

Brewin' With Briess



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Congratulations, Steve

Congratulations to Steve Dresler, brewmaster at Sierra Nevada Brewing Company, who won a year's supply of malted milk balls from Briess at the CBC. He's pictured here with Rick Young, Briess' Vice President of Sales & Marketing, at the at the CBC Welcoming Reception which Briess and Hop Union sponsored.



New four-page product information flyer available

Information about Briess malts and malt extracts for brewing are now available in a handy, four-page flyer. For a copy, call our customer service department at 920.849.7711. The flyer is also available in a printable .pdf format on our website, www.briess.com. The flyer lists all Briess malts and grain ingredients for brewing along with typical analyses and a flavor and aroma description for each malt.



Brewin' organic beer

Many brewers stopped by our booth at the CBC BrewExpo in San Diego to sample organic beer brewed by Fish Brewing Company. After tasting these excellent brews, many brewers had questions. What's involved in brewing organic beer? How much more does it cost to brew organic beer? Aren't there limited organic malts available for brewing craft beers?



These are all good questions and shows the growing interest in brewing organic beer. And for good reason. The U.S. organic foods industry grew 20.4% to reach \$10.38 billion in consumer sales in 2003. Organic nondairy beverages (soft drinks, wine and beer)

represent 15%, or \$1.6 billion, of that. Unfortunately there are no sales figures for organic beer only in this study, which was researched and produced for the Organic Trade Association by Nutrition Business Journal. But a forecast from the OTA anticipates an annual average growth rate of 18% for organic foods from 2004-2008, with a projected 19% growth rate for the nondairy beverages category.

But market is not always the sole reason manufacturers produce organic. A growing number of companies produce organic because of their commitment to the world we live in. Sustainable agriculture, the environment, health and wholesome lifestyle choices are core values of many companies today.

It is important to arm yourself with as much information as possible before entering the world of organics. Market, cost of ingredients, and additional time and cost associated with the organic process should be considered and understood.

USDA certified organic malts we make are: Brewers Malt, Munich Malt 10L, Carapils® Malt, Caramel Malt 60L, Caramel Malt 120L, Chocolate Malt, and organic liquid malt extract.

Briess has been producing certified organic malt for brewing since 1990. Call us at 920.849.7711 if you are thinking of brewing organic beer. We can help you better understand the process and answer many questions you may have.

We served three styles of USDA Certified Organic beers produced by Fish Brewing Company, Olympia, at the CBC BrewExpo in San Diego. Organic malts taste the same and perform the same in the brewhouse as their conventional counterparts. Fish Tale Organic India Pale Ale and Fish Tale Organic Amber Ale took the gold and silver medals, respectively, in the "Organic International Ales" category of The Brewing Industry International Awards this year. Congratulations to brewmaster Marty Bill on this accomplishment

Briess joins Organic Trade Association

Briess has joined the Organic Trade Association. The OTA is a membership-based business association for the organic industry in North America. For more information about the OTA, visit its website at www.ota.com.

Brad Rush, Briess' Manager of Quality, Health, Safety and Environmental, oversees Briess' organic program.



Brewin' With Briess is published by Briess Malt & Ingredients Company for customers and friends in the brewing and beer-related industries. Have a malt- or brewin-related topic you'd like addressed in Brewin' With Briess? Send questions and address changes to:



Brewin' With Briess
Briess Malt & Ingredients Co.
PO Box 229
Chilton, WI 53014

Meet the Briess technical and support team...

If you haven't met our technical and support team in person, now you'll be able to put a face with the voice that you're talking with on the phone!

Food Scientist/Fermentation

Gordon Lane
President/COO
Joined Briess June 2002

Education:

Bachelor of Science Degree in Food Science from the University of Wisconsin-Madison. MBA from the Keller Graduate School of Management in Milwaukee.

Experience:

Broad background in the beverage, food and agricultural industries, including operations, sales, and research and development.



Chemist/Malting Operations

David Kuske
Director of Malting Operations
Joined Briess April 1995

Education:

Bachelor of Science Degree in Biological Sciences with a Minor in Chemistry from the University of Wisconsin-Parkside, Kenosha, Wisconsin.

Experience:

David has 16 years of experience in the malting industry including lab methods and operations, malting R&D and new product development, malt and beer sensory evaluation, barley purchasing, and malting process management. Prior to joining Briess, David held positions as laboratory manager and production supervisor with Ladish Malt in Jefferson, Wisconsin.



Agronomist/Malting Operations

Jim Goking
Chilton Malthouse
Production Supervisor
Joined Briess January 2004

Education:

Bachelor of Science Degree in Agronomy with a Minor in Biology from the University of Wisconsin-Platteville.

Experience:

Strong malting background including experience in operations, plant sanitation, energy conservation, automated process improvement, and purchasing and quality control. Prior to joining Briess, Jim was quality control supervisor and malthouse manager with Cargill's malting operation in Sheboygan, Wisconsin.



Brewer/Quality, Technical Support

Brad Rush
Manager of Quality, Health,
Safety and Environmental
Joined Briess August 2002

Education:

Bachelor of Science Degree in Environmental Analysis from Carroll College in Waukesha, Wisconsin, and Certificate in Quality Engineering from the Milwaukee School of Engineering. Brad has also studied with the American Brewers Guild and Institute of Brewing.

Experience:

Strong background in brewing, research and operations at Jacob Leinenkugel Brewing Company and Miller Brewing Company. His experience includes hands-on quality analysis with an emphasis in sensory evaluation.



Sales/Food Scientist, Technical Support

Robert Widmaier, Ph.D.
Key Account Manager
Joined Briess April 2003

Education:

Bachelor of Science Degree in Biochemistry from East Carolina University, Ph.D. in Pharmaceutical Chemistry and Natural Products from Purdue University.

Experience:

Bob held technical and managerial positions in several malting companies prior to working as Chief Technology Officer for 11 years for a manufacturer of specialty carbohydrate products where he was responsible for all R&D activities. Prior to joining Briess, Bob operated his own technology management consulting business for 4 years.

Contact information:

bob.widmaier@briess.com



Sales/Technical Support

Rick Young
Vice President of
Sales and Marketing
Joined Briess November 2002

Education:

Bachelor of Science Degree in Speech/Theater from the University of Illinois and Master's Degree in communications from Northeastern Illinois University.

Experience:

Sales, marketing and management positions in food manufacturing companies including ConAgra, the Keebler Company, Newly Weds Foods and Ocean Spray Cranberries. Contact information: rick.young@briess.com



Chemist, Brewer/R&D, Technical Support

Bob Hansen
Manager, Technical Services
Joined Briess May 2001

Education:

Bachelor of Science Degree with a double major in Biochemistry and Applied Math and Physics from the University of Wisconsin-Milwaukee. Attended Siebel Institute courses.

Experience:

Prior to joining Briess, Bob operated a brewing consultant business, and was a brewer and consultant for Water Street Brewery, Milwaukee. Since joining Briess, Bob has commissioned the brewhouse in the new Briess Extract Plant, and established a new Pilot Brewery in that facility. In addition to performing extensive R&D work, Bob also provides technical support and recipe formulation assistance to customers.



Sales/Sensory, Technical Support

Penny Pickart
Key Account Manager
Joined Briess Sept. 1996

Education:

Working to complete a Bachelor of Science Degree in Marketing. Attended Siebel Institute brewing course.

Experience:

Penny has more than 16 years of experience in sales and customer service, and works closely with customers in all areas of specialty malts including recipe formulation, troubleshooting brewhouse performance, and evaluating operations to help identify the most effective, cost efficient answers to their malt needs.

Contact information:

penny.pickart@briess.com



Sales/Customer Service

Kris Boll
Customer Service Supervisor
Joined Briess December 1997

Education:

Bachelor of Science Degree in Education from the University of Wisconsin-Oshkosh.

Experience:

Kris supervises the Briess Customer Service Department which is responsible for processing orders and offering personal support and service to Briess customers. Kris and the Customer Service Representatives offer friendly assistance and a recognizable voice-on-the-phone to Briess customers.

Contact information: kris.boll@briess.com



Scenes from San Diego

Congratulations from all of us here at Briess to the Association of Brewers for hosting a fantastic Craft Brewers Conference in San Diego! It was exciting, fun and energizing. We appreciate all of you who were able to attend and participate in the technical sessions and social events. Thanks also to the visitors who stopped by our booth.

We sampled several beers at our booth including organic beers brewed by Fish Brewing Company, Olympia, Washington; SunRye Beer brewed by Redhook Brewing Company, Woodinville, Washington; and Boont Amber Ale brewed by Anderson Valley Brewing Company, Boonville, California.

We're looking forward to seeing you at the CBC in Philadelphia in 2005.



Bob Hansen, Briess' Manager of Technical Services, presented "Applications of Malt Extract in Brewing" during the CBC.

Rice hulls available in both 20# bags and 50# blocks

Briess has added 20# bags of rice hulls to our list of standard products. This is in addition to 50# blocks that have been available.

The 20# bag of rice hulls will replace the 2# bag of Malted Barley Hulls. Due to a change in the manufacturing process that had generated them, Malted Barley Hulls are no longer available.

The 20# bags of rice hulls can be shipped with an order, or sent via Ground UPS in a standard-size shipping box.



Visitors to our CBC BrewExpo booth included Fal Allen (formerly with Anderson Valley Breeding Company), and Anderson Valley Brewing Company's sales manager Mark Cabrera. Picture (left to right) are Penny Pickart, Mark, Fal and Bob Widmaier.



Briess co-sponsored the American Homebrewers Association "On the Road" event which was held the Tuesday evening before the CBC started. Pictured are (left to right) Robert Widmaier, Ph.D., Briess' Key Account Manager; Paul Gatza, AHA President; Charlie Papazian, AOB President; and Michael Jackson, beer writer.

Malt. Great for beer...and pizza crust, too

Many brewpubs successfully incorporate the beer they brew into their restaurant menus by pairing beer with food or cooking with beer. But there's another way to heighten the brewpub experience for your customers: cook with the same ingredients you brew with.

Since many brewpubs make their own pizza, and because pure malt extract is an excellent pizza ingredient, that's a good place to start. Pure malt extract adds flavor as well as sugar for fermentation, and improves dough consistency and crumb characteristics (browning and texture).

Substitute malt extract for the sugar in your recipe. Or try our "Basic Pizza Crust" recipe at the right.

Interested? Call us at 920.849.7711 for samples.

Basic Pizza Crust

4 cups flour (+/-)
2 cups warm water
1 oz yeast (compressed)
1 tablespoon malt extract
2 tablespoons olive oil
1-1/2 teaspoons salt

Mix yeast and water. Add 1/3 of the flour and malt extract and mix together. Let stand until it starts to bubble. Add olive oil and salt and gradually bring in flour and work into smooth bread dough. Knead for ten minutes and then turn in slightly oiled bowl. Let rise until doubled.

Scale and roll out into 12" inch round. Finish as desired and bake in 450 °F oven about 13 minutes.

Brewin' With Briess

Brewin' With Briess is published by Briess Malt & Ingredients Company for our customers and friends in the brewing and beer-related industries. Share your copy. Route to:

Owner _____
Brewer _____
Asst Brewer _____
Purchasing _____
Guy at the Bar _____

Beer Styles/Briess Malt Guide: *Brown Ales*

Brown Ale has become a very popular, almost standard, beer style at many brewpubs and microbreweries across the United States today. Its smoothness, malt character and balance make it a beer enjoyed by many beer drinkers. Three categories—Mild Ale, English-Style Brown Ale and American-Style Brown Ale—are distinguished by unique characteristics yet offer a great deal of room for interpretation because of the wide variety of dark malts that can be used to develop their flavors and colors. So feel free to experiment!

Base Malt:	Usage:	Contribution:
2-Row or Pale Ale plus/or Ashburne® Mild Malt	25-100%	Malty, Sweet Flavor
For Mild Ale:	Usage	Contribution:
Caramel 120	4%	Sweetness
Caramel 60 or	8%	Sweetness
Extra Special Malt or	4%	Woody, Prune Flavor
Black, Dark Chocolate	2-4%	Complex Flavor, Color
or Chocolate		
Brewers Flakes	1-10%	Body, Foam
(Oats, Wheat or Barley)	and/or	
Carapils® Malt	3%	Foam, Body
For English Brown:	Usage:	Contribution:
Caramel 120 or	6%	Sweetness
Caramel 60	12%	Sweetness

Extra Special Malt	4%	Woody, Prune Flavor
alone or in combination with		
Black, Dark Chocolate	2-4%	Complex Flavor, Color
or Chocolate		
Brewers Flakes	1-10%	Body, Foam
Carapils®	3%	Foam, Body
		other sugar or syrups
For American Brown:	Usage:	Contribution:
Combination of lighter		
specialty malts:	10-20%	
Victory®		Biscuity, Nutty
Bonlander®		Smooth Malty, Sweet
Aromatic		Smooth, Intense Malty
Special Roast		Biscuity, Sour, Tangy
Black, Dark Chocolate	5%	Complex Flavor, Color
or Chocolate		
Carapils® Malt	2%	Foam, Body
To develop sweeter notes:		
Lighter Caramel Malts at higher rates		7-10%
To develop biscuity notes:	Victory® Malt	5-10%
For drier, woody, nutty notes:	Extra Special Malt	5%
For dark caramel, raisiny notes:		
Caramel 120 or Extra Special Malt		4%
For maltiness:	Bonlander® Mild or Aromatic Malt	4-8%

Visit www.briess.com for a more detailed, one-page printable .pdf file of this "Beer Styles/Briess Malt Guide".