

## Check this out. We've got a New look, new website

There's something to be said about the cliché, "If it's not broken, don't fix it." That's because some things just seem to withstand the test of time—like the art of **handcrafting specialty malts**.

Which explains why we still handcraft our specialty malts using time-honored recipes and processes. We believe that it takes **small batch sizes** and **sensory** to make quality specialty malts that hit their target flavor and color.

So we decided to give ourselves something of an extreme makeover to better tell our story. A new look. A new website. A redesigned newsletter. And here it is. How do you like it? We think our new tagline says it all:

**The best handcrafted beer starts with  
the finest handcrafted malt.**

So visit our new website, **brewingwithbriess.com**. It's just for brewers. We'll be updating it with news from Briess, articles about malting and brewing, pictures from beer festivals and industry events like the Craft Brewers Conference and more. We're also introducing a "recipes" section on it. Brewers can submit recipes and every month we'll post one...and the brewer receives a bag of Briess malted milk balls. How cool is that?

And, since you're reading it right now, you're seeing firsthand the face lift we've given this **newsletter**. Yeah, it's been awhile since we published one. But look for them regularly like before. We'll feature a malt category and one "Featured Malt" in each issue. This month we're taking a closer look at "Uniquely Briess" malts and Extra Special Malt.

Please email address corrections to [info@briess.com](mailto:info@briess.com). Sign up for **electronic delivery** on our website.



## This one's really all about you

When we designed [www.brewingwithbriess.com](http://www.brewingwithbriess.com) it was truly with you in mind. It's filled with information that brewers are constantly asking for... plus some. Go through the new [www.briess.com](http://www.briess.com) portal or directly to it at [www.brewingwithbriess.com](http://www.brewingwithbriess.com).

## Featured Malt

### Extra Special Malt

#### Complexity sans sweetness.

If there's a malt just aching to become a Doppelbock, this is the one. Extra Special Malt was introduced by Briess in the fall of 1999 and delivers dynamic, complex flavors without sweetness. That makes it perfect for high gravity beers like Doppelbock. Plus a bunch others, including Belgian Ales. It's truly a one-of-a-kind specialty malt which qualifies it for our "Uniquely Briess" category of malts. Read more about it and other "Uniquely Briess" malts inside.

## See you at the CBC

Sounds like you'll get to see lots of colleagues in April if you attend the annual Craft Brewers Conference. A big turnout is expected for the event which returns to the Town & Country Resort in San Diego.

The **location** is hot. Literally. At least it'll feel hot to those of us who have survived The Brutal Winter of 2007-2008. It's also **World Beer Cup** year and the Brewers Association has reported a record number of entries. Then there's the energy generated by continued strong **category growth**. The BA has estimated sales by independent craft brewers up 12% by volume and 16% in dollars for 2007. Craft brewers' share of the beer category is 3.8% of production and 5.9% of retail sales.

At the CBC, Briess and HopUnion will again co-sponsor the **Welcome Reception**. At the BrewExpo, we'll be in **Booth #408** waiting to pour you a beer at the **Briess Beer Station**. We're also involved with the **Karl Strauss Brewing Company** Party on Friday. Can't wait! Hope to see you there!



### Austin rocked...

The legendary Stubb's Bar-B-Q was the perfect location in **Austin, Texas**, for last year's **Welcome Reception**. Co-sponsored by Briess and HopUnion, the outdoor event enjoyed a rare appearance by "The Rolling Boil Blues Band". Band members from left are Craig Hartinger, Merchan du Vin; John Harris, Full Sail Brewery; Wilber Saaz, Oscar Blues and Tom Dalldorf, Celebrator Beer News. Playing but not pictured was Marty Jones, Oscar Blues Brewery. This year the Welcome Reception, which Briess will again co-sponsor with HopUnion, will be held at Stone Brewing Company. Hope to see you there! In the meantime, check out more **pictures** from last year's Welcome Reception at [www.brewingwithbriess.com](http://www.brewingwithbriess.com).

## Market madness

For the sake of a sanity check, we all want to understand why there are shortages and staggering price increases in the malting barley and other small grains markets. Extensive media coverage about the convergence of multiple factors to create the current market condition has provided a glimpse: Increased global beer consumption. Poor crops in parts of the world. Grain usage for bioethanol. Low carryover stocks. But understanding the situation doesn't solve the challenges it presents. That's where we'd like to help.

### Got Malt?

Briess has positioned itself to supply malt without interruption. A proactive sourcing and purchasing program we developed to address the current market condition provides Briess with a constant source of raw malting barley. As a result, we are able to write **Malt Purchasing Contracts** so breweries can be assured of having the malt they need. Call your Division Manager or Briess directly at 920.849.7711 to discuss whether a Malt Purchasing Contract is right for you.

## Going organic

Fads tend to tank. Remember the "low carb craze" and polyester double knit? So call organics a fad and your friends might withhold beer or other sustenance from you.

What started decades ago as a grass roots movement has moved mainstream. In 2006 sales of organic foods and beverages reached almost \$18 billion in the United States. It's experienced annual double-digit growth for the past 10 years. That's predicted to continue for some time.

Sales of **organic beer** is on the rise, too. If you're brewing organic or thinking of brewing organic, give us a call. We've been certified organic since 1990 and can help answer many questions you may have about it. Most important, we can offer Purchasing Contracts of **USDA Certified Organic** malt for the organic beers you brew. Certified organic malts and brewing ingredients we produce include:

- Organic 2-Row Brewers Malt
- Organic Munich Malt 10L
- Organic Carapils® Malt
- Organic Caramel Malt 20L
- Organic Caramel Malt 60L
- Organic Caramel Malt 120L
- Organic Extra Special Malt
- Organic Chocolate Malt
- Organic Roasted Barley



## 'Uniquely Briess' Malts

### Featured Malt Category

That excellent beer you just brewed doesn't fit any defined style, but it's a real hit with your customers. So what do you do? Give it a funky name and be happy for the "all others" category! Making specialty malts is kinda like that. We love to experiment and sometimes the result doesn't exactly fit any category, or it has such a distinctive flavor that it redefines the category. But it's also a hit with brewers. What do we do now?

At Briess we call it a '**Uniquely Briess**' malt. And the list has grown over the years:

**Carapils® Malt**  
**Extra Special Malt**  
**Rye malt**  
**Special Roast Malt**  
**Victory® Malt**

What makes them so unique? In the case of **Rye Malt**, the fact that we make it at all makes it unique. We're one of the few malting companies in the world to do so. For all the other Uniquely Briess malts, it's their distinctive flavor or performance that sets them apart.

**Carapils® Malt** is a **dextrine-style malt** that outperforms every other dextrine-style malt produced. It simply does a better job of developing and retaining foam, enhancing mouthfeel and improving the overall quality of beer. A unique and proprietary recipe develops the characteristics that make Carapils® better. Don't ask us how we make it. We won't tell. Its name is registered with the United States Patent and Trademark Office, so when you purchase Carapils® Malt in the United States you know you're getting the real thing.

**Victory® Malt** is a **biscuit-style malt** with a flavor profile all its own. It has rich toasty/biscuity flavors and smells like you're baking bread when it's in the kettle. But it's the wonderfully nutty flavor that sets it apart. Excellent in Nut Brown Ales!

**Special Roast Malt** takes **biscuit-style malt** to extremes, with toasty/biscuity flavors that delve into the realm of sourdough and tangy. Looking to add some complexity to your Nut Brown Ale? This is a great candidate!

Then there's **Extra Special Malt**. Additional processing develops complex flavors including burnt sugar, woody, prunes and raisins. There's really nothing else like it. Sweetness is eliminated during processing, so it's definitely not a caramel malt. It registers a relatively dark 130° Lovibond and imparts reddish hues to your beer. It delivers both flavor and color to beer.

We mentioned its excellent application in Doppelbock on page one. When we launched the malt in 1999, our staff immediately headed to our pilot brewery with a bag of it. They achieved their desired results in a Doppelbock using 5% Extra Special Malt, 25% Bonlander® Munich Malt, Pale Ale and Carapils® Malts—all 2-Row malts.

It's also excellent in Belgian Ales. Here's a Belgian Ale recipe that incorporates several specialty malts, including Extra Special...

## Abbey On My Way Ale

### Malt:

6 lbs Pilsen Malt  
2 lbs 2-Row Malt  
1 lb Bonlander® Munich Malt  
1 lb **Extra Special Malt**  
1 lb Special Roast Malt  
4 oz Carapils® Malt  
1.25 oz Styrair Goldings Hops (60 min)  
.5 oz Styrair Goldings Hops (1 min)  
2 lbs Cane Sugar  
.25 oz Star Anise



### Mash:

Single-step infusion mash at 155° F for 60 minutes.

### Kettle (60 minute boil):

First hop addition 60 minutes before end of boil.  
Add finishing hops and star anise at end of boil.

### Fermentation:

Primary: 14 days at 70° F using a Belgian Ale yeast.  
Secondary: 14 days at 35° F

### Notes:

Rich toffee, nut and raisin notes are contributed by the combination of specialty malts.

OG: 1.075	FG: 1.015
Alcohol by Wt: 6.4%	Alcohol by Vol: 7.9%
IBU: 22	Color (Lovibond): 27°

625 South Irish Road  
PO Box 229  
Chilton, WI 53014  
Tel. 920.849.7711



## *Need to contact* Briess?

### **Corporate office:**

625 South Irish Road | PO Box 229 | Chilton, WI 53014  
Tel. 920.849.7711 | [info@briess.com](mailto:info@briess.com)

### **Division Manager-West: David Richter**

4121 48th Avenue SW | Seattle, WA 98116  
Mobile 206.450.3676

### **Division Manager-East: Penny Pickart**

625 South Irish Road | PO Box 229 | Chilton, WI 53014  
Mobile: 920.418.0851

## *Need to order* Briess products?

Licensed breweries can order malt and other brewing grains through our main sales office in Chilton, Wisconsin, or from authorized distributors of Briess ingredients. Homebrew shops, please contact an authorized distributor to purchase Briess products. For a complete list of authorized distributors visit [www.brewingwithbriess.com](http://www.brewingwithbriess.com).

### **Briess offers several ways to place an order:**

- > Fax an order to 800-888-6258
- > Call 800-657-0806 and talk directly with your personal Customer Service Rep
- > Email your order to your Customer Service Rep

Need a current Product Flyer? It lists all of our malts, malt extracts and brewers flakes along with typical analysis and a short flavor profile for the malts. Call or email your request for a Product Flyer to us in Chilton.

