

JANUARY-FEBRUARY 2024

# True Brew

A Craft Beer Lifestyle Magazine

Schott  
Caves  
Lager

Happy  
New  
Year

**HISTORY IS BIG  
AT SERIOUS BREWING CO.**

**HOME BREWERS CRAFT THE U.S. BEER SCENE**

**7 QUESTIONS WITH HOMEBREW EMPORIUM'S ROGER SAVOY**

**ADIRONDACK BARREL FEST**

**NEW SCOTLAND SPIRITS—SEASON 3**

**BEER CAN APPRECIATION DAY**



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# AMERICAN BROWN ALE: U.S. IN 1980'S

**HISTORY:** 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).

**APPEARANCE:** Light to very dark brown color. Clear. Low to moderate off-white to light tan head.

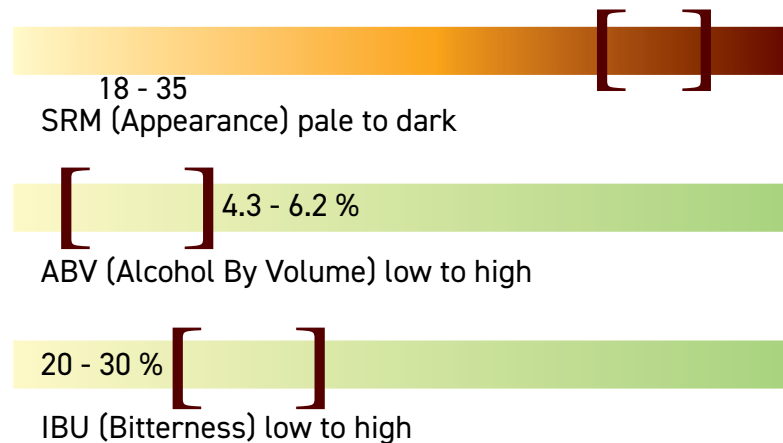
**SRM: 18-35 | IBU's: 20-30 | ABV: 4.3-6.2%**

**AROMA:** Malty-sweet to malty-rich aroma with chocolate, caramel, nutty, and/or toasty qualities. 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.

**FLAVOR PROFILE:** Malty-sweet or malty-rich flavor with chocolate, caramel, nutty, and/or toasty malt complexity, with medium to medium-high bitterness. The finish provides an aftertaste having both malt and hops.

**COMMERCIAL EXAMPLES:** Brooklyn Brown Ale, Bell's Best Brown, Cigar City Maduro Brown Ale, Smuttynose Old Brown Dog Ale.

**RECOMMENDED FOOD PAIRINGS:** Anything and everything grilled. Steak, Burgers, Sausage, Fish, BBQ Chicken, Ribs.







# DRINK UPSTATE

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# MUNICH DUNKEL: 11TH CENTURY BAVARIA

**HISTORY:** The classic brown lager style of Munich which developed as a darker, more malt-accented beer than other regional lagers. While originating in Munich, the style became popular throughout Bavaria.

**APPEARANCE:** Deep copper to dark brown, often with a red or garnet tint. Creamy, light to medium tan head. Usually clear.

**AROMA:** Rich, elegant, deep malt sweetness, typically like toasted bread crusts. Hints of chocolate, nuts, caramel, and/or toffee are also acceptable, with fresh traditional versions often showing higher levels of chocolate. A slight spicy, floral, or herbal hop aroma is acceptable.

**FLAVOR PROFILE:** Soft, rich, and complex flavor of darker Munich malts, usually with overtones reminiscent of toasted bread crusts. Hop flavor is low to none.

**IBU's: 8-28 / ABV: 4.5-5.6% /SRM: 14-28**

**COMMERCIAL EXAMPLES:** Ayinger Altbairisch Dunkel, Hacker-Pschorr Alt Munich Dark, Paulaner Alt Münchner Dunkel

**RECOMMENDED FOOD PAIRINGS:** Bratwurst, bockwurst, weisswurst- all are great with Dunkel. It's also a good lunchtime accompaniment with a Rubeen sandwich or just about any sandwich containing bacon

14 - 28

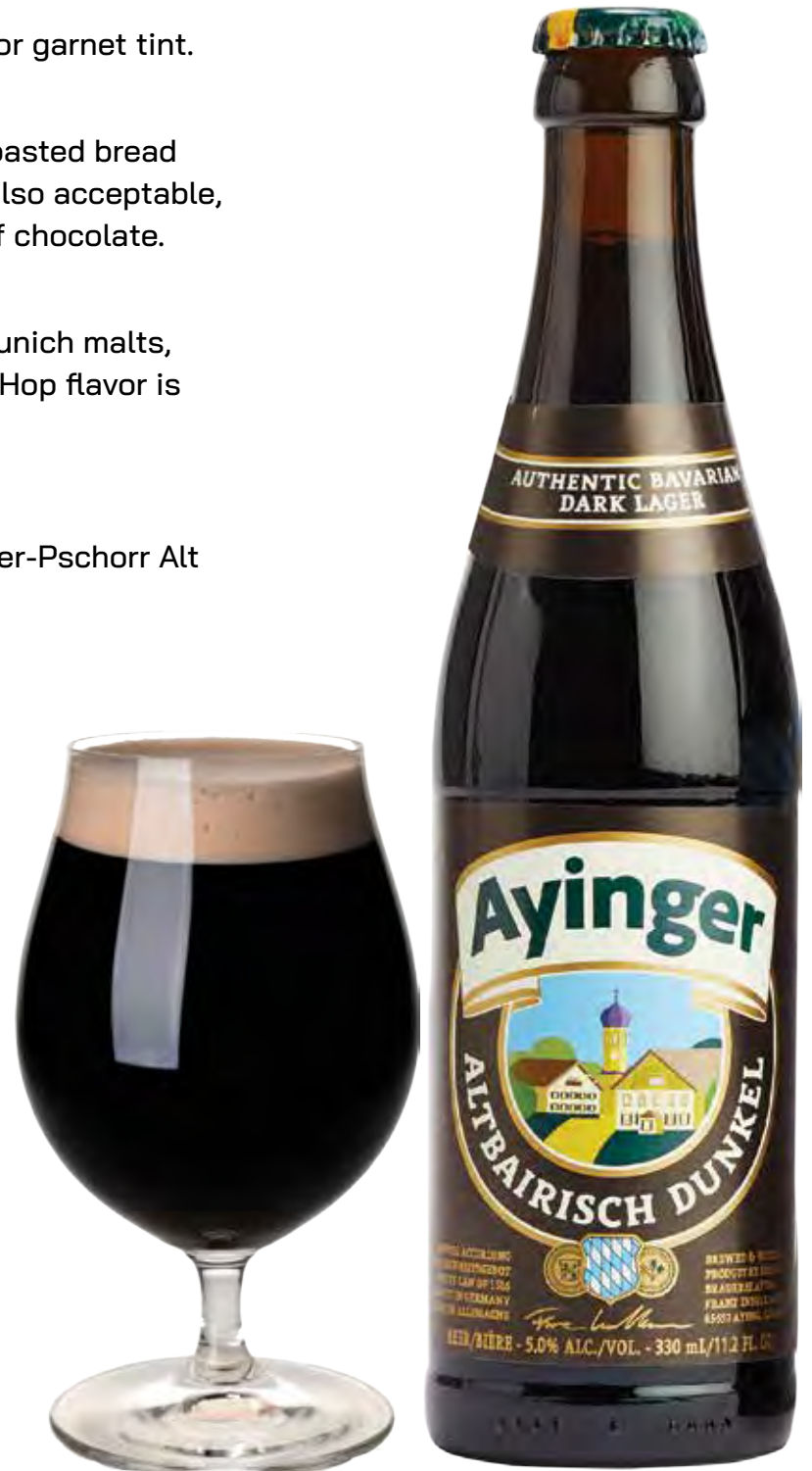
SRM (Appearance) pale to dark

4.5 - 5.6 %

ABV (Alcohol By Volume) low to high

8 - 28

IBU (Bitterness) low to high





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# Beer BBQ Baked Chicken Wings



Serves: 4-6 Cook time: about 1 hour

## Ingredients:

- 18 wings
- 12 oz porter or stout
- 1 ½ cups ketchup
- 1 ½ cups brown sugar
- 1 tsp garlic powder
- ½ tsp onion powder
- 1 tbsp mustard
- 1 tbsp apple cider vinegar (or white)
- Dash of salt and pepper

**Directions:** Preheat oven to 425°. Bake wings for 30 minutes on a greased pan, flipping once ½ way through. While wings bake, make the BBQ sauce. To make BBQ sauce, add all ingredients to a medium sauce and simmer for 20 - 25 minutes, stirring frequently. Turn off heat and allow BBQ sauce to cool slightly. Separate about ½ of the sauce into a separate container to prevent cross contamination. After the wings have baked the first 30 minutes, Baste the wings with the BBQ sauce and bake for another 30 minutes, basting and flipping the wings ½ way through. Check to make sure your wings reach 165° before serving.

**Beer pairing  
recommendation:  
Founders Porter**



**Notes from the chef:** You can serve the BBQ sauce that you saved for those who want extra saucy wings or save the BBQ sauce for another dish. Use it within a week. Try it a burger or grilled chicken in warmer months. You can use the BBQ sauce on Boneless wings (chicken tenders) or with your Lil smokies. Because this recipe has simple ingredients and easy to make, you can make it your own. Add a dash of hot sauce, more garlic, less sugar, or a different style beer to change it up. This is one way that playing with your food is fun and delicious.

Wings are a popular dish at football parties, and these are a great addition to your spread. I like to dip my wings in blue cheese, but ranch would also compliment these wings.

I try to buy the best quality ingredients when making these wings. The quality of the wings, ketchup and beer will make a difference between a good and great wing. I also splurge on my dips and buy refrigerated dressings or make my own.

*Karen Logan*



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# Logan's Chili

Serves: 6-8: Prep time: 20 minutes: Cook time: 1 hour

## Ingredients:

- 1 lb. ground beef, season with salt & pepper
  - 1 yellow onion, diced
  - 1 green pepper, diced
  - 2 14.5 oz. cans diced tomatoes, do not drain
  - 2 cloves garlic (minced)
  - ½ cup finely diced jalapeno
  - 1 can kidney beans, rinsed (to prevent toots)
  - 1 can tomato paste (6 oz)
  - 8 oz chocolate stout, porter or similar dark beer
  - 1.5 tbsp. each: cumin powder, chili powder, unsweetened cocoa
  - ½ cup coffee (use your left overs) or water
- Finishing Touches:** shredded cheddar, scallions, hot sauce & crackers
- \*increase/decrease ingredient amounts to your liking.

**Directions:** Brown ground beef. Add onion, green pepper, garlic, jalapeno, spices until veggies soften - about 5-10 minutes on medium low heat. Stir in tomato paste. Add tomatoes, beer and beans. Cover and simmer 45 minutes on low heat, stir occasionally. Serve with your favorite toppings & beer. BTW- chili is always better the next day.

**Beer Pairing Recommendation:**  
**Brooklyn Black Chocolate Stout**



**Notes from the chef:** My mom shared this recipe with me about 30 years ago and I've tweaked it to become what it is today. It won a chili-cookoff at a brewery in Fort Collins, CO about 25 years ago. Since I rarely measure spices, I sometimes add a bit more than listed - make it your own. If you love cumin, which I do, increase the amount to 2 tablespoons. Remember that the spice flavors will develop more as the chili cooks, so don't go overboard. That's one of the reasons chili is better the next day. Chili also tightens up when served the next day and that's the way I like it. The cocoa powder and coffee add a depth of flavor that is hard to beat. You won't taste chocolate or coffee, but you will notice a richer, tastier chili. You won't ever make it without them again. If you like your chili with a little more kick, add the whole jalapeno and add a few dashes of hot sauce. I tend to make it less spicy and let guests doctor it up. I'm a big fan of topping my chili with cheddar and scallions. But some prefer sour cream or crackers. There is no wrong way to top your chili!

*Karen Logan*







By Joanne McFadden

## HISTORY IS BIG AT SERIOUS BREWING CO.



Bill Felter started home brewing when he happened on a steal—a \$1 fermenter at his local auction house. Paired with a home brew kit he picked up from the Home Brew Emporium’s Latham Circle Mall kiosk, Felter was ready to brew his very first batch, a red ale.

The idea to take beermaking from a hobby to a business began germinating six years before he took the plunge. When he witnessed a first round of surprise layoffs at the company where he had been working for a quarter century, he felt fortunate not to be among those laid off. However, the layoffs got him thinking. “When that event happens, you take the time to reflect on your life and ask, What would you do if it was me?” Felter said. His answer? Open a brewery!

When the company asked for volunteers for a second round of layoffs several years later, Felter saw his chance to take his brewing from a hobby to a commercial enterprise. He retired from his IT career after 31 years and got serious about brewing, which led to the founding of Serious





Brewing Company, located in Howes Cave, NY, just a couple of miles from the area's iconic Howe Caverns.

Supported by his father and partner, Fred Felter, Bill began doing his homework. For admission into the American Brewers Guild classes, he took math and microbiology courses. He also enrolled in classes about the business side of craft brewing at Portland State University. He visited breweries and local homebrew clubs to ask questions.

## TIME FOR RENOVATION

Eight years ago, Felter purchased a building constructed in the 1970s that had started out as an auto museum and then became a fireplace showroom and later a screen printing shop. To bring it up to code, he and his father had to gut the entire structure. "There were actually some cool parts about that," Felter said. When he removed a dropped ceiling the last tenants had installed, he found the rough cut lumber walls from the fireplace showroom. Fred painstakingly removed all the nails from the 2X4s, which they reused when they installed the boards to make the walls of the current taproom and the high-top tables that sit on barrel bases. They reused some of the tongue-in-groove flooring to build the bar. Felter



passed along bricks that were part of the fireplace showroom to another craft brewery for its walls.

The taproom, which seats 90, has a rustic-industrial feel with high ceilings that expose the HVAC ducts and re purposed lumber on the walls, floor and bar. Various other items have been re purposed to round out the establishment's décor, including a collection of taps mounted on high shelves around the room, metal trays with beer companies' logos, signs, framed displays of beer labels, coasters and patches, and antique farming implements. "I had to open a brewery to display all my stuff," Felter quipped. Friends and customers have added to the collection over the past six years since Serious Brewing opened.

## NOOK, THE STAR OF PUPPY YOGA

Customers enjoy fine craft beer in this relaxed atmosphere where they might be greeted by the brewery dog, Nook, who was the star of the "Puppy Yoga" event Serious hosted with shelter puppies. While Serious doesn't serve food, customers can bring their own or order from local restaurants that will deliver to the brewery. Before 6 p.m., people can pick up thick, freshly made subs at a quintessential Italian deli counter hidden











away in Perrone's Farm store a couple of miles away. (This is something you'd miss if you didn't know about it.) Those with electric vehicles can charge the cars while they have a beverage. (Felter, is currently investigating the production of nonalcoholic spirits to add to Serious' menu.)

From behind the bar, Felter and his father serve customers pints and flights of the 11 beers on tap, as well as New York State wines, ciders and distilled spirits, courtesy of its Farm Brewery license. The beer selection includes a range of traditional beer styles to suit anyone's tastes. "Everybody's Blonde," made with 100 percent NYS hops is a customer favorite. Another preferred beer is the brewery's "Apricot Pale Ale," which was supposed to be a one-off brew. When customers liked it so much, Felter made more, and now it's a menu staple at Serious and other local establishments including Cobleskill's Bull's Head Inn, Middleburgh Winery, The Farmers Beef and Brew in Schoharie, Murray's Fools Distilling Company in Glenville and The Tasting Lab in Greenville.

## HISTORY IS BIG

History is big at Serious. The brewery's logo resembles a NYS Historical Marker, and many beers on its menu provide a local history lesson. For example, the red ale "Running Red Coat" takes its name from the pivotal Battle of Saratoga. "Schoharie Burning," a wheat beer flavored with sweet orange peel, grains of paradise and coriander, references the burning of



Schoharie Valley's wheat fields during the Revolutionary War. "George the Inventor Porter" is named for George Westinghouse who was born in Central Bridge, NY and among other things, invented the braking system for trains.

Serious' "Alco Oatmeal Milk Stout," has a connection to trains, too. While working in Schenectady, Felter watched workers dismantling the old American Locomotive Company's (ALCO) facility to make way for Rivers Casino. When he opened Serious Brewing, he discovered that the Schoharie Valley Railroad's last engine was ALCO #6. Before prohibition, the Schoharie Valley was a major hops growing area, and producers shipped their hops out via train. Borden Creamery also used the railroad to transport its products, as did farmers who grew oats in the valley, Felter







hypothesizes, supplying the “oatmeal milk” part of the beer’s name. The label includes the link to the Schoharie Colonial Heritage Association’s website, and Felter hopes that it will help drive tourism in the area.

Felter is particularly proud of this brew because it made it to the medal round at the New York State Brewers’ competition, despite a dubious beginning. Years ago, Felter made a 5-gallon batch of beer using two full Solo cups of molasses, which overpowered the flavor, but he couldn’t bring himself to throw it out. He and a friend then proceeded to try a pint each month, noticing that the molasses flavor was dissipating. “Around nine months later, something amazing happened,” Felter said. “The beer had changed into this amazingly smooth, creamy, ‘Oh, my God I love it’ beer.” Since then, he has refined the recipe to the one that customers enjoy today.

Felter almost made history himself in 2019 after a customer gifted him a bottle of beer salvaged from the SS Oregon, which sank off Fire Island in 1886. He took the bottle to the biotechnology lab at SUNY Cobleskill to see if students could extract and analyze the yeast so that he could

possibly revive the beer. The story went viral, thanks to the Associated Press, garnering him attention nationwide as well as abroad in major media outlets. It was then that a Long Island brewer Jamie Adams of Saint James Brewery in Holbrook, who had been salvaging artifacts from the wreck for two decades, came forward with the information that he planned to release a beer using yeast from bottles he obtained from SS Oregon’s wreck. When Felter learned the news, he nixed his own plans, not wanting to step on Adams’ toes. Felter continues his relationship with SUNY Cobleskill as a co-professor teaching brewing and distilling.

## PARTNERSHIPS PREVAIL

Felter has the luxury of brewing small batches thanks to an alternating proprietorship agreement with Helderberg Mountain Brewing in East Berne. At the same time co-owners Mike Wenzel, Michael Young and Sean McGrath were outgrowing their 1.5-barrel system, Felter was wishing he had a smaller system than his 7-barrel so that he could make seasonal batches. The two brewers solved both their problems by entering into an alternating proprietorship agreement so that they could share their equipment and both brew at Serious’ facility.

This is one example of the camaraderie and cooperation in the craft beer industry that Felter enjoys so much. While he was preparing to open Serious, he visited many breweries, drinking beer and asking questions. “I was always cheerfully greeted, questions answered, and usually business cards exchanged,” Felter said. “We’re lucky enough that breweries in the area are more than willing to work with each other. If one needs something, usually all you need to do is call.”

Felter enjoys collaborating with other businesses, too. For example, Serious participated in the “Root, Rhythm, and Ale” fundraiser at the Iroquois Museum. The brewery worked with Ky-Mark Distillery, where they distilled and aged his Schoharie Burning Wheat into whiskey. In Serious’ taproom, Fred entertains customers with samples of DikinDurt Distillery’s moonshine with a sales pitch that you won’t want to miss. Serious has also hosted fundraisers for local organizations as well as a variety of gatherings, including retirement parties, rehearsal dinners and celebrations of life.

Serious Brewing will be celebrating its sixth anniversary in 2024 with the release of its maple porter that Felter aged in a bourbon barrel. Stop by and try a pint!

**Serious Brewing Company, 116 Caverns Road, Howes Cave, NY, 518-826-4050**

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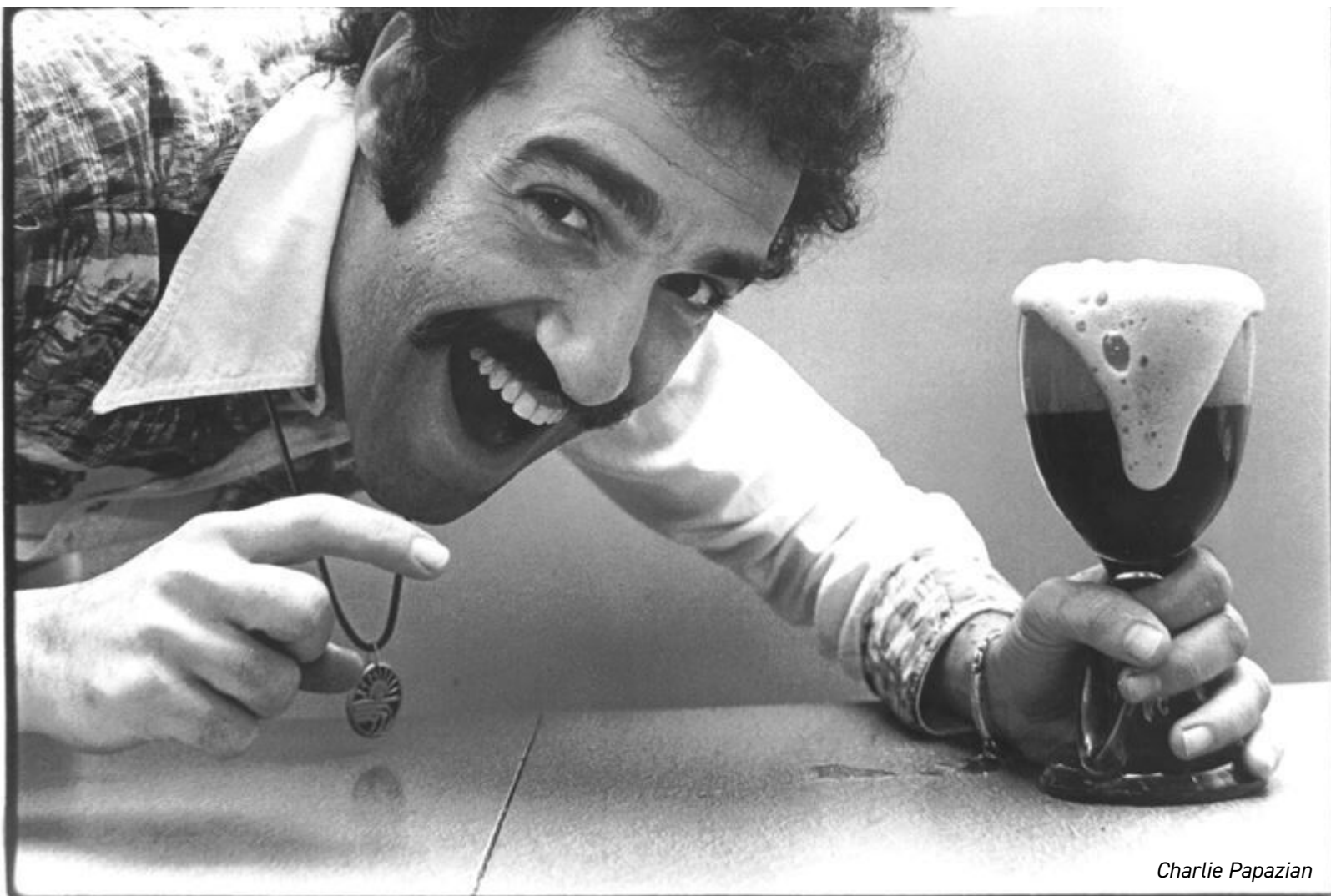
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*Charlie Papazian*

## AMERICA'S HOME BREWERS CRAFTED THE U.S. BEER SCENE OF TODAY

**By Roger Savoy**

There is a tsunami of alcohol rolling across the US. Almost 10,000 breweries are in business making all sorts of beer. Plus, there are many more wineries, cideries, meaderies and distilleries galore. Thirty years ago, the beer landscape was a desert. No one knew what mead was. Cider was a quaint country drink. In 1988 there was only about one hundred breweries in the US that mostly only made American lager style beer. With luck you might find some imported German lager or wheat beer, an English ale or Guinness stout.

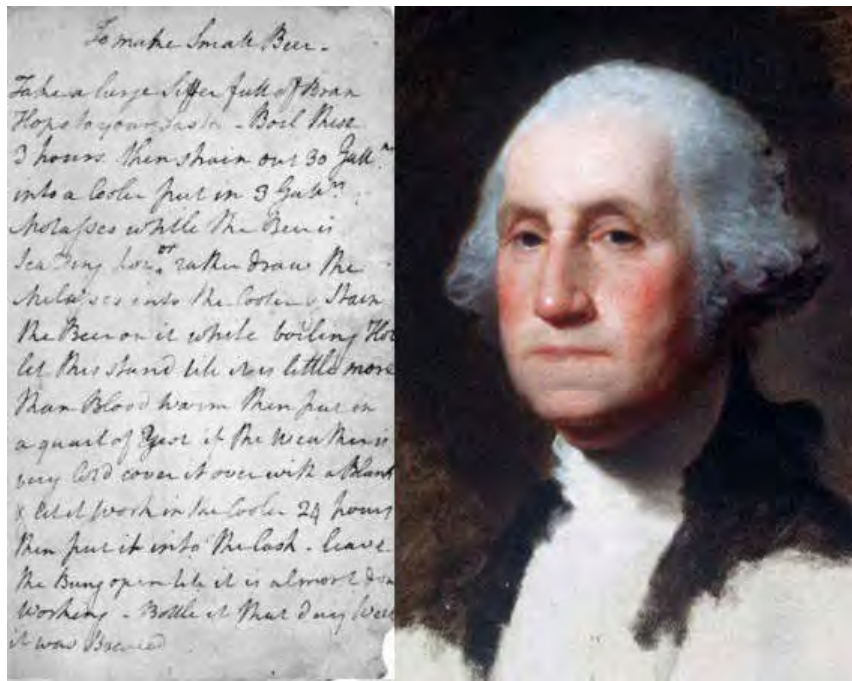
How did going from about 100 breweries to nearly 10,000 come about? To understand the current brewery scene, one has to understand homebrewing and the homebrew industry. That is because brewing beer at home is not only a stepping stone for professional brewers, but also the very foundation on which the craft beer industry was built.

### **HOMEBREWING IS A BEST OF TIMES, WORST OF TIMES THING**

Homebrewing is a kind of best of times, worst of times thing. The best part is that homebrewing has become immensely easier over the last 30 years, thanks to better access to ingredients, equipment and information. Brewers can opt for something as simple as extracts, "brew in a bag" or build complex home breweries that resemble a mad scientist's laboratory. Not so good is that over the last ten years a significant number of homebrew stores have closed their doors. A huge store of brewing information that was available has been lost.

Throughout history people found a way to brew their beer at home. One reason was that beer was the safest thing to drink. Homebrewing was an essential part of people's daily lives. When the first commercial





breweries in America started opening up in the 1600's, the majority of the brewing was still done in the home. Many of the founders of the country were homebrewers, or rather, beer was brewed on their estates.

When Thomas Jefferson designed Monticello he planned spaces specifically for the brewing and storage of beer. Mr. Jefferson originally let his wife handle the brewing and she would produce about 15 gallons every 2 weeks. George Washington left a recipe for a small beer, to be made for children and servants. Washington's cousins, who managed Mount Vernon during the Revolution, left notes about brewing a beer with per-simmons. The homebrew was not only for Washington's table, however. In Washington's contract with one farm manager the manager was promised as much "bran as is sufficient to brew beer for family use."

The Industrial Revolution provided a number of gifts to the brewer. Not needing to rely on an open fire, beer for the first time didn't have a smoke flavor and temperature was easier to control. Also, thermometers and hydrometers gave brewers more control and a better way to produce a more consistent product. This time also saw the rise of huge commercial breweries. Homebrewing was still a way of life, but now beer was being produced at a higher quality and lower cost outside the home.

## PROHIBITION DRIVES BREWING INTO THE HOME

Prohibition drove brewing back into the home. In 1919 it became illegal to make, buy, or sell intoxicating beverages. However, during Prohibition malt syrups became available and led to wide scale extract brewing. Since the large breweries could not make beer, they simply started turning out malt extracts and selling them for "baking."

Instructions were provided on how not to "accidentally" make beer. The American homebrewer was excited to do some "baking," as 438 million pounds of malt extract were produced in 1926 and the next year

it was up to 450 million. In a single year during Prohibition hop sales for this home "baking" exceeded 13 million pounds. By 1929 the Prohibition Bureau estimated that approximately 700 million gallons of beer was made at home.

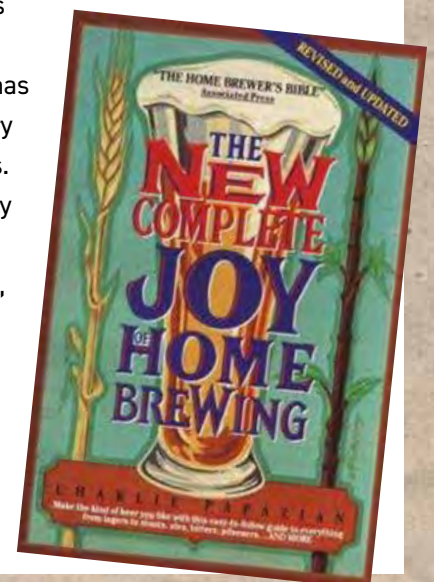
And then it was 1933 and Prohibition was repealed! Alas, due to an oversight in the way the law was written, while making wine at home was legal, brewing a batch of beer at home remained forbidden. This didn't stop people completely, of course. As more and more groups of people broke the law to brew at home the US government got around to correcting its "oversight," only a mere 45 years later. In 1978 President Jimmy Carter signed H.R. 1337, a bill that "allows any adult to produce wine and beer for personal and family use."

Still, the late 1970's did not share the same brewing landscape we enjoy today. There was no internet, no podcasts, no webpages, no brewing forums. If you wanted to learn to brew you had to find someone who knew what they were doing or read a book. Additionally, the hop growers and maltsters were not set up for dealing with anyone at a home brew scale, they were used to dealing in large quantities for macro breweries. (Remember craft beer didn't exist. There were less than 100 breweries).

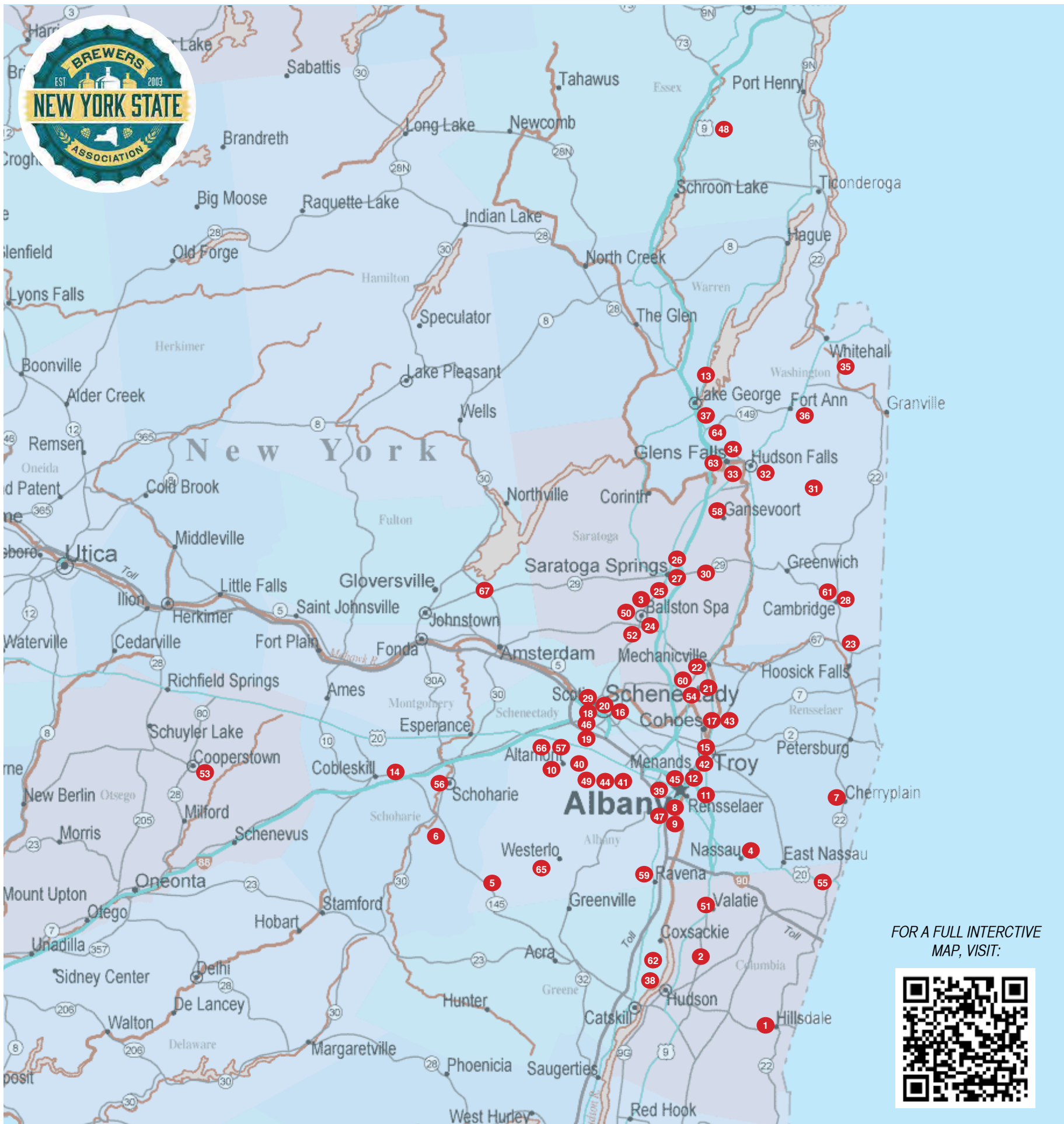
## THE COMPLETE JOY OF HOMEBREWING

There were some bright points. Charlie Papazian helped form the American Homebrewer's Association (AHA) and in 1984 released the first edition of The Complete Joy of Homebrewing. Locally, Albany's first homebrew store opened in 1983, later becoming Homebrew Emporium in Rensselaer. Around the country, clubs dedicated to homebrewing popped up, many still in existence today. Newsletters and magazines were created that focused on homebrewing recipes and practical tips.

The 1978 law only applied at the federal level. Groups like the AHA have fought over the years to protect homebrewers and their rights. Since 1978 the beer industry has boomed. To support the homebrewer more maltsters, hop growers, yeast labs and shops have popped up across the country. The homebrewing movement has provided the growing craft brew industry with many of its brewers and customers. With the internet we now have the ability to pull information on brewing from the other side of the planet. Finally, in 2013, Alabama and Mississippi both voted to legalize homebrewing. This meant that for the first time since 1919 it was legal to brew in your home in every corner of the country. For the homebrewer it doesn't get any better than this!









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## 4. S&S Farm Brewery

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## 5. Helderberg Brewery

26 County Route 353 Rensselaerville NY  
Ph: 518-872-7133

## 6. Green Wolf Brewing Company

315 Main Street Middleburgh NY 12122  
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## 7. The Beer Diviner

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## 9. CH Evans Brewing Co., Inc.

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## 10. Indian Ladder Farmstead Brewery & Cidery

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Ph: 518-768-7793

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## 17. Table 41 Brewing

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## 22. Hank Hudson Brewing

17 Johnson Rd Mechanicville NY 12118  
Ph: 518-664-1578

## 23. Brown's Brewing Company

50 Factory Hill Road North Hoosick NY 12133  
Ph: 518-205-5049

## 24. Unified Beerworks

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Ph: 518-289-5078

## 25. Artisanal Brew Works

617 Maple Ave Saratoga Springs NY 12866  
Ph: 518-339-0698

## 26. Druthers Brewing - Saratoga Springs

381 Broadway Saratoga Springs NY  
Ph: 518-306-5275

## 27. Walt & Whitman Brewing

20 Lake Avenue, Saratoga Springs NY 12866  
Ph: 518-682-3602

## 28. Argyle Brewing Company

One Main Street Greenwich NY 12834  
Ph: 518-692-2585

## 29. Wolf Hollow Brewing Company

6882 Amsterdam Rd.  
Schenectady, NY 12302  
Ph: 518-214-4093

## 30. Bound By Fate Brewing

31 Ferry Street Schuylerville NY 12871  
Ph: 518- 507-6246

## 31. Scotlander Brewing Co.

453 County Rt. 47 Argyle NY 12809  
Ph: 518-232-3156

## 32. Slickfin Brewing Company LLC

147-149 Broadway Fort Edward NY 12828  
Ph: 518-223-0264

## 33. Common Roots Brewing Company

58 Saratoga Avenue  
South Glens Falls NY 12803  
Ph: 518-409-8248

## 34. Davidson Brothers Brewery

184 Glen Street Glens Falls NY 12801  
Ph: 518-743-9026

## 35. Slate Town Brewing

31 Main Street Granville NY 12832  
Ph: 518-345-5357

## 36. Battle Hill Brewing Company

4 Charles St Fort Ann NY 12827  
Ph: 518-639-1033

## 37. Adirondack Pub and Brewery

33 Canada St, Lake George, NY 12845  
Ph: 518-668-0002

## 38. Old Factory Brewing

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## 39. Bull and Bee Meadery

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## 41. The Warbler

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Ph: 518-650-8484

## 42. Brown's Brewing Company

417 River St., Troy, NY 12180  
Ph: 518-273-2337

## 43. Bye-i Brewing

122 Remsen St., Cohoes, NY 12047  
Ph: 518-244-3924

## 44. Fiden's Brewing

10 Walker Way Colonie, NY 12205  
Ph: 518-608-0014

## 45. Fort Orange Brewing

450 N Pearl St., Albany, NY 12204  
Ph: 518-992-3103

## 46. Great Flats Brewing

151 Lafayette St #2052, Schenectady, NY  
Ph: 518-280-0232

## 47. Nine Pin Cider Works

929 Broadway, Albany, NY 12207  
Ph: 518-449-9999

## 48. Paradox Brewing

2781 U.S. 9, North Hudson, NY 12855  
Ph: 518-351-5036

## 49. Real McCoy Brewing

20 Hallwood Rd., Delmar, NY 12054  
Ph: 518-439-3652

## 50. Real McCoy Brewing

28 Washington St., Ballston Spa NY 12020  
Ph: 518-439-3653

## 51. Reifenberg Brewing

3021 Main St., Valatie NY 12184  
Ph: 518-610-8447

## 52. Active Ingredient Brewing

2443 Route 9 Suite 301, Malta NY 12020  
Ph: 518-289-5520

## 53. Brewery Ommegang

656 Co. Hwy 33, Cooperstown NY  
Ph: 518-544-1800

## 54. Other One Brewing

1505 U.S. 9 Suite 3 In Glennpeter Plaza,  
Halfmoon, NY 12065  
Ph: 518-807-5512

## 55. Roaring 20's

565 US-20, New Lebanon, NY 12125  
Ph: 518-794-5020

## 56. Wayward Lane Brewing

255 Ward Ln, Schoharie, NY 12157  
Ph: 518-295-6006

## 57. Allied Brewing

6654 Dunnsville Rd, Altamont, NY 12009  
Ph: 518-853-7518

## 58. Dancing Grains

180 Old West Rd, Gansevoort, NY 12831  
Ph: 518-808-3432

## 59. Rail to River

109 Main St, Ravena, NY 12143  
Ph: 518-756-2320

## 60. Druther's Brewing Company

7 Southside Dr, Clifton Park, NY 12065

## 61. Argyle Brewing Co.

6 Broad St., Cambridge, NY  
Ph: 518-677-7337

## 62. Honey Hollow Brewing Co.

376 E Honey Hollow Rd., Earlton NY  
Ph: 518-966-5560

## 63. Mean Max Beer Works

193 Glen St. #2, Glens Falls  
Ph: 518-793-2337

## 64. Northway Brewing Co.

1043 US-9, Queensbury, NY  
Ph: 518-223-0372

## 65. Helderberg Mountain Brewing Company

83 Main Street East Berne, NY 12059  
Ph: 518-872-7133

## 66. Allied Brewing Company

6654 Dunnsville Rd, Altamont, NY 12009  
Ph: 518-853-7518

## 67. Great Sacandaga Brewing Co.

3647 NY-30, Broadalbin, NY 12025  
Ph: 518-883-7012



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Researched and compiled by  
Karen Logan

# CALENDAR OF EVENTS

## JANUARY

**1/5** Argyle Brewery (Cambridge) –  
Music: MOON

Great Sacandaga Brewing – Trivia Nights Live!  
6:30pm

Other One Brewing – Music: Russ Kennedy

**1/6** Dancing Grain Farm Brewery – 2nd  
Annual Winter Luau: Christmas Tree Bonfire  
& South Glens Falls Fire Co.

Great Sacandaga Brewing – Tree Burning  
Ceremony! Bring your Christmas Tree for the  
bonfire, get a drink token

Wayward Lane Brewing – 2nd Annual  
Christmas Tree Blaze

Other One Brewing – Music: Marcus Ruggiero

**1/7** Real McCoy Beer – Cousins Maine Lobster  
Food Truck 12pm

**1/11** Wolf Hollow Brewing – Trivia

Common Roots Brewing – Beer & Doughnuts  
6pm

**1/12** Back Barn Brewing –  
Food: Buena Comida

Wolf Hollow Brewing –  
Music: Gabby Ellers 6pm

Argyle Brewery (Cambridge) –  
Music: Open Mic

Other One Brewing – Music: Rob Forman

**1/13** Other One Brewing – Music: Stretch Duo  
Brewery Ommegang – Snap, Crackle, Hop! A  
traditional Christmas tree pyre

The Warbler – Magic: The Gathering  
Tournament 4-8pm

Emporium Farm Brewery – Winter Cornhole  
League starts

**1/19** Adirondack Brewery – Funky Ice Fest!  
Ice Bar, Ice sculptures, family friendly. Free  
entry

Back Barn Brewing Food: Buena Comida

Common Roots Brewing – Paint & Sip 7pm

SingleCut North – The Bonsai Bar 6:30pm

**1/20** Adirondack Brewery – Funky Ice Fest!  
Ice Bar, Ice sculptures, family friendly.  
Free entry

Wolf Hollow Brewing – Music: West Glenville  
Ramblers 6pm

SingleCut North – Music: Josh Clevestine  
5-8pm

**1/21** Wolf Hollow Brewing – Brunch 11am

Common Roots 1st Annual Kind Cyclothon &  
Foundation Benefit 7am-7pm

Nine Pin Cider – music BLINGO (part trivia/  
part BINGO)

**1/24** Beer Can Appreciation Day

Great Sacandaga Brewing – Soap Making:  
Handcrafted Soap Hearts for Valentines Day  
6:30pm

**1/25** Wolf Hollow Brewing – Trivia

Great Flats Brewery – Beer and Cheese tasting  
at Arthur's Market

**1/26** Adirondack Brewery – Funky Ice Fest!  
Ice Bar, Ice sculptures, family friendly.  
Free entry

Mean Max Brew Works – Troy Night Out Live  
Music: Joe Mandan Acoustic Duo

Back Barn Brewing – Food: Buena Comida

Wolf Hollow Brewing –  
Music: Rob Fleming 6pm

Argyle Brewery (Cambridge) –  
Music: Jester Fretless

**1/27** 9th Annual NYS Craft Brewer's  
Festival 4-8pm

Adirondack Brewery – Funky Ice Fest! Ice Bar,  
Ice sculptures, family friendly. Free entry

Back Barn Brewing – Brenda's Birthday Bash!  
Come have a pint and say happy birthday  
to our owner!

Food: Buena Comida, Music:  
Yankee Holler Band, 5-8pm

Great Sacandaga Brewing –  
Ceramic Paint and Sip! 6:00pm

Argyle Brewery (Cambridge) –  
Music: Tony Califono's Rusticator

**1/28** SingleCut North – food and  
drink specials for Football Conference  
Championships

## FEBRUARY

**2/2** Great Sacandaga Brewing –  
Trivia Nights Live! 6:30pm

Back Barn Brewing – Food: Buena Comida

Argyle Brewery (Cambridge) – Music: MOON

**2/3** Wolf Hollow Brewing –  
Music: TV Doctors 6pm

Common Roots – Music BINGO 2pm



# WEEKLY EVENTS

SingleCut North – Music: Closet Classics  
4-7pm

**2/5** Roe Jan Brewery – 4-year anniversary celebration! Beer release: barrel-aged Belgian tripel & beer pairing dinner.

**2/7** Wolf Hollow Brewing – Beer and cheese pairing w/Arthur's Market

**2/8** Wolf Hollow Brewing – Trivia

**2/9** Back Barn Brewing –  
Food: Buena Comida

Great Sacandaga Brewing –  
Karaoke Live! 7:00pm

Wolf Hollow Brewing –  
Music: Caity Gallagher 6pm

**2/10** Back Barn Brewing – Food: Buena  
Comida 4-8pm, Music w/ Kyle, 6-9pm

Mean Max Brew Works – Music: Seize Atlantis

Argyle Brewery (Cambridge) – Music:  
Jeff Ravreby

Cooper's Daughter Spirits –  
Paint and Sip 12:30 \$65

SingleCut North – Mardi Gras Party! Music:  
Kidd Kyle & the Big Deak. Menu specials

**2/11** Super Bowl 57!

Mean Max Brew Works (Glens Falls) –  
Superbowl Sunday

Great Sacandaga Brewing – Super Bowl Pre-  
Game Party! Get your Cans and Crowlers!

Wolf Hollow Brewing – Winter Paint & Sip

Wayward Lane Brewing – Stouts & Doughnuts

SingleCut North – The Bonsai Bar 6:30pm

**2/14** Great Sacandaga Brewing – Valentines  
Day with guest Musician! 6:00pm

**2/16** Mean Max Brew Works (Glens Falls) –  
Music: Tim & Norm Duo 7:30pm

Back Barn Brewing – Food: Buena Comida

Argyle Brewery – Music: Great Aunt

**2/18** Nine Pin Cider – music BLINGO (part  
trivia/ part BINGO)

**2/22** Wolf Hollow Brewing – Trivia

**2/21** Great Sacandaga Brewing –  
Paint n Sip! 6:00pm

**2/23** Mardi Gras!

Back Barn Brewing – Food: Buena Comida

Wolf Hollow Brewing – Music Sabrina  
Trueheart 6pm

Argyle Brewery (Cambridge) –  
Music: Jester Fretless

## SUNDAYS

Mean Max Brew Works (Glens Falls  
& Troy) – Football Sunday

Argyle Brewery (Cambridge) –  
Brunch w/ Bob

Great Sacandaga Brewing – Live music  
3-6pm & food truck

Roe Jan Brewing – Live music (most)

## MONDAYS

Active Ingredient Brewing –  
Industry Night (\$6 pints)

Common Roots Brewing – Trivia 7pm

Bound by Fate – Trivia 6:30pm

Nine Pin - Date Night

Table 4 1 – Open Mic Night

Bacchus – Pizza & Beer Specials

## TUESDAYS

Mean Max Brew Works (Troy) – Dart Pick-  
Up Games 7pm

Mean Max Brew Works (Glens Falls) – Pin-  
ball Pick-Up Games 7pm

Beer Bones Taproom – Trivia 7:30pm

Rare Form – Vinyl Night 4pm

Common Roots – Cornhole 6:45pm

## WEDNESDAYS

Active Ingredient Brewing – Trivia 6:30pm

Mean Max Brew Works (Troy & Glens  
Falls) – Taproom Trivia 7pm

Great Flats Brewing – Trivia

Other One Brewing – Trivia w/ Trivia Guy  
NY 6:30pm

SingleCut North – Vinyl Tap (BYOV)

## THURSDAYS

Active Ingredient Brewing –  
Wing Night (\$1 wings)

Mean Max Brew Works (Troy) –  
Pinball Pick-Up Games 7pm

SingleCut North – Trivia with  
Quiz Night America at 6:30pm

Argyle Brewery (Cambridge) – Trivia

The Warbler – Trivia 7pm

Northway Brewing – Trivia 7pm

Bye-I Brewing – Trivia 7pm

## FRIDAYS

Frog Alley Brewing – Live Music

Great Sacandaga Brewing –  
Hoppy Hour 4-7pm

Roe Jan Brewing – Live music (most)

## SATURDAYS

Great Sacandaga Brewing – Live music 4-7pm  
& food truck

Roe Jan Brewing – Live music (most)

Frog Alley Brewing – Live Music





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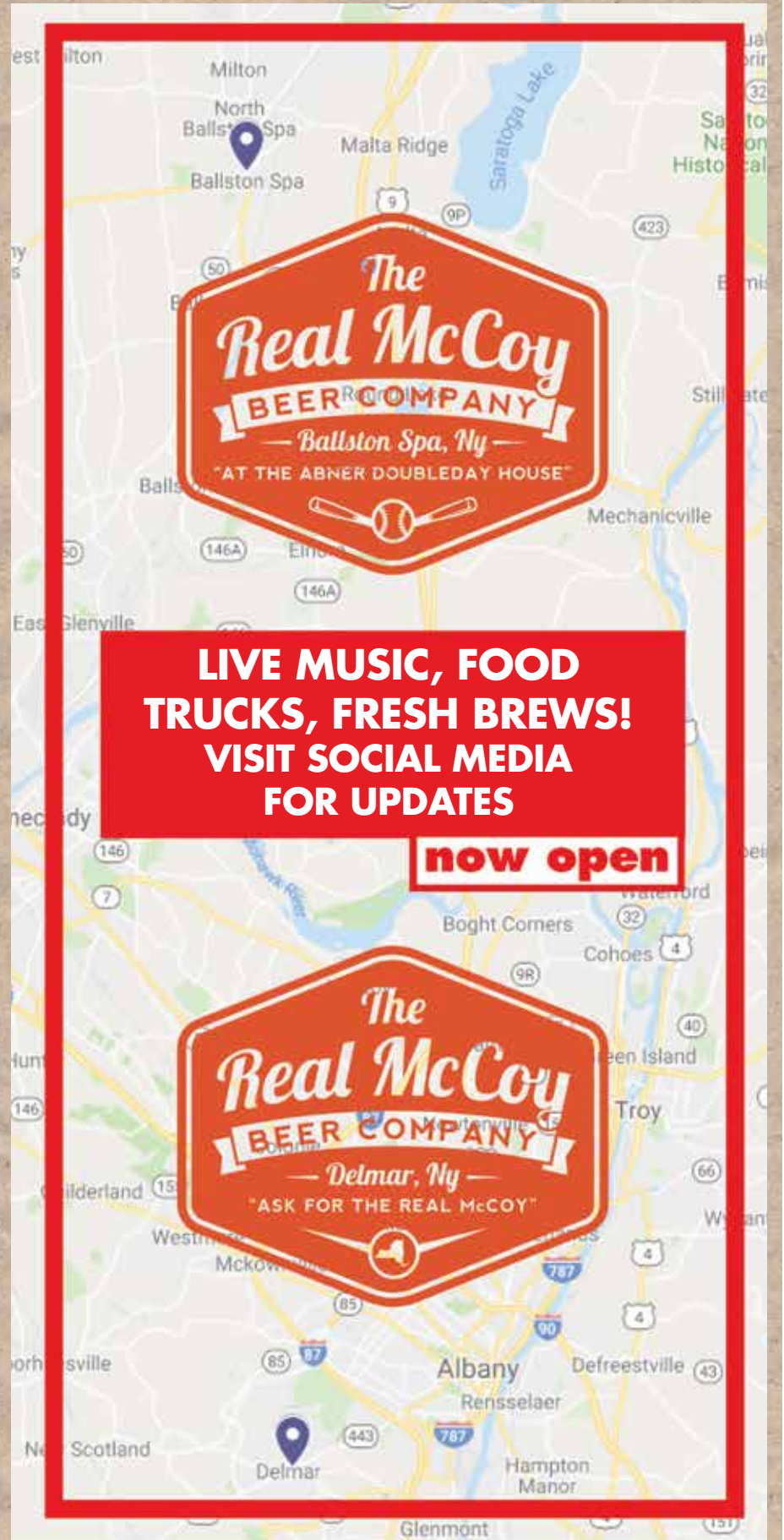
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# 7 QUESTIONS WITH HOMEBREW EMPORIUM'S ROGER SAVOY

By Erik Budrakey

When Roger Savoy took over as owner of the Homebrew Emporium in Rensselaer back in 1997 the land scape of brewing and homebrewing looked much different than it does today. There were only a handful of local breweries and consumers were limited to mostly yellow, fizzy lagers to buy at the grocery store or on tap at their favorite bar. Today there are nearly 60 breweries in the Capital Region and craft beer is available everywhere. Still, people's passion for home brewing persists and Homebrew Emporium is still rockin.' So, we decided to shoot down the grab some homebrew supplies, sample some brews, and ask Roger...7 QUESTIONS:

**TBM: When beginning to develop your passion for brewing, was there a brewer, brewery, or beer that inspired you to go for it?**

**ROGER:** Growing up in the 70's there were only 40 something breweries in the entire US, all brewing light American lager. I can count more than that in the Capital Region alone now! It was the lack of anything flavorful that drove me to homebrewing classic UK and European beers. In the early 90s I found Hennessy Homebrew and discovered brewing was easy. Once I found I could make beers like Belhaven Scottish, Bass Ale, Duvel, or Weihenstephan, I was cooking up a batch or more every week.

**TBM: We are heading out for a 3-hour road-trip to a craft beer festival. You're driving. What 3 musical artists are we listening to on the trip?**

**ROGER:** My last concerts were classical and jazz. I'd likely turn up Taj Mahal, Miles Davis and Thelonious Monk.

**TBM: Outside of brewing, what other hobbies/interests do you enjoy?**

**ROGER:** No surprise, I love to cook. My wife Anita and I also love to travel. We've been to Spain twice in the past 15 months and plan to visit Cambridge, England in the spring and Spain again in the fall. While touring we visit museums, botanical gardens, breweries and wineries.

**TBM: What favorite beers are in your fridge on the regular?**

**ROGER:** For my wife I have a UFO Blueberry Ale. For myself I have a keg of Emporium Farm Brewery Harvest Ale, and a West Coast IPA, Rowan's IPA, named after my 1 year old grandson living in California.

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

**ROGER:** Charlie Papazian, and Barack Obama, and Michael Jackson, .

• Charlie Papazian is founder of the Association of Brewers, the Great American Beer Festival, and wrote The Complete Joy of Home Brewing (1984).

• Barack Obama was the first President to brew beer in the White House. He brewed a honey ale and honey porter—from a bee hive at the White House.



• Michael Jackson was an author of many influential books about beer and whisky including World Guide to Beer in 1977.

**TBM: Wife? Kids? Pets?**

**ROGER:** I'm still madly in love with my wife of 52 years. We have two children. Russell is a Siena College graduate. He is part owner of the Homebrew Emporium and head brewer at Emporium Farm Brewery. He also has a 1 year old boy, Jackson, who is a regular at the brewery. Daughter Rose graduated from UC Davis with a PhD in Genetics and lives in the San Leandro area with Rowan and husband Kevin. No pets.

**TBM: If you had one message that you'd like to get across Capital Region Craft Beer Enthusiasts, what would that message be?**

**ROGER:** There are over 100 styles of beer recognized by the Beer Judge Certification Program. (BJCP.ORG) If all you are drinking is NEIPA you are not a craft beer enthusiast. Try some classic UK or European beers. If you'd like an education in beer, visit us at Emporium Farm Brewery. Learn how we make it, the history of each style, its ingredients and more.







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# Box of Chocolates

This year for Valentine's Day, give your love what they really want. **A BOX OF CHOCOLATES!** By that we mean, a mixed six pack of delicious beers that have rich, chocolatey flavors. Best bet is to hit up your local retailer where you can make your own six packs. Compliment this gift with an actual box of chocolate candy and you both win! Here's some suggested beers to get you going:

**BROOKLYN BLACK CHOCOLATE STOUT** - Brewed since 1994, Brooklyn Black Chocolate Stout has become a modern classic, heralded the world over. It achieves its dark chocolate aroma and flavor through the artful blending of six malts and three distinct mashes. Properly kept, it will improve in the bottle for many years. This stout is the toast of the winter season in many countries, and there is nothing better to enjoy with chocolate desserts.

**FOUNDERS BREAKFAST STOUT** - The coffee and chocolate lover's consummate beer. Brewed with an abundance of flaked oats, bitter and imported chocolates, and two types of coffee, this stout has an intense fresh-roasted java nose topped with a frothy, cinnamon-colored head that goes forever. At 8.3% ABV, it won't take many to get you going.

**SAM ADAMS CHOCOLATE BOCK** - Brewed with Cocoa nibs used in from Madagascar, Ghana, and Ecuador, allow for notes of honey, chocolate, and vanilla. With a sweet malt flavor and added vanilla, this beer definitely takes on a milk chocolate quality. Add that to the crisp lager character of Samuel Adams' bock beers and this is definitely a beer to try at least once.

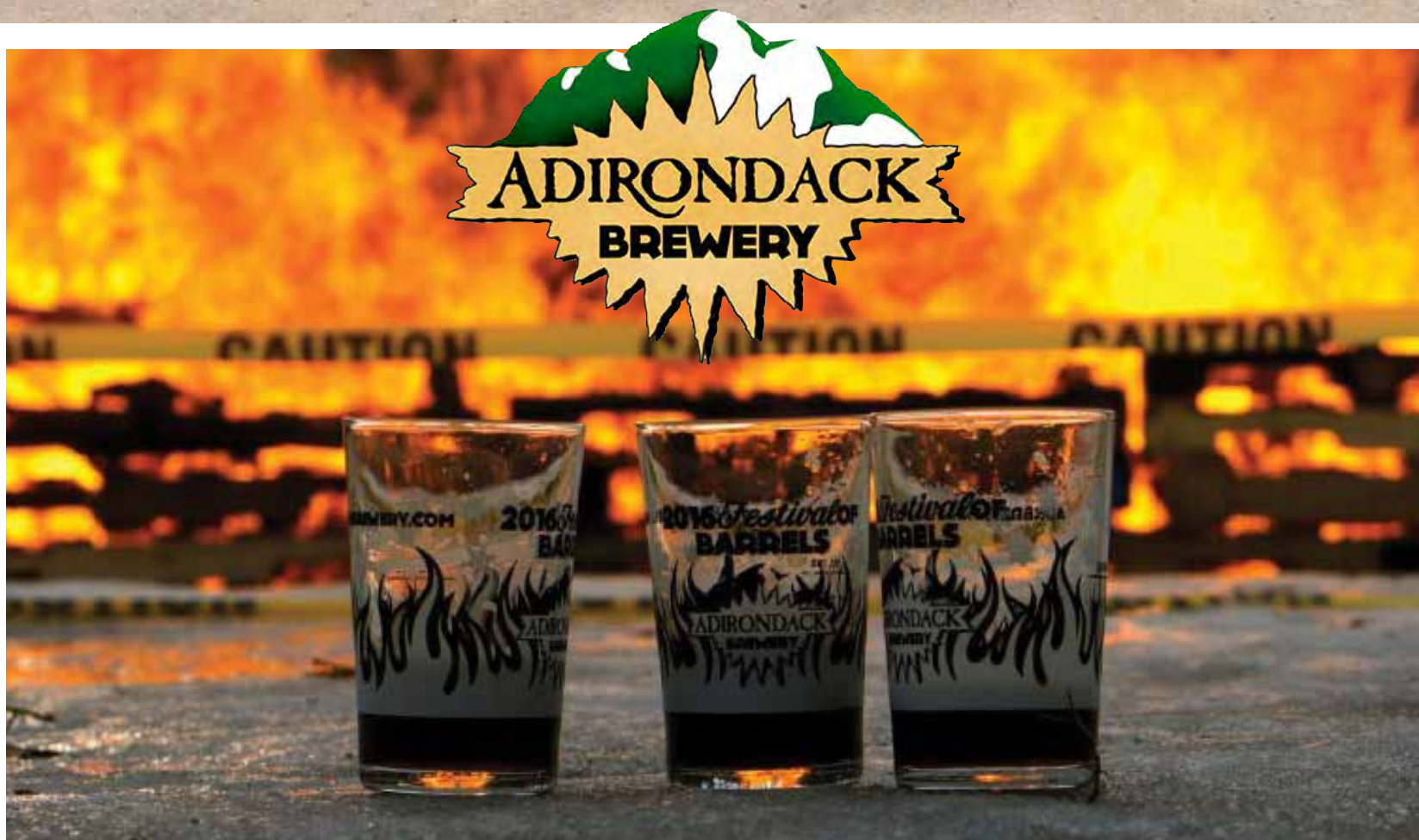
**ROGUE CHOCOLATE STOUT** - Rogue Ales is known as one of the most prestigious beer companies in America, and its Chocolate Stouts is one of the few American beers to win an award at the Mondial de la Biere Festival in Strasbourg, France. This beer, ebony in color with a rich, creamy head and flavors of oats, hops, and a rich chocolate truffle finish makes for the perfect beer geek's chocolate beer.

**OMMEGANG THREE PHILOSOPHERS DOUBLE CHOCOLATE** - It's been said that chocolate is happiness you can eat. Likewise, Three Philosophers, Ommegang's Belgian style quadruple, is wisdom you can drink. Married together, we present a beer for mind and soul; a deeply-considered chocolate philosophy. For this project, we partnered with the artisans at Taza Chocolate, who shared their cacao nibs and their expertise in pursuit of sweet perfection. Swirl, sip, and melt away...

**YOUNG'S DOUBLE CHOCOLATE STOUT** - Based out of England, Young's Brewery produces a Double Chocolate Stout that perfectly combines a roasted malt with cocoa in the style of a sweet stout by using a proprietary blend of sugars instead of lactose. This results in a richer, sweeter beer with sharp chocolate and vanilla accents.







## *More Than Your Average Beer Fest* **WITH A BONFIRE, BRUNCH AND RARE BARREL-AGED BEVERAGES**

Exclusive barrel-aged beverages from the best brewers around are rolling into Lake George for Adirondack Pub & Brewery's 12th Annual Barrel Fest on March 2, 2024, 1-4 p.m.

Barrel Fest is more than your average beer festival in a hotel conference room. This outdoor bash knows no walls and takes place nestled in the beauty of the Adirondacks near the shores of Lake George. The event features rare beers, cider, wine and more, all aged in barrels and many crafted specifically for this event, meaning you won't find them elsewhere.

Talk to and learn from the brewers as you sample their best. Meet the minds and faces behind your favorite liquids!

"The breweries that come to Barrel Fest are really amazing breweries that are all producing really good products. These are breweries from our region. Our part of the state produces some of the best beers and they're all in this region in this amazing beer world that we live in," said Adirondack Pub & Brewery Owner John Carr.

This annual celebration has become a pilgrimage for craft beverage aficionados, drawing them to the heart of the Adirondacks for a day filled with a barrel of fun!

### **What is Barrel Fest?**

More than a decade ago, Adirondack Pub & Brewery decided to feature their barrel-aged beers at a festival and the idea took off. More and more incredible brewers joined and now Barrel Fest is one of the pinnacle beer events in the region, taking place in a unique setting around a giant bonfire.

Barrel Fest exclusively showcases barrel-aged beer, cider, wine, and more. The event brings together the finest barrel-aged beverages, creating a haven for enthusiasts seeking unique and bold flavors. Attendees can expect a diverse array of beverages, from rich and complex beers to innovative barrel-aged ciders and wines.

In addition to the delectable drinks, Barrel Fest offers a lively atmosphere with music, a HUGE bonfire, fireworks, a 'burning man' statue, free snacks, and more! This event will not be canceled due to the weather, promising a memorable experience in snow, rain, shine, or mud! In 2023 the event drew record attendance despite a snowstorm that dropped a foot and a half of snow. No matter the weather, it's always a great time!





Be sure to follow Adirondack Pub & Brewery on social media and visit [barrelfestlg.com](http://barrelfestlg.com) for an update on the Guest breweries, wineries and cideries!

### Kegs & Eggs Brunch:

Start your day off with a hearty breakfast at the Pub! In addition to being delicious, it's a great way to start the day off since Barrel Fest traditionally boasts a lot of high ABV beers. Adirondack Pub & Brewery will be serving Brunch Specials designed to complement the day's barrel-aged offerings from 11 a.m. to 1 p.m. Pro Tip: Kegs & Eggs Brunch is included for FREE in the VIP ticket package!

### What Does My Ticket Include?

Standard, VIP and Designated Driver tickets are available. Standard tickets offer an all-access pass to Barrel Fest, complete with a souvenir tasting glass, three hours of sampling a wide variety of barrel-aged delights, fireworks, music, dancing, and complimentary snacks. For those looking to elevate their experience, VIP tickets include a 22oz. bottle of a limited-edition barrel-aged beer exclusive to VIP ticket holders and a free Barrel Fest Coolie (koozie that hangs from your neck) for your souvenir glass. Additionally, VIPs enjoy a complimentary brunch special served from 11 AM to 1 PM, making it a perfect start to the day.

Designated Driver tickets allow you to enter the event and enjoy the free snacks, soda and water. Tickets for this event are available now! Visit [barrelfestlg.com](http://barrelfestlg.com) for more details.

### Accommodations and Partners:

For those planning to make it a weekend getaway, three Lake George hotels—Fort William Henry, Super 8, and Holiday Inn Resort—are offering special discounts. Simply mention the ADK Barrel Fest when booking your stay.

As Adirondack Pub & Brewery gears up for the 12th Annual Adirondack Brewery Barrel Fest, anticipation is building for a day filled with exceptional barrel-aged beverages, delicious food, and the warmth of community around a roaring bonfire. Don't miss out on this iconic celebration of late winter in the Adirondacks.

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# ANNOUNCING THE PREMIER OF NEW SCOTLAND SPIRITS *Season 3!*

**By James Peterson**

Readers will be forgiven for assuming I've been assigned "the New Scotland Spirits beat." After all, I wrote three articles about the company last year, and I'm already kicking off 2024 with another. Yet New Scotland Spirits may well be New York State's most dynamic craft distilling outfit, and I've watched from the front row as this company has consistently redefined a nascent industry from its perch at the intersection of business and media.

With its first vodka just hitting shelves, a Tasting Room scheduled to open on "leap day," and whispers of a potential television treatment, there's already too much to discuss this year. And it's January.

## **Lights/Camera/Action!**

"I don't see us as a whiskey company with a social media account," says company founder Jesse Sommer. "We're a media company that happens to sell whiskey. Our core 'product' is the personalities who make up this team and the characters and storylines we develop each day [on Instagram] as we chronicle the process of building a company in live-time."

In "Reels" and "Posts" and "Stories" on the Meta platform (Instagram and Facebook), New Scotland Spirits offers its fans a peek under the hood and behind the curtain. It's a verifiable miniseries whose following has grown on the back of viral videos depicting the cast's rivalries, idiosyncrasies, and neuroses.

"[The content] is curated, for sure," Jesse acknowledges. "But when it comes to the good, the bad, and the ugly, people are really interested in the ugly. So, I've gotten used to everyone whipping their phones out each time I have a public meltdown."





Emily "Peach" Buffa is one of the social media account's most recognizable faces; she's confident the strategy is working.

"We're attracting retailers well beyond our [Capital Region] footprint," she says. "When I make sales calls now, purchasers already feel like they have a relationship with me. Sales can be discouraging and stressful, but walking into a store and having a friend there to greet you is so comforting."

"Jesse thinks we're a media company because his need for attention is bottomless," says Rosemary McHugh, company co-owner and self-anointed "voice of reason." She sees her company's posture in a different light.

"If anything, New Scotland Spirits is a marketing agency or distributor with a single client: us. Not a day goes by that I don't have to yell at Jesse to put the phone down and focus on what pays the bills!"

For Rosemary, what differentiates her company from others in this space is its self-distribution. While larger distributors have catalogs filled with lots of different brands to sell to retailers, the New Scotland Spirits sales mission cultivates driven and committed sellers who sing the praises of just one product.

"Our sales team is also our production team," Rosemary says. "We affixed the label, handwrote the batch number, applied the wax seal, and stamped our logo on every single bottle. We all have a tangible claim of ownership to each bottle we sell. That comes through in our pitches."

### **"The vodka a whiskey distiller made."**

In the twenty months since New Scotland Spirits launched its sales effort, the company has already secured placement on shelves/menus in more than 250 retail outlets in the Capital District and throughout the Hudson Valley, from Plattsburgh down to Manhattan. They lean into the company's status as a woman- and veteran-owned operation, but Rosemary insists that what really put it on the map was the signature quality of its "Helderberg Whiskies," each of which has been aged for a minimum of five years.

That's why I was taken aback last month when the company unveiled an unaged "Helderberg Vodka."

"Vodka is still America's top liquor category, and that's not something we could ignore," Jesse says of this departure from the company's insistent positioning as a purveyor of aged spirits. "But where a lot of startups in this space rush clear [unaged] spirits onto shelves to pay bills while waiting for their whiskies to mature, [our whiskey] was aged while I was polishing off military service. So, we arrived on scene with award-winning aged spirits. Now we can double-back and explore the vodka category, secure that our customers trust us to put out good products."







That sentiment informs this brand line's tagline: "The vodka a whiskey distiller made." It's distilled from a 100% corn mash, bottled at 82 proof, and features one particular accoutrement long demanded by bar/restaurant clients: a pull-tab to easily break the wax seal. Jesse begrudgingly bent to customer pressure here but insists that a knife will still be required to break the wax seal on his whiskies.

### **"...where everybody knows your name."**

For nearly ten months, New Scotland Spirits has given its online following a look at the cumbersome process of constructing its first retail space. Located at the corner of State and Lark Streets in Albany's Cener Square neighborhood, the ground-floor "New Scotland Spirits Tasting Room" will finally launch on Leap Day: February 29, 2024.

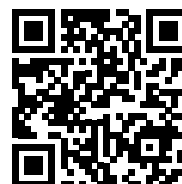
"There's a lot of work yet to be done," says Rosemary. "This article best not jinx us."

"The demands of renovating a space ill-equipped for retail operations were way more time-consuming and expensive than we could've imagined," says Jesse. "I somehow managed to make every conceivable mistake along the way." He credits the "critical assistance" of designer Stephanie Turcotte and builder Kelsea Adams for rescuing him from himself "basically on an hourly basis."

Jesse also credits Albany's Building and Planning Departments for their "indulgence, forgiveness, and guidance" as he struggled to navigate applicable local and state laws. Now, the company is finally within eyesight of the finish line on what promises to be a cozy and intimate "speakeasy-style whiskey lounge" in the heart of the capital city's historic Lark Street corridor.

"It won't just be our stuff," says company sales leader Bryan Kafka. "With our Farm Distiller license, we can serve any New York State craft product. So, in addition to our spirits, we'll serve wines, beer, mead, cider, you name it. We're going to celebrate Capital District craft producers and their incredible creations."

But Bryan says he'll be sticking to the mocktails. "We got work to do. And rule #1 is that you don't get high on your own supply."





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# CAPITAL REGION BEER ENTHUSIASTS EXCITED BY *Price Chopper/Market 32 Spring Selection*

## Sponsored content

With Superbowl Sunday now upon us, and Springtime just around the corner, Capital Region residents are excited to be hosting parties and looking forward to the days where we can fire back up the grill. And while Price Chopper & Market 32 have been long known to have all a superior meat department, fresh, locally-grown produce, and all of your party-hosting needs, they are also now well known for having a vast array 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 2010s 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 Spring seasonal craft beers at Price Chopper & Market 32, look for offerings from the national craft darlings such as Samuel Adams Breakaway Blonde Ale, Sierra Nevada's returning Powder Day IPA, Founders All Day Haze, Leinenkugel's Honey Lemon Light and more. 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 summer, 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!"

"Supporting local farmers, artisans and producers is important to us," Blance continues. "We're proud to work with a variety of craft breweries in our area, to bring our shoppers the region's best brews. Whether you want to pair your Capicola-Arugula Pizza 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 spirits 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 hitting the slopes, hiking/snowshoeing, or hosting a Sunday football thriller, find a Price Chopper or Market 32 on your adventure route and grab your beer, party fixins, 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](http://shop.pricechopper.com)!








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By Erik Budrakey

## JANUARY 24<sup>TH</sup> IS BEER CAN APPRECIATION DAY

On January 24th, **Beer Can Appreciation Day** recognizes the fine day in 1935 when beer was first sold in cans.

Krueger Brewing Company of Richmond, Virginia was the first brewery in the US to can their beer. These first canisters opened with a church-key and were made of steel, weighing almost 4 ounces.

While Krueger was the first on their beer, it was the American Can Company that made canning drinkable beer possible. Just weeks before the repeal of Prohibition, Krueger's took the risk with American Can Company. Quickly, loyal Krueger's drinkers favored the can over the bottle 9-1.

### Significant Dates in Beer Can History

- **1935** - Cone-Top – G. Heilemann Brewing Company – La Crosse, WI – Introduces cone-top cans. These fit existing bottling lines and were convenient for small brewers with small budgets.
- **1963** -the Pull Tab – The Pittsburgh Brewing Company revolutionizes the beer can when it introduces Iron City Beer in self-opening cans with pull tabs, also known as pop tops. The pull tabs, due to their sharp edges, became the feared litter at beaches, parks, backyards and anywhere beverages were consumed.
- **1975** – Stay Tab- Falls City Brewing Company - Louisville, KY introduces the "Stay Tab" removing the pull tab's environmental impact.

**Beer Can Appreciation Day** provides people with the opportunity to enjoy and appreciate the many different kinds of beer cans. Collectors seek rare, novel, and unique varieties from all around the world. Some collectors have hundreds of beer cans in many different ages, sizes, and types.

### How To Observe #BeerCanAppreciationDay

Enjoy a beer from a can. Be sure to explore the art behind the beer can. Craft beer can labels have become as much an art the beer itself. Take time to learn about more about beer making and the types of craft beer. Visit your local breweries and ask them about their canning process. Explore their canning process. As always, bring a friend, and use **#BeerCanAppreciationDay** to post on social media.



Cone top cans





# CRAFT BEVERAGE NEWS



## ADIRONDACK PUB & BREWERY AWARDED \$50K CRAFT BEVERAGE GRANT

Adirondack Pub & Brewery, Inc. is thrilled to announce that it has been recommended for a grant of up to \$50,000 through the Empire State Development Craft Beverage Micro Grant Program.

The funding will help the Brewery build a nearly 3,000 square-foot addition and purchase equipment necessary to expand its brewing operation including hard cider, hard seltzer and ready-to-drink canned cocktails. The expansion will bring Adirondack Pub & Brewery's square footage to approximately 15,000 feet.

John Carr, Owner of Adirondack Pub and Brewery said, "We've seen a rise in demand for this selection of beverages and we're excited to have the chance to provide even more for our customers. Currently we're bursting at the seams. We make everything ourselves, fresh and on site."

Empire State Development President, CEO and Commissioner Hope Knight said, "Through the Craft Beverage Micro Grant Program, ESD is helping New York's craft beer and spirits producers grow and thrive. As Adirondack Pub & Brewery expands production of its distinctive craft beverages, it will encourage new opportunities and generate regional economic growth."

In addition to a variety of beers, the brewery has introduced a selection of beverages beyond beer

including canned hard lemonades and teas, hard ciders made with all New York State apples, hard seltzer and the popular Bear Wizz Root Beer.

Adirondack Pub & Brewery, Inc is grateful for the opportunity to further contribute to the thriving craft beverage industry.

## 6 INDIVIDUALS EARN MASTER CICERONE TITLE

The Cicerone Certification Program announced that six individuals, Craig Thomas, David Reese, Federico Lantschner, Jen Blair, Patrick Combs, and Shelley Smith, have earned the title of Master Cicerone, joining a group of only 22 other individuals worldwide to earn the title. Candidates earned the certification after completing two days of intense written and oral exams, testing knowledge of beer styles, draft systems, beer evaluation, brewing technology, and beer and food pairings.

"This year's group of candidates was nothing short of outstanding, and we couldn't be happier for the six who passed. We are thrilled for each of them to represent the Master Cicerone title," said Chris Pisney, Program Director of the Cicerone Certification Program.

## About The Master Cicerone Exam

Master Cicerone is the fourth and highest level of the Cicerone Certification Program. It recognizes an exceptional understanding of brewing, beer, and



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pairing — combining outstanding tasting abilities with an encyclopedic knowledge of commercial beers. The Master Cicerone exam challenges individuals to master every technical and aesthetic aspect of beer. Candidates must converse with professional brewers and chefs as a peer, demonstrate the tasting ability of a seasoned quality control panel member, and speak with consumers using easy-to-understand but vividly descriptive language. Those who possess these skills serve the industry as consultants, educators, and knowledge leaders in various organizations.

## LEFT HAND BREWING CO. INTRODUCES NEWEST NITRO INNOVATION: BELGIAN WHITE NITRO

Left Hand Brewing Company, one of the original pioneers in craft brewing, continues its history of innovation in the nitro space with the debut of Belgian White Nitro. This super smooth and crisp brew at 4.8% ABV combines the zesty notes of orange peel and coriander with the silky, drinkability of nitro. Belgian White Nitro is the first of its kind, pushing the boundaries of what's possible in craft beer.

"Belgian White Nitro is a testament to our relentless pursuit of innovation, flavor, and quality," said Eric Wallace, Left Hand Brewing Co-founder and CEO. "It combines the timeless Belgian White Ale tradition with the smooth, velvety creaminess of nitro, resulting in an entirely new drinking experience."



# CRAFT BEVERAGE NEWS



rience. It will redefine your expectations of nitrogenated beers as the majority of nitro beers in the market are stouts or porters.”

Belgian White Nitro has been in development at Left Hand for the past 18 months led by Head Brewer and former American Homebrewers Association Director, Gary Glass.

“At Left Hand we’ve always been on the forefront of nitro innovation and regularly explore new recipes and flavors to pilot,” said Glass.

“Belgian White Nitro offers people the refreshing and familiar flavors of a Belgian-style wheat beer enhanced with the addition of nitrogen. The result is a beer that pours with a cascading effect, creating a silky mouthfeel like no other. We’re very proud of this beer and are excited for others to experience it.”

Belgian White Nitro is now available in 6-packs of 12oz bottles and will be widely distributed across Left Hand’s 46-state footprint in early 2024.

## GET YOUR “K\*T” TOGETHER WITH KIT NA BREWING: THE ULTIMATE DRY JANUARY EXPERIENCE

Kit NA Brewing, a non-alcoholic beer company celebrating inclusivity and connection, is working this season to assist resolutioners and Dry January participants to get their proverbial “K\*t” together. Now through January 2024, with a unique and inspirational Dry January experience that breaks

away from the traditional, Kit NA Brewing redefines Dry January and makes it a month of holistic well-being, fun, and charity with a limited edition “Kit,” available at [kitna.beer](http://kitna.beer).

While many embark on Dry January to detox and rejuvenate, Kit NA Brewing is taking it up a notch with a special package that’s bound to get everyone excited. Dubbed the “K\*t”, this exclusive Dry January offer is available to consumers who donate through the brand’s website throughout January and while supplies last. All proceeds will go to Kit NA’s Mental Health Organization Partner, Sound Mind Live, fostering awareness, conversation, and community around mental health through the power of music.

“While Get Your K\*T Together is all about being yourself, Kit NA Brewing is also committed to educating the masses about the non-alcoholic fun to be had,” shares Will Fisher, Co-Founder of Kit NA Brewing. “Throughout December and January, we’ll have Kit’s that help make the Dry January experience one to celebrate and remember, all the while giving back to an important cause and raising awareness for mental health”

Get Your “K\*t” Together is not just a slogan; it’s a movement. Kit NA Brewing encourages everyone, whether you’re a seasoned Dry January participant or new to the concept, to join this revolution



of self-improvement and make a difference. Enjoy great non-alcoholic beer, inspire yourself with motivational messages, and support a worthy cause. Get Your K\*t Together with Kit NA Brewing this Dry January!

## ANCHOR STEAM IP AND BREWERY UP FOR GRABS SOON – FORMER EMPLOYEES STILL HOPING TO BUY

By Tom McCormick @probrewer.com

One big question lingering since the closure of Anchor Brewing Company is where the intellectual property rights to Anchor Brewing and Anchor Steam beer would land. That is still unknown, but the bidding for both the IP and the brewery may be around the corner.

Sapporo, which shut Anchor down this summer six years after acquiring the brewery in 2017, has hired the services of Hilco Global to sell the assets of Anchor Brewing Company via auction.

Meanwhile, a group of five former employees is still actively raising money in an attempt to obtain either the IP rights – or even the entire brewery back. The group founded the Anchor SF Cooperative, which started both a WeFunder and Gofundme campaign to raise funds.

The board chair of Anchor SF Cooperative, Patrick Machel, who brings over six years of experience at Anchor Brewing said in a press release, “We’re thrilled to invite our whole community – everyone who loves Anchor and believes in its future in San Francisco – to invest. We are former and future workers of Anchor Brewery. We are brewers, production workers, managers, bartenders, and others. Nobody knows more about how to brew, market, and sell Anchor Steam than the workers who have been doing this work with pride, dedication, and love for Anchor beer.”

Although its easy to root for former employees to take over the historic brewery, Hilco will be bound to sell the assets to the highest bidder, erasing the emotional interest of selling it to a group of past employees. According to an article at KQED, it is still uncertain when the bidding process will take place for both the brewery building and the IP, but discussions on how best to proceed could run into next year, giving an auction for the assets possible by late winter or early spring 2024.





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# CRAFT YOUR SUPER-SUNDAY PARTY

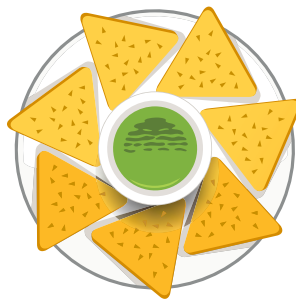


Superbowl Sunday is one of the best days of the year to host a house party. Even casual football fans venture out on that Sunday every year to witness the big game, watch the commercials and frolic with friends over great food and great beer. This year Americans will consume more than 51 MILLION cases of beer on Super Sunday. That's a lot of suds! (No coincidence that more than 6% of the American work force will be calling in sick the next day...)

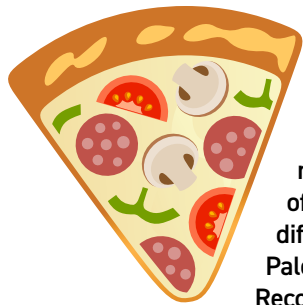
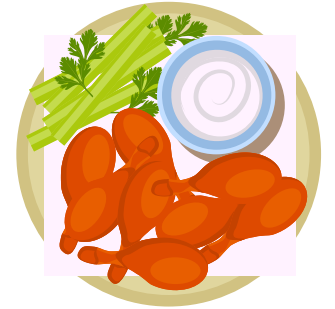
Why so much beer? Well it's likely because beer is delicious! But we also need all that beer to wash down the more than 1.3 billion Chicken Wings, 14 billion hamburgers, 11 million pounds of potato chips, 4 million pounds of pretzels, 8 million pounds of tortilla chips, and 139 million pounds of avocado's that will be consumed on or around Super Sunday. Oh yeah, don't forget the pizza! Per Domino's Pizza, they alone will sell more than 12 million pizzas that day.

So, if you are hosting a party where any of these traditional tailgate dishes might be consumed, let's make sure that you have the right mix of beer in the cooler for your guests. Shall we? To assure that your party has the right mix of great food and great beer, here are some recommended beer styles and regional brands to consider pairing with your spread:

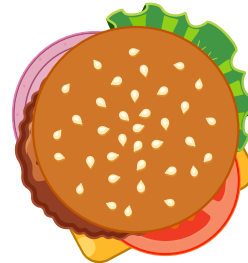
**NACHOS:** Recommended Beer Pairing: **American IPA** - IPA's are a great go-to beer with any Mexican or spicy dishes. The citrusy/spicy hop flavors of the beer stand up beautifully to the complex flavors of chilies, cumin, citrus, cilantro and other bright flavors that you'll throw on top of your nachos. Recommendation: **Ithaca Flower Power**



**BUFFALO CHICKEN WINGS:** Recommended Beer Pairing: This depends on what you want the beer to do for you. Want it to cut through the heat and cool your mouth a bit? Then go with a malt forward style such as an **Amber Ale**. The snappy bitterness with a touch of caramel sweetness will cut through the spice of your hot wings and cool your palate, just a little bit. Regional Recommendation: **Switchback Ale**. Want to crank the spicy heat up? Go with a big **Double IPA**. The hop flavors and bitterness of the IPA accentuate the hot spices of the wing sauce and kicks them into overdrive. Have some extra napkins for this pairing...to wipe away your tears! Recommendation: **Two Roads Road 2 Ruin Double IPA**.

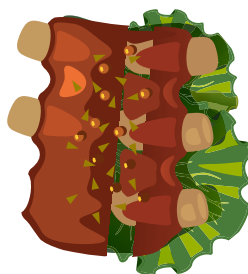


**PIZZA:** Recommended Beer Pairing: **American Pale Ale** - Pale Ales, with their bright and citrusy aromatics and robust bitterness combined with a slightly sweet and malty backbone, pair perfectly with a variety of food. Since pizza flavors can go in so many different directions, depending on your toppings, Pale Ale is always a safe choice. Recommendation: **Sierra Nevada Pale Ale**

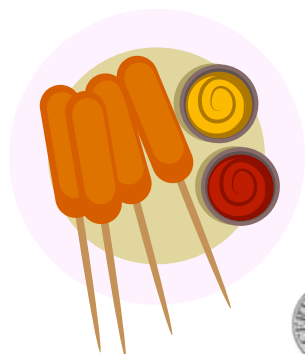
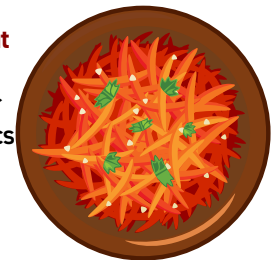


**BURGERS:** Recommended Beer Pairing: **American Brown Ale** - The full bodied, roasty, caramelly flavors found in American Craft Brown Ales are the perfect complement to the roasty, fatty flavor in any burger. The slight hop notes round out the slight salt-n-pepper spice flavors. Recommendation: **Wolf Hollow Brown Ale**

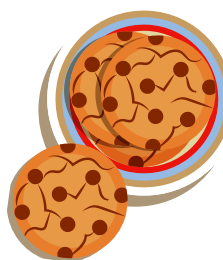
**RIBS:** Recommended Beer Pairing: **Altbier** The combination of full malt flavor, hop bitterness, and slight fruitiness make Altbier a very versatile beer to pair with many foods. The caramelized malt flavors latch on to similar flavors in the ribs while the hops give the beer the cutting power to handle even the spiciest BBQ sauces. Recommendation: **Long Trail Double Bag**



**CHILI:** Recommended Beer Pairing: **Sweet Stout** - Sweet Stouts pair nicely with meats such as beef, lamb, and venison that you may use in your chili. The roasty, sweet, full bodied characteristics of the stout dance nicely with the intense spice, slightly sweet flavors of the meat and savory sauce. Recommendation: **Left Hand Milk Stout**



**CORN DOGS:** Recommended Beer Pairing: **Standard American Lager** - Come on man! It's just a corndog. Let's not over think it here! Keep it simple with a crisp, tasty American Pale Lager. Recommendation: **Pabst Blue Ribbon**



**CHOCOLATE CHIP COOKIES:** Recommended Beer Pairing: **Porter** - The sweet, chocolaty, coffee-like roast character found in Porters make them the perfect pairing for Chocolate Chip Cookies or pretty much any chocolate dessert that you present at your party. Recommendation: **Founders Porter**



Recommendations by:  
Erik Budrakey, Certified Cicerone



**NOW AVAILABLE**

12  
cans  
variety

5.2%  
alc.  
by vol

100  
total  
calories

12  
fl. oz.  
(355 ml.)

**HINNY**

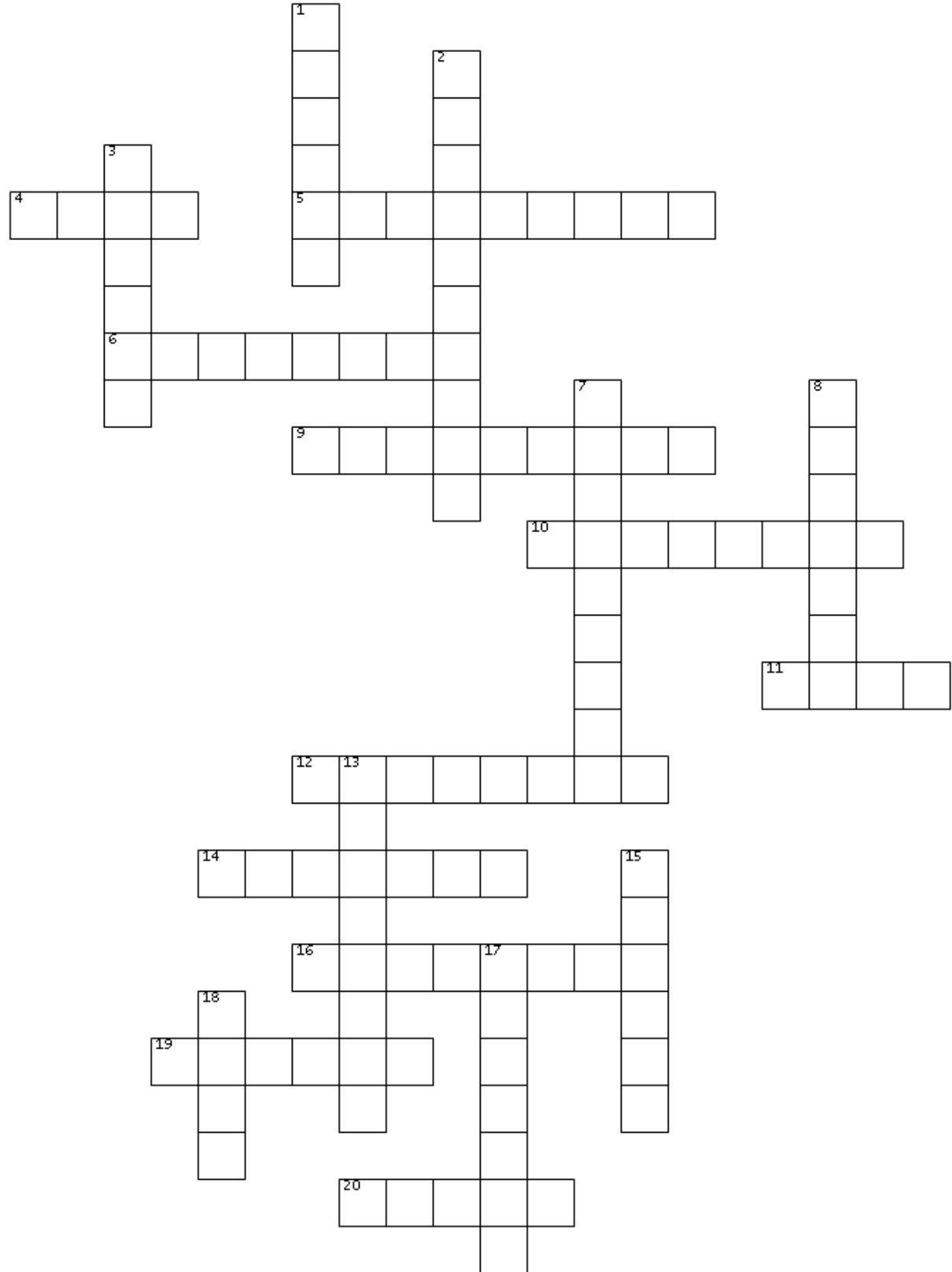
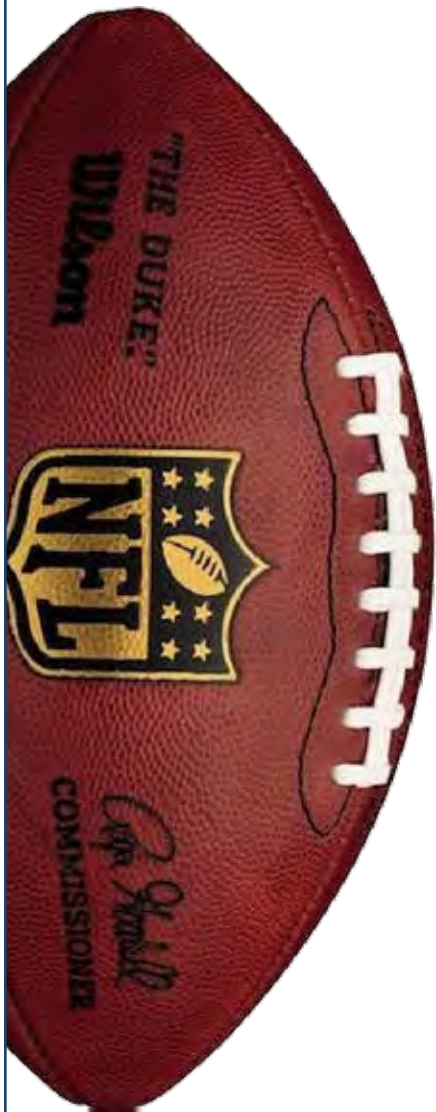
**HARD SELTZER**



**LOCALLY PRODUCED**



# LETS PLAY FOOTBALL



## DOWN

1. NY BIG BLUE
2. BRADY'S "OTHER" TEAM
3. DEFENDER OR 2 POINTS
7. CHAMPIONSHIP GAME
8. BLIND AS A BAT
13. JUMPED TOO QUICK
15. ALL \_\_\_\_\_ TEAM
17. UNSPORTSMANLIKE ACTIVITY
18. SUCKY NJ TEAM

## ACROSS

- |  |  |  |
|--|--|--|
| <ol style="list-style-type: none"> <li>4. TOM BRADY</li> <li>5. SIX POINT SCORE</li> <li>6. PARTY IN THE PARKING LOT</li> <li>9. FAKE GRASS</li> </ol> | <ol style="list-style-type: none"> <li>10. GOES LONG FOR THE CATCH</li> <li>11. BEST SERVED COLD</li> <li>12. SPIKED AFTER TOUCHDOWN</li> <li>14. BILLS COUNTRY</li> </ol> | <ol style="list-style-type: none"> <li>16. PLAY-IN GAMES</li> <li>19. PROTECT YOUR HEAD</li> <li>20. SCREAMING FROM THE SIDELINES</li> </ol> |
|--|--|--|

The Answers are the Word Searches



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A W D U V U J O I A T D A U P T N N M E G Y D I F X N T W B  
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ASTROTURF  
 COACH  
 GOAT  
 OFFSIDES  
 SUPERBOWL

BEER  
 CONDUCT  
 HELMET  
 RECEIVER  
 TAILGATE

BUCCANEERS  
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