha Amylase of 42.0-46.0, Total Protein of 11.7 percent maximum, and S/T Protein of 38.0 +/-3.0 percent.

## Tips from the techs: Take time to review your malt handling procedures

Because malt is an expensive ingredient when brewing, it's important to employ good malt handling and storage procedures. These procedures should start the moment your shipment arrives and continue until the malt meets the mash tun.

In a nutshell that involves:

—Designate one person to receive and inspect all shipments.

—Designate a storage area that is separate from work areas (kitchen, brewhouse, cellar, packaging) to avoid excessive humidity, heat, odors, traffic, etc.

—Store malt in an area that is not damp (basement) or hot (attic).

—Select an area with smooth floors and walls for easy cleaning.

—Ensure tight fitting doors and windows to keep out bugs, rodents, etc.

—Remove all vegetation within three feet of the building if the storage area has an outside wall.

—Stack 2 pallets high at a maximum.

—Use first-in, first-out.

—Reseal partially used bags tightly, or put in a sealed pail.

For more complete handling and

storage guidelines, visit our website at [www.briess.com](http://www.briess.com) and go to "Technical Stuff." There click on the "Suggested Good Manufacturing Practices With Regard to Malt."

Got some bags of old malt and don't know if they're still good? The main problem to expect with old malt is it becoming damp and having an off flavor and/or aroma. Perform a check for off flavors and aromas. For base malt, test grind a little. It won't mill properly if it's damp. This is called "slack" malt.

If you're still not sure, call us.