

MODERN Brewery Age



Modern Brewery Age Weekly E-Newsletter • Volume 61, No. 5 • February 5, 2010



Gary Fish (left) founder of the Deschutes Brewery, gathers with several colleagues from the brewery during the recent Big Beers, Belgians & Barleywines Festival in Vail.



Doug Odell (left) co-founder of the Odell Brewing Co., and an Odell associate brought some big beers from Ft. Collins to pour at the Big Beers Fest.

Big Beers Festival draws craft luminaries to Vail

"A world class experience by world class people," said John Carlson, Executive Director of the Colorado Brewers Guild, who joined hundreds of homebrewers, commercial brewers, brewing industry folks and beer fans from around the globe in celebration of the Tenth Anniversary of the Big Beers, Belgians & Barleywines Festival at the Vail Cascade Resort & Spa on January

7-9, 2010. Two Brewmasters' Dinners totaling 250 seats were sold out, all seminars were full to standing, the Atwater Tavern on Gore Creek was crowded with beer connoisseurs, 230+ beer fans attended the Welcome Reception, the homebrew competition judged 302 entries, and the Commercial Tasting hosted over 975 par-

(Continued on page 6)

Beverage alcohol remains resilient, Nielsen reports

Nielsen analysts Danny Brager and Nick Lake held a webinar on beverage alcohol performance today, painting a picture of a U.S. consumer grown more hesitant in the face of the "Great Recession" but with the beverage alcohol sector showing continued buoyancy. According to Nielsen, 90% of US consumers believe we are still in a recession, and only 21% think we will emerge in the next 12 months.

Consumers are looking for deals, and 47% of consumer goods categories have dropped 5% in price. Despite this, beverage alcohol pricing continues to move up and "beer leads the pricing" in the bev alc category, up 5.8% vs. January 2008.

But, though pricing remains strong, retail-

(Continued on page 5)

BA works in support of graduated excise tax bill

The Brewers Association has been working in supporting H.R. 4278, a bill to create a graduated beer excise tax rate of \$3.50 and \$16 for small brewers, sponsored by Representatives Richard Neal (D-Massachusetts) and Kevin Brady (R-Texas). During the 111th Congress, 241 Representatives joined Reps Pomeroy and Latham in sponsoring legislation to reduce small brewer excise tax rates (H.R. 836).

Currently, a small brewer (producing less than 2 million bbls per year) pays \$7.00 per barrel on the first 60,000 bbls produced each year. The BA says that reducing that rate to \$3.50 per bbl would save small brewers \$15.5 million per year. Once production exceeds 60,000 bbls, a small brewer pays \$18 per bbl. Lowering the tax rate to \$16 per barrel on beer production above 60,000 bbls up to 2 million bbls would provide small brewers with \$26.2 million per year that the BA says "would be used to support significant long-term investments and create jobs by growing their businesses on a regional or national scale."



Brewing for Sam Adams: An interview with David Grinnell

David Grinnell is the vice president of brewing for the Boston Beer Company. Before joining BBC in the late 1980s, Mr. Grinnell had served as one of the brewers at the pioneering New Amsterdam Brewing Co., a micro that operated in Manhattan in the mid-1980s. We recently spoke to David about BBC's recently introduced Samuel Adams Noble Pilsner, and the company's progress in bringing the Lehigh Valley Brewery up to speed.

Modern Brewery Age: Tell me about the process of developing the new Noble Pils...

David Grinnell: Jim Koch had the idea of doing a classic Bohemian pilsner. We've had some experience with the

pilsner style, of course. We had done a golden pils before. And Jim made a pilsner as a wedding beer for his daughter's wedding. Then, consumers took advantage of Beer Lover's Choice and asked us to do a pils. And so this just came together.

We found a really neat maltster in the Czech Republic that still does floor maltings, making really interesting floor malt. We thought that would really give us the flavor of a Bohemian pils from the time of the Austro-Hungarian empire. Floor malting is very rare these days, I could probably count on one hand the number of floor maltings out there. Some of them are in breweries, in the UK, and Augustiner in Munich. But this was the first maltster I had

heard of in Continental Europe that was still doing floor maltings.

What are the benefits of using floor malted barley?

Floor malted barley is not as modified as barley that is malted in a normal large scale malting operation. It's not on a screen, so there's no air flow, it's carried out in an anaerobic environment. And that limits the formation of certain enzymes. We think the floor malted barley produces a smoother, rounder, softer impact, for nice mouth-feel. We wanted something special to balance out all those hops.

I guess the Noble Pils was based on

(Continued on page 7)

Top 20 Craft Brands 13 weeks, 26 weeks and 52 Weeks ending 12/27/09
IRI Data Total US FOOD

Top 20 Craft 13 Weeks	Dollar Sales	\$ sales % chg YA	\$ Shr Of Cat	\$ shr Cat chg YA	Case Sales	Cs sales % chg YA	Cs Shr of Cat	Cs Shr Cat Chg YA	Avg \$ Per Case	\$ case Chg
SAMUEL ADAMS SEASONAL	\$16,549,070	10.9	9.0	(0.1)	554,302	9.7	9.3	(0.0)	\$29.86	\$0.33
SAM ADAMS BOSTON LAGER	\$12,034,710	6.0	6.5	(0.4)	414,068	5.5	6.9	(0.3)	\$29.06	\$0.12
SIERRA NEVADA PALE ALE	\$12,278,270	2.5	6.7	(0.7)	403,984	2.9	6.7	(0.5)	\$30.39	(\$0.12)
NEW BELGIUM FAT TIRE ALE	\$8,420,921	36.6	4.6	0.8	265,879	35.0	4.4	0.8	\$31.67	\$0.38
SAMUEL ADAMS VARIETY PK	\$6,322,380	14.7	3.4	0.1	224,010	13.5	3.7	0.1	\$28.22	\$0.32
SIERRA NEVADA SEASONAL	\$5,096,869	11.6	2.8	(0.0)	166,677	12.8	2.8	0.1	\$30.58	(\$0.33)
SHINER BOCK	\$5,229,061	9.2	2.8	(0.1)	197,939	5.8	3.3	(0.1)	\$26.42	\$0.84
SAMUEL ADAMS LIGHT	\$3,846,419	(17.3)	2.1	(0.8)	131,579	(17.7)	2.2	(0.7)	\$29.23	\$0.15
WIDMER HEFEWEIZEN	\$4,002,720	2.9	2.2	(0.2)	137,947	2.4	2.3	(0.2)	\$29.02	\$0.13
NEW BELGIUM SEASONAL	\$3,011,653	87.2	1.6	0.7	97,036	81.4	1.6	0.6	\$31.04	\$0.96
GREAT LAKES XMAS ALE	\$2,148,553	33.4	1.2	0.2	49,091	32.4	0.8	0.1	\$43.77	\$0.33
DESCHUTES SEASONAL	\$2,010,662	(1.8)	1.1	(0.2)	69,733	(0.4)	1.2	(0.1)	\$28.83	(\$0.41)
REDHOOK LONG HAMMER	\$2,391,865	(5.1)	1.3	(0.2)	82,593	(5.5)	1.4	(0.2)	\$28.96	\$0.13
DESCHUTES MIRROR POND	\$1,917,332	(11.5)	1.0	(0.3)	66,687	(12.3)	1.1	(0.3)	\$28.75	\$0.27
REDHOOK ESB	\$1,980,419	(12.0)	1.1	(0.3)	69,826	(10.8)	1.2	(0.3)	\$28.36	(\$0.39)
PYRAMID SEASONAL	\$1,282,955	(18.3)	0.7	(0.3)	45,956	(14.1)	0.8	(0.2)	\$27.92	(\$1.43)
SAM ADAMS CHERRY WHEAT	\$1,652,735	0.9	0.9	(0.1)	50,269	(0.4)	0.8	(0.1)	\$32.88	\$0.44
PYRAMID HAYWIRE	\$1,722,593	(30.4)	0.9	(0.6)	60,250	(30.1)	1.0	(0.6)	\$28.59	(\$0.12)
DESCHUTES BLACK BUTTE	\$1,327,323	(8.0)	0.7	(0.2)	45,322	(8.8)	0.8	(0.2)	\$29.29	\$0.26
ALASKAN AMBER	\$1,601,280	3.7	0.9	(0.1)	55,950	7.8	0.9	(0.0)	\$28.62	(\$1.11)
Top 20 Craft, 26 weeks	Dollar Sales	\$ sales % chg YA	\$ Shr Of Cat	\$ shr Cat chg YA	Case Sales	Cs sales % chg YA	Cs Shr of Cat	Cs Shr Cat Chg YA	Avg \$ Per Case	\$ case Chg YA
SAMUEL ADAMS SEASONAL	\$33,054,880	10.2	8.9	(0.3)	1,113,510	8.2	9.1	(0.2)	\$29.69	\$0.53
SAM ADAMS BOSTON LAGER	\$24,716,290	6.8	6.6	(0.4)	850,410	5.4	7.0	(0.4)	\$29.06	\$0.38
SIERRA NEVADA PALE ALE	\$25,691,950	3.0	6.9	(0.7)	839,162	2.4	6.9	(0.6)	\$30.62	\$0.18
NEW BELGIUM FAT TIRE ALE	\$17,918,740	38.6	4.8	0.9	564,787	35.8	4.6	0.8	\$31.73	\$0.64
SAMUEL ADAMS VARIETY PK	\$11,103,360	16.4	3.0	0.1	392,336	15.1	3.2	0.1	\$28.30	\$0.33
SIERRA NEVADA SEASONAL	\$8,505,523	16.8	2.3	0.1	276,163	16.8	2.3	0.1	\$30.80	\$0.00
SHINER BOCK	\$10,625,980	10.8	2.8	(0.1)	404,155	8.3	3.3	(0.1)	\$26.29	\$0.60
SAMUEL ADAMS LIGHT	\$8,311,712	(15.9)	2.2	(0.8)	284,357	(17.0)	2.3	(0.8)	\$29.23	\$0.38
WIDMER HEFEWEIZEN	\$8,875,163	7.8	2.4	(0.1)	303,098	7.5	2.5	(0.1)	\$29.28	\$0.08
NEW BELGIUM SEASONAL	\$5,322,259	69.3	1.4	0.5	170,879	64.1	1.4	0.5	\$31.15	\$0.96
GREAT LAKES XMAS ALE	\$2,148,553	33.4	0.6	0.1	49,091	32.4	0.4	0.1	\$43.77	\$0.33
DESCHUTES SEASONAL	\$3,308,986	6.5	0.9	(0.1)	115,985	8.1	1.0	(0.0)	\$28.53	(0.44)
REDHOOK LONG HAMMER	\$5,023,573	(4.6)	1.3	(0.3)	172,441	(6.0)	1.4	(0.3)	\$29.13	\$0.43
DESCHUTES MIRROR POND	\$4,757,625	(1.1)	1.3	(0.2)	167,564	(1.0)	1.4	(0.2)	\$28.39	(0.03)
REDHOOK ESB	\$4,169,678	(10.5)	1.1	(0.3)	145,721	(10.7)	1.2	(0.3)	\$28.61	\$0.07
PYRAMID SEASONAL	\$2,009,097	(13.0)	0.5	(0.2)	71,474	(9.7)	0.6	(0.1)	\$28.11	(1.06)
SAM ADAMS CHERRY WHEAT	\$3,298,781	0.6	0.9	(0.1)	100,213	(1.8)	0.8	(0.1)	\$32.92	\$0.76
PYRAMID HAYWIRE	\$4,065,769	(20.3)	1.1	(0.5)	142,514	(19.0)	1.2	(0.4)	\$28.53	(0.46)
DESCHUTES BLACK BUTTE	\$3,100,303	0.4	0.8	(0.1)	107,820	1.0	0.9	(0.1)	\$28.75	(0.16)
ALASKAN AMBER	\$3,458,894	3.4	0.9	(0.1)	119,845	6.9	1.0	(0.0)	\$28.86	(0.97)
Top 20 Craft, 52 wks	Dollar Sales	\$ sales % chg YA	\$ Shr Of Cat	\$ shr Cat chg YA	Case Sales	Cs sales % chg YA	Cs Shr of Cat	Cs Shr Cat Chg YA	Avg \$ Per Case	\$ case Chg YA
SAMUEL ADAMS SEASONAL	\$50,000,290	7.8	7.3	(0.3)	1,682,140	5.6	7.6	(0.2)	\$29.72	\$0.62
SAM ADAMS BOSTON LAGER	\$47,286,850	2.7	6.9	(0.7)	1,614,408	0.5	7.3	(0.6)	\$29.29	\$0.63
SIERRA NEVADA PALE ALE	\$50,426,020	4.2	7.4	(0.6)	1,633,175	2.6	7.3	(0.4)	\$30.88	\$0.49
NEW BELGIUM FAT TIRE ALE	\$32,149,710	28.4	4.7	0.6	1,010,263	24.2	4.5	0.6	\$31.82	\$1.03
SAMUEL ADAMS VARIETY PK	\$18,751,640	15.3	2.8	0.1	657,179	13.7	3.0	0.1	\$28.53	\$0.39
SIERRA NEVADA SEASONAL	\$14,711,350	24.5	2.2	0.2	474,656	23.2	2.1	0.2	\$30.99	\$0.32
SHINER BOCK	\$20,892,910	12.1	3.1	(0.0)	800,886	9.4	3.6	0.0	\$26.09	\$0.63
SAMUEL ADAMS LIGHT	\$16,690,950	(15.3)	2.5	(0.8)	566,596	(17.1)	2.5	(0.8)	\$29.46	\$0.61
WIDMER HEFEWEIZEN	\$17,246,780	3.0	2.5	(0.2)	586,007	0.8	2.6	(0.2)	\$29.43	\$0.63
NEW BELGIUM SEASONAL	\$8,603,966	44.9	1.3	0.3	277,577	39.4	1.2	0.3	\$31.00	\$1.16
GREAT LAKES XMAS ALE	\$2,209,110	36.9	0.3	0.1	50,377	35.6	0.2	0.0	\$43.85	\$0.42
DESCHUTES SEASONAL	\$4,853,477	3.9	0.7	(0.1)	167,793	4.1	0.8	(0.0)	\$28.93	(0.05)
REDHOOK LONG HAMMER	\$10,053,760	0.9	1.5	(0.2)	341,694	(2.4)	1.5	(0.2)	\$29.42	\$0.96
DESCHUTES MIRROR POND	\$9,116,461	0.2	1.3	(0.2)	316,190	(0.7)	1.4	(0.1)	\$28.83	\$0.27
REDHOOK ESB	\$8,393,301	(9.0)	1.2	(0.3)	289,550	(11.1)	1.3	(0.3)	\$28.99	\$0.68
PYRAMID SEASONAL	\$3,551,845	(8.9)	0.5	(0.1)	124,190	(7.5)	0.6	(0.1)	\$28.60	(0.44)
SAM ADAMS CHERRY WHEAT	\$6,299,283	7.0	0.9	(0.0)	191,159	3.3	0.9	(0.0)	\$32.95	\$1.13
PYRAMID HAYWIRE	\$8,776,299	(11.6)	1.3	(0.4)	302,355	(11.9)	1.4	(0.3)	\$29.03	\$0.10
DESCHUTES BLACK BUTTE	\$5,997,282	2.1	0.9	(0.1)	204,841	1.2	0.9	(0.1)	\$29.28	\$0.25
ALASKAN AMBER	\$6,428,381	(0.6)	0.9	(0.1)	217,259	0.7	1.0	(0.1)	\$29.59	(0.40)

We published 4-week December Top 20 Craft brand IRI numbers in January, but we had a request from a couple of the craft suppliers to publish data for the Top 20 Brands for the full year ("We didn't know we were doing that well," one said) So, though we have the 4-week January IRI numbers hot in our hands, we will take another look back (food this page, conv. p.4)

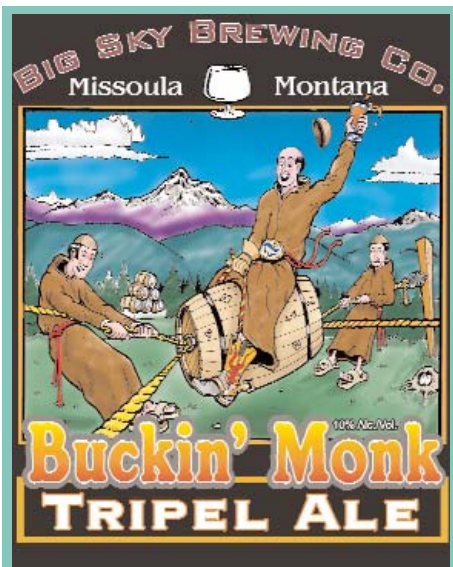
Top 20 Craft Brands 13 weeks, 26 weeks and 52 Weeks ending 12/27/09 IRI Data Total US CONVENIENCE

Top 20 Craft, 13 weeks	Dollar Sales	\$ sales % chg YA	\$ Shr Of Cat	\$ shr Cat chg YA	Case Sales	Cs sales % chg YA	Cs Shr of Cat	Cs Shr Cat Chg YA	Avg \$ Per Case	\$ case Chg
SHINER BOCK	\$6,253,008	23.9	9.0	0.7	216,049	19.5	9.9	0.3	\$28.94	\$1.02
SIERRA NEVADA PALE ALE	\$6,225,894	3.0	8.9	(1.0)	180,654	2.8	8.3	(1.0)	\$34.46	\$0.09
SAM ADAMS BOSTON LAGER	\$4,583,925	0.7	6.6	(0.9)	140,527	(0.3)	6.4	(1.0)	\$32.62	\$0.32
NEW BELGIUM FAT TIRE ALE	\$4,537,222	13.5	6.5	(0.1)	126,130	(0.8)	5.8	(0.9)	\$35.97	\$4.53
SAMUEL ADAMS SEASONAL	\$4,175,046	24.6	6.0	0.5	130,593	27.9	6.0	0.6	\$31.97	(0.85)
PYRAMID HAYWIRE	\$1,019,960	107.0	1.5	0.7	52,086	240.1	2.4	1.6	\$19.58	(12.60)
MACTARNAHAN'S AMBER	\$1,055,784	194.9	1.5	0.9	51,862	352.5	2.4	1.8	\$20.36	(10.88)
NEW GLARUS ASSORTED	\$1,151,320	30.7	1.7	0.2	34,074	24.5	1.6	0.1	\$33.79	\$1.61
LONG TRAIL ALE	\$1,149,605	(11.3)	1.6	(0.5)	35,257	(15.6)	1.6	(0.6)	\$32.61	\$1.59
DESCHUTES RSRVE SERIES	\$403,895	0.6	0.6		3,248		0.1	0.1	\$124.34	
WIDMER HEFEWEIZEN	\$996,177	(15.6)	1.4	(0.5)	29,260	(18.2)	1.3	(0.6)	\$34.05	\$1.03
DESCHUTES SEASONAL	\$715,186	(1.4)	1.0	(0.2)	22,824	3.3	1.0	(0.1)	\$31.33	(\$1.49)
HARPOON INDIA PALE ALE	\$889,742	14.8	1.3	0.0	26,245	10.0	1.2	(0.1)	\$33.90	\$1.41
DESCHUTES MIRROR POND	\$878,810	(22.2)	1.3	(0.6)	27,832	(22.1)	1.3	(0.6)	\$31.58	(\$0.04)
LONG TRAIL DOUBLE BAG	\$848,132	16.7	1.2	0.0	22,163	11.3	1.0	(0.0)	\$38.27	\$1.77
MAGIC HAT NO 9 ALE	\$788,650	(1.3)	1.1	(0.2)	22,145	(5.5)	1.0	(0.2)	\$35.61	\$1.53
LOST COAST GREAT WHITE	\$886,049	(8.3)	1.3	(0.3)	29,522	(5.2)	1.3	(0.3)	\$30.01	(\$1.02)
REDHOOK LONG HAMMER	\$731,798	(4.0)	1.0	(0.2)	22,644	(2.9)	1.0	(0.2)	\$32.32	(\$0.38)
NEW BELGIUM SEASONAL	\$514,662	86.1	0.7	0.3	17,722	106.3	0.8	0.4	\$29.04	(\$3.16)
SWEETWATER 420 PALE	\$725,126	76.6	1.0	0.4	19,454	83.7	0.9	0.3	\$37.27	(\$1.49)

Top 20 Craft, 26 wks	Dollar Sales	\$ sales % chg YA	\$ Shr Of Cat	\$ shr Cat chg YA	Case Sales	Cs sales % chg YA	Cs Shr of Cat	Cs Shr Cat Chg YA	Avg \$ Per Case	\$ case ChgYA
SHINER BOCK	\$12,425,120	23.3	8.8	0.7	433,648	20.1	9.9	0.6	\$28.65	\$0.74
SIERRA NEVADA PALE ALE	\$12,783,520	1.8	9.0	(1.0)	370,680	0.7	8.4	(1.0)	\$34.49	\$0.36
SAM ADAMS BOSTON LAGER	\$8,869,957	(4.7)	6.3	(1.2)	269,355	(6.7)	6.1	(1.3)	\$32.93	\$0.70
NEW BELGIUM FAT TIRE ALE	\$9,855,258	30.2	7.0	0.9	277,087	20.4	6.3	0.4	\$35.57	\$2.67
SAMUEL ADAMS SEASONAL	\$8,153,862	25.5	5.8	0.6	258,596	28.9	5.9	0.8	\$31.53	(\$0.86)
PYRAMID HAYWIRE	\$1,631,603	47.8	1.2	0.3	71,311	105.6	1.6	0.7	\$22.88	(\$8.95)
MACTARNAHAN'S AMBER	\$1,473,383	88.2	1.0	0.4	65,313	156.3	1.5	0.8	\$22.56	(\$8.15)
NEW GLARUS ASSORTED	\$2,432,183	28.6	1.7	0.2	71,911	21.1	1.6	0.1	\$33.82	\$1.97
LONG TRAIL ALE	\$2,375,648	(13.9)	1.7	(0.5)	72,950	(18.5)	1.7	(0.6)	\$32.57	\$1.75
DESCHUTES RSRVE SERIES	\$418,181	0.3	0.3	3,332		0.1	0.1	\$125.49		
WIDMER HEFEWEIZEN	\$2,476,048	(4.2)	1.8	(0.3)	79,056	4.0	1.8	(0.1)	\$31.32	(\$2.68)
DESCHUTES SEASONAL	\$1,073,045	8.3	0.8	(0.0)	38,280	25.2	0.9	0.1	\$28.03	(\$4.37)
HARPOON INDIA PALE ALE	\$1,819,146	17.1	1.3	0.0	53,875	12.1	1.2	(0.0)	\$33.77	\$1.45
DESCHUTES MIRROR POND	\$1,994,808	(18.3)	1.4	(0.5)	62,326	(18.9)	1.4	(0.5)	\$32.01	\$0.22
LONG TRAIL DOUBLE BAG	\$1,623,856	16.0	1.1	0.0	42,594	11.3	1.0	(0.0)	\$38.12	\$1.55
MAGIC HAT NO 9 ALE	\$1,748,844	12.8	1.2	(0.0)	49,422	8.2	1.1	(0.0)	\$35.39	\$1.46
LOST COAST GREAT WHITE	\$2,133,258	20.4	1.5	0.1	70,950	24.9	1.6	0.2	\$30.07	(\$1.11)
REDHOOK LONG HAMMER	\$1,469,177	(7.0)	1.0	(0.2)	45,590	(6.5)	1.0	(0.2)	\$32.23	(\$0.17)
NEW BELGIUM SEASONAL	\$925,337	46.6	0.7	0.1	30,043	56.1	0.7	0.2	\$30.80	(\$2.00)
SWEETWATER 420 PALE ALE	\$1,526,683	66.1	1.1	0.3	40,746	71.5	0.9	0.3	\$37.47	(\$1.23)

Top 20 Craft, 52 wks	Dollar Sales	\$ sales % chg YA	\$ Shr Of Cat	\$ shr Cat chg YA	Case Sales	Cs sales % chg YA	Cs Shr of Cat	Cs Shr Cat Chg YA	Avg \$ Per Case	\$ case ChgYA
SHINER BOCK	\$22,802,730	17.3	8.7	0.4	799,549	13.5	9.8	0.4	\$28.52	\$0.94
SIERRA NEVADA PALE ALE	\$25,030,670	(2.7)	9.5	(1.4)	726,677	(5.1)	8.9	(1.3)	\$34.45	\$0.86
SAM ADAMS BOSTON LAGER	\$17,156,330	(9.4)	6.5	(1.5)	517,672	(12.4)	6.3	(1.5)	\$33.14	\$1.11
NEW BELGIUM FAT TIRE ALE	\$17,724,410	33.4	6.7	1.1	508,401	27.8	6.2	0.9	\$34.86	\$1.46
SAMUEL ADAMS SEASONAL	\$12,770,470	21.8	4.8	0.4	397,942	22.9	4.9	0.6	\$32.09	(\$0.29)
PYRAMID HAYWIRE	\$2,630,382	21.4	1.0	0.1	101,895	46.0	1.2	0.3	\$25.81	(\$5.22)
MACTARNAHAN'S AMBER	\$2,291,834	68.5	0.9	0.3	91,436	98.2	1.1	0.5	\$25.06	(\$4.42)
NEW GLARUS ASSORTED	\$4,323,418	30.7	1.6	0.2	128,101	22.7	1.6	0.2	\$33.75	\$2.09
LONG TRAIL ALE	\$4,944,743	(3.5)	1.9	(0.3)	153,206	(8.2)	1.9	(0.3)	\$32.28	\$1.58
DESCHUTES RSRVE SERIES	\$441,936	0.2	0.2		3,472		0.0	0.0	\$127.28	
WIDMER HEFEWEIZEN	\$4,809,581	(10.0)	1.8	(0.4)	149,755	(6.5)	1.8	(0.3)	\$32.12	(\$1.25)
DESCHUTES SEASONAL	\$1,820,562	29.7	0.7	0.1	67,692	51.6	0.8	0.2	\$26.89	(\$4.55)
HARPOON INDIA PALE ALE	\$3,406,516	15.0	1.3	0.0	103,264	11.6	1.3	0.0	\$32.99	\$0.96
DESCHUTES MIRROR POND	\$4,511,164	(8.8)	1.7	(0.4)	141,577	(10.6)	1.7	(0.4)	\$31.86	\$0.63
LONG TRAIL DOUBLE BAG	\$3,191,167	22.7	1.2	0.1	84,610	18.2	1.0	0.1	\$37.72	\$1.39
MAGIC HAT NO 9 ALE	\$3,601,827	24.4	1.4	0.1	102,250	17.0	1.3	0.1	\$35.23	\$2.07
LOST COAST GREAT WHITE	\$4,132,811	21.9	1.6	0.1	137,653	23.3	1.7	0.2	\$30.02	(\$0.32)
REDHOOK LONG HAMMER	\$3,006,837	(7.2)	1.1	(0.2)	92,824	(9.1)	1.1	(0.2)	\$32.39	\$0.67
NEW BELGIUM SEASONAL	\$1,678,778	20.2	0.6	0.0	55,253	21.1	0.7	0.1	\$30.38	(\$0.23)
SWEETWATER 420 PALE ALE	\$2,566,389	42.7	1.0	0.2	67,557	44.4	0.8	0.2	\$37.99	(\$0.45)

Craft at 13, 26 and 52 weeks, Food channel on the previous page, and convenience on this page. It's interesting to check out the package mix in each channel. Oddly, while the bigger crafts rule in food, more mid-size crafters seem to be popping up in the convenience numbers. And Shiner Bock is certainly emerging as a mini-powerhouse in convenience. Next week, we'll have the January numbers, and yes, they are pretty bleak for the Big Two.



Big Sky releases new Belgian

Big Sky Brewing Company of Missoula, Montana has announced the release of Buckin' Monk Tripel, in a limited release of 3,000 hand bottled 750ml bottles. According to brewmaster Matt Long, the brand was brewed using traditional ingredients and techniques.

"The complex flavor and mouth-feel are a result of the three types of grain used, wheat, barley and oats," Mr. Long notes. "Eight different Belgian yeast strains and choice Hallertau Tradition Hops further enhance the distinct character and aroma profiles. Temperature controlled bottle conditioning provides a wonderful sparkling finish."

Brewmaster Long says the beer can be consumed fresh, or laid down. "You can drink this now, or cellar it for a year or two," he says. "At 10% ABV, the flavors will mature like a fine Bordeaux."

Mr. Long said that limited edition beers will be produced on a bi-annual basis. "We release two hand bottlings each year, one in the winter and one in the fall," he said. "The fall release this year will be our most popular Old Bluehair Barleywine, followed by Big Sky Kriek Ale for the winter of 2011. We also have some limited releases in 12 oz. bottles available throughout our territory. Bobo's Robust Porter is available now, and look for Stone Thrower Scotch Ale in the fall. We only brew these once a year, and when they're gone, they're gone!"

A-B-I sales drop 12.2% in Jan.

It was a rough January for ABI. The *St. Louis Post-Dispatch* reported that A-B InBev saw U.S. beer sales drop 12.2% last month compared to January 2009, according to A-B InBev internal sales figures acquired by the *Post-Dispatch*.

ABI's total U.S. sales, dom. and imports, were 4.45 million bbls for Jan. 2010. That was 616,000 fewer bbls than Jan '09, and 39,000 bbls below ABI's projections.

Bev alcohol resilient, Nielsen says

(Continued from page 1)

ers are changing the way they do business, and carrying beverage alcohol suppliers along with them.

Retailers are looking to enhance assortments, and create the right product mix, Nielsen's Nick Lake says. "This is causing significant SKU reductions, improved merchandising and fewer displays," he says.

"As retailers rethink assortment—and this is not just large retailers, but across all classes of trade—they are cutting back on variety," he notes.

Pressure to optimize assortments means retailers are focusing on what sells—Crafts and dom. super premium beers are in, and imports and FMBs are out. But retailers still like beverage alcohol, because of the high price per unit. Off-premise, beverage alcohol expands the basket, and on-premise, it expands the size of the guest check.

"Beverage alcohol is not recession proof, but it is certainly recession resistant, relative to other categories that Nielsen tracks," Mr. Lake says.

"It's been a good showing by beverage alcohol," Mr. Lake adds, "but off-premise there is a lot going on. Consumers are desperately seeking value, and they are continuing to trade down."

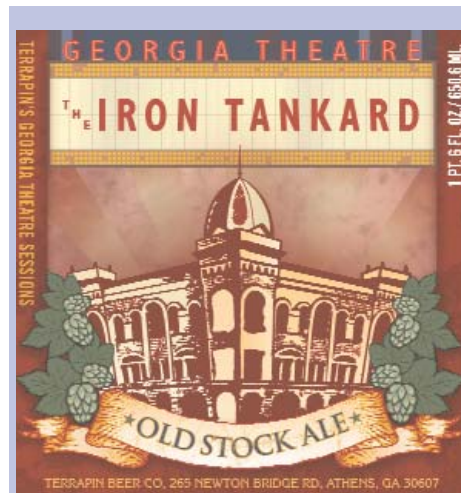
Trade down is hitting just about all alcoholic beverage categories, as growth and volume slows, though "craft beer is rolling on," Mr. Lake notes.

Though beer overall is up slightly for the year on dollars, it is off slightly in terms of units. While sales in the food channel are up 4%, and supercenters are up 8%, sales in convenience are only up a half a percent. "The convenience channel is of critical importance to beer," Mr. Lake notes, "and there has to be improvement there for the industry to get healthy again."

Mr. Lake points to "tremendous growth" in craft and sub-premium. Nielsen sees continued gains for craft among Millennials (age 21-34), who are less sensitive to recessionary times, and who now have 36% share of craft purchases.

"Consumers are gravitating to big and small," he adds. "We are seeing growth in sub-premium 30-packs and in craft four-packs as consumers experiment with new crafts. Craft is the bright spot," he noted.

With gains in craft and trade downs to sub-premium, "the middle is no place to be in the beer industry," Mr. Lake concluded.



Terrapin brews benefit beer

Terrapin Beer Co. of Athens, GA, recently brewed the first in a new series of beers. The series is called "Terrapin's Georgia Theater Sessions," and will be available only in Georgia. Funds from the sale of these beers will go to aid in the rebuilding of the historic Georgia Theater, in Athens, GA. The theater, an Athens landmark, was destroyed by fire earlier this year. Each 22-ounce bottle will be packaged in a sealed box, and—taking a page from "Willy Wonka and the Chocolate Factory"—Terrapin has inserted a Golden Ticket in one box of each release.

The Golden ticket will be a lifetime pass to the renovated Georgia Theater.

Each release in the series will highlight a different era in the history of the building:

Brew 1, March: "The Iron Tankard" Old Stock Ale. The building started as a YMCA in 1889 and had a huge iron swimming pool in the basement.

Brew 2, June: "Double Feature" Belgian Dubbel commemorates a period when the building became a movie theater.

Brew 3, September: "Sound Czech" Czech Pilsner, paying tribute to the GA Theatre's music career

Brew 4, December: "Hoptaneous Combustion" Imperial IPA will memorialize the fire that destroyed the fire.

Terrapin has been working with the management of the Georgia Theater since the fire to develop a fundraising effort.

"Athens is a small community and we all stick together...it's a natural that we would be here to help in the reconstruction of the Theater," said Terrapin co-owner and brewmaster Brian "Spike" Buckowski.

"Plans for these beers really began the day of the fire," Said John Cochran, co-owner of Terrapin. "We wanted to make a focused and significant contribution. We wanted to help in a way that only Terrapin could."

With each new release in the series there will also be a benefit party in Athens and Atlanta featuring limited edition casks of the beers and bands. Distribution will be limited to those two cities. There will be roughly 500 cases total of each beer in the series.

WEEKLY MARKETPLACE

Draft Beer Quality... From Keg to Glass.



- Shop
- Order
- Education
- Beer Forum

1-866-327-4159 • www.micromatic.com



Modern Brewery Age

Editorial: (203) 216-7488

E-Mail: pete@breweryage.com

Web-site at www.breweryage.com

EDITORIAL STAFF

Editor Peter V.K. Reid

Contributing Editor Gregg Glaser

PRODUCTION

Graphic Artist: Pete Reid

ADVERTISING

Ad Manager: Diane Apicelli

Advertising@breweryage.com


SUBSCRIPTIONS: \$95.00 per year includes 52 issues of the weekly e-newsletter. \$125.00 per year includes weekly newsletter, quarterly e-magazine. Copyright Modern Brewery Age LLC 2009.

Wholesaler Events

April 18-21, 2010—The NBWA/Brewers Legislative Conference. Hyatt Regency Capitol Hill in Washington, D.C. Check nbwa.org/events for updates.

November 17-19, 2010—California Beer and Beverage Distributors 63rd Annual Convention at the Hyatt Regency Embarcadero. For more information contact Rhonda Stevenson at 916-441-5402.

Note: Send meeting information via e-mail to press@breweryage.com

 Food and Beverage



The accumulation of knowledge or skill from direct participation in events or activities

Contact us at:
866.905.7255 toll free
foodandbeverage@pall.com
www.pall.com

reliability

Filtration. Separation. Solution.™

Big Beers Festival draws craft luminaries to Vail

(Continued from Page 1)

ticipants and attendees.

"The success of this event can be shown by the tremendous number of Brewmasters and Brewery Owners who attend in person," said Laura Lodge, event coordinator.

"It is certainly a feather in our cap that the industry buzz has become 'See you in Vail,'" adds Bill Lodge, Event Founder. "There are breweries from around the world who are expressing interest in being a Featured Brewmaster for future Big Beers Festivals, and we couldn't be more pleased."

Five seminar presentations & workshops were hosted throughout the weekend. Ray Daniels, Founder/Director of the Cicerone Program, presented a Cicerone workshop on Friday morning. John Mallet of Bell's, Sam Calagione of Dogfish Head, Steven Pauwels of Boulevard, and Kevin DeLange

of Dry Dock were led by David Edgar of White Labs for an Experimental Brewing Seminar called "Brewers Gone Wild!". Lodewijk and Gijs Swinkels of LaTrappe/Koningshoeven spoke on "Brewing with Monks" and Peter Bouckaert of New Belgium presented a technical talk on "La Folie: Wood Aged Sour Beers" for the Brewmasters' Seminars.

Lastly, Julia Herz of the Brewers Association corralled a group of brewmasters who each presented a pairing with Ben & Jerry's Crème Brûlée Ice Cream for her "Beer & Food Pairing Challenge". Challengers included Nick Ison of Sierra Nevada, Rob Tod of Allagash, Ron Kloth of Papago, Peter Bouckaert of New Belgium (defending champ), and Steven Pauwels of Boulevard who took home the 2010 People's Choice trophy for his pairing with Boulevard's Bourbon Barrel Quad.

Interview with David Grinnell, continued...

(Continued from page 2)

the pils you sent out for the Beer Lovers choice poll, but this is quite a different beer...

We tinkered with it. The style was the consumer's choice, but we reserve the right to make some changes along the way. We brewed the original beer out of Cincinnati, and then it went out for the campaign, and then we continued to mess with it in Boston. We did some additional work, and the idea to use only Noble hops was Jim's idea.

I compare it to our Imperial Pils. That beer is at about 100 IBUs. Our basic question with that beer was, is it possible to screw up when you are using hops of this quality? We say no. The Imperial pils had 12 pounds per barrel—high quality German and Czech hops in extreme volume—and is still balanced.

How high was the hopping rate for the Noble Pils?

The Noble pils is 35 IBUs. We used one pound per barrel just for dry hopping. These are low alpha hops, of course, not the monster Northwest varieties. We wanted a subtle, elegant hop character. We used a kind of "golden ratio" of the five varieties for dry hopping. We tinkered with it, and came up with a sort of Hersbrucker minor and Hallertauer major. After dry hopping, the beer sits for a month, and then comes off that.

What's the chance for this beer to be year-round?

[laughs] I knew that question was coming. With seasonals, part of the appeal is the tease factor. Each one is only out for a few months, and won't be back until next year, so that tease factor is built in. Sure, we'll look at the trends. Our biggest question with this beer was, 'can we justify bringing in a new beer to replace a successful seasonal, our White Ale?' So far, the response has been great, so it looks like Noble Pils will succeed.

One of the company's major production challenges in the past two years has been bringing your



"You can tell the [Lehigh] brewery was designed by thoughtful lager brewers."

Lehigh Valley up to speed...

Yeah, I've spent a lot of time in Lehigh, while we were buying it, and then starting it up. The biggest challenge was getting the brewery converted to 100% Samuel Adams. That meant bringing in our 23 recipes, and getting it up and running. A brewery is process and people, and fortunately we have a lot of experience under that roof.

When I walked in to that brewery, it was like coming back full circle. I started out at New Amsterdam in the early 1980s, and my first MBAA meeting was at that brewery. Joe Hertrich was the brewmaster, and of course later he moved on to St. Louis. But I had a great one-on-one tour of that brewery with Joe back then. That was a memorable experience, for me, when I was so new to brewing.

Then I returned in the 1990s, because we were brewing Sam Adams under contract there, and we made some tasty beers with Stroh.

I even visited once or twice over the years that Diageo had it, when they had the brewhouse shut down.

It's an interesting brewery. The original owners, F & M Schaefer, made it something of a vanity project. They put a lot of money into the masonry, and a lot of little details. You can tell the brewery was designed by thoughtful lager brewers to make high-quality,

consistent beers.

The tanks are all the same size, for example, and all of them horizontal, all two-brew tanks. We prefer horizontal tanks, since we think it is gentler for the yeast and fermentation and produces the best flavors, versus vertical fermenters that have a lot of head pressure in that column of liquid.

What had Diageo done to the brewery when they owned it?

Not too much, in the sense that nothing was cut out. They started out just using the bottling line, and they kind of backed into the rest of the brewery. They were doing blending in the tanks, but the brewhouse and fermentation cellars were closed.

So for us, it was a truly cold start. We began the process in November 2007, and continuing through April 2008. We went through and turned things on, looking for leaks, doing water brews and sacrificial brews. That was the process. We didn't have to fix too many things, mainly just the connective tissue, lots of seals, valves and gaskets. We did have to resize the kettle. It was sized for 1000 barrel batches, and we're well short of that. We're all malt brewers, and we have to get all our extract out of the lauter. Our biggest brew is 600-700 barrels.

How did you resize a kettle?

Well, inside you have a boiling apparatus, an internal percolator, and it's positioned to serve a certain volume, and it had to be dropped down a bit.

Elsewhere we did a lot of work on filtration and centrifugation. We learned in our Cincinnati brewery to develop solutions that serve the needs of the each recipe. It depends if you want an unfiltered wheat or need to go for the full clarity of a traditional pilsner.

The brewery was not set up to directionally brew the way we do, but we're now turning it into a 100% Samuel Adams brewery. We're set up for decoction mashing now, and we just put a new mill in to replace a pair of 40 year old mills.

We also put in a beer garden in front of

(Continued on Page 9)

Brew Notes: characterful lagers

Notes from the tasting panel for Modern Brewery Age, by Pete Reid, editor of *Modern Brewery Age*; with Gregg Glaser, editor of *Yankee Brew News*, and Tom Conti and Robert Lachman of the YBN tasting panel. Joining us each week is a rotating cast of tasters, to include Dr. Steve Victor, formerly of Yale University; Lt. Commander Von Bair, USN, ret.; graphic designer Phil Simpson; Greg Zannella, field sales director for Northeast Bev. of Orange, CT; Michael Anstendig, a writer for *New York Magazine* on-line, Marty Juliano, Northeast rep for the Sierra Nevada Brewing Co., Frank Fermino, brewer at John Harvard's Brewhouse in Manchester, CT, and Mark Tambascio, the co-owner of "My Place," one of the premier beer bars in Connecticut.

Leinenkugel Classic Amber



Leinenkugel Brewing Co.
Chippewa Falls, WI

This beer was launched in March 2009, but has never been reviewed by our panel. It's an all-malt lager, with 4.9% abv and 21 IBUs. We opened a recent tasting session with this beer, and we were startled by how good it is.

"Amber" beers are usually the most generic of specialty styles. You expect the beer to be darker in the glass, but you don't expect it to be too flavorful or interesting.

In that regard, Leinenkugel's Classic Amber was a nice surprise. It's a very clean red lager, crisp with malt, but with enough hops to make things interesting. The brewery probably called it "amber" to keep it simple, but it's pretty close to being a Vienna lager. The brewers used darker Munich malt rather than Vienna malt, but otherwise it's spot on.

"Clean malt, a little caramel in the nose," said Greg Zannella.

"Caramel sweet aroma," said Gregg Glaser, "They used a lot of Munich malt, and it's got a rich, clean malt taste. A good beer."

"Nice and malty," Robert Lachman agreed.

"Vienna lager? Am I right?" asked Gerry Nicholls. "This reminds me of the old Coors Winterfest, a beer that I enjoyed. It has a lot of body for a lager. This is delicious!"

"It's like an ale that's been lagered," said Tom Conti. "It's clean and crisp, with some very nice Noble hops."

"This is good," said Dr. Steve Victor.



"plenty of flavor and body, but so clean it would make a good session beer."

"This would make a great everyday beer, perfectly balanced, you'd never get tired of this," said Pete Red

"Gorgeous malt profile," Gerry added. "I can say with confidence that this is the best beer of the night, and I haven't had any others yet."

Lakefront Local Acre Lakefront Brewing Co. Milwaukee, WI

Another excellent Wisconsin lager, and this one is "Pure Wisconsin," straight through to the bottom of the glass. All the ingredients—malt, hops, water, and yeast—were sourced right within the state. It's an imperial pilsner, with 7% abv, and the strength is imme-

diately apparent.

"Very large aroma, this is a strong lager," said Von Bair.

"Nice lagery nose," said Dr. Steve Victor. "Good hop accents."

"Aroma of a strong lager, they really ramped up the malt," said Gregg Glaser. "Big mouthfeel and complexity. A good beer."

"There's a graininess to it," said Mark Tambascio. "Rich and malty. This is definitely good!"

"The nose is a little muted, you get more in the flavor than you expect from the aroma," said Tom Conti. "Good mouthfeel, with sweetness in the middle, and it finishes clean. Nice degree of complexity. Well done!"

Magic Hat Vinyl Magic Hat Brewing Co. South Burlington, VT

Magic Hat's new spring seasonal is an amber lager, with 5.1% abv. Tasters found this to be tasty and drinkable lager beer.

"Toasted, roasted malt in the nose," said Gregg Glaser.

"Nice caramelized malt in nose, and clean, sweet refreshing taste," said Greg Zannella. "This is the best thing from Magic Hat in awhile."

"This doesn't seem like a lager to me, it seems very ale-like," said Gerry Nicholls. "It tastes like a pale ale without enough hops."

"A touch of diacetyl?" Dr. Steve Victor wondered.

"I don't get that," said Greg Z. "It seems clean to me."

"Very dry finish," noted Gregg G. "surprisingly dry, I think it is the dryness from the hops and the roast grains. Overall a very drinkable beer."

David Grinnell...

(Continued from page 7)

the brewhouse. The beer garden is under the glassed in kettles that face the highway. That was a private parking area for brewers, but we pulled up the blacktop, and fenced in a yard with tables, and made it accessible to all our brewers. It was a step in bringing our beer culture to the brewery.

You remember the Gambrinus statue at that brewery? It was painted with about 15 colors, I'm not sure why. There about about 5 or 6 of these Gambrinus statues still around that date from the 19th century, when they served as brand icons or mascots for the old family breweries. I think City might have one in LaCrosse, and Pabst used to have one or two. And now we have one. When we showed up, and saw it was multi-colored, we found someone to refurbish it.

Will the barrel-aged series be an ongoing line for Samuel Adams?

Yes, but it's still a relatively new thing with us. We have plenty of beer in the tuns, and we've been bottling as fast as we can. We have a very small semi-manual bottling set-up in Boston. As of last quarter, we can sell beer out of the tour center. It's had a very limited roll out, but we're looking at what it would take to double or triple that. And we plan to duplicate our wood aging capacity in Cincinnati. At the moment, we're scouring the international market for more tuns. We like the used ones, since they have been tamed of the raw oak character. These are wooden tuns, large 130 barrel vessels, that were used in the brandy business in Italy, and recovered. We installed them in Boston last Spring, and once we get some more, we'll install them at Cincy. We want the ability to do it there, since that is not the role of the Boston brewery. There are too many beers we still want to make in Boston, for us to completely convert that to a monolithic barrel-aging brewery.

In the last couple of years, Boston Beer has ended its last contracts, and all Samuel Adams beers are now brewed in-house...



"Against early expectations, we've done a great job moving small batches through Lehigh."

Yes, we're all in-house. And so now we are doing a lot of internal benchmarking, trying to develop metrics for a brewery of our size. There are a lot of all-malt breweries of our scale in Europe, 1-1.5 million hectoliter breweries, that have faced similar challenges. We want to improve quality and yield, and have a greener brewery. If you were to build one of our breweries today, you'd have limitless possibilities in terms of efficient equipment. We can make improvements, and so we are looking around at other breweries. How up is up? I think we have about 80% of what we want in Lehigh. When we started at Lehigh, we looked around the room, and asked everybody, 'how many of you have worked on the start-up of a multi-million barrel craft brewery?' There is no book for it. We had some good archival info on the brewery from the Stroh period, and our own experience from running Cincy. And, against early expectations, we have done a great job moving our small batches through Lehigh. We have a good team there, a good staff there from around the industry. We've

had steady improvements in yield, efficiency and quality. We're doing almost all the beers in Lehigh now, all but the imperial beers, and those we still do in Cincy. For the extreme beers, where it takes two mashes to fill the kettle once, and for the very small batches, we're not yet to where it makes sense to do that at Lehigh. And the Longshots are out of Cincy, and that's where the barrel room will go as well.

We've heard about your collaborative project with Weihenstephan. What style will that beer be?

Let's just say we're trying to make it a "unique drinking experience." We're using classic ingredients, and seeing how far we can push it under the constraints of the Reinheitsgebot. Directionally we're looking at something between wine and beer, something bottle-conditioned, a little champagne-like. It's been a lot of fun, taking their 1000 years of brewing expertise, and our 25 years of craft innovation. As you can imagine, that has made for a lot of interesting discussions.

Thanks for your time, David.