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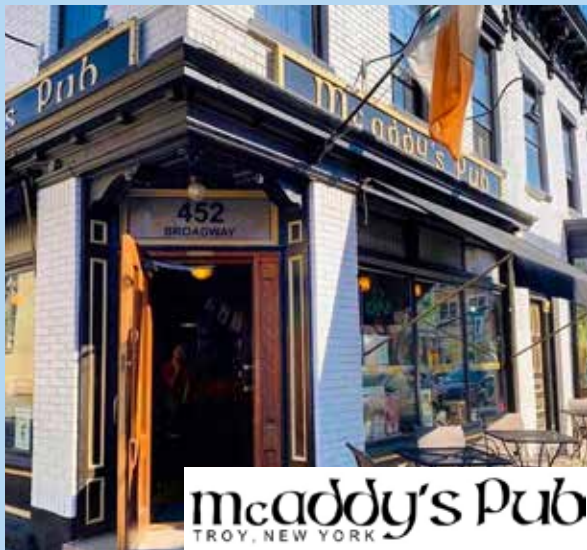
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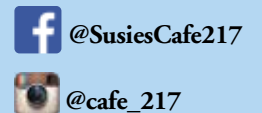


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True Brew Magazine September-October 2022

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BEER STYLE OF THE MONTH

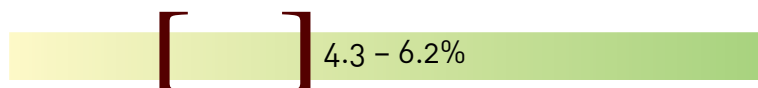
September AMERICAN BROWN ALE



Capture for more beer styles



SRM (Appearance) pale to dark



ABV (Alcohol By Volume) low to high



IBU (Bitterness) low to high

<i>Origin</i>	Derived from 17th century English Brown Ales, with more hops.
<i>History</i>	An American style from the modern craft beer era. Derived from English Brown Ales, but with more hops. Pete's Wicked Ale was one of the first and best known examples and inspired many imitations. Popular with homebrewers, where very hoppy versions were sometimes called Texas Brown Ales (this is now more appropriately a Brown IPA).
<i>Appearance</i>	Light to very dark brown color. Clear. Low to moderate off-white to light tan head.
<i>Aroma</i>	Moderate malty-sweet to malty-rich aroma with chocolate, caramel, nutty, and/or toasty qualities. Hop aroma is typically low to moderate, of almost any variety that complements the malt. Some interpretations of the style may feature a stronger hop aroma, an American or New World hop character (citrusy, fruity, tropical, etc.), and/or a fresh dry-hopped aroma (all are optional). Fruity esters are moderate to very low. The dark malt character is more robust than other brown ales yet stops short of being overly porter-like. The malt and hops are generally balanced.
<i>Flavor Profile</i>	Medium to moderately high malty-sweet or malty-rich flavor with chocolate, caramel, nutty, and/or toasty malt complexity, with medium to medium-high bitterness. The medium to medium-dry finish provides an aftertaste having both malt and hops. Hop flavor can be light to moderate, and may optionally have a citrusy, fruity, or tropical character, although any hop flavor that complements the malt is acceptable. Very low to moderate fruity esters.
<i>Bitterness</i>	20 - 30
<i>Commercial Examples</i>	Brooklyn Brown Ale, Bell's Best Brown, Cigar City Maduro Brown Ale, Smuttynose Old Brown Dog.
<i>Recommended Food Pairings</i>	American Brown Ales are generally have refreshing, medium- to full-bodied character with a slightly tangy finish that cuts through meaty or slightly fatty flavors. Certainly, no need to pair with anything too spicy. Burger and fries. Meatloaf and gravy. American diner food. Now you're talking! On the flip side, there's always a Santa Fe salad with blackened chicken for that complementary experience. Brown ales have a wide range. Enjoy!



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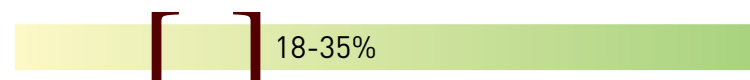
BEER STYLE OF THE MONTH

Origin	early 1700's
History	Originating in London in the early 1700s, porter evolved as a more heavily hopped and aged (keeping) version of the Brown Beer popular at the time. It evolved many times based on various technological and ingredient developments (such as the invention of black malt in 1817, and large-scale industrial brewing), as well as consumer preferences, wars, and tax policy. It became a highly-popular, widely-exported style in the early 1800s before declining by the 1870s as it changed to a lower gravity, unaged beer. As gravities continued to decline in all UK beers in the first half of the 1900s, styles stopped being made (including porter, gone by the 1950s). The craft beer era led to its re-introduction in 1978.
Appearance	Brown to dark brown in color, often with ruby highlights. Good clarity, although may be opaque. Moderate off-white to light tan head with good to fair retention.
Aroma	Moderate to moderately low bready, biscuity, and toasty malt aroma with mild roastiness, and may have a chocolate quality. May also show some non-roasted malt character in support (caramelly, nutty, toffee-like and/or sweet). May have up to a moderate level of floral or earthy hops. Fruity esters moderate to none. Diacetyl low to none.
Flavor Profile	Moderate bready, biscuity, and toasty malt flavor with a mild to moderate chocolate roastiness, and often a significant caramel, nutty, or toffee character, possibly with lower levels of darker flavors like coffee or licorice. Should not be burnt or harshly roasted, although small amounts may contribute a bitter chocolate complexity. Up to moderate earthy or floral hop flavor optional. Low to moderate fruity esters. Medium-low to medium bitterness varies the balance from slightly malty to slightly bitter, with a fairly dry to slightly sweet finish. Moderately-low diacetyl optional.
Bitterness	18 - 35 IBU's
Commercial Examples	Fuller's London Porter, Samuel Smith Taddy Porter
Recommended Food Pairings	English porters pair wonderfully with smoked, roasted or grilled meats. It also pairs well with barbecue, wings, braised dishes, and chili. Don't be afraid to use a little beer as some braising liquid or incorporated with chili or even as a marinade.

October ENGLISH PORTER



ABV (Alcohol By Volume) low to high



IBU (Bitterness) low to high



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BY KAREN LOGAN

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Beer BOLOGNESE SAUCE

Serves 6 Prep time 15 mins. Cook time 1 hour.

INGREDIENTS:

1lb. ground chuck beef (or meatloaf mix w/ 20% pork)
1 jar Marinara (25 oz)
2 garlic cloves, minced
½ cup white onion, finely diced
2 celery stalks, finely diced
1 carrot, grated
½ cup Vienna Lager
2 tbsp olive oil
1 ½ tbsp Italian seasoning (or basil & oregano)
1 tsp salt and pepper (adjust to your preference)
¼ cup heavy cream (optional)
Parmesan, grated (optional)
Pasta, 1lb. cooked (such as pappardelle, tagliatelle or spaghetti)

DIRECTIONS:

In a large saucepan, heat oil over medium heat. Sauté carrots, celery, onion and garlic over medium heat until softened (5-10 min). Add beef, season with Italian seasoning, salt and pepper, and cook over medium high heat until cooked through (about 10 min). Reduce heat to low and add beer. Simmer for 5 minutes. Stir in marinara, cover and cook over medium low heat for 20-30 minutes or until sauce thickens.

Stir in heavy cream and remove from heat. Serve over pasta and sprinkle on parmesan.



Beer Pairing:

Frog Alley New York Lager

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diced apples,
cranberries
and croutons



BY KAREN LOGAN

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Beer Asian Chicken LETTUCE WRAPS

Serves 6-8 (appetizers) Prep time 15 mins. Cook time 15 mins.

INGREDIENTS:

- 1 lb. ground chicken
- 2 garlic cloves, minced
- 1 cup white onion, finely diced
- ½ cup carrot, shredded
- ½ can sliced water chestnuts, drained & finely diced
- 2 tsp fresh ginger, grated
- 3 tbsp rice wine vinegar
- 3 tbsp Sapporo beer
- 1-2 tbsp olive oil
- ¼ cup hoisin sauce
- 2 tbsp soy sauce
- 1-2 tsp red chili paste or siracha (optional)
- 1 head lettuce, bibb or butter
- 1-2 sliced green onion (optional)
- ¼ chopped peanuts for topping (optional)

DIRECTIONS:

Heat oil in a large pan over medium heat and add chicken. Until chicken cooks through. Stir in garlic, onion, ginger, water chestnuts, and carrot begin to soften (5-10 minutes). Add beer, hoisin, soy sauce, vinegar, & chili paste. Simmer on medium low heat for 10 minutes until thickened. Remove from heat and scoop a little mixture onto lettuce leaves. Sprinkle with nuts and green onion if preferred. Eat like a taco – with lots of napkins.

Variation: serve over rice.



Beer Pairing:

The Real McCoy Empire Red Ale

ACTIVE INGREDIENT BREWING: A PRESCRIPTION FOR GREAT BEER, FOOD, AND FUN

By Joanne E. McFadden,
photos by Morgan McFadden Photography

You might wonder what a pair of pharmacists are doing opening a brewery, but in fact, Nathan Rogers and Brian Fox, owners of Active Ingredient Brewing Company in Malta, see the two occupations - pharmacist and brewer - as very similar. The link? Chemistry.

Just as they conducted experiments in the labs at the Albany College of Pharmacy during their academic days, they continue experimenting, now in their Malta “brew-lab” with malt, hops, yeast, and various flavorings. Once or twice a week, they unleash their creative juices in the form of several different styles of beer as they brew in their 10-barrel steam brew system from Fronhofer Designs LLC in Glens Falls.

“Experimentation is kind of the key for us,” Rogers said. The two use their science background of starting with a control group and then making additions from there. “That, for us, is kind of the fun part—the experimentation.”

Several of the beers they have created are born by starting with a traditional style, such as a Kölsch, and experimenting with various ingredients, but not to the point that it becomes an entirely different style of beer. For example, they added honey from Sweetheart Hills Farms in Brookfield, New York to a Kölsch-style ale to create “Freudian Sips.” They also used this farm’s honey in one of their hard ciders, “Atom’s Apple.” “We look to add little spins on classic styles of beer, while being mindful not to overhaul what makes that style classic,” Fox said.

The creativity they find in crafting new brews is the most enjoyable factor of opening a brew pub. Coming up with the recipes for their beers, taking into account the tastes and smells that customers might appreciate, is a highly creative and experimental process as they adjust and modify their recipes to produce the desired result. “I like being able to create recipes from scratch and brew them to smells and tastes that you might appreciate in a beer and modifying, changing those and naming those—just having that creativity,” Rogers said.



Before opening Active Ingredient in May 2021, Rogers and Fox were home brewers. “We got more and more into the homebrewing to the point where we wanted to scale it up,” Rogers said. For Fox, part of the draw of opening a brewery was having his own business to build with a partner.

And build they have. In addition to six core beers and two core ciders that are always on tap, Rogers and Fox have added multiple seasonal varieties and variations on their IPAs. “We’re using a lot of our scientific creativity to craft a lot of different brews,” Rogers said.

THE SCIENTIFIC VIBE

The pair clearly have a good time infusing the business with science in its beer names as well as its décor and barware. For example, bartenders serve flights in a holder that mimics an Erlenmeyer flask, a vessel with a conical body and cylindrical neck. Customers drink mixed drinks from beakers. On a shelf behind the



bar, there are plants growing in various glass containers used in a laboratory. Bathroom art includes a diagram of apothecary apparatus from 1860. Even a chalkboard sandwich sign outside the entrance employs abbreviations from the periodic table of elements claiming, “Be Er” (beryllium and erbium) as “the essential element.”

In addition to brewing, creativity comes into play in the names that Rogers and Fox devise for their brews. For example, there is its highly popular “Control Group,” a New England style IPA and “Skinny Genes,” a hazy IPA. The hazy NEIPA made with honey from Better Bee in Greenwich bears the name “Hivehypothesis.” The aptly named “Newton’s Champagne” is a hard cider made with apples from Saratoga Apple in Schuylerville. The German Berliner weisse sour ale “Proton Donation” won a bronze medal at the New York State Craft Beer Competition earlier this year. This beer actually gives customers themselves a chance to experiment, as they can order it with an infusion of assorted flavored syrups including raspberry,

blueberry, peach, strawberry rhubarb, blood orange, passion fruit, woodruff, and yuzu (a citrus fruit with Asian origins). In fact, adventurous customers will order a whole flight of Proton tastings infused with different flavors.

“It makes our brewery unique that we take a lot of time naming it with a scientific vibe,” Rogers said.

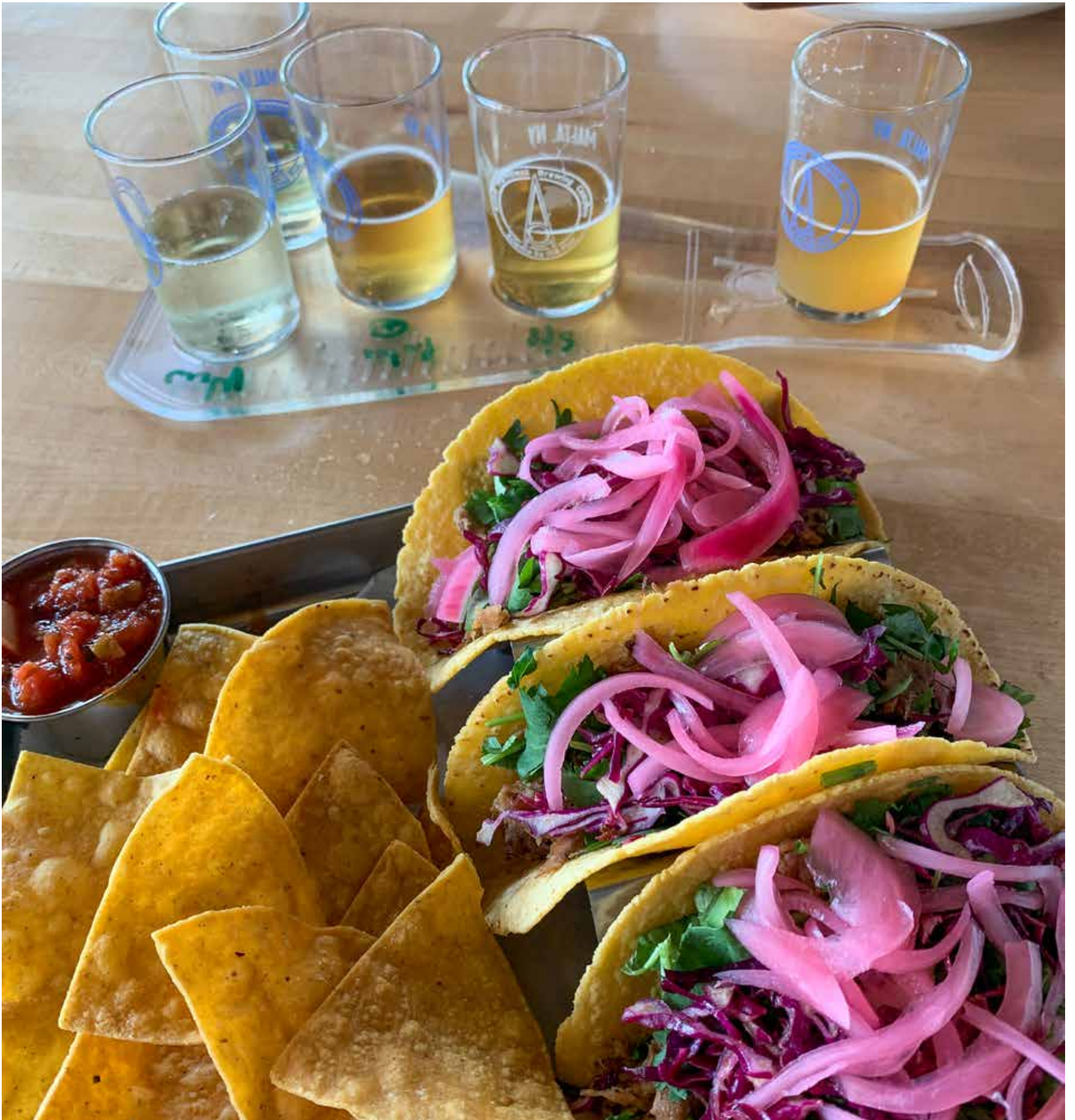
BEYOND THE TAPROOM

This past May, Active Ingredient started canning its beers (you can see pallets of cans from the bar and table seating in the taproom, which gives the “I’m drinking beer fresh from where it’s brewed” feeling). Customers can take beer home from the brewery or find it in alternate locations in the Capital District. So far, beer lovers can find Active Ingredient’s beers in Saratoga County at Minogue’s Beverage Centers, and Savemore Beverage, in Albany County at Latham Beverage, and in Fulton County at TJ’s Discount Beverage and Midtown Beverage. They chose a simple design for the cans’ labels. It includes a “sensory panel,” another nod to the owners’ scientific background, so that customers have an easier time figuring out what beer they might enjoy most.

COME STAY A WHILE

From the start, Fox and Rogers wanted to make Active Ingredient a place where people are invited to linger, and they have several features that encourage a leisurely visit. One is the establishment’s full kitchen. The menu features not only the typical brew pub fare one would expect, such as burgers and other sandwiches, poutine, giant







RELAXED BUSYNESS

Fox and Rogers have combined two seemingly disparate elements in Active Ingredient's atmosphere. Relaxation and busyness come together in a perfect chemistry making Active Ingredient a place where customers can come to enjoy craft beer, food and fun. You can watch bartenders and waitstaff occupied with quickly serving customers beer and food, while at the same time, you can observe Rogers or Fox having casual conversations with customers, seemingly immune to the efficiency taking place around them.

Staff noticeably takes pleasure in their jobs. One bartender, who works full-time for a construction firm and then heads to Active Ingredient for a shift, said, "I get to hang out, talk to people, and be around food and beer. Everyone's here to have a good time, so everyone's nice."

This good time is reflected in Active Ingredient's reception into Malta's craft beer scene. The community heartily welcomed the new brewers when they opened their doors. In just a year of operation, they've grown their mug club, the "Lab Partner" membership, to over 100 people. "The community greeted us with open arms," Rogers said.

Get your chemistry on and head over to Active Ingredient Brewing Company for a scientifically brewed pint. The brewery is located at 2443 Route 9, Suite 301, Malta, 518-289-5520, www.activeingredientbrewing.com.



pretzels, and chicken wings, but also chorizo tacos, carnitas tacos made with slow roasted pork, a brisket sandwich, and a couple of healthier entrees like citrus mango shrimp salad and a tuna poke bowl, to name a few.

Keeping the kitchen open, especially at the height of the COVID-19 pandemic, was the biggest challenge for the new brewery owners so far. Help was difficult to find. That meant that sometimes Fox and Rogers donned chef's aprons and did the cooking themselves, which is fortunately something they both enjoy. Now they have a new chef and seasonally rotating menus. This year they added a smoker where kitchen staff prepares wings and carnitas. "If you're sitting out on the patio having a pint, you might get some of the smell from the smoker out back," Rogers said.

The patio is another way that the business partners encourage customers to stay for a while. Rogers and his father recently finish building a pergola outside, one of the additions they made to upgrade the patio seating area, which has turned out to be a popular place for customers to have a beer and chat.

Dart boards and a television for playing video games also prompt friends and family to relax and have fun with some good-natured competition.

Weekly and special events also foster leisurely visits to Active Ingredient. There's trivia on Wednesday nights and live music on Fridays. On October 15, the brewery is hosting its annual Oktoberfest in a big tent in the parking lot of Sitwell Plaza on Route 9. "It was a lot of fun last year with 200 plus people," Rogers said.

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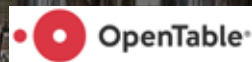
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True Brew America

WORKING TO GROW THE LOCAL CRAFT BEER SCENE

By Erik Budrakey

When we started True Brew Magazine back in 2016, we had a vision of promoting the local beer scene by giving consumers a unique look at our breweries and better-beer-bars as well as a behind-the-scenes glimpse of the amazing brewers and proprietors that make up the scene. Never in our wildest dreams did we envision our little magazine growing up to what it has become.

In 2016 True Brew Magazine reached approximately 10,000 local readers with each issue. Now in our 7th year, True Brew now reaches about 15,000 readers with our print magazine and more than 25,000 through our digital distribution with the Albany Times Union to their members benefit group. With data that shows strong and loyal readership, Hearst Media (who owns the Times Union) asked us to launch True Brew Magazine in other markets. In November of 2020 we launched True Brew Magazine – San Antonio, which is a digital only magazine distributed by San Antonio Express. Based on its success, we began discussions with Hearst to launch True Brew Magazine in San Francisco and Houston. Turns out our little baby has grown into quite the popular little read!

As our discussions with Hearst evolved, I became more aware that EVERYWHERE I traveled, I was looking to explore their local breweries and the craft beer scene in that market. I generally found myself googling “breweries near me” and then sifting

"As our world opens back up, people are anxious to travel, explore, and get back to experiencing new as well as tenured breweries."



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WHAT IS A BEER STYLE?

Beer style is a term used to categorize and differentiate beers. Beer styles offer a wide range of flavors, colors, strengths, balance, and other attributes.



BRILLIANT AND CLEAR

German Pilsner

Adapted from Czech Pilsner to suit brewing conditions in Germany, particularly water with higher mineral content and domestic hop varieties.



NOTABLE AND STRONG

Weissbier

While Bavaria has had a tradition of brewing wheat beer dating back hundreds of years, brewing wheat beer used to be reserved for Bavarian royalty only.

COOKING WITH BEER



Tex-Mex Beer Stuffed Peppers



Porter Caramel Sauce Peppers

through websites and maps to decide where I wanted to visit. We saw an opportunity to promote the local beer scene of American cities across the country while also educating beer-lovers about all things beer. In July of 2021, we proudly launched TrueBrewAmerica.com nationally!

True Brew America is a full-service publisher and agency serving both local and national brands. At True Brew America, craft beer is our lifestyle. From the places we visit, to the food we eat, and even the music that we listen to, craft beer always seems to play a role. True Brew America is about consumers enjoying the craft beer lifestyle. As our world has opened back up, consumers are anxious to travel, explore, and get back to experiencing new as well as tenured breweries. At True Brew America, craft beer lovers can explore and plan their next craft beer experience. Educate themselves on different beer styles and learn to cook with beer. Stay up to date on local, regional, and national craft beer news. And most importantly, enjoy and support the Craft Beer Lifestyle.

Our services to local breweries and taprooms go far beyond the magazine and the website. We also provide consultations surrounding marketing and strategy, branding and focused growth, graphic design and social media. We currently do beer can design, wearables, tap handles, coasters and more for many of your favorite local breweries. We also work with these breweries on developing an overall media strategy including social media, event planning, setting goals, and executing plans.

We started with highlighting the Capital Region of New York because that's where we are from, and that's where True Brew was born. We also introduced Boston, Denver, San Antonio, as they are cities that we are familiar with and already do business in. Once we fully develop those markets, our plan is to introduce a new major metropolis every few months with NYC, Philly, San Francisco, and Houston next in line to be conquered. Our goal is to eventually feature more than 50 of the top craft beer cities across the country.

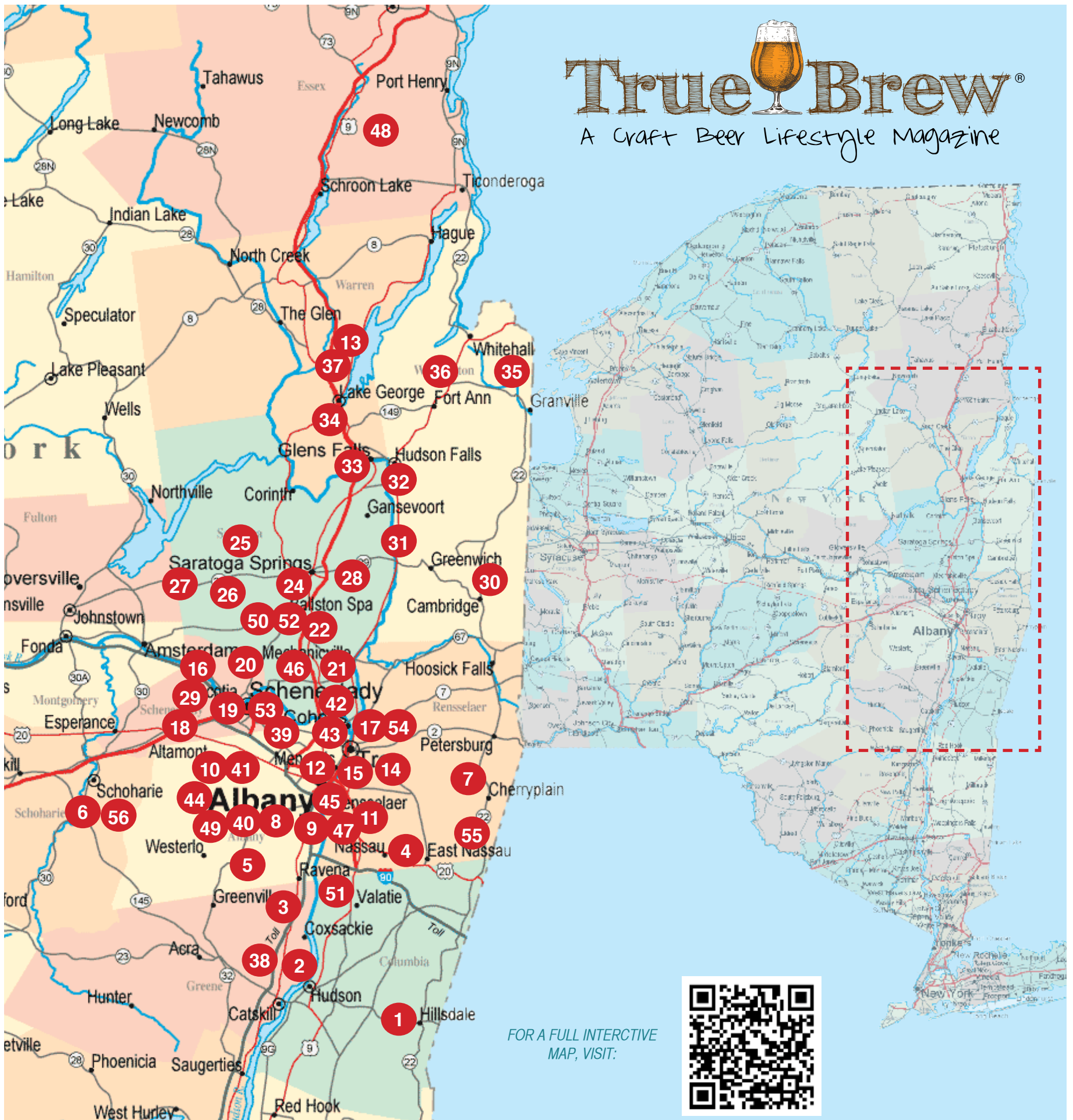
We'd like to invite you to check out our site, TrueBrewAmerica.Com and explore the Capital Region beer scene and beyond. Get to know our site and visit us as you plan your next craft beer experience. "Like" True Brew America on Facebook and Instagram to stay up to date on what's happening in your backyard and across the country. Let us know what you think.

Lastly, we would like to thank YOU, our loyal readers! Your support of True Brew Magazine has brought our brand to the next level. We could not have done that without you. Cheers!



True Brew®

A Craft Beer Lifestyle Magazine



FOR A FULL INTERACTIVE
MAP, VISIT:



BREWERIES IN THE CAPITAL DISTRICT

1. Roe Jan Brewing Co.

32 Anthony St Hillsdale New York 12529
Ph: 518-303-8080
www.roejanbrewing.com

2. Chatham Brewing

59 Main Street Chatham New York 12037
Ph: 518-697-0202
www.chathambrewing.com

3. Honey Hollow Brewing Company

376 E Honey Hollow Road
Earlton New York 12058
Ph: 518-966-5560
www.honeyhollowbrewery.com

4. S&S Farm Brewery

174 Middle Road Nassau New York 12123
Ph: 518-336-0766
www.sandsbrewery.com

5. Helderberg Brewery

26 County Route 353 Rensselaerville NY 12147
Ph: 518-872-7133
www.helderbergmountainbrewingcompany.com

6. Green Wolf Brewing Company

315 Main Street Middleburgh New York 12122
Ph: 518-872-2503
www.greenwolfales.com

7. The Beer Diviner

243 Bly Hollow Rd Cherry Plain New York 12040

8. Lionheart Pub and Brewery

448 Madison Avenue Albany New York 12208
www.albanylionheartpub.com

9. CH Evans Brewing Co., Inc.

at the Albany Pump Station
19 Quackenbush Square Albany NY 12207
Ph: 518-447-9000
www.evansale.com

10. Indian Ladder Farmstead Brewery & Cidery

342 Altamont Rd. Altamont NY 12009
Ph: (518) 768-7793
www.ilfcb.com

11. Emporium Farm Brewery

472 N Greenbush Rd Rensselaer New York 12144
www.emporiumfarmbrewery.com

12. Druthers Brewing - Albany

1053 Broadway Albany NY 12204
Ph: 518-650-7996
www.druthersbrewing.com

13. Bolton Landing Brewing

4933 Lake Shore Dr, Bolton Landing, NY 12814
(518) 644-2739
www.boltonlandingbrewing.com

14. Serious Brewing Co

116 Caverns Rd Howes Cave NY 12092
Ph: 518-826-4050
www.seriousbrewingco.com

15. Rare Form Brewing Company

90 Congress Street Troy New York 12180
Ph: 518-326-4303
www.rareformbrewing.com

16. Back Barn Brewing Company

7082 Western Turnpike
Duanesburg New York 12053
Ph: 518-709-8423
www.backbarnbrewing.com

17. Table 41 Brewing

188 Remsen Street Cohoes New York 12047
Ph: 518-414-2011
www.table41brewing.com

18. Frog Alley Brewing

108 State St Schenectady New York 12305
www.frogalleybrewing.com

19. Mad Jack Brewing at

The Van Dyck Restaurant & Lounge
237 Union Street Schenectady New York 12305
Ph: 518-348-7999
www.vandycklounge.com

20. Druthers Brewing - Schenectady

221 Harborside Drive, Schenectady NY 12305
www.druthersbrewing.com

21. Singlecut - North

6 Fairchild Square Clifton Park New York 12065
Ph: 518-406-3262
www.singlecut.com

22. Hank Hudson Brewing

17 Johnson Rd Mechanicville New York 12118
Ph: 518-664-1578
www.hankhudsonbrewing.com

23. Brown's Brewing Company

50 Factory Hill Road North Hoosick NY 12133
417 River St, Troy, NY 12180
Ph: 518-205-5049

24. Unified Beerworks

7 Old Stonebreak Road Suite 4
Malta New York 12020
Ph: 518-289-5078
www.unified-beerworks.com

25. Artisanal Brew Works

41 Geyser Road Saratoga Springs NY 12866
Ph: 518-339-0698
www.artisanalbrewworks.com

26. Druthers Brewing - Saratoga Springs

381 Broadway Saratoga Springs New York 12866
Ph: 518-306-5275
www.druthersbrewing.com

27. Walt & Whitman Brewing

20 Lake Avenue, Saratoga Springs NY 12866
Ph: 518-682-3602
www.waltandwhitmanbrewing.com

28. Argyle Brewing Company

One Main Street Greenwich New York 12834
Ph: 518-692-2585
www.argylebrewing.com

29. Wolf Hollow Brewing Company

6882 Amsterdam Rd.
Schenectady, New York 12302
Ph: (518) 214-4093
www.wolfhollowbrewing.com

30. Bound By Fate Brewing

31 Ferry Street Schuylerville New York 12871
Ph: 518- 507-6246
www.boundbyfatebrewing.com

31. Highlander Brewing Co.

453 County Rt. 47 Argyle New York 12809
www.hbcargyleny.com

32. Slickfin Brewing Company LLC

147-149 Broadway Fort Edward NY 12828
Ph: 518-223-0264
www.slickfinbrewing.com

33. Common Roots Brewing Company

58 Saratoga Avenue
South Glens Falls New York 12803
Ph: 518-409-8248
www.commonrootsbrewing.com

34. Davidson Brothers Brewery

184 Glen Street Glens Falls New York 12801
Ph: 518-743-9026
www.davidsonbrothers.com

35. Slate Town Brewing

31 Main Street Granville New York 12832
Ph: 518-345-5357
www.slatetownbrewing.com

36. Battle Hill Brewing Company

4 Charles St Fort Ann New York 12827
Ph: 518-639-1033
www.battlehillbrewing.com

37. Adirondack Pub and Brewery

33 Canada St, Lake George, NY 12845
Ph: (518) 668-0002
www.adkbrewery.com

38. Old Factory Brewing

628 Main St, Cairo, NY 12413

39. Perfect World Brewing

1276 Broadway, Albany, NY 12204
Ph: (518) 368-7725

40. Mixed Breed Brewing

457 SR 146 Guilderland Center, NY 12085
mixedbreedbrewing.com

41. The Warbler

155 Delaware Ave, Delmar, NY 12054
Ph: (518) 650-8484
www.warblerbrewery.com

42. Brown's Brewing Company

417 River St., Troy, NY 12180
Ph: (518) 273-2337
www.brownsbrewing.com

43. Bye-i Brewing

122 Remsen St., Cohoes, NY 12047
Ph: (518) 244-3924
www.byeibrewing.com

44. Fiden's Brewing

10 Walker Way Colonie, NY 12205
Ph: (518) 608-0014
www.fidensbrewing.com

45. Fort Orange Brewing

450 N Pearl St., Albany, NY 12204
Ph: (518) 992-3103
www.fortorangebrewing.com

46. Great Flats Brewing

151 Lafayette St #2052, Schenectady, NY 12305
Ph: (518) 280-0232
www.greatflatsbrewing.com

47. Nine Pin Cider Works

929 Broadway, Albany, NY 12207
Ph: (518) 449-9999
www.ninepincider.com

48. Paradox Brewing

2781 U.S. 9, North Hudson, NY 12855
Ph: (518) 351-5036
www.paradoxbrewery.com

49. Real McCoy Brewing

20 Hallwood Rd., Delmar, NY 12054
Ph: (518) 439-3652
www.therealmccoybeerco.com

50. Real McCoy Brewing

28 Washington St., Ballston Spa NY 12020
Ph: (518) 439-3653
www.therealmccoybeerco.com

51. Reifenberg Brewing

3021 Main St., Valatie NY 12184
Ph: (518) 610-8447
www.reifenbergbrewing.com

52. Active Ingredient Brewing

2443 Route 9 Suite 301, Malta NY 12020
Ph: (518) 289-5520
www.activeingredientbrewing.com

53. Craft Point Brewing

108 State St, Schenectady, NY 12305
(518) 723-0099
www.craftpointbrewery.com

54. Other One Brewing

1505 U.S. 9 Suite 3 In Glennpeter Plaza,
Halfmoon, NY 12065
(518) 807-5512
www.otheronebrewingco.com

55. Roaring 20's

565 US-20, New Lebanon, NY 12125
(518) 794-5020
www.roaring20sbrewery.com

56. Wayward Lane Brewing

255 Ward Ln, Schoharie, NY 12157
(518) 295-6006
www.waywardlanebrewing.com

CALENDAR OF EVENTS



Researched and compiled by Karen Logan

SEPTEMBER

9/1-June Farms – Beer Yoga 6-8pm

Green Wolf – Trivia

Fort Orange – Three Can Release: Oktoberfest,

Fort Orange IPA, Fortitude 9 NEIPA

Troy on Tap (Russell Sage) 1-5pm

Nine Pin – Ciders & Sliders w/ Slidin' Dirty

4-8pm

9/2-SingleCut North - Teacher Appreciation

Night! Music by Josh Casano and food: Burger21

Green Wolf – Music: Greg Bucking w/ Sam

Whedon

Argyle – Music: Moon McGeoch first Friday

residency 5-7PM. Margo Macer- 7pm

Wolf Hollow – Music: Steve Oill 6-9pm

Paradox - Leaf Peeper Supreme Fest Lager &

3rd Edition Collectible Mug Release

Brewery Ommegang – Firepit Friday w/ music and bonfire

Nine Pin – Music: Gloria 5pm. First Friday Art

Exhibit, Lost Gestures

Bye-I – Music: EJ. Eat in the Street

9/3-SingleCut North - Smith's Smokeshack

2-6pm

Green Wolf – Music: Gultarhur Band

Paradox – music: The Switch Performing 5-8pm.

Food: Ty's Taco Ria

Frog Alley - Run for the River 1/2 Marathon. After

party at Frog Alley. Music: Monkberry 0:30am

Bye-I – Karaoke 9pm

Scotlander Brewing Co. – Music: Danny Paul.

Food: Eat Meat Bbq

Indian Ladder – Picklepalooza! Mr. Pickle Gose

release, music, pickle foods, pickle BINGO

9/4- SingleCut North – Music: Brad Monkell and

Friends. Food: Smith's Smokeshack

Wolf Hollow - Pints and Poses (tickets required)

Paradox – music: Good Enough 4-8pm. Extended hours 12-9pm

Frog Alley – Music: The Leaps (free)

Nine Pin –End of Summer Bbq pizza special.

Paint night.

Unified Beerworks Mug Club Member Party

(5-9pm)



9/5-SingleCut North – Extended hours 12-7pm

Paradox – Food: Alaturco Gyro Food Truck.

Extended hours 12-6pm

9/7-Argyle – music: Kevin Maul & Billy Ives 7pm

Paradox - Open Mic Night 4:30-7:30pm

Indian Ladder – Trivia w/ Ritz Carton 6pm

9/8-Green Wolf - Dart league

Wolf Hollow - Trivia Night 6pm

Indian Ladder – Trivia w/ Ritz Carton 6pm

9/9 – 9/10-Eastbound Throwdown Music Festival

9/10-Unified Beerworks Malta 5k/10k

Afterparty (10am-9pm) Completely Different

(4-7pm)

9/9-9/11 Unified Beerworks Oktoberfest

Release Weekend

9/9-SingleCut North Food: The Notorious B.I.T.E

Green Wolf – Music: Saucy Pots

Brewery Ommegang – Firepit Friday w/ music

and bonfire

Brown's – Oyster & Stout Night

Scotlander – Music: Murder Hornets.

Food: Tres Mijas

Bye-I – Music: Protones. Eat in the Street

9/10-Back Barn – Music: Ben Yachler 4-7pm.

Food: Lidia's Empanada's 2-6pm

SingleCut North – Food: The Notorious B.I.T.E.

Music: ERIE

Green Wolf – Music: Andrea Scow Band

Wolf Hollow - Oktoberfest 12-9pm

Paradox - music: Joe DeFelice 4-8pm

Frog Alley – Music: Stone Temple Pilots w/s/g

Robot Monster

Brewery Ommegang – Parade on Main St.,

Cooperstown. & Bar Crawl 11am

Scotlander Brewing Co. – Paint & Sip 6pm

Bye-I – Music: Mike Mcmann Band

9/11 – 9/15 Lake George Region Restaurant

Week

9/11-SingleCut North - Slipmat Sunday Vinyl

Garage Sale. Food: The Notorious B.I.T.E.

Good Nature – Great Chocolate Wreckotberfest

12pm

Bound by Fate – Sunday Funday music: Ben

Zoleski 3-6pm

Common Roots – Pups & Pints: Lucky Puppy

Rescue 12pm

Bye-I – Opening day of football party. Cornhole

Tournament. Opei

9/12-Good Nature – Great Chocolate

Wreckotberfest 8pm

9/14-Argyle – music - Jenner Fox 7pm

Rare Form – Bonsai Bar 6:30pm

Hops & Harvest (Empire State Plaza) 5-9pm

Nine Pin – Food: Boozy Moo Cider Float Pop-up

4-8pm

9/15-Green Wolf – Open Mic

9/15-9/18 Common Roots Brewing Co. - Fritz

Fest

9/16-SingleCut North – Fierro's Pizza 4-8pm

9/16-June Farms – Fall Bar(n) Crawl 4-9pm. \$40

SingleCut North – Food: Fierro's Pizza 4-8pm

Argyle – music: Symbio w/ Joe DeGarmo and the

Crandall Folk Life Center 7pm

Scotlander Brewing Co. – Music: Aaron Haan.

Food: Jupe Box

Bye-I – Music: As Iz. Eat in the Street

9/17-Pearlpalooza – Music Festival on N. Pearl

Street (free)

Rare Form – music: Male Patterns Record

Release Show w/s/g Dead Low

Unified Beerworks – OOTP Pints for Ptbulls

12pm

SingleCut North - Oktoberfest! Food: Two for the

Road and Greta's Gourmet! Music: by Brother

Junction. Activities: axe throwing, live tattooing,

keg tossing, & stein hoisting.

Adirondack Brewing – 5K after party w/ live

music, food trucks, & yard games

Thistle Day Festival – Town of Argyle Scottish

Heritage Celebration

Paradox: music: Margarita Mike 4-8pm

Frog Alley - Halfway to St Paddy's Day

Celebration. Music: Get up Jack 3pm And

Maggie's Clan 8:30pm

Lark Street Oktoberfest 7-11pm

9/18-Back Barn – End of Summer Bash! 1-6pm
Music: Scott Simpson. Food: Clam bake by
Wagon Train
Argyle - Brunch w/ Bob feat. Jack Spann 1-4pm
Wolf Hollow – Polish Day w/ Sammy's Country
Wagon 12-6pm

9/19-The Warbler – Industry Monday 6-9pm. \$2
off drafts

9/21-June Farms – Dueling Pianos 5pm. \$25
Argyle – music: Jon Stewart 6-8pm
Wolf Hollow – Craft and Draft with Bash Parties
Paradox - Open Mic Night 4:30-7:30pm
Indian Ladder – Sip & Stitch 6pm

9/22-Argyle – music: Peter Maine 6-8pm
Wolf Hollow - Trivia Night 6pm
Frog Alley - Girls Night Out
Artisinal Brew Works – Paint & Sip 6pm. \$45

9/23-SingleCut North – Music: Caity and the
Gallaghers EP Release Party. Food: Burger 21
Argyle – music: Carson Murphy of The Lower
Tulpa 7pm
Wolf Hollow – music: The Nellies Duo 6-9pm
Paradox - Strangelet New England Style IPA
Release
Frog Alley – Music: Satisfaction Rolling Stones
Tribute
Scotlander Brewing Co. – Music: Whinin' Boys.
Kaleidoscope Ice Creams & Smoked Meats
Bye-I – Music: Nelson Music. Eat in the Street

9/24 – 9/25-Adirondack Wool & Arts Festival at
the Washington County Fair Grounds
Mixed Breed – Music: 2096 Band. Food: Burger
21 & Carmine's Wood Fired Pizza

9/24-The Warbler – Vegan Oktoberfest 12pm
SingleCut North – Food: Fierro's Pizza 2-6pm
Mean Max – Music: Side Dish 7:30pm
Argyle – music: Thom Powers 6-8pm
Paradox - The Little Zippers 4-8pm
Frog Alley – Music: Smash Mouth
Wolf Hollow - Pumpkin Carving 12pm
Unified Beerworks: Whizbang 4-7pm

9/25-Nanola – Bass & Breakfast (knocking beats
& slamming eats)
Fort Orange – Yoga with a Pint 11:30am
Argyle - Brunch w/ Bob feat. Justin Friello 1-4pm
Frog Alley - Capital SweatFest: Local Fitness
Festival

9/28-Argyle – music: Seven Chords for Silver
6-8pm



9/29-Argyle – music: Chapman Sticker, Alex
Nahas as Bright
Brown 7pm
Wolf Hollow - Glendaal PTA Harvest Festival
4-8pm

9/30-SingleCut North – Music: Closet Classics.
Food: Say Cheez 518
Green Wolf – Music: Carmen Lookshire Duo
Back Barn – Music: North Allen Duo 5pm
Fort Orange – Live music. Food: Bull & Basil
Wood Fired Pizza
Argyle – Music: The Blackouts 6-8pm
Argyle (Greenwich Brewery) Karaoke
Throwdown: fundraiser
for L.E.A.P.
Nine Pin – Music: Minor Moon Jazz
Bye-I – Music: Rob Forman. Eat in the Street

OCTOBER

10/1-Real McCoy – Oktoberfest 12pm
SingleCut North – Food: El Carro del Taco.
and Music by Foster Planet
Green Wolf – Music: Patty & Mygrain
Argyle – music: Sten & Maria Z \$18
Taste on the Hudson - \$40. Argyle Brewing
helping the Lions Club
Frog Alley - Frogtoberfest featuring Jimmie
Allen, day-long festival 3pm
Unified – 4th Anniversary Party! 12pm
Wolff's Biergarten - Oktoberfest 3-10pm
Artisinal – Rocktoberfest
Bye-I – Karaoke 9pm
Helderberg – Crazy Paws Dog Rescue Fundraiser
3-8pm

10/2- Common Roots - Beat the Brewer

10/5-Paradox - Open Mic Night 4:30-7:30pm
Indian Ladder – Trivia w/ Ritz Carton 6pm

10/6-Green Wolf – Trivia
Wolf Hollow - Trivia Night 6pm

10/7-Mean Max – Emo Night (DJ, Karaoke,
live music) 7:30pm
SingleCut North – Food: Smith's Smokeshack.
Music: Bad Mothers
Unified Beerworks – 4th Anniversary Party
Back Barn – Oktoberfest
Argyle – music: Sydney Worthley 6pm
Paradox – Beer Releases: Hermit's Heaven
Brown Ale & Sonder Brau Dortmund Lager
Bound by Fate – Music: Shortwave Radioband w/
Black Tongue Reverend 7-9pm
Bye-I – Music: Jenny & Calvin

10/8-Northern Barrell – Paint & Sip 2-4pm. \$43
SingleCut North – Food: Fierro's Pizza 2-6p
Green Wolf – Music: F'NTR Band
Mean Max – Music: 90's Sound 7:30pm
Back Barn – Oktoberfest
Argyle – music: Marty Wendell 7PM. \$15
Chatham – 15th anniversary! Town Oktoberfest.
Music, axe throwing, vendors & food trucks
1-8pm.
Paradox – music: The Switch 5-8pm. Food: Ty's
Taco-Ria
Saratoga Hard Cider & Doughnut Fest 2pm. \$24

10/9-Back Barn – Oktoberfest
Argyle – music: Jeffrey Pepper Rogers' acoustic
Dead tribute \$15
Paradox – music: Gregson Brothers 4-8pm.
Extended hours 12-9pm
Frog Alley – Music: Jamey Johnson

10/10-Paradox – Food: Alatuco Gyro Food Truck.
Extended hours 12-6pm

10/12-Wolf Hollow - Sacandaga Elementary PTA
Fundraiser 4-8pm
Paradox - \$5 Draft Days

10/13-Green Wolf – Music: Carmen Lookshire
6pm. Dart League
Argyle – music: Ray Rizzo w/ Anais Mitchell.
Brubag League starts
Paradox - \$5 Draft Days
Frog Alley - Dueling Pianos
Brown's Oktoberfest 5:30pm
Indian Ladder – Trivia w/ Ritz Carton 6pm

677 Prime Local Brewery Beer Dinner-6pm

10/14-SingleCut North – Music: Caity Gallagher
5-8pm

Green Wolf – Music: Becca Frame & the Tall Boys
Argyle – music: Emily Anderson 6pm
Nine Pin – Music: Jacob Shipley 5pm
Bye-I – Music: Matty D

10/15 -Adirondack Brewing – Oktoberfest for
Charity w/ polka music, beer garden, keg tossing,
stein hoisting, costume contest, cornhole & more.
Unified Beerworks- The Flannel Kings 4-7pm
SingleCut North – Music: Shortwave RadioBand
& The Sugar Hold
Green Wolf – Music: Tapestry
Electric City Trucks, Taps, Corks, and Forks
2-4pm
Bolton Landing – Paint & Sip 6-8pm. \$45
Indian Ladder – Hawaiian Oktoberfest



Continued on Pg. 31

7 QUESTIONS WITH EXECUTIVE DIRECTOR OF THE NYS BREWER'S ASSOCIATION PAUL LEONE



www.newyorkcraftbeer.com

The New York State Brewers Association (NYSBA) was founded in 2003 to serve as a promotional and legislative proponent for New York State breweries, microbreweries, farm breweries, brewpubs and brewing affiliated businesses.

After living in several parts of the country, Paul Leone moved back home to New York State in 2012 and was hired as the first Executive Director of the NYSBA in 2013. Since then, he has seen New York's brewing industry quadruple in size, many new laws passed, and has had the honor to have met hundreds of incredible and passionate brewers all over the state and country. According to Paul, working for the brewers of New York State and the incredible Board of Directors guiding the industry every day, has been a true privilege to say the least. We wanted to learn more so we met up with Paul at a local brewery to enjoy a few pints and ask him...7 QUESTIONS:



TBM: "With NYS now having more than 500 breweries and ranking 3rd in the country in beer production, what are the biggest challenges facing the NYS Brewers Association as we look to 2023?"

PAUL: Great question, and one that's hard to answer decisively. Our growth over the years, even through COVID, has been strong, we now have the 2nd most breweries in the country behind California. Breweries went through a lot during COVID and many are still trying to find some sort of "normalcy" in their day to day operations. Predictability is something that was lost over these past few years which causes more stress and anxiety which is leaving some brewery owners wondering if they want to continue. For the first time we are getting calls from breweries looking to sell which is not something we had much of before COVID. With all of that said, the industry is still growing in NYS albeit at a much slower pace, which is something that was bound to happen at some point any way.

TBM: "We are heading out on a 2 hour road trip to a brewfest. You are driving and in charge of the music. What are 3 bands are we listening to?"

PAUL: If we are headed to a beer festival then definitely the Avett Brothers as well as my BriteVibes and Beer Drinking Vibe playlists on Spotify. I know you asked for bands, but those playlists are curated to get you in the beer drinking festival mood, and you can never go wrong with the Avett Brothers.

TBM: "What is your first memory of sampling a great beer?"

PAUL: Without question my trip to Germany as a high school exchange student. That was back in the day when Bud was king and Miller Lite was the only other option primarily. That trip to Germany opened my eyes to what beer should taste like, it was other worldly to me at that time. Here in America, we were drinking mass produced beer that generally tasted the same, over there the beer was full of flavor and there was a brewery in nearly every town. It completely changed the way I thought about beer and was a great introduction to my future in this industry.

TBM: "Wife? Kids? Pets?"

PAUL: Yes, my wife Kathy and I have been married for 27 years and we have 3 kids, our daughter is in grad school at the University of Maryland, we have a son at Oswego State and a son at Binghamton University. We also have 3 dogs, a cat, and chickens.

TBM: "Outside of working in the craft beer world, what other hobbies or activities do you enjoy?"

PAUL: I have a love hate relationship with golf and play in a league in the summertime. I also love going to minor league baseball games. My love of baseball started back in 1993 when I got my first real job as a multi-media producer for the National Baseball Hall of Fame in Cooperstown.



TBM: "If you could sit down and share a beer with 3 historical or iconic characters, who would they be, and why?"

PAUL: 1. I'd love to have a beer with the first board members of the first New York State Brewers Association which was founded in 1830. It would be fun to know why they thought it was important to organize at that time.

2. Buck O'Neil the great negro league manager who was recently inducted into the Baseball Hall of Fame. I was fortunate enough meet him during my time at the Hall and his stories about baseball in that era were fascinating, it would be incredible to have more time with him over a beer.

3. Andre the Giant, just to see how true all of those beer drinking stories really were.



TBM: "If you had 4 sentences to say whatever you'd like to Capital Region Craft Beer Enthusiasts, what would they be?"

PAUL: Keep supporting your local breweries, they are not out of the woods yet from this pandemic. The Capital Region is adding breweries and is an incredible area for great NYS craft beer. Vermont has great craft beer, the craft beer near you is just as good if not better!

Download our New York State Craft Beer App, it has every brewery in the state on it where you can earn free prizes by getting passport stamps at each brewery you visit.



**Find our beer
in the taproom
and in stores**

**Our huge patio
is pet friendly**

**Enjoy live
entertainment,
acoustic music,
weekly bands,
& events**

**Check out
our summer
concert series**

**Book your
private event**



Morgan McFadden Photography



Frog Alley Brewing Company
108 State St, Schenectady, NY 12305
(518) 631-4800
frogalleybrewing.com

10/16- Unified Beerworks The Flannel Kings (4-7pm)

ndian Ladder – Hawaiian Oktoberfest

10/17- Unified Beerworks: The Porch Rockers (4-7pm)

10/18-October 8: Lucia and Levi (4-7pm)

10/19-Argyle – music: Jon Stewart 6-7pm.

Bryan McPherson 8pm

Paradox - \$5 Draft Days

10/20-Green Wolf – Open Mic

Argyle – music: Peter Maine 6-8pm

Wolf Hollow - Trivia Night 6pm

Paradox - \$5 Draft Days

10/21-SingleCut North – Music: by Battleax.x.x.

& Sunset Grin. Food: Two for the Road

Green Wolf – Live Music

Mean Max – Music: Rich Clements Band 7:30pm

Paradox - Open Mic Night 5-8pm

Bye-I – Music: Hammer & Nail

10/22-SingleCut North – Music: Valley of

Weights. Food: Two for the Road

Northway Brewing – Oktoberfest 3pm. \$50

Back Barn – Music: Lucia & Levi 2-5pm

Green Wolf – Music: Tom Gruning & Alan

Whitney

Argyle – music: After The Fall 7pm. \$10

Fort Orange – Food: Cousins Maine Lobster

Food Truck 1-8:30pm

Helderberg Meadworks – The Erotics Mead

Release / Album Pre-release Party

10/23-Wolf Hollow - Pumpkin Carving 12pm

10/25-Paradox - \$5 Draft Days

10/26-Argyle – music: Seven Chords For Silver

6-8pm

Paradox - \$5 Draft Days

10/27-Green Wolf – Carmen Lookshire 6pm.

Dart League

10/28-Green Wolf – Alyssa Yeager Duo

Argyle – music: Jester Fretless 6-8pm

Paradox - Seance Weather Vienna Lager

Release

Frog Alley – Music: The Highwaymen: A Tribute

Nine Pin – Music: The Pine Boys 5pm

Bye-I – Music: Maurizio

10/29-SingleCut North – Music: The Zack

Cohen Band. Food: Smith's Smokeshack

Green Wolf – Music: IKO The Dog

Argyle – music: The Pagan's Dance 6pm

Mean Max – Music: Seize Atlantis 7:30pm

Paradox – Music: JT Horne 4-8pm

Unified BeerworksThe North & South Dakotas

(4-7pm)

10/30 -SingleCut North - Typhoid's Takeover

Drag Show. Food: Smith's Smokeshack

Nanola – Bass & Breakfast (knocking beats & slamming eats)

Argyle – music: Mike Armando 4 on afternoon beach party \$20

Frog Alley - Halloween Brunch

10/31-Albany Official Halloween Bar Crawl 5pm

start at Bar Vegan



Weekly Events



SUNDAYS

Brewery Ommegang – Brunch BINGO

Tipsy Moose – Topsy Brunch 10am-2pm

Active Ingredient Brewing Co- Brunch 10am-2pm

MONDAYS

Tipsy Moose – Mac n' Cheese Mondays

Common Roots – Trivia 7pm

Nine Pin - Date Night

TUESDAYS

Bootleggers - Trivia

Saratoga City Tavern – Trivia 8pm

Beer Bones – Trivia 7pm

Nine Pin – Alternating Events

Albany Distilling Co. – Trivia 7pm

Nanola – Trivia 7pm

WEDNESDAYS

Active Ingredient Brewing – Trivia 6:30pm

Mean Max Brew Works – Trivia

Great Flats Brewing – Trivia

Northern Barrell Brewing – Trivia

City Beer Hall – Trivia

Other One Brewing – Trivia

Local 217 – Trivia Night

McAddy's Pub – Trivia Night

Tipsy Moose – Lobster Roll Night (Albany has trivia)

THURSDAYS

Fort Orange - Trivia

Hudson Brewing – Trivia 7pm

Bye-I Brewing – Trivia 7pm

Saratoga City Tavern – Karaoke

Bound by Fate – Trivia

Warbler Brewing – Trivia

SingleCut North – Trivia 6pm

Tipsy Moose – Trivia

Bound by Fate – Trivia

Other One Brewing – Live music

FRIDAYS

Kings Tavern – Karaoke

Other One Brewing – Live music

SATURDAYS

Bacchus – Brunch 11-3

The Beer Diviner – Live Music 6pm





CHEERS TO 6 YEARS!

By Erik Budrakey

“What do you think of starting a craft beer magazine that showcases the Capital Region’s emerging beer scene?”

It was a question I did not see coming. It was March 14th, 2016, and my life-long friend and soon-to-be business partner, Jennifer Peyser, had asked me to come to Troy to meet with her and another colleague for a cup a of coffee so that she could “throw an idea past me.”

At that point, I had worked in the craft beer business for more than 20 years. From working as a manager of a brew pub in Ft. Collins, Colorado, to brew store manager, brewing instructor, craft beer division manager for a local beer distributor to VP of a local brewery, I’d been in the game for a long time. Traveling much of the US

and throughout Europe to learn about beer history, beer origins, and beer culture – I became a bit of a beer nerd. I had been hosting beer dinners at local restaurants, teaching tasting beer and beer sensory classes, and writing a beer blog for several years. I had even dabbled in a web-tv type video series called GOTBEERTV. I loved to talk about beer to pretty much anyone who would listen. And, having spent so much time on the scene, I personally knew, or had connections at, pretty much every local brewery and many others from around the region and nation. The notion of starting a craft beer magazine certainly sounded intriguing. Especially with the local craft beer scene emerging as it was at the time.

Jenn had been the art director at



Coffee shop in Troy March 14, 2016

Conservationist Magazine, with the NYS DEC for over a decade, as well as having several of her own freelance clients. I knew that she had serious design chops because she and I had already worked together on several projects over the past 5-6 years for local breweries and distributors. She was very

MISSION STATEMENT

At True Brew Magazine, craft beer is our lifestyle. From the places we visit to the food we eat and even the music that we listen to, craft beer always seems to play a role. For the craft beer brewers, retailers, and consumers we would like to use our combined knowledge to enhance the appreciation of the local craft beer experience.

True Brew Magazine's mission is to be recognized by the Craft Beer Breweries, Retailers, and Consumers as the premier craft beer magazine in the region. Our goal is deliver to the consumer all of the latest craft beer news, unique brewery offerings, beer dinners, events, festivals, and special releases in the Capital District and beyond. Through our printed magazine we will reach more than 10,000 local craft beer consumers, doubling our efforts through our website and social media campaigns. Our goal is to introduce the consumer to the passionate people who create these unique brews (and ciders), take them on a virtual tour of local, regional, and national breweries, offering a behind-the-scenes look and appreciation of their operations by providing a first-hand feel for their culture and unique local products.

The craft beer lifestyle is a personal journey. True Brew encourages you to have your own adventure! Take a road trip to a brewery or better beer bar. Ride your bike to a craft beer festival, share your unique beer experiences and build upon your love of genuine craft beer and the lifestyle that it has to offer. Then, share your experience with True Brew Magazine and the world.

talented at designing things like brand logo and can graphics, wearables, event posters, truck wraps and more. The idea of combining our talents to promote the local craft beer scene was one that certainly was worth taking a deeper look at.

It's hard to believe now, that that little coffee-shop conversation turned into True Brew Magazine, which eventually led to True Brew America. Within a week we had carved out a business plan for the magazine as well as a company that would provide marketing and design consultation for small breweries and better-beer bars. We called our company Collar City Craft Media. We applied for our LLC and wrote our mission statement. It looked like this: (still does)

Within a few months I resigned from my roll at the distributor and began writing articles, reaching out to breweries and organizing content. Jenn and I hatched a plan to personally visit every brewery in the region and to speak to their people about the concept for our magazine. Amazingly, we found that almost all of them loved the idea and were on board with advertising with us. It began to take shape that we would be capable of going to print with our first edition in September of 2016.

We worked hard, brought in other writers and contributors, met with owners of better-beer-bars and beverage centers, met with each of the local beer distributors, and lined up enough resources to bring our first issue to life. On August 31st, 2016, we met at the Times Union to pick up our new magazine and distribute stacks of 25-50 to roughly 200 locations around the region. We had done it! *TREW BREW - A CRAFT BEER LIFESTYLE MAGAZINE!*

Finally, a craft beer magazine that support the craft beer umbrella that covers the local scene!

Now, after 48 issues and continued growth and expansion, including launching True Brew Magazine San Antonio in 2020, we look back and reflect on just what has happened in the local craft beer scene over that same six years. The scene is booming! What has happened right here in our neck of the woods is impressive and speaks volumes to the support and fan base that craft beer has here in the Capital Region.

SIX YEARS, AND COUNTING...

Let's look at some numbers. When we went to print with our first issue in September of 2016, there were 15 breweries listed on file with the New York State Brewers Association in the area that they classify as the Capital Region/Saratoga. Fast forward to today and we now have more than 50 breweries right here in our back yard! That's right, in just 6 years the number of local craft breweries has more than TRIPLED! Breweries such as Frog Alley, Unified Beer Works, The Real McCoy, Other One, and Bye-i Brewing didn't exist in 2016. Not to mention, there are about ½ dozen more breweries-in-planning in our region right now (that we know of!).

It's not just the breweries that contribute to the local craft beer lifestyle, it's the "better-beer bars", taverns and restaurants that enhance the scene as well. When True Brew Magazine first went to print in September of 2016, the Tippy Moose in Latham had just opened. Slidin' Dirty had gone from just a food truck to having a restaurant in

downtown Troy. Druthers only had two locations. There was no Lost & Found, no Beer Bones, the Ale & Oyster was called The Beer Belly and The Ruck's kitchen was still out next to the bar.

Now there are three Topsy Moose locations, 4 Druther's taprooms, and a plethora of new craft beer bars, bottle shops, and craft-forward restaurants for us to all enjoy. Not to mention a dozen+ new brewery taprooms, craft distilleries, cideries, and beer gardens. It's safe to say that the Capital Region has become a viable craft beverage destination. And, with Albany being the state capitol and Saratoga and the north country being rich with tourism, the region is gaining the respect with the locals and beyond.

Across New York State, the surging brewery growth began in the early 1990s, but in 2012, the numbers of breweries really started to take off, more than doubling since then to well over 400 breweries. While the growth was spurred by enthusiastic entrepreneurs with a passion for beer, it was aided by millions of dollars in grants, tax benefits, licensing changes and other incentives offered by the state.

“IN NEW YORK, WE ARE OPENING 1 NEW BREWERY ABOUT EVERY NINE DAYS”

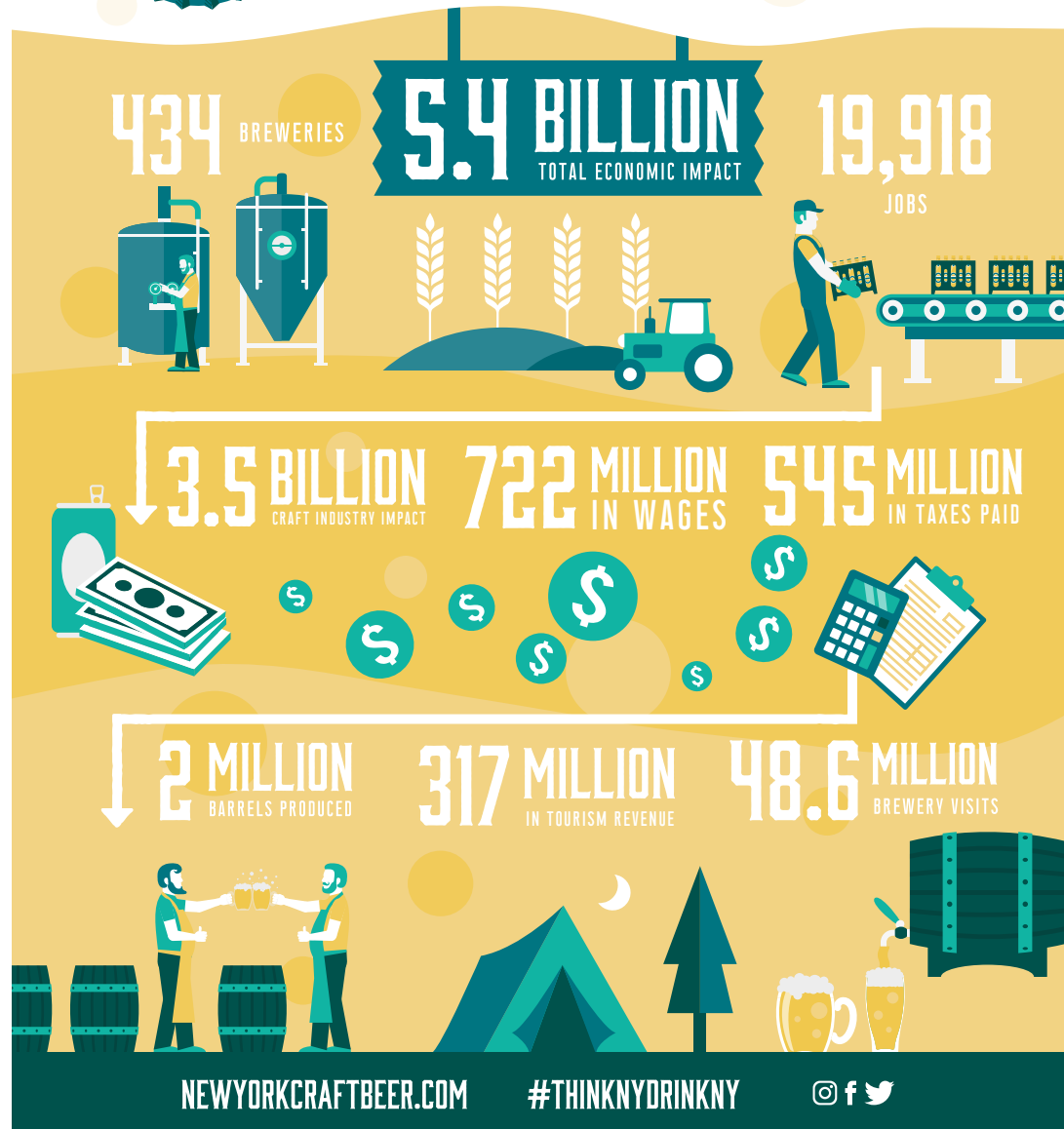
To gauge how the Capital Region beer scene was performing, we recently grabbed a beer with Paul Leone, director of the NYS Brewers Association, and asked about his views on the local scene over the past few years.

TBM: “How does the growth of breweries in the Capital Region compare to what you have seen across the rest of the state?”

Leone: “A few years ago the Capital Region was lagging behind the rest of the state. We were seeing big growth in the Finger Lakes, Hudson Valley and Long Island first, but as we begin to see areas like Troy and



2018 NEW YORK STATE CRAFT BEER ECONOMIC IMPACT



Schenectady transform and come alive again, we see the growth of breweries opening up in those areas and now that's spreading north to Saratoga. It's really becoming an exciting area for beer in New York State.”

TBM: “Do you see a tipping point to where there is only so much shelf-space to go around, and breweries will need to rely even more heavily on their own taprooms to survive?”

Leone: “The largest area of growth right now are small breweries relying on tap room sales, crawlers and maybe a mobile canning run or two each month,” says Leone. “Shelf and tap handle space are tough to get at this point so we advise anyone thinking of opening a brewery to lower their expectations in terms of distribution, start small, and most importantly make great beer...not good beer, great beer.”

TBM: “How many breweries are in the state today and how many do you forecast opening over the next 2-3 years?”

Leone: There are currently 504 breweries in NYS today, making us #2 in the country behind California which has over 1100. Although I don't see us ever reaching those numbers, the growth here still continues but at a much slower rate. Pre-pandemic we were opening a brewery about one every 8 days, today, that's more like one every 20 days. We don't have a crystal ball, but it wouldn't be shocking to see us close to 600 breweries in 3 years.

TBM: “Any ‘watchouts’ that breweries or consumers should be aware of?”

Leone: ‘I think it's important to note that there will be breweries that will close, and that this is not a sign of a bubble bursting. These are businesses like any other and some will not make it. The consumer plays the ultimate role in this in terms of choice, supporting local is critical to these small family run breweries and right now, many New York breweries are making beer as good if not better than any other state in the country. We've started a Think New York, Drink New York™ program to bring awareness to New York craft drinkers to support local. That said, we'd like to see New York consumers enjoying more beer that is produced within the state. Right now, we still have some work to do and plenty of room to grow.’”

SUPPORTING LOCAL IS CRITICAL TO THESE SMALL FAMILY RUN BREWERIES

Indeed, they do need our support. Not that not drinking local makes you a bad person. Fact is, those national and regional craft beers that you see on tap at your favorite pub and on your grocers' shelves have earned that space. Those breweries started out small too. Most of them, in the owners' basements or garages. These breweries produced great beer and became the “big guys” of the local craft beer scene in their own back yards. They expanded and tactfully grew their distribution within their own states. They invested in sales and marketing teams and eventually did the right things to grow and end up here for us in this region to enjoy.

If we want to grow the local scene, we as consumers need to hold our local breweries to high standards when it comes to quality beer and when it comes to their sales and marketing tactics. There are a handful of local breweries that have a naïve and cocky approach to their plan, or no plan at all. “Our beer is awesome, so we don't need to do any marketing!” We've heard it many times. Only to shake our heads when we hear the same breweries complaining that they weren't invited to a brewfest or included in an event. These breweries are tough to support, not because their beer isn't good,

but because their craft beer spirit just seems off. The consumer will ultimately decide these brewery's fate.

Still, with so many new breweries emerging onto the scene over the past six years, our local beer options have more than tripled. Now, as local consumers we can go to pretty much any town in the region and find a local favorite. “Most of these breweries are starting small, and almost all of their revenues are coming from what they can sell out of their tasting rooms,” Leone says. “Then, if they're successful and they make good beer, they tend to have a problem keeping up with the demand. So, they have to figure out how to grow.”

This is what makes being a craft beer lover in the Capital Region so much fun. We get to enjoy these breweries and the ambiance of their taprooms. We get to know their owners, their brewers, and their stories. We get to attend their events and support their causes. Best of all, we all get to enjoy their beer and the resurgence of local small businesses.

We started True Brew Magazine because we wanted to bring you, the consumer, all of the latest and greatest news surrounding the great craft beer scene here in the region. We believe that what is good for the umbrella that covers that Capital District craft beer scene, is good for all of the breweries underneath it. Our goal is to continue to entertain you and bring you educational and insightful news surrounding these great breweries in a fun and non-judgmental way. We feel that a beer should not be judged, only enjoyed. Enjoy the craft beer lifestyle. Try the flight. Ride your bike to a brewfest. Soak up the rich and vibrant craft beer spectacle that is sprinkled all across the region. Stay True.





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Following Passions Through Craft Beer Brewing, Culinary Arts, Aviation Programs, and More at **SUNY SCHENECTADY**

By: Heather L. Meaney and Karen Tanski

Photos by Heather L. Meaney and Upside Collective

When Laura Clough began taking Craft Beer Brewing courses at SUNY Schenectady, she was a returning adult student looking for a career change. However, through the close bonds she formed with other students, mentoring by her professors, and the hands-on opportunities to dig deeper into the world of craft brewing while she was still a student, she soon learned that her journey at the College was turning out to be much more.

“I spent way too long committed to a job that I didn’t enjoy,” said Clough, who graduated from SUNY Schenectady in 2019 with her A.A.S. degree in Craft Beer Brewing and is now a Brewer at Frog Alley Brewing Co. in Schenectady. “My previous job wasn’t interesting or challenging, and I realized that it was actually impacting other areas of my life, so I decided to make an abrupt left-hand turn in the middle of my life and enroll at SUNY Schenectady. As it turns out, craft beer may have saved my life! It’s the perfect combination of career and passion. It gives me a chance to be creative, a way to be connected to a community of enthusiasts, and endless opportunities to learn and travel.”

Following Industry Growth

The craft beer brewing industry in New York State has experienced continual growth, with more than 500 licensed breweries statewide - an increase of 12% since 2018.

To meet that demand, students like Laura, who are in degree and certificate programs within the School of Hotel, Culinary Arts, and Tourism, are gaining invaluable experience by learning hands-on and



meeting professionals in the industry. For example, students in the College’s Craft Beer Brewing and Craft Spirit Distillation programs are taking classes on-site at Frog Alley Brewing, learning the steps and processes of

small batch craft on equipment at the brewery, as well as learning about warehousing, marketing, and sales. Most recently, SUNY Schenectady launched a new Brewing Apprenticeship, with plans to provide brewing education across the state.

Gaining real-world experience in state-of-the-art classrooms is a pillar of SUNY Schenectady’s Hotel, Culinary Arts and Tourism program. Students train in culinary technique, dining room operations and service, baking, and culinary a la carte service with an eye toward locally sourced farm-to-table menus. They create and serve the public lunch and dinner seasonally in the Casola Dining Room – a Capital Region favorite for gourmet cuisine, artisanal charcuterie at The Boucherie, and baked goods at Pane e Dolci, all located on campus.

Sweet Treats



The College expanded its culinary offerings further in September 2021, opening the Joan R. Dembinski ’10 Chocolate and Confections Lab located in the Mill Artisan District in downtown Schenectady. The new Confections Lab enables students to learn

the process of making chocolate from start to finish using raw cocoa beans, as well as how to make confections from chocolate and sugar. They also learn how growing conditions in different regions across the world impact the flavor of the beans.

“The bean-to-bar chocolate movement has been growing in popularity and our students learn the entire process,” said Chef Vanessa Traver, Assistant Professor, who teaches in the lab.

This unique experience prepares SUNY Schenectady students for careers in bakeries as pastry chefs and chocolatiers, as well as other roles in the Culinary and Hospitality fields that require exceptional knowledge of chocolate and confections. The new Confections Lab is

home to a roaster, winnower, nib grinder, melanger, and sifter, as well as enrobing, tempering, and conching machines. The lab features three large monitors and cameras that follow Chef Traver so as she's teaching at the front of the lab, students will follow along at their stations.

Classrooms on the Move

With summer in full swing, the College's Food Truck is back on the move, traveling to events all over the Capital Region with its students in the Mobile Food Service program acquiring the knowledge and skills critical to working in, and operating, a mobile food truck business. Students learn about sourcing, sales, sanitation, and more while cooking up a menu that rotates weekly and fully preparing the truck for each location appearance. After 17 years as a nurse, Kathy Darmetko decided it was time for a change. Pairing her love



of cooking and desire to have her own food truck, she is one of the students learning all aspects of the business while earning her certificate during the summer session.

The College also provides

exciting opportunities to complete culinary internships on location at Churchill Downs at the Kentucky Derby and at Walt Disney World. In May, students and faculty traveled to Italy for 17 days of cooking classes, culinary excursions, and cultural awareness, learning from chefs and touring restaurants, farms, and vineyards in Nettuno, Asti, Parma, and Trieste, as part of the Marco Polo Institute Program Abroad in Italy.

Taking to the Air

Aspiring pilots in the Aviation Science program are soaring high at the Schenectady County Airport while earning flight time toward their Private Pilot Certificate and Instrument Rating, Commercial Pilot Certificate and Flight Instructor Certificate in conjunction with their associate degree. For those who prefer to keep their feet planted on the ground, students in the Air Traffic Control degree program learn to handle normal and emergency situations through simulated scenarios and actual control of live aircraft traffic at the Schenectady County Airport Control Tower. In June, the College broke ground on a new Flex



Pod Airport Hangar, which will be ready for students at the end of October 2022.

"With the new hangar, our students and faculty will have their own space at the airport for the planes they use for flight training, as well as classroom space for courses including those

in Aviation Law and Meteorology," said Dr. Steady Moono, College President "This is a significant addition to the College's academic facilities and we are excited about what lies ahead for our students and faculty in the Aviation Science program."

Helping the Local Community

With more than 60 academic programs at SUNY Schenectady, the College is focused on providing an enriching educational experience, connecting students with opportunities to reach their dreams, and helping achieve equity throughout the community.

The College recently added Microcredentials - which are short, competency-based credentials designed to provide in-demand skills, know-how, and experience to increase one's value on the job market. Stackable microcredentials can also provide a pathway to a certificate or to a degree. SUNY Schenectady has introduced four new microcredentials: Global Business and Transportation to support jobs in supply chain management; Fundamentals of Baking and Confections; Behavioral Health; and Child Development. Specialty training and personal/professional enrichment courses are also offered through Workforce Development and Community Education and are a perfect way to level up current skills, gain career advancement, or re-career transitioning in a post-Covid job market.

Whether you're looking to enroll in a degree or certificate program, start on a new path, or just take a class or two to gain new skills, SUNY Schenectady offers innovative education with tremendous opportunities to obtain hands-on experience. Discover SUNY Schenectady, located at 78 Washington Avenue, Schenectady, N.Y., 12305.

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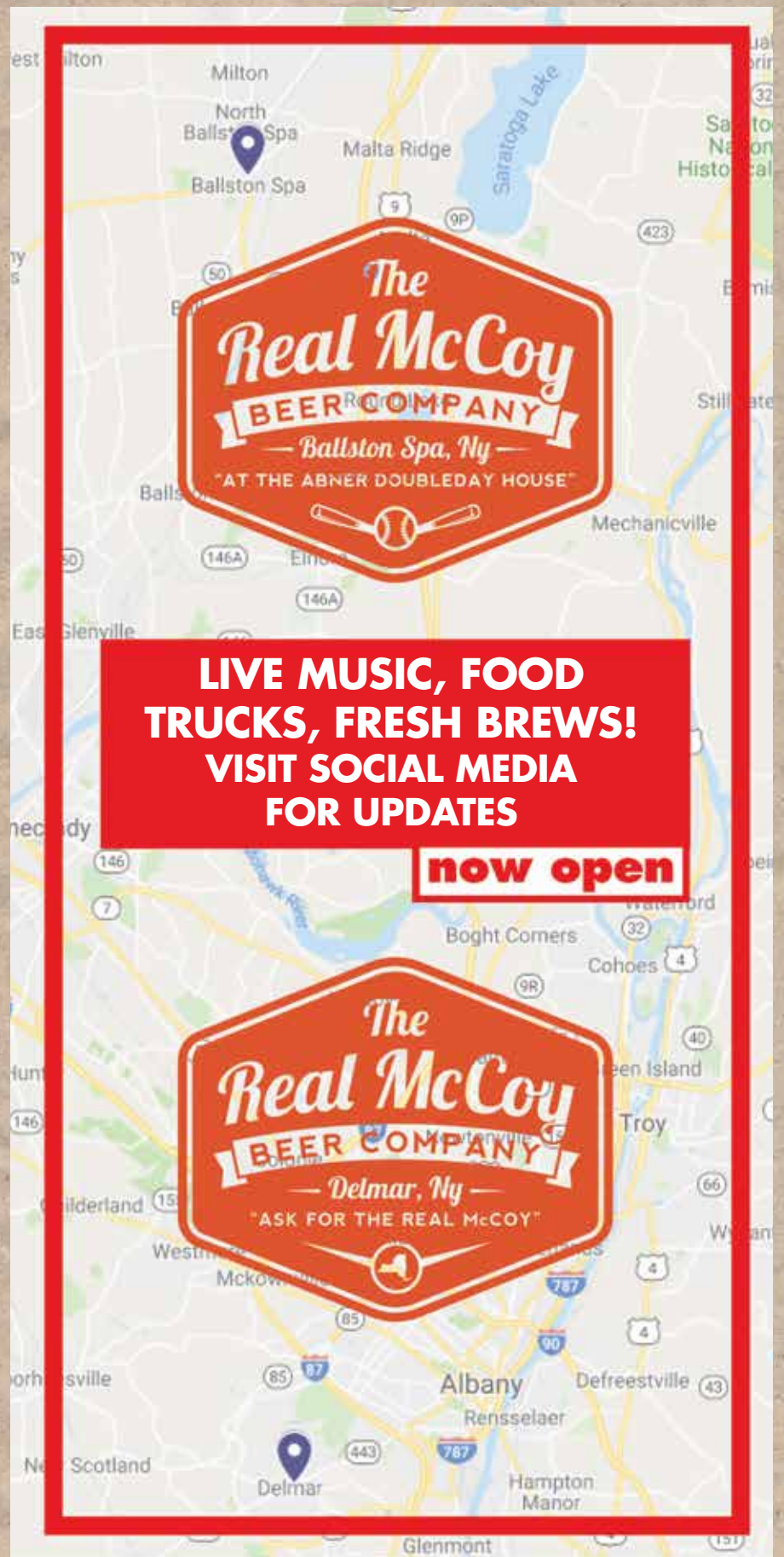
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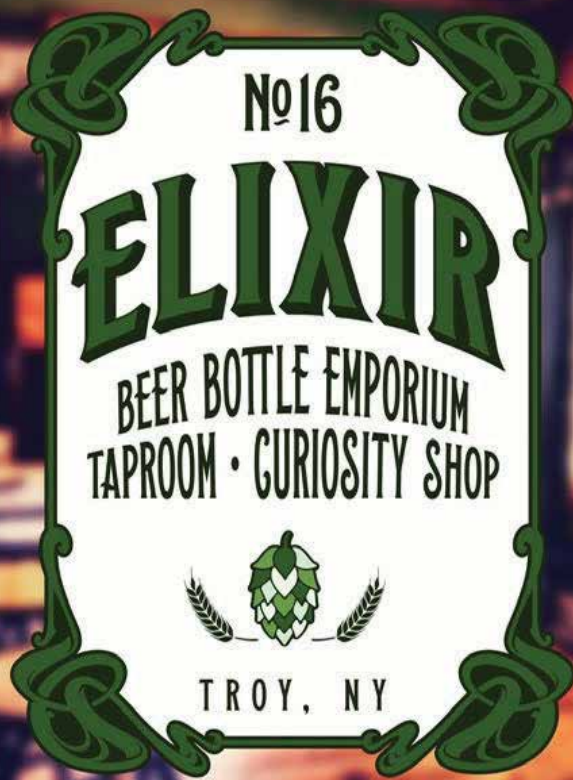


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Uptown Beverage
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Uptown Fresh *delivers beer right to your doorstep*

By Erik Budrakey

Uptown Beverage is more than just your average beverage center. They are a team of true craft beer enthusiasts that pride themselves on presenting a wide array of breweries, brands, and beer styles, including many hard-to-get brews. Now, with their new delivery program called *Uptown Fresh*, they can bring fresh beer delivered by people who know beer, to the people who love it.

Uptown Fresh Managing Partner, Bhav Singh explains, “We are excited to bring our beer delivery program to life in the Capital Region and beyond. We look forward to bringing in some of the hottest breweries from around the country and New York State and delivering them right to your front door.”

SAME DAY DELIVERY

Ryan Archambeault, Uptown Fresh’s Director of Marketing confirms, “We will be offering same day delivery available within a 10 mile radius of the Uptown Beverage Center, located at 1866 Altamont Avenue in Schenectady. Orders for same day delivery must be placed before 5 pm.”

“Outside of our 10 mile radius,” Archambeault continues, “across the state we offer exclusive Uptown Fresh delivery within a few days. Timing depends on where in the state the customer lives.”

Featuring rare/hard-to-get specialties from local breweries, such as *Warbler* and *Mixed Breed*, and from far-away breweries such as *Dewey Beer Company* (Delaware), *Prison Pals Brewing* (Florida), *Urban South* (NOLA and HTX) and *Local Craft Beer* (California), Uptown Fresh presents many great options for craft beer lovers that prefer to explore new beers.

FAR BEYOND JUST RARE

Still, the delivery program goes far beyond just rare and exclusive beers. Uptown Fresh offers delivery on all products that they carry at Uptown Beverage including fan favorites by breweries such as *Sierra Nevada*, *Founders*, *Bells*, *Allagash*, and more. And it’s not just craft beer! They also deliver a wide variety of imports, light beers, seltzers, flavored malt beverages, sodas, and even beer soaps. Check out their website for the full portfolio of what they deliver—uptownbeverage.com

“We also carry a variety of craft beer kegs that we can deliver as well,” continues Archambeault. “We always take special orders as well if we’re able to secure it. Follow our Instagram and join our fan base (email signup link) to keep up on the latest and greatest new releases, collaborations, seasonals, contests and more.”

Beer deliveries cost only a \$5.99 flat shipping fee and each order needs a minimum of \$20 worth of product. Establishments must have someone 21+ years old present with ID at time of delivery. Uptown Fresh also delivers to businesses as well to ensure a 21+ person with valid ID will be present.

“Uptown Plus is our member benefits group,” explains Singh. “\$120 annually gets you free shipping anywhere in New York State for an entire year. Monthly members get perks as well including brewery swag, deep discounts, exclusive wearables, and more.”

“We look forward to eventually introducing our delivery program to the whole state. In the meantime, our focus will remain on taking care of the local craft beer community with excellent and timely delivery of our products. That said, if you are nearby our Schenectady store, stop by for some of the best beer slushies in the Capital region!”



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Sunday 2:00-6:00



CRAFTPOINT BREWERY ANNOUNCES NEW BREW/FAN FAVORITE - SCHENECTADY, NY



Craftpoint Brewery, the brewery within a brewery, located inside the Frog Alley Brewery taproom, has just launched a new beer – Craftpoint Brown Ale. Brewery Founder Aaron Barker tells True Brew Magazine, “We have a new brew on tap: The Brown. It is a roasty brown ale with notes of biscuit and toffee. While it pours dark brown in the glass, it actually has a nice, light mouthfeel. Clocking in at 5.5% ABV and 24 IBU, The Brown is an easy drinker ready to take us into the fall.” In other Craftpoint news, Barker explains, “Customers are loving our Ich Bin Ein Berliner Weisse! It’s a tart yet light sour ale that is fantastic on its own. It actually blends nicely with any of the various flavored syrups we offer. At just 4.2% ABV, its highly sessionable, and since there are so many flavors to choose from you could go the whole night and never have the same beer twice! Our customers are loving the opportunity to create their own combinations of flavors. Ich Bin Ein truly is, as we call it, ‘the build a beer experience.’ It appeals to both sour lovers and ‘non-beer-drinkers’ alike!” If you have checked out this very cool little “brewery within a brewery”, be sure to get down to Schenectady and check them out. Tell them True Brew Magazine sent you!

WHITMAN BREWING TO OPEN NEW BEER HALL - SARATOGA SPRINGS, NY



Samuel VanDemark, Whitman Brewing’s new Sales/Marketing/Events manager tells us, “Our beer hall will be opening upstairs from our current taproom in early October. It will be our full functioning taproom and kitchen, where the downstairs taproom & lounge will serve as overflow and private event spaces upon booking. The Walt Cafe will be open later as it is attached to the beer hall for extra seating. We hope to bring fun events weekly including live music, trivia, and beer focused events. This beer hall will have an entrance right on the corner of Lake and Maple, making it more obvious we are open and ready for business. The many windows upstairs will give us a brighter feel and approach to the taproom as well. Having cars drive by and seeing the lights inside and people walking in is a big help to us. We have been in the works of rebranding our logos, colors, and website. All of this will be complete upon the opening of the beer hall upstairs. When people see our new beer hall and brand, we want it to come across as a space for everyone. We always love to say the Walt Whitman was the original hipster. We take pride in highlight in art in all forms, whether it be an everyday activity all the way to making craft beer, a special pizza recipe, being a musician, poet, or artist, which our staff is full of. Whitman Brewing as an experience should reflect grabbing your coffee/breakfast sandwich in the morning, indulging with some Detroit-style pizza and a beer for lunch, followed by an original live music event while you enjoy trying some more of our beer where we try to keep many different styles on the board rotating. Also, our Oktoberfest will start 9/16

and go through 9/30 with the release of our Festbier (Pilsner) and Oktoberfest (Marzen)” Cheers to growing!

BIG DITCH BREWING COMPANY EXPANDS DISTRIBUTION TO THE CAPITAL REGION- ALBANY, NY



Big Ditch Brewing, one of New York State’s largest craft breweries, announced they are now distributing their award-winning craft beer to the Capital Region. “We are thrilled to announce that we are bringing our products to the Capital Region after nearly five years of planning,” said Matt Kahn, President and co-Founder of Big Ditch Brewing Company. The announcement comes following the opening of Big Ditch’s new production brewery in downtown Buffalo. The new 40-barrel production-only brewery will more than double its existing production capacity, enabling Big Ditch to expand distribution of their beer across New York State. “We’ve been excited about expanding to the Capital Region for some time now, but we were barely keeping up with demand in Western New York,” said Kahn. “Our new production brewery finally gives us the capacity to produce enough beer for the Capital Region.” Capital Region craft beer drinkers will be able to find signature Big Ditch beers such as their flagship Hayburner American IPA, as well as seasonal and limited release beers at retail locations throughout the region both on draught and in cans. Big Ditch have partnered with Saratoga Eagle Sales and Service to distribute their beer throughout the area. To give consumers an opportunity to try their products, Big Ditch and Saratoga Eagle will be hosting several events at local bars and retailers in the coming weeks. For more information, visit bigditchbrewing.com

EMPORIUM FARM BREWERY ANNOUNCES COLLABORATIONS – RENSSELAER, NY



Emporium Farm Brewery, a spin-off of Homebrew Emporium, has close connections to many local breweries. Founder Roger Savoy tells TBM, “To celebrate our many close connections, Emporium Farm Brewery is doing multiple collaboration brews with our friends. Head brewer Russ brewed a Marzen beer in August with Bye-I Brewing. For the weeks ahead in September we’ve scheduled brew days with S&S Brewery, Chatham Brewing, Beer Diviner, and Rail-to-River. We’re talking with several other breweries and expect to continue the project until the end of the year. Russ is also brewing our annual Harvest Hop Pale ale. Harvest, or fresh hops, are not dried and are added to the boiling wort and provide a unique flavor and aroma that can only be made during hop harvest. The hops used are grown by the brewery. For the winter we are planning a hearty Holiday Ale, which we’ve had before. We have a few fun items added to our event room side. First is a foosball table. Patented in the UK in 1921, foosball came to the US in the 1950’s. Play one on one or with teams of two. Grow up on pinball? Another new item will

let you be a pinball wizard. We have a Deadpool pinball machine to test your skills. Beat high score for a beer. On the brewery side, call us during the fall to schedule a short 15 - 20 minute tour. Tours are available Thursday, Friday and Saturday from Noon until 5 PM on the hour and half hour.” Editor’s Note – Pinball? COOL!!

ACTIVE INGREDIENT TO HOST OKTOBERFEST CELEBRATION - MALTA, NY



Cofounder Nathan Rogers tells True Brew Magazine, “Our Oktoberfest celebration this year will be on October 15th. We will be partying and serving German beer (annual festbier, helles lager, kolsch, berliner weisse) and German food all made at our facility. Bands are still being vetted, but there will be live music. We’ll also have Raffle baskets with tons of AIBC swag! Stay tuned to our social media as we are still hammering out some of the details. On another note, we are also releasing our Homebrew Competition winner’s (Jonathan Golon) Golden stout recipe. This beer is made with lactose, Sumatran coffee beans, and Madagascar vanilla beans. We’ll be releasing “The Golden Joule” very soon. Again, watch for updates on our Facebook page. Lastly, we’ll be set up and serving our beer at Glenville’s annual Oktoberfest celebration on September 24th at Maalwyck Park. We’ll also be at Northway Brewing’s Oktoberfest on October 22nd at Northway Brewing Company up in Queensbury. Come check us out!”

ADIRONDACK PUB AND BREWERY ANNOUNCES FALL EVENT AND NEW BREWS – LAKE GEORGE, NY



Adirondack Pub & Brewery’s new marketing guru, Ben Keppler tells True Brew Magazine “Fall is coming and with it comes a lot of exciting events at the brewery. Come and join us as the weather chills and the leaves change. Our hours will be changing after Labor Day to mainly Thursday-Sunday but check our social media for changes in our hours. In the meantime, we are looking forward to participating in the 16th Annual Lake George Region Restaurant Week. This year Restaurant Week will be September 11th through September 15th. Participating restaurants will be offering special 3-course prix-fixe for \$30 per person. This year’s promotion also has a theme — the Taste NY at the Adirondacks Welcome Center Restaurant Week Challenge. In this challenge, each of the restaurants is tasked with showcasing at least one ingredient that is grown or produced right here in New York State. Be sure to make your reservations early because tables fill up for this promotion! Additionally, we are looking forward to this year’s ADK 5k on September 17th. The ADK 5k course provides panoramic views of Lake George in early fall. Runners hug the lake in this memorable out and back. Hills are minimal: the biggest (only a 60’ climb) occurs on the course between Beach Road and 9L (at Garrisons). After the race, kick back

with live music, food trucks, and yard games at Adirondack Brewing Company. Lastly for events, get ready for the Adirondack Oktoberfest for Charity on October 15th! This event will feature: Nonstop Polka Music in the Adirondack Brewery Beer Garden, Bratwurst, Dancing, Knackwurst, Keg Tossing, Weisswurst, Potato Pancakes, Stein Hoisting, several New York State Guest Breweries, Costume Contest, Endless Beer Sampling, Local Wine, Craft Cider, Cornhole, a Dancing Chicken, and plenty of Fall Foliage. All ticket proceeds will benefit Saratoga Springs Lions Club Camp Abilities.” Sounds good to us!! As for new beer releases, Keppler explains, “We have several new releases that we are excited to kick out in the coming weeks! Our Oktoberfest brew will be a 6% ABV festbier with a slightly sweet, breadly malt flavor. The Adirondack Mexican lager is a Mexican Lager 4.7% ABV Lime Flavored Lager, and it’s delicious! Coming soon will be our Snow Trout Stout, a 4.5% ABV Session Stout with chocolate and biscuit notes, our Fusion IPL, a 4.2% ABV India Pale Lager that serves as a mashup of two popular beer styles. Lastly, our Ripple IPA will be a 5.3% ABV “Not Quite A Wave” Session IPA. It is wonderfully mellow and crisp. You can also check out our upcoming events and beer releases on our website adkbrewery.com.”

DRUTHERS BREWING SET TO OPEN THEIR NEW BREWPUB - CLIFTON PARK, NY



Druthers Brewing Company has announced the opening date of its new Clifton Park location. Druthers explained in a Facebook post that they are planning for a September 15 grand opening. This new location will feature 9,300 square feet of restaurant space with seating for 240 customers, an 800-square-foot covered patio with seating for 48 and a 1,600-square foot enclosed patio with seating for about 100 patrons. Throw in a 2,300-square-foot outdoor bar pavilion with 50 seats and 40,000 square feet of outdoor space with 100 seats, and you’ve got a great place for you and 500+ of your besties to grab some beers and a bite. The outdoor space will also have room for live events. The new brewpub will be located across from the Staples on Maxwell Road.

COMMON ROOTS TO HOST FRITZI FEST AND BEAT THE BREWER EVENTS - S. GLENS FALLS, NY



Common Roots Brewing Co’s Marketing Manager, Jess Mead, tells True Brew, “We have a some really cool events coming up in September and October. First will be “Fritzi Feast”, which will run from September 15 through September 18th. We will be launching a special menu to celebrate the season and our beloved Fritzi Oktoberfest Lager. The Fritzi will be flowin’, Brats will be grillin’, and the kitchen will be fryin’ up some serious Schnitzel! Dust off your Dirndl and Lederhosen and mark your calendars for Fritzi Feast 2022. Prost! Then, on October 2nd,

CONTINUED ON PG. 55



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THREES BREWING RELEASES OKTOBERFEST LAGER - BROOKLYN, NY



Celebrating the changing of seasons, Three Brewing just released Hereafter, a brand new Oktoberfest Lager. Inspired by the world's largest beer fair in Munich, this style has historically represented community and gathering. Staying true to tradition, Three's iteration of this beloved style uses 100% German ingredients and is ultra-smooth and balanced. Notes of dried herbs and golden crust are apparent, thanks to a hefty dose of German Vienna Malt body, and German Spalter Select Hops, which bring the appropriate bitterness and notes of noble spice. Pouring with a deep orange hue and clocking in at 5.5% ABV, which is on the higher end for Three's lagers, the alcohol content helps this soft lager stand up to colder autumn weather. As a lager brewery that prides itself on being a gathering space, Oktoberfest is a beer style that brings the Three ethos full circle. Matt Levy, Head Brewer, says, "This style is less about the beer and more about what the beer symbolizes: beer as a conduit to togetherness, community, seasonal transition rituals, and an appreciation for what came before us."

GENESEE BREW HOUSE 10TH BIRTHDAY BASH PLANNED FOR SATURDAY, SEPTEMBER 10 - ROCHESTER, NY



Ten years ago Genesee invested \$4 million to transform its old packaging center into the Genesee Brew House. Since then, it has become a mainstay in Rochester and a popular destination for hundreds of thousands of visitors each year. To celebrate this milestone, the Genesee Brew House is hosting a 10th Birthday Bash! The free community event includes live music, food trucks, and specialty beers from the Genesee Brew House. The event will be held outside at the Brew House on Saturday, September 10 from 2 to 8 p.m. "Over the last decade, the Genesee Brew House has become a top destination in Rochester with millions of people visiting from hundreds of countries and all 50 states," said Jaime Polisoto, brand director for Genesee. "Ten years ago, no one could have imagined the success we've seen. We owe a lot of that to the community. And there's no better way to say, 'thank you' than with a big party!" Along with the neighborhood and community, the City of Rochester helped pave the way for the Genesee Brew House. "The Genesee Brewing Company is a part of Rochester's living history," said Mayor Malik Evans. "Congratulations to FIFCO USA for 10 years of success at the Genesee BrewHouse and thank you for your continued commitment to making Rochester a vibrant, growing, and economically empowered city." Genesee opened the restaurant and pilot brewery in 2012 to capture its rich history and tradition while creating a destination for beer lovers. The opening of the Genesee Brew House has helped to spur public investment for Northeast Rochester, including a revitalization of High Falls Park. And that transformation is still underway with plans to further improve the area. "Over the last

10 years, we have invested about \$100 million in Rochester—but the most significant community investment we made was in the Genesee Brew House," said Mary Beth Popp, vice president of corporate communications for FIFCO USA. "Our neighborhood came together to make the Genesee Brew House a reality. And without the support of the Rochester community, we would not be here today hosting this awesome event for everyone!" About the Genesee Brew House 10th Birthday Bash - Those who attend the 10th Birthday Bash will enjoy live performances from local music acts Tommy Brunett Band and Claudia Hoysler. The live music will continue through the entire six-hour event with special guests BB Dang and Audiomatic kicking off the party. The Genesee Brew House has invited local food trucks Meat the Press, Waffles R Wild, and Rob's Al Dente to give attendees a variety of dining options. The Brew House staff will serve a select menu outside during the event, as well as regular dining options offered inside. And who could forget the beer! Two Genesee beer trucks will be serving up Genesee classics, seasonals, and limited-edition beers. The event tap list includes Cran Orange Kellerbier, Oktoberfest, Grungeist IPA, Blood Orange Blonde Ale, as well as Original Cream Ale and Genesee Light. Even more Genesee beers will be on tap inside the Brew House during the event. "Events are a huge part of our DNA at the Genesee Brew House," said Polisoto. "We are known for throwing great parties over the years. From ROC the Falls to the annual Keg Tree Lighting, we love bringing Genesee beer drinkers together to celebrate. Going three years without a big event for Genesee was hard, but our Birthday Bash marks the official return of our famous Brew House parties!" Please note that admission to the event is free, and food, drinks and merchandise are available to purchase. While we love animals, we request that you please leave them at home. Lawn chairs are welcome. For more event information, visit Genesee Brew House on Facebook.

GREAT LAKES BREWING CO. ANNOUNCES RETURN OF BLACKOUT STOUT - CLEVELAND, OH



Great Lakes® Brewing Co. (GLBC) announces the return of Blackout Stout Imperial Stout to its 2022 seasonal portfolio. Named for the infamous 2003 blackout that hit the Northeast United States, Blackout Stout returns to GLBC's seasonal lineup in package and draft beginning September 12, 2022, after a three-year hiatus. A two-time World Beer Cup medalist, Blackout Stout Imperial Stout has long been a fan favorite with its bold roasted character and rich complexity. While the limited barrel-aged version of Blackout Stout has remained an annual release, this is the first time the original Blackout Stout will be available in package since 2019. Customers can expect to find Blackout Stout in Draft (limited) and 4-Pack Bottles with a reimagined label by illustrator Sam Hadley beginning Monday, September 12 in all of GLBC's distribution markets.

STONE IPA CELEBRATES 25 YEARS - ESCONDIDO, CA



Stone Brewing is celebrating 26 years of brewing bold, carefully crafted IPAs with uncompromising quality. To celebrate, Stone Brewing announces Stone 26th Anniversary Imperial IPA, an amped up nod to the beer that started it all, Stone IPA. 25 years ago, Stone celebrated the first anniversary of the fledgling brewery with a beer that was a far cry from the craft beer norms of the time. It was far too intense. It was far too hoppy and bitter. Yet it became the shot heard 'round the world, and beer history was changed forever. This year, to celebrate the beer that (eventually) launched generations of hop fanatics, the brewery presents an imperial version that made Stone's name among the budding craft beer legions. Stone IPA is still Stone's best-selling beer. Stone 26th Anniversary Imperial IPA is loaded with gloriously bitter notes of piney, citrus, resinous dankness. It's full-bodied and warming at 9.7% ABV. Heaps of Centennial hops make this everything there is to love about Stone's classic West Coast IPA style. Pair it with other bold flavors like Shiitake Garlic Noodles, Mango Habanero Shrimp Tacos and summery peach cobbler. "One of our favorite releases every year is in the summer when we celebrate our anniversary," shared Jeremy Moynier, Stone Brewing Sr. Manager of Brewing. This supped-up version of Stone IPA and its massive amounts of Centennial hops is the perfect way to honor this trailblazing West Coast Style IPA and Stone's 26 years." Stone 26th Anniversary Imperial IPA is now available nationwide in 12oz six-pack cans, 22oz bottles and draft. Visit the Stone website for shipping direct to addresses in CA, OH, VA and Washington D.C. or locate the beer by zip code.

LAWSON'S FINEST RELEASES NEW SUPER SESSION IPA AVAILABLE YEAR-ROUND IN NORTHEAST - WAITSFIELD, VT



Lawson's Finest Liquids is redefining its Super Session series of IPAs, announcing today that the brewery is introducing its first Super Session IPA featuring multiple hops. Made with a blend of Lotus and Mosaic hops, Lawson's Finest Liquids Super Session will now be available year-round throughout a nine-state distribution area (VT, CT, MA, ME, NH, NJ, NY, PA, RI) in the Northeast. Lawson's Finest Liquids' Super Session series began with a series of limited, specialty-release beers focused on a singular hop variety, with a lower ABV than many of the brewery's famed IPAs. Past iterations of the Super Session IPA were brewed with Amarillo, Comet, Centennial, Galaxy, Idaho and Mosaic hops. At 4.8% ABV, the new Super Session IPA features a blend of Lotus and Mosaic hops, making it complex, uniquely satisfying and approachable. "For years, we've enjoyed perfecting our Super Session beers, experimenting with different hops and recipes to find just the right flavor and feel," said Sean Lawson, CEO and founding brewer

of Lawson's Finest Liquids. "The new Super Session pays homage to its predecessors, bringing tropical elements like stone fruit together with hints of citrus, vanilla and berry thanks to the interplay between Lotus and Mosaic hops." Beginning this week, Super Session will be available in both 4-packs (16 oz. cans) and 12-packs (12 oz. cans). Lawson's Finest fans across the Northeast can find their nearest retailer here. Later this year, Lawson's Finest will continue their specialty releases throughout the Northeast with the launches of Big Hoppy, Mad River Maple, and their award-winning Fayston Maple Imperial Stout Aged in Mad River Distillers Rum Barrels.

FIRESTONE WALKER'S OKTOBERFEST IS BACK - PASO ROBLES, CA



Grab your stein and dust off your lederhosen as Firestone Walker's fall classic is back with the 2022 edition of Oktoberfest. As always, this latest release is an oak-inspired homage to the iconic "festbiers" that are synonymous with Munich's legendary Oktoberfest celebration. "Oktoberfest is our riff on the festbier style—we call it a 'Paso Festbier' as a nod to our hometown," said Brewmaster Matt Brynildson. "While the recipe is traditional, we lager the beer in French oak barrels to give it an extra smooth mouthfeel with a hint of oak character." The 2022 Oktoberfest Oak Aged Lager begins rolling out to all Firestone Walker markets this week in 6-pack (12-oz bottles) and draft formats. German Ingredients, California Barrels: Oktoberfest has been a seasonal staple at Firestone Walker for more than 15 years—but has undergone a recent makeover that takes it to another level. Starting with last year's release, a portion of the beer is now lagered in French oak barrels inherited from one of Napa Valley's top cult wineries. The barrels are stored at a temperature of 3°C for optimal lagering conditions. Meanwhile, the ingredients are decidedly German: Weyermann Vienna malt, Weyermann pilsner malt, noble German hops and classic 34/70 Weihenstephan lager yeast. "Its German raw materials meets California wine barrels," Brynildson said. "We've really honed the recipe and process, and it just seems to get better every year." Oktoberfest's light amber color foreshadows its toasty, biscuity flavor. The oak-barrel lagering allows for an even smoother texture, all while remaining true to the beer's crisp malt profile and hints of noble hops. "This beer is a perfect sipper for late summer and fall," Brynildson said. "It's rich in flavor but also light-bodied and easy to drink, which makes it enjoyable on warm and cool days alike."





By Erik Budrakey

Capital Region beer enthusiasts excited by **PRICE CHOPPER/MARKET 32 FALL SELECTION**

With the cool and beautiful autumn months now upon us, regional craft beer lovers are looking forward to more than just football, foliage, and Halloween parties. They're also looking forward to indulging in the vast array of beer styles that become available each fall.

And, while Price Chopper & Market 32 has been long known to have all a superior meat department, fresh, locally-grown produce, and all of your football party fixin' needs, they are also now well known for having a wide variety of your favorite local, regional, and national beer brands.

Whether you are into classic American Light Lagers, such as Miller Lite, Bud Light, or Coors Light, or into the latest, hard-to-get local craft brew, and everything in between, Price Chopper & Market 32 has a selection for you.

Since the early/mid 2010's Price Chopper has stepped up big time in the beer game as they greatly shifted the dynamics of their store layouts, added more space for beer, and fully embraced national, regional, and local craft beer. At the time, they expanded many of their beer departments to include a "Pick 6" section, which allows consumers an opportunity to piece together their own mixed 6-packs, in turn allowing them to explore more local beer options. They also began offering local beer options on draft through their Growler Station departments that are featured at a handful of stores.



As for fall seasonal beer styles at Price Chopper & Market 32, they've got them all covered. You'll find the latest Oktoberfest style beer from nearly a dozen different brands. Pumpkin beers and other styles such as Maple Porter, Harvest Ale, Brown Ale and Marzen lagers are plentiful.



Look for offerings from the national craft darlings such as Samuel Adams Oktoberfest, Sierra Nevada's new Liquid Hoppiness, Founders All Day Chill Day, Leinenkugel's Oktoberfest. Of course, each of these brewery's flagship beers are also available.

While regional favorites from breweries such as Great Lakes Brewing Company, Brooklyn Brewery, Harpoon Brewery, Sloop Brewing, Fiddlehead, Saranac and many others line the shelves, Price Chopper & Market 32 is truly focused on promoting their local breweries.

"We partner with more than a dozen local brewers in the Capital Region and in communities throughout Upstate New York, each with their own awesome offerings of brewed-close-to-home creations," explains Tyler Blance from the corporate marketing team, "We are always looking for the next best craft brew, and our selection is always evolving. This autumn, look for a wide array of great beer from local players such as **Druthers Brewing's The Dare Strawberry Gose, Brown's Brewing Company's Nigel**

NEIPA, Common Root's Good Fortune IPA, Frog Alley Brewing's NY Lager, and many, many more!"

"Representing and supporting local farmers, artisans and producers is important to us," Blance continues. "We're proud to work with a many of craft breweries in our local areas, to bring our shoppers the region's best brews. Whether you want to pair your classic autumn chicken pot pie with the perfect wine or beer, try something new or stock up, you'll find it here. Explore our ample selection of fine vintages and all the lagers, ales and ciders on your wish list."

Of course, aside from your favorite local breweries, you'll also see the leading imported brews as well as hard ciders, flavored malt beverages, hard seltzers, and non-alcoholic beer. There is literally something for everyone.

So, whether you're hosting a football gathering, an Oktoberfest party, or just firing up barbeque this fall, find a Price Chopper or Market 32 on your adventure route and grab your beer, ciders, snacks and everything else you'll need. Check out their Beer Finder to find the location nearest you. Or save time this season by ordering local craft beer online for pickup or delivery at **shop.pricechopper.com**





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Find the word in the puzzle. Words can go in any direction.
Words can share letters as they cross over each other.




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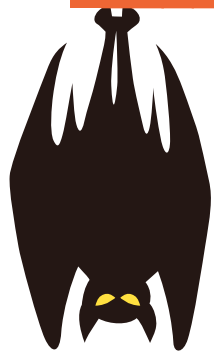


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HAPPY HALLOWEEN



ACROSS

- 3. JACK O' _____
- 5. _____ NIGHT
- 7. SO YOU CAN SEE IN THE DARK
- 10. SCARY DISGUISE
- 11. RIDES A BROOM
- 12. WEARS BED SHEETS
- 14. RED LIQUID IN YOUR VEINS
- 16. SHARP TEETH
- 18. WHAT A GHOST SAYS
- 19. SWEETS FOR THE KIDS
- 20. SCARY VIBE

DOWN

- 1. 6 FOOT DEEP HOLE
- 2. OCTOBER 31ST
- 4. TRICK OR _____
- 6. ALL _____ EVE
- 8. POSSESSED HOUSE
- 9. BIG ORANGE FRUIT
- 13. SINISTER IN A WAY THAT CAUSES FEAR
- 15. COVERS YOUR FACE
- 17. FRIGHTENED

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For more information about this program visit:

www.capitalregionsaferbars.com



Daniel P. McCoy
Albany County Executive

ALBANY COUNTY
Cares about our community

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In addition to bringing you *True Brew Magazine*, Collar City Craft Media provides many other services for the craft beer industry. Whether you're a new brewery just starting out, or an established business looking for a fresh look, a fun event, even staff beer training, we have the expertise you need.

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Craft Beer Local News & Notes continued

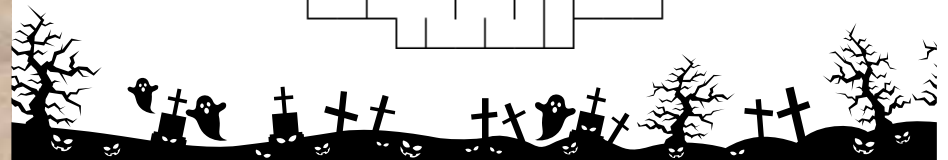
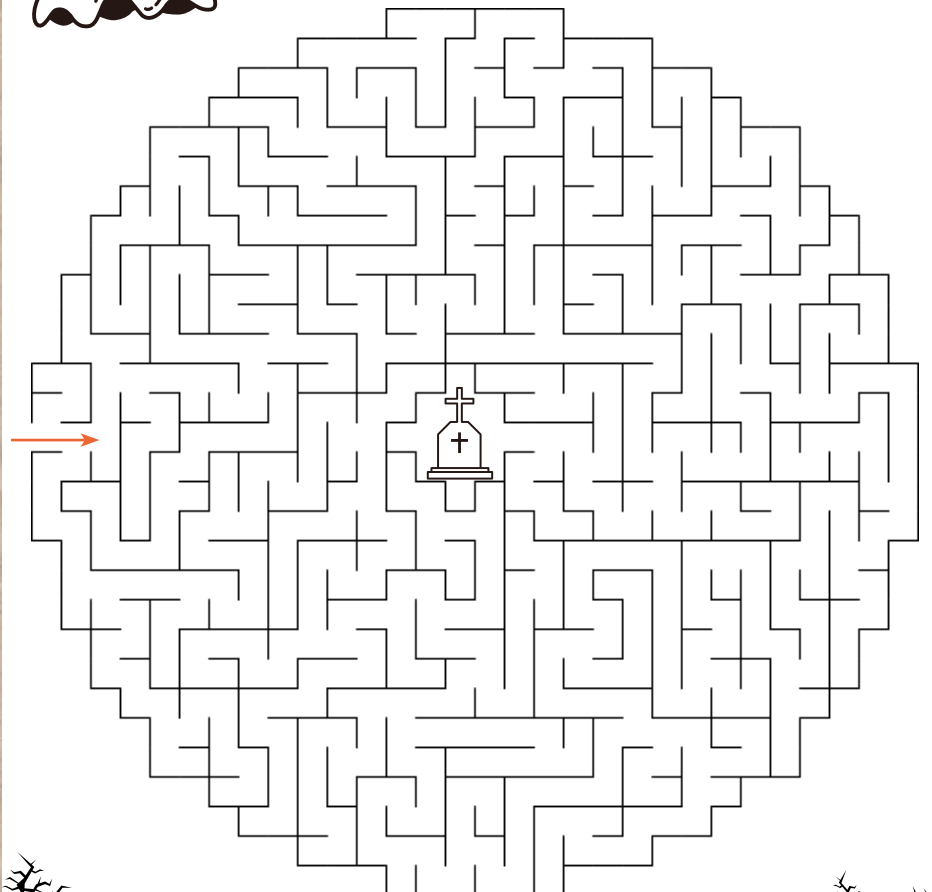
join us for Beat the Brewers! Do you have what it takes to beat the brewers? Teams of 4 will gather at the Crandall Park Disc Golf course for a chance to beat the Common Roots brew crew. Players can win bragging rights and loads of swag in games like Ring of Fire, Closest to the Pin, and Longest Drive. Proceeds benefit the Common Roots Foundation.” Drink beer and play games for charity? Yes please!”

677 PRIME TO HOST LOCAL BREWERY BEER DINNER - ALBANY, NY - Albany's premier steakhouse is teaming up with True Brew America to host a 6 course beer dinner featuring a special menu with locally produced pairings from 7 different breweries. True Brew Magazine Cofounder and Certified Cicerone, Erik Budrakey, will host the dinner. “Chef Ken Kehn has curated a delicious 6 course meal that will be preceded by a round of pass hors d'oeuvres paired with a ‘welcome beer’ by Real McCoy Brewing Company,” explains Budrakey. Other local breweries represented include Brewery Ommegang, Common Roots Brewing Company, Frog Alley Brewing, Unified Beerworks, Wolf Hollow Brewing, and Paradox Brewing Company. “We look forward to hosting a wonderful night filled with fun, food, and beer. After the passed apps, attendees will enjoy 6 delicious dishes paired with 6 different beer styles brewed by 6 different local breweries.” The event will take place in the private dining room upstairs on 677 Prime on October 13th at 6pm. Tickets (\$85++) will go on sale via EventBrite in September. To view the full menu, go to 677prime.com. Stay tuned to 677 Prime and True Brew America on Facebook for more details.

**677
PRIME**



HELP THE GHOST BACK TO HIS GRAVE BEFORE NOVEMBER!



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