

BREWING WITH BRIESS

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Briess organic malts are certified organic

New national standards aim to regulate, clarify the difference

Here's a short quiz for you.

What's the difference between a food or beer that's labeled "100 percent organic" and one that's labeled "certified organic"?

What does NOP stand for? How about OFPA or NOSB? OTA?

Just what does organic mean, anyway?

If you're having trouble answering these questions, you're probably not alone. While consumer demand has rapidly fueled the growth of the organic industry for the past decade, until now there have been no national standards for growing, manufacturing and labeling "organic" ingredients and finished products.

Rather, growers and manufacturers that have wanted to prove they produce true organic ingredients and finished products have subscribed to independent organic certifying agencies. The agency has standards that members must strictly document they are following, which allows them to use the term "certified organic" on their ingredients and finished products.

How do the malted milk balls get inside those little bags?

Briess malted milk balls are really enjoyed by our customers (we hear reports of hoarding by some brewers, but haven't been able to substantiate that yet). And while you've probably never given any thought about how those (approximately) 55 malted milk balls get inside the plastic bag which is inside the cloth bag which is then tied shut, we think it's a neat story.

It all started more than 35 years ago when a group of parents formed an educational program for their developmentally disabled (DD) children here in Chilton. From their meager beginning with 10 students in the basement of a nursing home, the New Hope Center grew and now occupies two buildings and serves about 175 area individuals. Services range from early childhood intervention to various types of therapy to sheltered and supported employment to day services.

To help pay for those services, the New Hope

All Briess organic malts to be shipped from Chilton

To assure the integrity of our certified organic malts, effective immediately all shipments of Briess organic malts will be made directly from Chilton.

Customers who have been receiving organic malt from one of our warehouses can call our customer service department at Chilton (920) 849-7711 to discuss shipping options.

Since 1990 Briess Industries has been certified organic by the OCIA (Organic Crop Improvement Association). OCIA standards are about the strictest ones you'll find, and are recognized and accepted by almost all other domestic and foreign certifying agencies. When a bag of Briess malt carries the "OCIA" seal, we have a paper trail that verifies it is, indeed, truly organic from field to finished product you receive.

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Jamie doesn't bag up malted milk balls, rather he works at our mill through the New Hope Center's supported employment service.

Center started a sheltered employment packaging and assembly service in 1970.

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Organic. from page one

But standards vary from certifying agency to certifying agency. To help solve this problem, the National Organic Program (NOP), an arm of the U.S. Department of Agriculture, has developed national standards scheduled to go in effect October 21.

Here at Briess we have been studying the standards to assure our compliance with these new laws. Fortunately, OCIA already meets or exceeds NOP standards. So if you are brewing or plan on brewing either a "certified organic" or "organic" beer, you can trust Briess Organics® malts to help you meet NOP standards.

Visit the NOP website, www.ams.usda.gov/nop/, for complete information. Or check with your organic certifying agency. Most certifying agencies also have their own website, like www.ocia.org. There are also other websites chocked with information about organics, like the Organic Trade Association's website, www.ota.com.

NOP labeling standards

The NOP establishes clear standards for what foods and beverages can be labeled as organic. This information is from the NOP website:

1) Products labeled as "100 percent organic" must contain only organically produced ingredients (excluding water and salt). Use of the "USDA Organic" seal is optional. (Independent certifying agencies may still be used, i.e., Briess will continue to be "certified organic" by the OCIA.)

2) Products labeled "organic" must consist of at least 95 percent organically produced ingredients (excluding water and salt). Any remaining ingredients must be on the NOP's national list of allowed substances.

You can order the following certified organic malts as standard items from Briess Malting Company:

Brewers Malt (1.6-2.0)
Munich Malt (8-12)
Carapils® (1.3-1.7)
Caramel Malt 60L
Caramel Malt 120L
Chocolate (325-375)
(all 2-Row)

We can make any malt as "certified organic" as a custom order. Minimum runs apply.

3) Processed products that contain at least 70 percent organic ingredients can use the phrase "made with organic ingredients."

4) Processed products that contain less than 70 percent organic ingredients cannot use the term organic anywhere on the principal display panel.

A little background

The Organic Foods Production Act (OFPA) of 1990, adopted as part of the 1990 Farm Bill, required USDA to develop national standards for organically produced agricultural products. The OFPA required USDA to develop

national organic standards and establish an organic certification program based on recommendations of a 15-member National Organic Standards Board (NOSB). In addition to NOSB recommendations, USDA reviewed state, private and foreign organic certification programs to help formulate the new regulations. The final regulations are similar to most of the standards that organic producers and handlers currently use.

Just what does 'organic' mean?

According to the NOP, organic food is produced by farmers who emphasize the use of renewable resources and the conservation of soil and water to enhance environmental quality for future generations. Organic meat, poultry, eggs, and dairy products come from animals that are given no antibiotics or growth hormones. Organic food is produced without using most conventional pesticides; petroleum-based fertilizers or sewage sludge-based fertilizers; bio-engineering; or ionizing radiation. Before a product can be labeled organic, a government-approved certifier inspects the farm where the food is grown to make sure the farmer is following all the rules necessary to meet USDA organic standards. Companies that handle or process organic food before it gets to your local supermarket or restaurant must be certified, too.

If you are thinking of brewing organic, it's important to learn as much as possible before deciding whether to subscribe to an independent agency. Being certified requires more work and expense but offers increased marketing opportunities. The underlying premise of stewardship of our resources and healthful connotations are, for some, the most convincing argument to be certified organic.

Visit our website, www.briess.com, to see our new, fresh look

For the first time since its launch in 1997, our website will be sporting an entirely new look. The updated website is scheduled to launch in May and we invite you to visit it.

While its appearance will change, the content will remain essentially the same—lots of it! All of the previous

Call your customer service rep to sign up for online ordering

issues of Brewin' With Briess will remain on the site; product information will be available for every product in a

printable pdf format; and fun features like our photo gallery remain intact.

In fact, more content is in the process of being added, particularly technical info.

The online order form remains a strong part of our website and an upgrade to it is in the making.



Bob and Bonita Rowland stand beneath their likenesses in their brewpub mural.

Mural portrays brewer, friends & Briess

Many brewpubs decorate their walls with murals. We're always honored when a customer incorporates the Briess logo or some other Briess identifier in their mural to represent their malt supplier. Most recently we didn't have to go far to see a mural that includes our malt bags. Bob and Bonita Rowland's Calumet Brewing Company is right up the street from Briess Malting Company here in Chilton. Over the holiday season they had a local artist paint the mural which stretches the length of the bar and includes caricatures of themselves, the people in their lives and a few bags of malt.

Bob Rowland turned their tavern into a brewpub more than 10 years ago. He brews with 100 percent Briess malt and last year expanded capacity with a second brewery. At last count, his beer is on tap in 27 area establishments.

We thank Bob and Bonita for including Briess in their mural and wish them continued success.

The artwork was painted by Chilton native James Berany who teaches art at the University of Wisconsin-Milwaukee. James has history with Calumet Brewing Company. He designed and painted the brewery's logo and outside signs when it first opened.

Summer beers need great base malts

Brewing those light beers of summer means using lots of base malt in your grist bill. For consistency, high yield and fresh product we suggest you start with Briess 6-Row, 2-Row Brewers Malt or Pilsen Malt.

But if you want to bump up the malty flavor of the finished brew, try Vienna (3.0-3.6) Pale Ale (3.2-3.8), or Bonlander® Munich (8-12).

Pilsen and Bonlander are made from 2-Row while Vienna is a 6-Row malt.

Vienna Malt is darker and its malty flavor balances nicely in higher hopped, fuller-bodied beers. It has plenty of enzymes to support the addition of specialty malts if you want to make, say, an amber or red beer.

Our Pale Ale Malt, meanwhile, lends itself particularly well to English style ales like IPA and ESB, and bitter beers. It has a more pronounced malt flavor than 2-Row Brewers Malt, and will add golden hues to the beer.

Bonlander has a smooth, sweet flavor and provides a significant color increase toward the golden-orange hues.

And the winner is...

Congrats to Al Bunde, brewmaster, Stout Bros. Public House, Milwaukee, who won a year's supply of Briess Malted Milk Balls at the CBC BrewExpo trade show.



IBS Craft Brewer Conference goes gathered at Great Lakes Brewing Company in Cleveland, Ohio, on April 11 for the official Welcoming Reception. Briess Malting Company was proud to host the event. Craig Briess and Monica Briess (nearest to the camera) were among the huge crowd that enjoyed Great Lakes' exceptional hospitality. Thanks to all attended and who stopped to chat with us at the reception or on the trade show floor.

(Photo courtesy Bob Poolino)

Packaging malted milk balls. from page one

New Hope's packaging service employs 35 to 60 able- and disable-bodied people at any one time, depending upon the contracts it is working on. They perform a wide variety of hand packaging and assembly, plus do quite a few machinery-assisted jobs as well. For example, one job they did was to put all the screws needed to fasten rain gutters onto houses into little plastic bags that were sold with

the gutters.

Oh, and their director asked us to mention that they gladly take contracts from out of this area. In fact, they perform fulfillment services for a gourmet dog treat company out of Virginia. If you're interested in talking contracts with them call director Dan Witt at (920) 849-9351 and tell them Briess sent you!



Availability | Selection | Consistency

A malt a month

Brewing those crisp, light beers of summer means relying upon large amounts of base malt to make the perfect mash. Because all of our malts are produced right here in America's Heartland by experienced maltsters, we think our base malts are the freshest, highest quality and best flavored base malts available. In addition to our 6-Row and 2-Row Brewers Malts, we also make a great light Pilsen Malt (0.9-1.2), and both White Wheat Malt (1.8-2.8) and Red Wheat Malt (2.0-2.4). Call us for samples. In the meantime, here's a little more about our basic brewers malts.

May—Briess 6-Row Brewers Malt

is made from only the highest quality graded AMBA/BMBRI recommended 6-Row varieties. While 2-Row Malt offers a slightly higher yield than 6-Row, there are many excellent applications for 6-Row malt. It is less expensive than 2-Row Brewers Malt, and 6-Row malt has a slightly thicker husk which allows for easier lautering and a quicker run-off. That makes it a nice base malt for those light wheat beers you're brewing.

Briess 6-Row Brewers Malt has a moisture of 4.0 +/-0.3, Extract *fg*, d.b. of 78 percent minimum, and Extract coarse/fine diff. of 1.8 maximum.

Its color range is 1.6-2.0 °Lovibond, and Diastatic Power is 130-150. Alpha Amylase runs 42.0-46.0, with total protein of 13.5 maximum for the current crop. S/T Protein is 42 +/-2.0 Percent.

June—Our 2-Row Brewers Malt offers a slightly higher extract than 6-Row Brewers Malt, and tends to give a tad smoother flavor than 6-Row as well. The current crop has resulted in malt with Total Protein of 11.7% maximum, with S/T Protein of 42.0 +/-2.0.

The color range of our 2-Row Brewers Malt is 1.6-2.0 °L, about the same as our 6-Row, but its extract is higher: Extract *fg*, d.b. of 80.5 percent minimum and Extract coarse/fine diff. of 1.8 percent maximum. Diastatic Power is 110-130, sufficient to support high percentages of specialty malts and adjuncts without altering brewhouse procedures. So you can also make some refreshing reds and ambers to compliment your summer offering of wheat, pilsner and other light beers.

Tips from the techs: Expect different results when milling different base malts

The very processes that give different base malts their unique flavor and color characteristics may also result in differences in the grist after milling.

First, the level of modification is related to the amount of degradation to the starch/proteins. Therefore a highly modified malt such as Pale Ale may be more likely to produce flour when it is milled. A low modified malt will not mill as fine as a 2-Row or Pale Ale. Normally, the finer the grist the higher the extract but the increased chance of lautering problems.

Second, Pale Ale and Munich malts

tend to be lower in moisture content. This is because they receive much more aggressive, but specifically timed, kiln cycles in order to produce their characteristic colors and flavors while preserving the correct amount of enzymatic activity. This allows the brewer to use these malts in higher quantity, even as base malts, without experiencing conversion or lautering issues.

However, flouring may be more apparent when these malts are used in high percentages. To optimize brewhouse performance and efficiency, you may try setting your mill for a slightly more

coarse grind. Try a visual comparison of a Pale Ale or Munich grist to a standard base malt grist when using them as a base. The payback is achieving the desired rich maltiness, biscuit and body characteristic of many beer styles.

If you do not want to change your mill settings, you can leave the milling to us. All Briess base malts are available in three grinds—regular, slightly coarse and coarse. We've already changed mill settings and test brewed to determine the best grind for each of our malts.

Call us at (920) 849-7711 for more information on Briess preground malts.