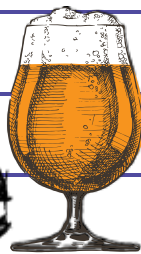


MARCH - APRIL

True Brew

A Craft Beer Lifestyle Magazine



ALB.CBW.2018



Featuring:

- Road Trip to Rushing Duck
- Albany Craft Beer Week 2018
- A visit to Man of Kent
- Death of A Seasonal
- A Tribute to James Brown



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A Craft Beer Lifestyle Magazine

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Published by

Collar City Craft Media LLC.
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www.socialedge.co

Printed locally and sustainably by
Times Union Press, Albany NY

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I ♥ NY

RUSH ON DOWN TO RUSHING DUCK!

1 Battiato Lane, Chester, NY 10918

Distance from Albany 109 miles

Drive Time: 1 hour 40 minutes

At True Brew Magazine we love the craft beer road trip. Nothing like grabbing a Saturday, loading up a few of your buddies, and making the trek to check out a brewery for the first time. And while the local scene here in the Capital Region is emerging and continuing to grow, there are a flock of breweries down in the Hudson Valley (and below) that are making some really good beers right now. One of them, Rushing Duck Brewing, recently caught our taste bud's attention, so we decided to go down and check them out. After about an hour and a half drive from Albany, our GPS said that we had arrived. Having never been there, we weren't quite sure what to look for, and we couldn't find the brewery. Still, the GPS said that we were there. Confused, we circled the block a couple of times before we decided to just park and try to find them on foot. Eventually, we stumbled upon an unsuspecting door on the side of a building that just had a circle with "RD" stenciled on it. This must be it!

Pulling the door open, we enter into what was a very small tasting room. Eight to ten other patrons are there. Some are in line to buy beer to go. Some are leaning on a counter ledge enjoying their samples. In one corner are some shelves with T-Shirts and other Rushing Duck swag for sale. The windows are high up in the room, it's dimly lit, no TV's or other outside distractions. During this January visit, the temperature just slightly above cold in there. Hey, I can drink with my jacket on! There's beer here!



A small bar sits on one side of the room with 10 beers on tap. As we got in line to get some samples, Tasting Room and Brand Manager, Josh Kane, introduces himself and is kind enough to pour us some samples, show us around and bring us up to speed on all things Rushing Duck.

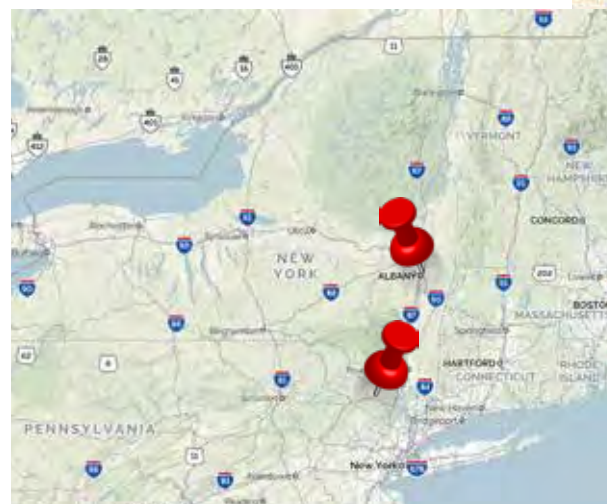
Located in the Historic District down in Chester, NY, Rushing Duck, a small, family-owned and operated brewery, has been producing beer since 2012. Josh explains, "Our tasting rooms serve as a great place to meet up with friends, sample all of our beers, and to pick some up to bring home. In both of our taprooms we sell samples and beer by the glass as well as growler fills and sometimes cans and bottles."

"Wait. BOTH of your tasting rooms?" I ask.

"Sure," he explains, "We have the Duck In and the Duck Out."

"Do tell!" I respond.

Josh reveals, "Right now we are in the 'Duck Out'. This is our original tasting room space and the place for consumers to go for retail sales and when we do can releases. If you want growlers, cans, bottles, and/or swag, come to this spot to grab something to-go. The Duck Out is attached to the brewery and the space also provides a limited number of seats to enjoy our beer in glasses or flights. The Duck in is right in the building across the alley."



James at The Duck Out



The Duck In

We finish our samples and go to check out the Duck In. Turns out, when we abandoned the car to find the brewery earlier, we actually parked at the Duck In! As we enter this taproom we are greeted by a spacious,

clean taproom lined with beautiful wooden beams and pillars. 6 tables (9 if you include high tops) are spread comfortably around the room. The place is packed with craft beer lovers but there is still ample room to move around. A sizable bar lines one side of the room. We belly up to it.



The Duck Out



Samples at the Duck In.

“The Duck In is our new, expanded tasting room,” Josh explains. “It’s much bigger than our original space and is designed to be a more comfortable place to hang out and try a few of our beers. We have 20 taps here, which means an expanded taplist including some brewery only one-offs. We’ll also occasionally have guest taps including other New York State Breweries and Cideries.” Wine and soft drinks are also available at Duck In.

At this point Josh introduces us to Nikki Cavanaugh who is busy slinging pints behind the bar. Nikki and her husband, Dan Hitchcock are the owners of the brewery. She is busy, but not too busy to come over and welcome us with a friendly hello and set us up with a row of samples. We sip through each one and, not to be too judgmental, they were all delicious.

We started with their *Naysayer Pale Ale*. Nikki explains, “Naysayer is our West Coast-styled pale ale. With over 2 lbs. of hops per barrel, it has more hoppy character than most IPAs, but with a modest ABV and a medium-light body. At 35 IBUs and 5.2% ABV, it maintains the drinkability of a great Pale Ale. It has an effervescent citrusy/floral aroma, and just enough malt character to keep the hoppiness in check.” This is a beer that I could drink all day. But this is research, so we must move on to others.

Next, we sample *War Elephant IPA*. This beer is mighty and complex. According to the RDBC website, “War Elephant is as unapologetic as Double IPAs get. At over 4lbs. of hops per barrel, War Elephant contains a completely irrational amount of hops designed to create a unique hop experience. It has a “smack-you-in-the-face” hop aroma consisting of pine needles, grapefruit, tangerine, and other citrus fruits. Unlike many other



War Elephant by Rushing Duck

Double IPAs, though, War Elephant has a subdued malt character so it’s never cloyingly sweet, and at 80 IBUs it isn’t overly bitter. Like all Rushing Duck beers, War Elephant is unfiltered so as not to strip any of the precious hop aromas from the beer. As a result, it has a hazy golden color with a thick rocky head.” I concur.

After sampling about 6-7 other offerings, we finish with *Beanhead Coffee Porter*. Clocking in at 5.7%ABV, Beanhead starts with the base of a robust porter and pairs is with an incredible coffee flavor which comes from a Guatemalan bean roasted by Java Love Coffee Roasting Co. located in Kauneonga Lake, NY. Beanhead is solid black in color with an impressive tan head. It tastes of intense coffee with overtones of bittersweet cocoa and caramel malt. It is balanced with a slight earthy bitterness. While it may look filling, Beanhead is actually medium bodied and lacks the cloying sweetness that makes so many other stouts and porters seem so heavy. I found this beer to be near perfect. Absolutely delicious.

When it comes to food, the Duck In relies on *Bistro on the Go*, a food truck from Christopher’s Bistro, which provides

THE "DUCK IN" TASTING ROOM

2 Greycourt Ave,
Chester, NY 10918
The address for the brewery
itself and "Duck Out" is
directly across the gravel
street at: 1 Battiato Lane,
Chester, NY



food each day until an hour before closing. They offer up different daily specials such as Crunchy Fish Tacos, Chipotle Steak Quesadillas, and a variety of pizzas. Better still is that they send in a staffer from the truck who comes around to take orders and then returns shortly with your food. The food tastes fresh and uses quality ingredients. Just like Rushing Duck's Beer!

As we round out our visit, we circle back up to the Duck Out to get some 4-packs of Beanhead to go home. Josh is behind the bar and I ask him, "If I want to find your beer around the Capital Region, where is the best place to look?"

"I'm not positive," Josh responds, "I would have to check with our distributor, Remarkable Liquids."

I gave Jeremy Irving from Remarkable a call and he explained, "You'll find Rushing Duck's beers on tap at 'the usual suspect' better beer bars in the Region. We tend to spread them around based on their availability. **O'Slattery's Irish Pub** over in Delmar pretty much always has the Naysayer Pale Ale on. As far as cans go, very little gets leaked out into distribution. The last time we got some of the War Elephant cans in, we received about 40 cases. And that's for the whole state! Probably only about 8-10 cases made their way up to the Capital Region." All the more reason to make the road trip down to Rushing Duck!

So, if you live up in the Capital Region and you want to try something new, give yourself a solid five hours to make the trek. 1½ hours down, 2 hours at the brewery, 1½ hours home. It's worth the trip! And, don't forget to bring your growlers!

What's on Tap?

For an up-to-date list of what's on tap at the brewery tasting rooms, visit their website and check out their Beermenus Page! The "House Beers" section is the selection for Duck Out, while the "On Tap" section is the selection for Duck In.

Parking

Parking is against the brewery and on Battiato Lane (the dirt road/driveway). Do not park anywhere against or near the large green and white building on the other side of the Battiato Lane. Additionally, you may not block the small streets/driveways at the far end of the brewery, or park anywhere past these

streets. If the lot is full, have no fear, there is ample municipal parking on the top of the hill, a short walk away.

Random Stuff

Dogs are allowed in the Duck Out original tasting room as long as they are well behaved and on a leash. Be aware that the brewery cat, James, does like to hang out in the tasting room. *Dogs are not allowed inside the Duck In location* due to the presence of food. They are, however, allowed in the outdoor area of Duck In.

Children are welcome, as long as they don't try to buy or consume the beer. They offer non-alcoholic beverages at the "Duck In" location.

Cans Rushing Duck releases cans of select brands about once a month from the tasting room. You can find out about releases on their social media pages.

Party Vehicles Rushing Duck does NOT allow party vehicles of ANY kind at either of their locations. This includes any buses, vans, limos, etc. Their website explains, "We WILL turn away any party vehicle that shows up, regardless of size and/or affiliation. These are not conducive to the Rushing Duck atmosphere, and they are disruptive to our patrons."

Groups If you are attending with a group of ten or more (NOT in a bus/party vehicle), please contact the brewery in advance to let them know.

As policy, we are not able to reserve tables.

Rushing Duck Brewing

1 Battiato Lane, Chester, NY 10918
Phone: (845) 610-5440

DUCK IN HOURS

Friday: 2pm-10pm- Saturday: 12pm-10pm
Sunday: 12pm-6pm

DUCK OUT HOURS

Wednesday & Thursday: 4pm-8pm
Friday & Saturday: 12pm-8pm
Sunday: 12pm-6pm

VISIT: www.rushingduck.com



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KICK-OFF FOR SARATOGA BEER WEEK

SERVES AS A MEMORIAL TO JAMES BROWN

By True Brew Magazine

When **Olde Saratoga Brewing Company**, the host to the Saratoga Beer Week Kickoff Party for the past 5 years, suddenly closed their door in mid-January, it was a bit of a shock to the local brewing community. The closing was quick and unexpected. Staff never saw it coming. And the stress that came from it snow-balled into what served as another tragic loss for the local brewing community.

If you have been to a local brewfest or beer-centric event in the Capital Region over the past six years, you likely have crossed paths with James Brown. He was the friendly, energetic, always smiling assistant controller for Olde Saratoga Brewing Company (OSB). For those of us in the industry that have had a chance to work with, or party with James, it was a treat. Which made it all the more shocking and tragic to hear that he took his own life on February first.

"He was happy and easygoing, always in a good mood, which is why it's such a shock," former OSB general manager Max Oswald said of Brown. "I was floored. I couldn't believe it." Still, organizing the Saratoga Beer Week kick-off, as he has since its inception in 2012, has proven to serve as a much-needed distraction for Oswald. "Losing the brewery in January and then Jim just a few weeks later, it's been tough to take. Organizing Beer Week has kept me busy. The support of our friends and colleagues in the industry has been a bit overwhelming. It's amazing how the beer industry comes together in times of need."

Since OSB was no longer open to host the kick-off, a handful of the surrounding better beer bars, along with an even bigger handful of National, Regional and Local breweries, got together to host a sort-of pub crawl/memorial/benefit to launch beer week, to memorialize James, and to raise funds to support his wife. The kick-off was held on Tuesday, February 20th at Harvey's, Bailey's, The Ice House, and Saratoga City Tavern. National breweries Sierra Nevada, New Belgium, and New Holland, -Regional Breweries Two Roads, Ithaca, Ommegang, Saranac and Shmaltz, and -Local darlings Nine Pin, Artisanal Brew Works, Chatham, Paradox, Adirondack, Brown's and Northway Brewing were all on hand to serve samples and to support the event.

While we'd all been saddened by the loss of James, the evening proved to be more of a celebration of his life. Scores of brewery reps, distributor representatives and owners, the volleyball community, family and friends came out to support the event and celebrate the Saratoga craft beer scene. It was a who's who of the local beer community. We laughed, partied and drank. We raised a glass to James and reminisced about good times. It was a joy to participate and beautiful to witness.

We at True Brew Magazine worked very closely with Jim and considered him a colleague and a friend. We feel blessed to have known him and we would personally like to thank Max and all the other organizers that put the event together. It allowed for some closure and a chance to bond with the craft beer community.

Cheers to James Brown!



James Brown



Left to right: Matt Zaloga, Brewery Ommegang
Steve Southwell, Two-Roads Brewing
Korey Rahle - Sierra Nevada
John Ross - Artisanal Brew Works
Alejandro del Peral - Nine Pin Cider Works
Collin Quinn - Artisanal Brew Works



Left to right:
Christian Weber - Common Roots Brewing
Carmine DeCrescente - DDC
Jacob Hopper - Modern Mix Media

To donate to Jim Brown's GoFundMe account, visit
www.gofundme.com/jimmy-brown-memorial-fund.

ALB.CBW.2018

By Erik Budrakey

In 2017, the organizers of **Albany Craft Beer Week** set out to create a beer-drinking event that paid homage to special release, cutting-edge, and limited beer. They had been to plenty of beer festivals as attendees and representatives, but when the planning of the inaugural Albany Craft Beer Fest began in 2016, they knew of a few aspects that they wanted a certain way. Rather than accumulate a beer list, draw a line through it and charge more for the upper tier, they created a beer fest that consisted only of the upper tier! If you remember the beer list from last year's event, you know what I mean. These guys are not just some syndicated, traveling entertainment company; They are The Brew Crew! Owners and managers of cornerstone beer stores Oliver's Beverages and Westmere Beverage who have been proudly providing Albany's beer lovers with craft beer since day one. The point: They're rooted here and love Albany deeply! Each of the sponsors and food vendors of Albany Craft Beer Week (and Festival) are brick and mortar craft beer stalwarts located in the city of Albany! These guys poured their hearts into year one and they had a ton of local support and a stellar turnout! We can't wait to indulge in this wonderful experience again this year!

This year's Albany Craft Beer Week is much more than just the brewfest at the end of the week. There will be craft beer events at locations throughout the city. At the time we go to print, all the final Beer Week event line-ups

have not been completed. What we can tell you is that City Beer Hall, Lost & Found, Madison Pour House, and Druthers Brewing will all have events throughout the week at their locations. For an up-to-date listing of events check out albancraftbeerweek.com or each individual location's social media. Also, WEQX 102.7 will be doing a live broadcast from City Beer on Thursday, April 5th and there will be a live interview with Joe Turco from Sloop Brewing.

As for the Fest this year, it will be on **Saturday, April 7th at the Washington Avenue Armory**. There will be two sessions, 12-3pm and 4-7pm. Each session will feature more than 150 limited release, special, and otherwise thought-provoking beers to sample. Each session will be capped at 750 attendees, so not too crowded. Organizer, Jeremy Hosier from Westmere Beverages, tells us "This year we really took the high road to provide a lavish beer selection. You'll see some brands making their Capital Region debut at the fest such as New England Brewing and Trvu Brewing. There will be a section of the fest called Lambic Land which will be sort of a Rare Lambic Lottery Tasting. There will be live music by *Graham Tichy*. All of the food vendors are Albany 'better beer bars' and Albany based beers and ciders from Druthers, Nine Pin, Indian Ladder Farms, and newcomers Ft. Orange Brewing will be showcased. It's going to be a great time!"

Mark your calendars now. Get on-line and purchase your tickets before they sell out. Then gather your posse and get out there and enjoy all that the Albany Craft Beer Scene has to offer!

Cheers to Albany!

SCHEDULE OF EVENTS

ALB.CBW.2018 will be filled to the brim with craft beer events held all over Albany emphasizing/celebrating the long-cultivated craft beer scene and elevated gastronomic fare that the area has to offer. Stay tuned to our social media for an ever-evolving calendar of ACBW events!

- **Monday 4-2-18 @ City Beer**
Hall: Hudson Valley Beer Dinner featuring Industrial Arts, Sloop, West Kill & Plan Bee
- **Tuesday 4-3-18 @**
City Beer Hall: Tacos & Trivia sponsored by Common Roots
- **Wednesday 4-4-18 @**
City Beer Hall: Beats & Meats - cheese/charcuterie specials for weekly vinyl night including craft can specials
- **Thursday 4-5-18 @**
City Beer Hall: BRAWL AT THE HALL: Equilibrium vs. Sloop
- **Friday 4-6-18 @**
City Beer Hall: LIC Beer Project tap takeover - 8 draft lines of LIC
- **Saturday 4-7-18 @ Washington Ave Armory** Albany Craft Beer Festival Sessions One (12-3pm) & Two (4-7pm)
- **Saturday 4-7-18 @**
City Beer Hall: Official ALB. CBW.2018 Afterparty
- **Sunday 4-8-18 @**
City Beer Hall: Official ALB. CBW.2018 Hangover Brunch sponsored by Spiked Seltzer

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MADISON POUR HOUSE
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IRISH RED ALES

By, Roger Savoy

Irish Red Ales are easy to drink. They have subtle flavors, slightly malty with an initial caramel sweetness, a grainy- palate, and a touch of roasted dryness in the finish. Some emphasize the caramel and sweetness, while others will favor the grainy palate and roasted dryness. Aroma is low to moderate malt, maybe with a lightly caramelly-toasty-toffee character. The hop aroma is none-to-low, when present, it's earthy or floral. These ales are clear, medium amber to medium reddish-copper in color with a low off-white to tan colored head. Flavor is moderate to slight caramel malt flavor and sweetness. The palate often is fairly neutral and grainy, or can take on a light toast or biscuit note as it finishes with a light taste of roasted grain, and a characteristic dryness to the finish. Hop bitterness is medium to medium-low. There are little to no esters. The balance tends to be slightly towards the malt, although light use of roasted grains may increase the perception of bitterness slightly. Mouth feel is medium-light to medium body.

Irish Red Ale's are not especially sought after in Ireland. The style's history is half buried in that of English bitters, and hard to firmly nail down. There is a brief mention of "red ales" in an Irish poem dating back to the 8th or 9th century. It says it was drunk in "Dorind" in Kerry, and "about the land of the Cruithni," a name given the Pictish tribes who often bittered with heather. Modern Irish Red Ales are essentially an adaptation of the popular English Bitter

style with less hopping and a bit of roasted barley or black malt to provide reddish color and dry roasted finish. Modern export Irish examples are more caramelly and sweet, and might have more esters. American craft versions are often more alcoholic versions of the Irish export examples. An emerging Irish craft beer scene is exploring more bitter versions of traditional examples.

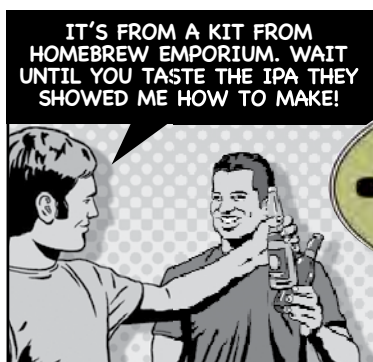
Vital Statistics: OG: 1.036 – 1.046 IBUs: 18 – 28
FG: 1.010 – 1.014 SRM: 9 – 14 ABV: 3.8 – 5.0%
Commercial Examples: Caffrey's Irish Ale, Franciscan Well Rebel Red, Kilkenny Irish Beer, O'Hara's Irish Red Ale, Porterhouse Red Ale, Samuel Adams Irish Red, Smithwick's Irish Ale.

ALL GRAIN VERSION OF IRISH RED ALE

Ingredients:

- 10 lbs Best Maltz RedX malt
- 2 oz. roasted barley
- 1 oz. Fuggles @ 4.5, 60 minutes
- 1 oz. Goldings @ 4.5, 2 minutes
- WLP004 Irish Ale yeast

1. Mash grains at 150° F for 45 minutes.
2. Sparge and collect 6.5 gallons of wort.
3. Bring to a boil and add Fuggles.
4. Boil 60 minutes.
5. Add Goldings last 2 minutes.
6. Cool to 68° F and pitch yeast.
7. Ferment for 7 to 10 days.
8. Bottle and age for 2 weeks.



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By, Dom Weisberg

The Imperial IPA, or Double IPA is a stronger, maltier, more full-bodied, and hoppier version of and India Pale Ale. The IPA got its start in England back in the late 1700s early 1800s. India was an important outpost of England's, and it housed many English sailors and soldiers, many of whom desired beer. India's climate was too warm to produce beer, so beer had to be shipped from England. At the time, the Pale Ale was a popular drink, and it was found that to survive the long boat journey from England to India, the alcohol level needed to be increased and the beer had to have additional hops added to it. Both changes acted as preservatives to help the ale survive the long trip. The style India Pale Ale or IPA was created this way, and it gave birth to numerous spin-off styles in recent times, such as, the Black IPA, which is like a marriage of IPA and Stout beer, IPL (India Pale Lager), India Red Ale, New England IPA, Session IPA and Double IPA or Imperial IPA. In the 1970s in the U.S., microbreweries began to pop-up. As a result, long-forgotten beer styles re-emerged. One of these was the IPA, which allowed American ingredients, especially hops to open the eyes of people who were trying beer for the first time. American's thirst for IPAs continually grew and the IPA was a natural target for that take-no-prisoners attitude. Soon enough, hops won the battle for supremacy. The U.S., and primarily the Pacific Northwest, produces a wider variety of hops than anywhere else. The craze for ever bitterer beers with increased variety of flavors continued to grow. Bigger beers soon followed suit and in addition to over hopped beers came highly fortified versions, up to 11% in alcohol, emerged.

Imperial IPAs or Double IPAs are distinguished by their assertive hop aromas and flavors, and bitterness that are intense and prominent. They can range in color from gold to deep amber. The powerful hop characteristics are usually balanced by a rich malt backbone and fruity esters. They are medium-to-full bodied, sometimes extra bitter, and sometimes hazy from heavy hop



additions. Flavors coming from the wide variety of hops can range from citrus to pine, tropical, earthy or peppery. Imperial IPAs have an alcohol level between 7-11%. The challenge for brewers of this style is balancing the extra malt heaviness of the beer to increase its drinkability. Mashing at lower temperatures, around 149F or 150F could decrease the heaviness of the beer, because more of the sugar converted in the mash process would be fermentable than at higher mash temperatures. Adding some dextrose or other 100% fermentable sugar to boost alcohol could allow the brewer to decrease the grain bill a little thereby decreasing body a bit as well. Early versions of the Imperial IPA are Rogue Brewery's I2PA from 1996 and Stone Brewing's 2nd Anniversary IPA from 1998. Current popular styles are Southern Tier UnEarthly, Weyerbacher Double Simcoe and the Alchemist's Hazy Topper.

COUSIN VINNY IMPERIAL IPA - EXTRACT WITH SPECIALTY GRAINS.

1.071 OG | 1.019 FG | 100 IBU | 8 SRM | 7% ABV

- 1/2 lb Crystal 40, 1/2 lb Carapils, 1/2 lb 2-row, 6.6 lb Light LME, 1 lb Wheat DME, 1 lb Corn Sugar
- Wyeast 1056 American Ale Yeast or White Labs 001 California Ale Yeast or Safale-05 dry yeast.

- Steep grains in 2 gallons of water at 155F for 20 minutes. Remove grains and allow to drip into the pot for a minute.
- Add extracts with fire off, dissolve completely, then bring to a boil.

Follow the hop schedule below for a 60 min. boil:

1. 1 3/4 oz each Warrior & Chinook – bittering hop for full 60 minutes of the boil.
2. 1 oz Simcoe - bittering hop for last 45 minutes of the boil.
3. 1 oz Centennial - flavor hop for last 30 minutes of the boil.
4. 1 1/2 oz each Columbus & Simcoe – aroma hops for last 5 minutes of the boil.
5. Transfer to fermenter. Add water to the 5 gallon mark. Pitch yeast at between 70-80F. Ferment at 70F for a week.
6. After 1 week of fermentation, transfer to secondary and dry hop with the following: 1 oz each of Centennial, Columbus, & Simcoe. After 1 week of dry hopping, check specific gravity and bottle when final gravity is reached.
7. Sterilize bottles and caps, prime beer with 3/4 cup priming sugar and bottle.

Wait 2 weeks. Have a homebrew.





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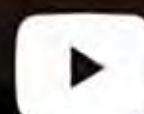
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DEATH OF A SEASONAL

The drastic changing of the seasons. Snowy winters, muggy summers, colorful falls, and blooming springs, make living here in the Northeast unique to anywhere else in the country. Much like the seasons, the availability of certain beers changes too. Styles like Oktoberfest and brands like *Sierra Nevada Celebration*, are only available during certain times of year with a few exceptions. A wide range of other beer styles, like light, salty gooses

or toasty, coffee stouts, are available throughout the year, but have more of a seasonality to them. Seasonal beers have been always served as a means of satisfying the beer consumers demand for something new. They've also served as

The next time you're at the bar and say, "Any IPA will do", keep in mind that you're contributing to the death of other styles.

something to look forward to throughout the year, as their availability is short lived. However, the game has changed. The itch for something new is being scratched by the sheer number of new breweries and new beers from existing breweries available in the market. Now, seasonal beers are getting lost in the shuffle. This may lead to their demise.

According to IRI (Information Resources Incorporated) sales data, seasonal beers make up the #2 selling style category in craft beer behind IPA at #1 and in front of Belgian Wits at #3. Over the past few years, seasonal beer sales have declined, down 4% (\$14.8 million) in total sales dollars in 2017 alone. As the category continues to slide, brewers are forced to make difficult decisions in regard to their seasonal programs based on consumer demand. They either replace old, sometimes classic beers, with newer ones or go as far as discontinuing their seasonal lineup all together.

A breweries production schedule is broken into categories that make up their total sales volume. That schedule usually consists of year-round beers, seasonals, and limited releases. The window of time to sell through an entire inventory

By Albert Magnus

of a seasonal beer is short. If a brewery releases four seasonals a year, that means that they have 3 months or less to sell through it all. If a seasonal brand doesn't sell through in time, brewers and distributors are forced to make tough

decisions regarding their excess inventory. Decisions that affect their bottom line.

One option is to simply destroy the excess product. The obvious problem here is that it's a waste of beer and packaging, or in other words MONEY. The second option is "blowing out" excess product at a severe discount at your local beer store. Ever wonder why you can buy a \$7.99 12 pack of Summer beer in September? It might seem like a nice treat for consumers looking for craft beer on a tight budget, but this avenue is detrimental to a brewer's brand strength and perception in the marketplace. Beers with bottom of the barrel pricing are perceived as lower quality or undesirable.

Both options force brewers and distributors to play it safe by running out of stock on beers early in the season. This helps to avoid losing money or tarnishing the brand. The side effect of this strategy is that distributors shorten the leash on not only what brewers can send them, but how much. That means less diversity of quality products in the marketplace.

Consumers complain about what's known as seasonal creep. That's when seasonal beers are released "too early" in the season. "Pumpkin ales in August!



Sierra Nevada's once popular Flipside is no longer produced as part of their seasonal lineup.



*Closed
for the Season*

This is an outrage!" That might be true but look in the mirror my friend. Beer drinkers are as much to blame for this situation as brewers. Human beings in general are fickle. That doesn't mean you're a bad person, it just means you're not helping! People complain that Oktoberfest beers come out too early, but based on sales data, not opinion, the Oktoberfest category takes a nosedive on November 1st. You can't give them away. It's the same reason why spring seasonals come out in January. Winter seasonal sales tank after New Year's Day. Logically, if brewers and distributors are expecting lower sales volume that time of year anyway, they might as well move onto the next beer instead of potentially getting hung with the last one. This doesn't sit well with beer drinkers. The problem is that consumers complain that beers come out BEFORE they're seasonally appropriate, but then refuse to help brewers out and buy them AFTER the season is technically over. On the retail side, bars and beer stores know the same thing. If they bring in a seasonal product too close to the end of the season, you as the consumer are less likely to buy it unless it's at a major discount. Otherwise, the beer collects dust on their shelves.

The struggle is extending beyond the seasonal beer category. Seasonally appropriate beers are under attack too! The only style anyone cares about these days is IPA. People simply aren't buying other styles. Pilsners in the summer and brown ales in the fall are a no brainer, right? But brown ales aren't even in the top 20 selling categories nationally. How does a brewer justify making a beer that people simply won't buy even if it makes more sense for the season? The minimal sales of anything but IPA is forcing brewers to discontinue great beers that just aren't translating to sales dollars. I can't count how

many times people say, "I loved beer X. How come they stopped making that?" Oh yeah? If you loved it so much, you should have bought it! IPA's are so popular in America that many brewers are choosing to replace classic brands and styles with some newer version of IPA.

The next time you're at the bar and say, "Any IPA will do", keep in mind that you're contributing to the death of other styles. Over time, our IPA infatuation will not only wreck your pallet, but the diversity of beers available in your market. 5 years from now we might look around and wonder where have all the other styles have gone? IPA might be the only thing we have left. It's as hard to find a Baltic Porter or a Maibock around here as it is to find Pliny the Elder. Do yourself a favor. Drink something else! Drink something that coincides with the season. Certain beers taste even better during the time of year they were meant to be enjoyed. Brewers have historically made particular beers during specific times of year for a reason. You should take their advice.



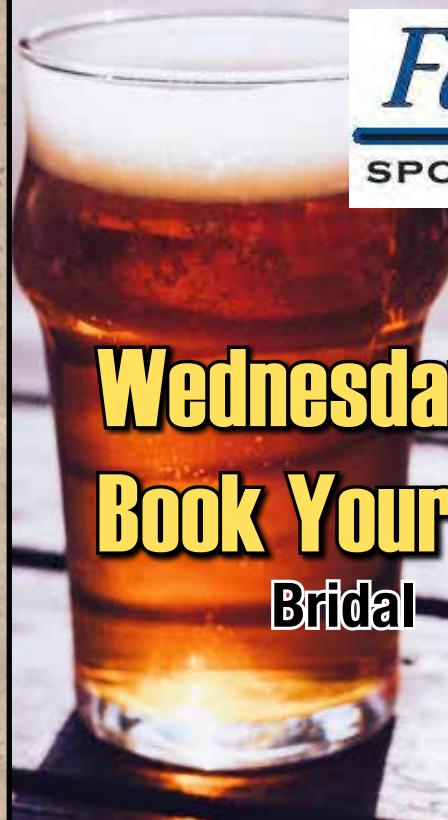
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One Does Not Simply Drive Past Man of Kent!

By Erik Budrakey

Having traveled much of the country, looking for cool and unique places to grab a beer, I've seen my share of can't-miss watering holes. But it tends to be the unsuspecting taverns, the kind that you'd drive right past if you weren't looking for, that have provided some of my most memorable beer-drinking experiences. As it turns out, we have one of those unsuspecting taverns right here on the edge of the Capital Region!

It's Man of Kent! Perched neatly on the side of a hill, overlooking Shingle Hallow Creek, somewhere between Troy and the middle of f#%king nowhere Vermont, this little tavern is a MUST visit if you like great food, great beer, and good times. If you happen to be local and live out there, we are jealous! If you don't live out there, then I suggest that you either take the time to make the trek or be sure to stop in anytime you are traveling to or from Vermont. While the title suggests, *one does not simply drive past the Man of Kent*, you might just drive past it if you are not paying attention as you navigate the curves of Route 7 out by Hoosick Falls. The tiny tavern comes at you quick but has a quaint sign out front to let you know that it's there.

Upon entering the establishment, it is abundantly clear that you are in an English-style pub. The ceiling and beams are lined with soccer jerseys and scarfs as well as other sporting equipment like fishing poles, hockey sticks, and baseball mitts. The tavern is small, with about room for 12-15 guests at the bar and inside seating for about 30. In the summer they have a nice, shady outdoor seating area that is the place to be, if you can get a seat.

Most notable about Man of Kent is its pub-like atmosphere. Owner, Jon Bombard seems to be ever-present at one end of the bar. Welcoming, joking, and toying with his staff and customers. Everyone that comes in says hello to him. And he says hello right back. Bombard bought the pub from the original owner, Jon Stoate, back in 2007 and frankly, aside from some tweaks to the menu,



he hasn't really changed a thing. Stoate opened the MoK back in 1984 and sold it to Bombard to alleviate the stress of running the business. However, Stoate is still a centerpiece around the tavern, he's there quite often, entertaining customers with his strong English accent and even stronger sense of humor.

Featuring 14 beers on draft and scores more in bottles, ranging from English ales to local microbrews, Man of Kent has a beer for everyone. When it comes to his beer selection, Bombard explains, "We are always going to have our English staples on tap such as Fullers London Pride, Newcastle Brown Ale, and Strongbow Cider. We also feature German favorites like Spaten and Franziskaner, and an array of local/regional microbrews. Brown's Brewing Company's Hoosick Falls location is only a few minutes away so we always have a few of their beers on tap. We are the only place in the Capital Region that is able to keep their Whiskey Porter on tap year-round. I also have a few taps that I rotate with whatever catches my eye at the time". It's a solid beer line up! The beer selection is complimented by a strong menu featuring an

array of salads, wings, seafood dishes, burgers, and steaks, there is plenty to eat. They also have a slew of great sandwiches, each named for English counties. The service is friendly and laid back. The food is well prepared and tasty.

Seemingly always busy, the atmosphere at MoK is dictated by a combination of the patrons that are there enjoying themselves and the interactions with friendly the staff. Laughter and jokes inevitably fill the air. Characters come to life as they huddle over their pints. Before long, you are talking to your neighbor and sharing laughs and jokes. Every time I leave there, I can't wait to go back. It's a great time and a real treat.

The next time you're asking yourself, "where should I go to do something different?", jump in the car and make the 30-minute drive out there. Because one does not simply drive past Man of Kent!

4452 NY-7, Hoosick Falls, NY 12090



THE HISTORY OF ST. PATRICK'S DAY

By Erik Budrakey

Hey I love to party just as much as the next guy on St. Patrick's Day.

I'm down with drinking some Guinness and downing some corned beef and cabbage while I'm decked out in green garb. But I've always felt compelled to know why I'm celebrating. So I decided to dig in and look into the history of St. Patrick's Day.

The story of St. Patrick starts in 5th century Britain where a 16 year old boy whose name was Maewyn Succat was kidnapped from his family by Irish marauders. He remained a shepherd slave for six years until a bishop directed him to escape. Upon his return to Britain, he was beckoned by visions to help the people of Ireland. So he took his vows, became a priest, and adopted the Christian name Patrick. In 432 AD he returned to Ireland on a mission, converting the Irish to Christianity while helping to build schools and monasteries along Ireland's north and west coast.

A popular myth has Patrick driving the snakes out of Ireland; the truth is, there were never snakes on the island. This is probably a metaphor for Patrick's cleansing the island of Paganism. Another myth involves Patrick using the shamrock to teach the Holy Trinity. This legend is possible although Patrick never wrote about it in his autobiography *The Confession*.

So why does the holiday fall on March 17th? Supposedly, this day marks the day that Patrick died in 461 AD. Since then, Irish-Christians have marked the anniversary as a holy day. Beginning in the Middle Ages, Irish Catholics would close shop and attend services to honor the Feast of St. Patrick. And, then it was time to party. The holiday falls during Lent, the season before Easter when Catholics give up their vices as penance. The feast of St. Patrick was a one-day reprieve from Lent, a day when Irishmen could down a pint or two of ale. This custom really took off.

The first St. Patrick's Day celebration in Colonial America occurred in Boston in 1737 with a parade organized by the Irish Society; New York City followed in 1762. Today New York's parade down 5th Avenue is America's most famous, largest, and rowdiest St Patrick's Day tradition.

During the 1840's, while Ireland was starving from the potato famine, millions of Irish were forced to leave the country. The mass migration sent the Irish to Canada, Australia, and America. Once the Irish settled in their new countries, they brought along many old customs and invented a few new ones. In the United States it became customary to wear green on St. Patrick's Day. Near the end of the 19th century, the smell of corned beef was pouring from Irish-American neighborhoods. The traditional Irish meal had been boiled bacon and potatoes, but in The States, immigrants could find a cheap cut of beef, tenderize it with brine, and slow cook it with cabbage. This dish remains a delicious St. Patrick's Day tradition.



As the Irish in America gained influence in politics and culture, their exclusive holiday became a nationally recognized celebration. And it all began over 1500 years ago when a young boy was torn from his family. Little could he have known that his life would inspire parades, fashion, and the hoisting of a few pints to honor his special day!

So this St. Patrick's Day be sure to raise a pint to St. Patrick. And as always, make sure that you enjoy responsibly and have a safe ride home so that you can enjoy it again next year.

Sláinte!



SAINT PATRICK'S DAY

BY THE NUMBERS

IRISH HERITAGE

Between 1820 & 1930 **4.5 Million**

Irish Immigrants Arrived in the US

39.6 Million Americans Claim Irish Heritage

Boston MA is **20.4%** Irish

Middlesex Co. MA is **16.9%** Irish

Peabody MA is **15.8%** Irish

Albany NY is **15.6%** Irish

Syracuse NY is **15%** Irish



PARTICIPATION

82.4% Wear Green

34% Make a Special Meal

29.2% Celebrate at a Pub or Bar

31% Attend a Party

22.8% Decorate Their Home or Office

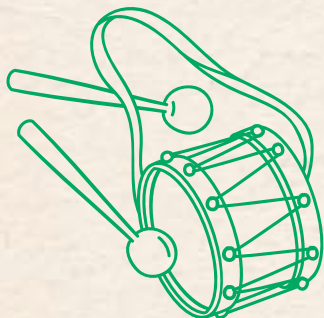
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ECONOMICS



\$4.14 Billion American Dollars Spent on St. Pat's Day

13 Million Pints of Guinness Poured

\$250 Million Spent on Beer

\$39.70 Each Spent on Beer

Source: International Business Times, Guinness, National Retail Association

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March

CALENDAR OF EVENTS

March 2-Hunter's on Jay - Going Red for Bob Ausfled Fundraiser. Proceeds go to American Heart Association-50 N. Jay Street, Schenectady - Huntersonjay.com

Common Roots Brewing Company with Destination Unknown Beer Co. - Taps & Apps (\$60)Queensbury Hotel, 88 Ridge St., Glens Falls, NY 12801 commonrootsbrewing.com

March 3-5th Annual New York Craft Brewers Festival - 60+ New York State breweries and brewers - (\$40 /\$60 VIP) - 4 - 8pm -The Desmond Hotel, 660 Albany Shaker Road, Albany, NY 12211 Newyorkcraftbeer.com

Common Roots Brewing - Pop-up Food Truck: Moby Dick's Fish Fry 58 Saratoga Ave, S Glens Falls - Commonrootsbrewing.com

March 4- Nine Pin Cider Works - Production Tour (\$20 - includes sample and glass) - 12:30-1:00pm-929 Broadway, Albany, NY 12207 - ninepincider.com

Keep the Pint Night at BurgerFi Latham featuring Artisanal, Saranac and Druthers - 5-10pm-860 New Loudon Rd., Latham, NY 12110 - (518) 785-4745

March 6- Druthers Beer Dinner at Boca Bistro (\$65 - includes 1 growler) - 6:30-9:30pm-384 Broadway, Saratoga Springs, NY 12866 - bocabistro.com

Artisanal Brew Works -Bottle Share - 5 -9pm-41 Geyser Road, Saratoga Spring, Ny 12866 - artisanalbrewworks.com

March 7- Wolf Hollow Brewing - Late Mardi Gras + Look Bock & Laugh Release Party 4pm -10pm-6882 Amsterdam Road wolfhollowbrewing.com

March 8- Adirondack Brewery - 2nd Annual Bite & Flights (\$40 / \$45 at door) 5pm- 8pm-33 Canada St., Lake George, NY 12845 - adkbrewing.com

March 10- Saint "Practice" Day Kilt Crawl by Troy Craft Beer Committee. Popular self-guided stops: Wolff's Biergarten, The Ruck, Slidin' Dirty, Rare Form & Dinosaur BBQ - (\$6.22) - 2pm to close Downtowntroy.org for more info

Schenectady St. "Practice" Day Pub Crawl (20 North, Pinhead Susan's, Katie O'Byrnes, Clinton's Ditch, Rivers Casino) from 11am-4pm

Adirondack Brewery - 7th Annual Festival of Barrels - 1pm - 4pm (\$40/\$45 at door / \$60 VIP)-33 Canada St., Lake George, NY 12845 - adkbrewing.com

West Mountain Brewski Fest - Ski then drink (\$20 / 5 drink tix) - 1 - 7pm-59 West Mountain Rd, Queensbury, NY 12804 westmtn.net

Saratoga LepraCON - Guinness, Magic Hat, PBR etc... paint the town green for American Cancer Association (\$20) 11am-8pm-Registration at Bailey's Saratoga 37 Phila St, Saratoga Springs, NY <https://acsedwc.ejoinme.org/lepracon> Interested in a pre-game? Kegz n' Eggz Brunch @ Harvey's Restaurant and Bar -10:30-noon-14 Phila St, Saratoga Springs, NY 12866

March 14-Wolf Hollow Brewing - live music by Get Up Jack (\$12) 6pm - 10pm -6882 Amsterdam Road - wolfhollowbrewing.com

March 15-Craft Beer & Prime Cuisine - A Pairing Experience Hosted by The Times Union with Angelo's 677 Prime & True Brew Magazine - (\$85 - includes multimedia experience with a 5 course gourmet meal prepared by Chef Jaime Ortiz and paired with craft beers selected by Certified Cicerone, Erik Budrakey with Steve Barnes - 6 - 9pm-Hearst Media Center, 645 Albany Shaker Rd., Loudonville, NY 12211 - eventbrite.com

March 16-Wolf Hollow Brewing - live music by Completely Different - 7pm-6882 Amsterdam Road - wolfhollowbrewing.com

March 17-Hunter's on Jay - Kegs and Eggs - 8am-50 N. Jay Street, Schenectady

Saratoga City Tavern - Kegz & Eggz 8am 3/18 4am -19-21 Caroline St., Saratoga, NY 12866 - saratogacitytavern.com

Albany "LUCK OF THE IRISH" St. Patrick's Day Pub Crawl - (\$14) - Register at Lax on Lark - 3 -8 pm - Popular stops include: The Hollow, City Beer Hall & Oh Bar-205 Lark St, Albany, NY 12210 - pubcrawls.com

Big Tupper Brewing - Maple Weekends (featuring special maple menu) 12 Cliff Ave, Tupper Lake, NY 12986 - bigtupperbrewing.com

March 21-Best Buddies Corn Hole Fundraiser-Fort Orange Brewing - 450 North Pearl Street, Albany, NY 12204

March 24-Adirondack Brewery Bear Crawl-Bolton Landing 3 -6pm-Canada St., Lake George, NY 12845 adkbrewing.com

Common Roots Brewing Gears & Beers Indoor Bike Ride at the brewery - 10am 58 Saratoga Ave, S Glens Falls - Commonrootsbrewing.com

Great Flats Brewing Company - 1 year anniversary party - live music by North & South Dakotas - food by Burger 21 151 Lafayette St., Schenectady, NY 12305 - greatflatsbrewing.com

Big Tupper Brewing - Maple Weekends (featuring special maple menu) 12 Cliff Ave, Tupper Lake, NY 12986 - bigtupperbrewing.com

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April

April 2-7

Albany Craft Beer Week - sponsored by The City Beer Hall, Druthers & The Brew-Crew-Albanycraftbeerweek.com

April 3

Artisanal Brew Works - Bottle Share - 5-9pm-41 Geyser Road, Saratoga Spring, NY 12866 - artisanalbrewworks.com

April 5

Wolf Hollow Brewing - live music by Gabby Ellers - 7pm-6882 Amsterdam Road - wolfhollowbrewing.com

April 6

Wolf Hollow Brewing - live music by The 317 - 7pm-6882 Amsterdam Road - wolfhollowbrewing.com

April 7

Albany Craft Beer Festival - 50+ breweries with rare & limited release beers (\$65) - session 1:12-3pm - session 2: 4-7pm - located at Washington Avenue Armory-195 Washington Ave, Albany, NY 12210 - albanycraftbeerweek.com

Wolf Hollow Brewing - live music by Bovine Social Club (\$10) - 8pm - 11pm 6882 Amsterdam Road wolfhollowbrewing.com

Common Roots Brewing Pop-up Food Truck: Moby Dick's Fish Fry 58 Saratoga Ave, S Glens Falls - Commonrootsbrewing.com

April 10

Fort Orange Brewing - Paint with a Pint (will sell out)-450 North Pearl, Albany, NY 12204 - fortorangebrewing.com

April 19

Wolf Hollow Brewing - live music by Mike DeAngelis - 7pm-6882 Amsterdam Road - wolfhollowbrewing.com

April 20

Wolf Hollow Brewing - live music by Gordon Street - 7pm-6882 Amsterdam Road - wolfhollowbrewing.com

April 21

Wolf Hollow Brewing - live music by Jake Manzi Band (\$5) - 8pm-6882 Amsterdam Road - wolfhollowbrewing.com

April 24

Earth Day Event at Common Roots Brewery - 58 Saratoga Ave, S Glens Falls - Commonrootsbrewing.com

April 27

Schmaltz Brewing Company - Giggle N Bits Comedy Show - 8pm-6 Fairchild Square, Clifton Park, NY 12065 schmaltzbrewing.com

April 28

Fort Orange Six Month Celebration with limited release beer & live music 450 North Pearl Street, Albany, NY 12204 - fortorangebrewing.com

WEEKLY EVENTS : *

SUNDAYS:

Schmaltz Brewing Company - Beer and a Schmeat (beer samples and bagels) -12pm-6 Fairchild Square, Clifton Park, NY 12065 - schmaltzbrewing.com

Indian Ladder Farms Cider & Brewery winter cookout in March - 11am-342 Altamont Rd., Altamont, NY 12009 - ilfcb.com

MONDAYS

Common Roots Brewing Company - Taproom Trivia 7-9pm-58 Saratoga Ave, South Glens Falls, NY 12803

Saratoga City Tavern - Bingo - 8pm 19-21 Caroline St., Saratoga Springs, NY 12866 - saratogacitytavern.com

TUESDAYS

NaNola Trivia sponsored by Brewery Ommegang in March (win Jack Black tix)-2369 Route 9, Malta 1202 nanolamalta.com

Aperitivo Bistro - Tall Tuesdays all draft beers upgraded to 23oz. 426 State St., Schenectady, NY 12305 aperitivobistro.com

Saratoga City Tavern - Trivia (win beer!) 8pm-19-21 Caroline St., Saratoga Springs, NY 12866 saratogacitytavern.com

Adirondack Brewery sponsors trivia night at West Mountain in March 7-9pm-59 West Mountain Rd., Queensbury, NY 12804 - westmtn.net & adkbrewery.com

WEDNESDAYS

C.H. Evans Brewing Company at the Albany Pump Station - Burger & Pint Night 4-10pm-19 Quackenbush Square, Albany, NY 12207 - evansale.com

Tipsy Moose Tap & Tavern - dozen wings & a Moosehead pint (\$13) - 5pm - close -185 Old Loudon Rd., Latham, NY 12110 - tipsymoosetavern.com

Forty One Sports Bar - Trivia Night 41 112th St. Troy, NY 12182

THURSDAYS

Saratoga City Tavern - Karaoke - 9pm 19-21 Caroline St., Saratoga Springs, NY 12866 - saratogacitytavern.com

FRIDAYS

Indian Ladder Farms Cider & Brewery - Trivia Night - 6:30-342 Altamont Rd., Altamont, NY 12009 - ilfcb.com

SATURDAYS

C.H. Evans Brewing Company at the Albany Pump Station - Brewery Tours 1pm-19 Quackenbush Square, Albany, NY 12207 - evansale.com

Indian Ladder Farms Cider & Brewery - Live music - 7pm-342 Altamont Rd., Altamont, NY 12009 - ilfcb.com

ON DECK:

5/3 - 5/19 **Eat ADK - Big Tupper Lake Brewing** with other restaurants & pubs host regional event showcasing the tri-lakes area

5/19 **Electric City Trucks, Taps, Corks & Forks**

6/16 **True Brew New Brew Fest**

*Subject to change



For the latest events, be sure to follow us on facebook!

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STYLES OF THE SEASON



SCOTTISH LIGHT

flavor: mildly malty and sweet
mouth feel: medium-low to medium bodied
aroma: low to medium malty, sweet
appearance: deep amber to dark copper

ABV:
 2.5-3.2%

IBU:
 10-20



STRONG SCOTCH ALE

flavor: rich malt, kettle caramelization
mouth feel: medium-full to full-bodied
aroma: deep malt, hint of caramel
appearance: light copper to dark brown, ruby

ABV:
 4.8-6.0%

IBU:
 20-30



SCOTTISH HEAVY

flavor: mildly malty and sweet
mouth feel: medium-low to medium bodied
aroma: low to medium malty, sweet,
appearance: deep amber to dark copper, clear

ABV:
 3.2-3.9%

IBU:
 10-25



DRY STOUT

flavor: Honey, subtle to noticeable based on varietal
mouth feel: light to medium bodied
aroma: subtle honey, sweet
appearance: light to golden yellow

ABV:
 varies

IBU:
 0



SCOTTISH EXPORT

flavor: mildly malty and sweet
mouth feel: medium-low to medium bodied
aroma: low to medium malty sweet, low hop
appearance: deep amber to dark copper

ABV:
 3.9-5%

IBU:
 15-30



SCHWARZBIER (BLACK BEER)

flavor: light to moderate malt
characteristics: light to medium body
aroma: low malt and sweetness
appearance: medium to very dark brown

ABV:
 4.4-5.4%

IBU:
 22-32

DON'T MISS OUR POPUPTAPROOM EVENTS

March 8, 2018 Wolf Hollow Brewing Co.
 March 15, 2018 Table 41 Brewing Co.
 March 29, 2018 Great Flats Brewing
 April 6, 2018 Fort Orange Brewing
 April 15, 2018 Table 41 Brewing Co.



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NEW OPPORTUNITIES

Taking Advantage of New York State's Evolving Laws to Make the Jump from Home Brewer to Brewmaster

By Matthew J Dillon

New York State's alcohol production laws have undergone dramatic changes over the last five years. **In 2012, there were about 100 breweries in New York State. That number has grown to over 400 today.** A significant reason for that growth is the creation of the farm brewery license in 2013. The intent of the farm brewery license is to make it easier for start-ups and home brewers that dreamed of opening their own brewery to do so in a faster, less costly licensing process. Since its creation, over 200 farm breweries have popped up in New York.

Thinking about turning your brewing skills from a hobby to a business? Here are five issues to consider before starting your business:

1. Is the Farm License Right for My Brewery?

Don't worry: your brewery doesn't need to be located on a farm. To qualify for a farm brew license, your brewery must commit to using statutorily required amounts of New York State produced ingredients in your beer. Through 2018, a farm brewery must use at least 20% of hops grown in New York State. Additionally, at least 20% of the other ingredients in the beer, not including water, must originate from New York State. Those minimum requirements will escalate to 60% in 2018 through 2023 and 90% beginning in 2024. While those requirements may seem challenging, there are tremendous advantages to a farm brew license. It allows the brewery to conduct tastings and sell by the glass pours of not only their own beer, but also other NYS farm beer and cider without the need for additional permitting. The farm brewery can also open up branch offices where it can sell its beer. Significantly, the farm brew license is less expensive to obtain and eases certain tax reporting requirements.



Serious Brewing Co. 116 Co Rd 9, Howes Cave, NY

2. What Do You Want Your Brewery to Look Like?

You're thinking the farm brewery license sounds like a good fit, but you're uncertain whether it will meet all of your needs. Think about what the brewery is going to look like. Who are your customers? Is the brewery going to be in an urban neighborhood or on rural farmland? Are you going to offer tours of the brewery? What types of customers will you market to? Will there be a restaurant? If so, will the brewery operate the restaurant, or will the space be leased to an established restaurant group? How much beer are you going to produce? These are just a sampling of factors to think about when deciding if the farm brew license will meet your needs.

3. What Are You Going to Name Your Brewery? And Your Beers?

It is critical that you consider what you are going to name your brewery early in development. You don't want to apply for licenses, design a logo, and start building out your brewery, only to find out later that the name you chose is already registered or trademarked. To avoid such a scenario, start by reviewing New York State business filings to determine if the name has already been registered. You should also search filings with the United States Patent and Trademark Office. In addition to the brewery name, similar searches should be done for potential names of your beers.



Equilibrium Brewery 22 Henry St, Middletown, NY

4. How Are You Going to Distribute Your Beer?

A lot of decisions will need to be made for how you want to distribute your beer, including onsite sales at the brewery and distribution to other outlets. For onsite sales, consider what options you want to provide customers. This can include cans, bottles, and growler/crowler fills. You should also determine whether you intend to operate a bar where customers can buy and drink pints of beer on the premises as this could impact what type of licenses you will need. For sales outside of the brewery, think about if you want your beer sold in retail stores, restaurants, and/or bars. This can be accomplished through self-distribution, although there are limits on the amount of beer a brewery can self-distribute depending on its license.

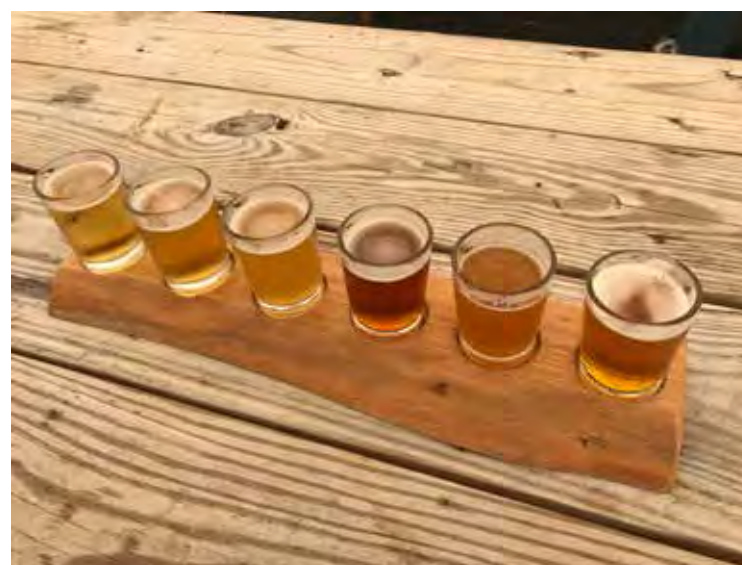


Empire Farm Brewery 33 Rippleton Rd, Cazenovia, NY

5. What Corporate Structure Is Right For Your Business?

You've thought about what license(s) is right for your business. You picked out a name. You've envisioned your brew space, and you've considered distribution issues. You're ready to get this business off the ground. Before you go any further, you should establish your corporate structure. Options include: sole proprietorship, partnership, a limited liability company, or a corporation. Each structure has benefits and shortcomings. Which corporate structure is used will impact many areas of your business beyond brewing beer including taxes and employment.

New York State will continue to see rapid growth of new and exciting breweries thanks to evolving alcohol laws. If you're considering starting a brewery, thinking about these five questions early in your brewery development should make the journey smoother and more efficient. Happy brewing!



Paradox Brewery 154 U.S. 9, Schroon Lake, NY

This article provides general information, is not intended as legal advice, and does not create an attorney-client relationship between the author and the reader. Should the reader desire additional information about the content of this article and/or its application to a particular circumstance, please contact attorney Matthew J. Dillon at mdillon@carterconboy.com



MAD JACK BREWING BREWS BEER FOR LLS CAMPAIGN – SCHENECTADY - Mad Jack



Brewing Company announced in February that they will be brewing a special batch of beer to help raise funds and support the LLS campaign for Woman of the Year. Mad Jack's brewer, Adam Elbrecht, tells True

Brew Magazine, "We have a special beer coming out March 27! For that beer we teamed up with Becky Daniels from Discover Schenectady. We are brewing a Raspberry Wheat ale to help her raise funds for the LLS. The brew recipe is in development and we expect it to be a very tasty, drinkable. Fifty cents will be donated to Daniels' campaign for every pint that is sold. She will be hosting a big event here at the brewery kicking off her Woman of the Year campaign that same night." Asked for comment, Becky says, "Come join me to celebrate the kick off of my Woman of the Year Campaign to benefit the Leukemia & Lymphoma Society Upstate New York/Vermont Chapter! We'll also be premiering a brand-new beer from my friends Mad Jack Brewing Company! There will be cash bar and light snacks — no cost to attend, but donations are encouraged!" Craft beer for charity?! We're down with that!

ADIRONDACK BREWING COMPANY ANNOUNCES MARCH EVENTS – LAKE



GEORGE – Adirondack Brewing Company has released its calendar of craft beer events for the month of March. New marketing manager, Greg Chanese detailed the upcoming events: "Our

2nd Annual Bite & Flights Craft Beer Pairing will be on Thursday, March 8th from 5-8pm. Through the help of the extremely talented SUNY Adirondack Culinary Arts Program, led by Chef Matthew Bolton, Bites & Flights will feature an open floor plan dining experience with 5 stations. Each station will highlight a different, unique cuisine with an Adirondack Brewery beer pairing. Cost: \$40 in advance; \$45 at the door. Then, on March 10th, we will host our 7th Annual Festival of Barrels! Beer lovers from all over the Northeast and beyond will make their annual pilgrimage to be a part of Adirondack Brewery's Barrel Festival. In addition to the wide array of beverages available to taste, you can enjoy live music from Bob's Monte Carlo, a HUGE bonfire, fireworks, a 'burning man' statue, free snacks from the Food Truck, and more! The event runs 1-4 PM. Cost: \$40 Advance Tickets; \$45 At the door; \$60 VIP Ticket. Finally, on March 24th from 3-6pm we are taking the party out of the brewery and to the Bolton Landing Bear Crawl! We will be hitting up some of our favorite bars and restaurants in Bolton who will be sure to show us a good time! Go to our Facebook page for updates and a list of the accounts we will be hitting."

THE NORTHWAY BREWING CO EYES

MARCH 1ST LAUNCH - QUEENSBURY, NY - A



new, local beer brand is coming to Upstate New York from The Northway Brewing Co. with a planned launch date of March 1.

The first beers set for release will be Burly Beard Nitro Oatmeal Stout, Sunrise Session IPA, and Perfect Day Pilsner. Each brew will be available on draft and in cans. The Lake George Brewhouse, under the direction of head brewer Jason Kissinger, has been working out the recipes for the new Northway beers for the past few months. The beers will be by Saratoga Eagle Sales & Service across "most of Eastern/Upstate New York," according to Northway sales manager, Matt Conroe. "That includes the Capital Region, Adirondacks, the Hudson Valley and out west to the Syracuse market." Northway is the brand name for what will be the "house" beers brewed at the Lake George Brew House which is located in Queensbury. That brew house is also the production facility for Cooperstown Brewing Co. of Milford in Otsego County and Davidson Brothers Brewing Co. of Glens Falls. Look for Northway's brews at your favorite craft beer retailer now!

WOLF HOLLOW BREWING SETS THEIR SIGHTS ON TROY DISTRIBUTION –

GLENVILLE - Having done a strong job of growing their band by self-distributing their products across Schenectady County and into Saratoga County, Wolf Hollow Brewing Co Sales Manager,



Will Clune, tells TBM that they are going to have a new focus on getting their beer on tap in Rensselaer County. "Starting in mid-March, start looking for Wolf Hollow beers on tap at your favorite better beer bar and at select growlers stations," Clune explains. "As for new beers from the brewery, Look Bock and Laugh is our Spring Seasonal beer. It is a classic bock style that clocks in at 6.5% ABV and it's absolutely delicious! We are also serving the newest addition of our Primitive Path Pale Ale. This rotating hop pale ale is hopped exclusively with 1 style of hop. Our first batch featuring Simcoe is finishing up and a new batch utilizing Chinook will be available in March. This beer is our first experiment using hop oil extract!" It's always fun to watch what the team at Wolf Hollow is going to do next. Stay tuned to their social media for continued updates.

ARTISANAL BREW WORKS UPCOMING

ACTION – SARATOGA SPRINGS – brewery owner



Kurt Borchardt announced the Artisanal Brew Works schedule of events on February 25th. Here's what he tells us: For events in the upcoming month of March we have a lot going on. On March 3rd we'll be at the NYS Brewers Association

Brewfest (at the Desmond Hotel in Albany 4-8pm), and at the Glens Falls Brew Fest. We are dividing up the team to serve tOATal Covfele stout, Peach in the Glasses Wit, and Daily Double IPA at each of the brewfests at the same time! The next day on 3/4 we'll be hosting a SPA (Session Pale Ale Dry) Hop experiment tasting event. That will be at the brewery from noon till 6 PM and for \$8 consumers can taste our SPA, plus the SPA dry hopped with Citra, Mosaic, Michigan Copper, Chinook, and Centennial Hops. On St. Patrick's Day we'll host Kegs and Eggs! It will start at 8 AM go until the eggs run out. We'll be serving up eggs, green beer, regular stout, coffee stout, and all our other fine drafts. Live music, beer, food, and fun. A few days later on 3/20 we're having a "Black Beard" Blackberry Wit tasting event at the brewery. From 4-8 come get a sneak peek at our upcoming can release, a blackberry wit. \$4 pints till we kick the keg. We're doing a very limited run of our "Black Beard" in 16-ounce cans, which will only be sold at the taproom. We're also releasing our first test batch of a session IPA. Taste what the brewers have been working on in the lab!" We'll drink to that!

NINE PIN CIDERWORKS ANNOUNCES RELEASE OF CIDRE ROSE' CANS –



ALBANY- Last week, Nine Pin Cider announced the much-anticipated release of their newest can offering, Cidre Rosé. The Cider will be hosting Can Launch Week-

end, March 23rd – 25th at their 929 Broadway Taproom in Albany. According to their website, "Cidre Rosé blends the modern world of New York craft cider with old world methods of rosé wine making. This cider is made from a unique combination of Samascott Orchard apples, co-fermented with the skins of New York grown grape varieties: Concord, Traminette, Chancellor, and Noiret from Capoccia Vineyards in Schenectady, NY. The resulting fusion of these local ingredients gives this cider a full-bodied flavor profile with complex grape aromas." Director of Marketing, Joshua Whalen explains, "We will have a full weekend of events surround the can launch. We are really looking forward to it. Right now (2/27) we are in the final planning stages for all the activities for the weekend. What I can I can tell you now is that we already have the folks from Topsy Moose coming down to host a Rose's Brunch on Sunday, March 25th, including mixing up some Rose' Mimosa's and other fun things. As the planning comes to a head, we will keep everyone updated on our website and on social media." Stay Tuned!

Continued on pg. 46



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FIDDLEHEAD CHARGES INTO THE CAPITAL REGION



BURLINGTON, VT- Fiddlehead Brewing Company has announced that it has teamed-up with local beverage wholesaler, DeCrescente Distributing Company (DDC) and their product is now available across the region. The two companies kicked off their relationship when Fiddlehead Owner/Brewmaster Matt Cohen came to New York to lead an educational brewing session on DDC's in-house brewing system on January 25. The mission at Fiddlehead is to produce full flavored beers with the true beer connoisseur in mind. They focus on depth of flavor, freshness of ingredients, and incorporating local products when possible. Renowned brew master and owner, known industry wide as Matty O, is on a continual quest to craft the perfect pint. While several seasonal selections are always available on tap at the brewery, the flagship beer- the Fiddlehead IPA, can be found on draft lines all over Vermont and now, in New York. Fiddlehead is especially known for limited release specialty canned brews that sell out quickly. Owner and Brewmaster Matt Cohen said, "We are excited! We are looking forward to bringing our beer to the Capital District with our DeCrescente partnership." A full list of where you can find Fiddlehead locally is now available at www.gotbeer.com/beer-finder. "We're very proud to bring in a great quality partner like Fiddlehead to the Capital Region," said DDC General Manager, Russ Teplitzky. "This truly is an exciting addition to our craft beer portfolio and we're looking forward to working with Matt and the team." Fiddlehead is located just outside of Burlington, VT in the rural town of Shelburne. "Matty-O" Cohen opened his doors on New Year's Eve of 2011 and in the last five years, the company has seen substantial growth resulting in a recent expansion into a new 10,000 square foot facility and their Fiddlehead IPA quickly becoming the #1 selling draft beer in the state of Vermont. Perfectly balanced, with a unique blend of American grown hops, Fiddlehead IPA is highly regarded as being accessible to beer drinkers with mature palates as well as those who are new to the style. In addition to their flagship IPA the brewery has gained worldwide acclaim with their Second Fiddle (Double IPA), Mastermind (Double IPA), Hodad (toasted coconut/vanilla/chocolate Porter), and the many limited draft and canned releases available throughout the year in their Shelburne, VT tasting room and store. For more information, please visit www.fiddleheadbrewing.com

JACK'S ABBY BEGINS OFFERING CORE RELEASES IN 16OZ CANS

FRAMINGHAM, Mass. — Jack's Abby Craft Lagers will now be packaging all core beers in 16-oz cans. This includes our flagship India Pale Lager, Hoponius Union. Hoponius Union harmoniously combines lager yeast fermentation and West Coast IPA hops. This lager has a tropical fruit and citrusy



hop aroma complimented by a dry finish that accentuates the pleasant bitterness and hop profile at 6.5% ABV. Hoponius Union was one of the first beers brewed at Jack's Abby Craft Lagers in it's opening month nearly seven years ago. Due to its popularity it quickly became the flagship beer of the brewery. "No one really knew what 'IPL' was, it took a lot of education and communication in order to wrap peoples' heads around the concept...there was certainly no indication when we first brewed that it would end up as successful as it is." -Jack Hendler, owner of Jack's Abby Craft Lager. Hoponius Union 16-oz can six-packs will be available in all markets beginning in early March. Twelve-packs of 12-oz Hoponius Union cans will continue to be available in all markets.

SPRINGDALE LAUNCHES STATEWIDE IN NEW YORK



FRAMINGHAM, MA – Andrew Grant, Business Development Manager from Jack's Abby, reached out to TBM and gave us the scoop. Here's the deal: "Right now, we're in the process of launching Springdale statewide across New York. Springdale is an exciting and experimental offshoot of Jack's Abby. Whereas Jack's Abby will continue to make craft lagers, and only craft lagers, Springdale is where our brewers get to play around with ale yeast, wild yeast, barrel aging, and more! We're dedicated to exploration and innovation, crafting IPAs, barrel-aged sour beers and tributes to classic beer styles that continue to inspire us. Currently, you can find Pearly Wit, Brigadeiro Breakfast Stout, Kriek Mythology, Ghost Species (Flemish Brown), and several of our IPAs on shelves and in coolers across the Capital Region!" When asked, "Why Ale", Grant tells us, "Jack's Abby Craft Lagers was founded in 2011 by brothers Jack, Eric and Sam Hendler with the goal of brewing world-class, German-style lagers. After several years of expansion, the brothers decided that the challenge of working with ale yeasts and sour cultures was too tempting to pass up. Springdale Barrel Room is built with experimentation in mind as we seek to push ourselves and our beers into uncharted territories." Cheers to something new!

TWO ROADS BREWING ANNOUNCES YEAR-ROUND AVAILABILITY OF 2 GOSES



STRATFORD, Conn. - After a tremendous consumer response in 2017, Two Roads Brewing Company of Stratford, CT is thrilled to announce that two beers from their popular Tanker Truck Sour Series will be available year-round starting February 10th. The brewery chose two of its most popular fruit-flavored gooses, Passion Fruit and Persian Lime, to anchor their year-round offerings. Both beers will be available in draft and 4-pack 16 oz. cans wherever Two Roads is sold. The Tanker Truck Sours

Series is a lineup of fruit-forward, refreshingly tart beers that are soured in an old dairy truck, which sits adjacent to the brewery. The use of a tanker truck plays into the Two Roads philosophy of taking The Road Less Traveled and also showcases their love of innovation in the brewing world. The Tanker Truck is decorated and visitors to the Two Roads Tasting Room can view the real-life counterpart of the truck that's represented on the packaged product. The demand for the beer has increased so much, Two Roads added a second tanker truck in early 2018. "Due to fears about lactic bacteria contaminating the main brewery we had to come up with a novel solution to sour the beer without threatening our main operation," said Two Roads Master Brewer Phil Markowski. "The cost of a dedicated tank installed outdoors is very expensive. It occurred to me that a used milk tanker would be sanitary, well-insulated and relatively inexpensive. Now, a little less than two years later we've just added a second tanker to satisfy demand for our Tanker Truck series!" "We introduced our Tanker Truck Sour Series last year as a rotating seasonal," added Chief Commercial Officer Clem Pellani. "We found that many consumers liked the variety of fruit flavors that we introduced but an equal number had favorites that they wanted to be able to buy year-round. As a result, we decided to release Passion Fruit Gose and Persian Lime Gose on a permanent basis and for continued variety, we are going to rotate in other interesting fruit flavors throughout the year." Pellani added further, "What's exciting about this line of sour beers with real fruit added is that they not only appeal to traditional sour beer fans but also to wine drinkers and other non-craft drinkers who like the nuanced fruit flavors along with the pleasant tartness. We found this to be the case in our brewery tasting room as well as in the market." In addition to having two year-round gooses, a rotating flavor will be introduced every few months in draft and 16 oz. cans. In December of 2017, Two Roads released Clementine Gose, which sold very quickly. The next limited flavor coming out in late March will be a gose made with Sauvignon Blanc grapes. Gose fans and wine drinkers alike will appreciate the distinctive tropical fruit notes, including aromas and flavors reminiscent of passion fruit, gooseberries, lime, honeydew melon and a pleasing mineral dryness.

LONG TRAIL RELEASES NEW SPRING AND ANNOUNCES NEW SUMMER SEASONAL BEERS

BRIDGEWATER CORNERS, VT – Long Trail Brewing Company has released their new Spring seasonal beer. According to District Sales Manager, Marc Peluso, "Trail Vision Pale Ale, is inspired by the time of year when the days grow longer, and the sun shines a little brighter; the days when visions of the trail become



Continued on pg. 46

Founders

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FROM THE ORCHARDS OF IRELAND



DOGFISH HEAD CRAFT BREWERY TO SPONSOR 2018 JAMES BEARD AWARDS - MILTON,



Del. — Dogfish Head Craft Brewery is excited to announce its sponsorship of the 2018 James Beard Awards, often referred to

as the “Oscars of the food world,” and will be proudly pouring their ingredient-inspired beers at the foundation’s Chef’s Night Out event and James Beard Awards Gala on May 6 and 7 in Chicago. “We’re honored that the folks at The James Beard Foundation recognize and celebrate independent craft brewers as they’ve been instrumental in elevating it’s stature on a global platform,” said Sam Calagione, founder and CEO of Dogfish Head, and 2017 winner of James Beard’s Outstanding Wine, Spirits or Beer Professional award. “We’re excited to partner with the Foundation in the sponsorship of this year’s Awards and look forward to sharing our adventurous, food-friendly beers with event attendees and the culinary world as we toast the best in the industry and celebrate the pairing of great beer with great food.” Dogfish Head has been a leader in brewing beers outside the Reinheitsgebot aka the “German Beer Purity Law” stating beer should only be brewed with hops, barley and water, since the day it opened as the smallest American craft brewery in 1995. Continually looking beyond the horizon as they experiment with avant-garde brewing techniques and thoughtfully chosen ingredients, the brewery pushes the limits of extreme independent craft brewing and strives to provide its fans with delicious beverages designed to please and surprise the palette. “I enjoy pairing seafood dishes with culinary-inspired beers like SeaQuench Ale, our session sour quencher brewed with lime peel, black limes and sea salt,” said Calagione. “It’s tart and refreshingly crisp flavors perfectly complement the seafood and it’s a match-up that works well for both the foodie and beer fan. As brewers we strive to make waves in the innovation arena and take great pride in creating liquids that excite lovers of artisanal and extreme beer to drink and think outside the box.” Dogfish Head celebrates off-centered ales, wood-fired cuisine and handcrafted spirits as chefs create food inspired by beer at its two restaurants located in Rehoboth Beach, Del. Dogfish Head Brewings & Eats – the original location of the Dogfish journey serves imaginative pub food and brewpub exclusives ‘imported from the other room’, and Chesapeake & Maine – a geographically enamored seafood restaurant serves fresh seafood exclusively sourced from the Maine or Chesapeake regions. For more information about Dogfish Head Craft Brewery and its sponsorship of the 2018 James Beard Awards, please visit www.dogfish.com.

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NEW BELGIUM BREWING LAUNCHES TARTASTIC FRUIT BEER SERIES - FORT



COLLINS, Colo. — New Belgium Brewing is launching a new kettle-soured series of fruit-forward beers in 2018, riffing on the Belgian tradition of adding fruit to create crisp, slightly tart and refreshing flavor profiles. Tartastic Raspberry

Lime Ale is New Belgium’s first release of the series, marking the transition of Tartastic from one year-round offering, Lemon Ginger Sour, to a rotating stable of sessionable fruit beers. Tartastic Raspberry Lime Ale pours a light raspberry hue with welcoming aromas of raspberry, strawberry and cherry, followed by lemon and lime. Beers in the Tartastic Fruit Series are New Belgium’s take on shandies and radlers, according to Ross Koenigs, Brewer at New Belgium. “We found most of the current competitive offerings to be overly sweet, almost artificial in flavor,” Ross said. “Our goal here is to let the fruits’ natural sweetness shine through while being complimented and enhanced by blending with a kettle sour. The crew in the brewhouse is pumped to have a new platform to explore all that fruit can bring to the beer table.” The new Tartastic Fruit Series taps into New Belgium’s decades of brewing knowledge from working with fruit, a tradition true to the brewery’s Belgian roots. Each beer in the Tartastic series is a blend of two beers – one that is traditionally fermented and one that undergoes a lactobacillus fermentation that creates a subtle tartness. By blending the two brews, the tartness is deemphasized and the result is a very refreshing and sessionable beer packed with fruit flavors and aromas. The Tartastic fruit series will feature other new flavors rotating throughout the year, including the return of fan-favorite Lemon Ginger Sour. Tartastic Raspberry Lime Ale is available now in 12 oz. bottles as well as draft.

ROGUE ALES & SPIRITS RELEASES ROLLING THUNDER IMPERIAL STOUT 2018 NEWPORT,



Ore. —Rolling Thunder Imperial Stout 2018, the embodiment of Rogue Ales & Spirits’

Do-It-Yourself (DIY) philosophy, recently hit shelves in February. From the only farm-brewery-distillery-cooperage, Rolling Thunder Imperial Stout is brewed with ingredients grown at Rogue Farms, and then ocean aged for nine months in barrels made by hand at Rogue’s Rolling Thunder Barrel Works. The barrels, which previously held Dead Guy Whiskey, add notes of whiskey and vanilla to Rolling Thunder Imperial Stout. From growing the ingredients to brew beer, to making its own barrels, to hand-bottling all beers and spirits, Rogue’s DIY philosophy extends into everything it does, including numbering every bottle of the limited edition Rolling Thunder by hand. Rolling Thunder Imperial Stout is now available in hand-numbered 500 ml bottles. Inspired by Oregon’s bounty and the love of a good creative challenge, Rogue brewers annually change some of the ingredients in

Rolling Thunder. “We chose raspberries for 2018 because it seemed like a natural, Willamette Valley-driven progression from last year’s cherries. They add a whole new dimension to the beer through a slight hint of tartness, followed by a deep dark fruit flavor,” said Rogue Innovation Brewer Michael King. “This marries perfectly with the dark roasted malt flavors and vanilla characteristics highlighted from the aging in Oregon Oak.” This year’s version pours black with a creamy head and features deep sherry notes accentuated by hints of raspberries, brown sugar and vanilla, held up against a dark roasted malt backbone with earthy hops. Rolling Thunder Imperial Stout is available nationally in limited quantities on draft and in hand-numbered, 500 ml (16.9 ounce) bottles. Use the Rogue Finder to find it near you.

FIRESTONE WALKER TO RELEASE LUPONIC DISTORTION REV. 009 - PASO ROBLES, Calif. —



The next release in Firestone Walker’s Luponic Distortion revolving hop series arrives with Revolution No. 009 — a

freethinking blend of six “public domain” hop varieties from the Pacific Northwest and Germany. “I am passionate about public domain hops that may not have the cachet of their privatized brethren, but that are cooler than some might think,” says Brewmaster Matt Brynildson, “Revolution No. 009 is all about showcasing these unsung varieties.” Luponic Distortion Revolution No. 009 is now shipping to all Firestone Walker markets. Luponic Distortion is not a single beer, but rather an ongoing series of beers that revolves approximately every 90 days. While the base beer always remains the same, each revolution features a different hop blend built around experimental hops, designed to showcase the growing possibilities of pure hop aromas and flavors without any assist from fruit or other adjuncts. Unsung Surprises - As a teaching consultant for the Hop Growers of America and a founding member of the Hop Quality Group, Brynildson has long been a proponent of public domain hops as a complement to proprietary privatized varieties. “A lot of people tend to think of American public domain hops as ‘old school’ stuff, but we’ve fallen in love with some newer ones and thought it would be fun to bring them to the forefront with Revolution No. 009,” Brynildson said, noting that in Germany all hop varieties are part of the public domain. “I think people might be surprised at how fresh and interesting these hops can be.” The lead hops in Revolution No. 009 include two public domain varieties from the Pacific Northwest—one that provides exotic tropical fruit and coconut notes, and another that offers a balance of earthy pine and citrus qualities. The German hops round out the blend with a dimension of bright fruitiness. “Don’t get me wrong – we love and use a ton of privatized hops here at the brewery,” Brynildson said. “That said, it’s also nice to shine a spotlight on these public cultivars that are readily available to all domestic hop growers.”

Continued on pg. 46

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Recognizing Quality Beer

Notes from Druther's Brewer George de Piro

In recent years, the craft brewing industry has seen an enormous number of new breweries open. The overwhelming majority of them are very small, making much less than 1000 barrels/year. At the helm of all these brew kettles are a wide assortment of people. Not all of them have a solid brewing education. Brewing faults once only seen at homebrew contests are now common at commercial breweries.

While taste is subjective, beer evaluation can be made fairly objective by introducing standards. There are style guidelines, like those used by the **Beer Judge Certification Program**, that detail what parameters a beer must fit to be considered a good example of a style. There are also technical standards that a beer must meet to be considered "well brewed" by erudite professionals.

These standards aren't a random collection of characteristics; they're based on brewing science to ensure product purity and stability. The average beer drinker isn't aware of these standards, but many will recognize the characteristics that professional brewers use to judge a beer.

When evaluating a beer, the first thing one should do is smell it. The reason is simple: there are volatile aromas that may waft away if you sit there staring at the beer instead of getting it under your nose immediately. Once an initial impression is made, one usually looks at the beer. Finally, it is tasted.

Different beer styles will have different characteristics. The evaluator must keep that in mind when doing an objective analysis. It doesn't matter whether one likes pale ales or not, determining if the beer is a good example of the style is the job. Therefore, the beer evaluator must have a good knowledge of the style they are tasting.

There are characteristics that may occur in beer that are considered flaws by the clear majority of professional brewers. These are the most objective measures of a beer's quality. Most of them are formed by bad fermentation management, poor adherence to good manufacturing practices, or inferior packaging.

Diacetyl, a chemical that is found in butter, is considered a flaw when found in beer. While some people won't be offended by the buttery aroma it lends to beer, brewers



don't like it because it is always indicative of poor brewing practice. It can be formed by hasty beer production, unhappy yeast, or bacteria. **Professional brewers are never proud if any of those happen!**

Another common brewing flaw is excess dimethyl sulfide (DMS). It is found in all beers to some degree but too much is pretty gross. There are two sources of DMS in beers: malt and bacteria. Malt is, of course, the heart of every beer. It provides the food that yeast will turn into carbon dioxide and alcohol. Pale malts will always introduce some DMS into beer, and in reasonable concentrations it is a necessary part of a beer's malt character.

As the concentration of DMS increases, it will be perceived first as a mild corn aroma, then creamed corn, then overcooked vegetables progressing on to rotten vegetables in the worst cases. Excess DMS can be the result of an inadequate wort boil. This mistake will never yield DMS beyond the corn level. Bacterial contamination of the wort can cause much higher levels of DMS to form, right up to the rotten veggie phase. While these bacteria can't hurt you and are killed off during fermentation, the damage they do to the beer's flavor cannot be undone.

Solvent notes, like the smell of nail polish remover, are one result of poor fermentation management. Unhappy yeast will make a lot of chemicals called *esters*. Commonly found in fruits, low to moderate levels of certain esters are in all beers. They give Bavarian Weizenbier its banana character and a touch of pineapple to some IPAs. Excessive esters, or the wrong kind, give beer a foul, solventy smell that will bring you back to the organic chemistry lab in college.

Phenols are a class of chemicals commonly found in spices and smoke. Most beer styles lack perceptible phenols but some, like Bavarian Weizenbier and many Belgian ales, feature spicy phenols as their main attraction. Some phenols smell not of spice but of plastic, medicine or electrical fire. These are universally abhorred and are a sure sign of very poor brewing technique: they come from contaminating the beer with wild yeast.

Metallic, toffee, sherry, papery or sweet honey notes in beer are all indicative of oxidation. All beers go stale with time, but if the brewer allows any oxygen into the beer, it's shelf life will be very short. If beer is stored warm and was exposed to oxygen, trained tasters can tell the difference in less than a week. Even the average drinker can taste the stale notes in a month or less.

Oxygen, being 20% of our atmosphere, is the most obvious culprit for oxidizing beer and making it stale. Other chemicals are oxidizers, too, including the sanitizers used by brewers. If these are misused and end up in the beer, the beer will go stale instantly. Poorly run (or poorly made) packaging equipment will also allow oxygen into the beer.



A beer's appearance can also be flawed. It was in the 19th century that clear glassware became affordable to the average person. Not coincidentally, it was at that time that hazy styles fell out of favor, being replaced by beers with brilliantly clarity. Hazy beers were just not as pretty, although a few hazy styles, like Bavarian Weizen and Belgian Wit beers survived.

Today, we've seen a resurgence of hazy beers because of the popularity of unfiltered IPAs. **There is a not-so-fine-line between an attractive veil and chunks of garbage, however.** Beer should never have too much yeast in it because it will ruin the flavor and foam retention. It may seem obvious, but yeast will add a yeasty flavor to beer. Since yeast *adsorb* hop alpha acids, the presence of excess yeast adds rough bitterness to the beer.

When yeast die, they break down in a process called *autolysis*. Autolyzed yeast adds a sort of meaty umami flavor to beer; you'll find autolyzed yeast in the ingredient list of many processed foods as a cheap source of meat flavor. Dead yeast also release protein-destroying enzymes into beer. Since protein is required for good foam retention, the destruction of protein leads to poor foam.

Some haze in beer is caused by proteins from the malt reacting with the tannins from malt and hops. The resulting compounds are soluble at room temperature but not in cold beer. When precipitated by cold, they form *chill haze*. This is type of haze doesn't have much effect on flavor but can be off-putting to those used to drinking crystal clear, ice-cold beer. Chill haze is not usually very thick, giving the beer a translucent veil that is appropriate for some styles.

Chunks of yeast floating in a beer are never welcome. Aside from the impact on flavor and foam retention cited above, it just looks awful. Further, it is caused solely by terrible brewing technique. Most home brewers learn early on to be careful to leave most of the yeast behind when moving beer from one vessel to another, yet there are some people trying to purvey such sub-amateur sludge for top dollar.

Deciding whether one likes a beer or not is a subjective undertaking, but just like all other consumer goods, there are standards of measure which can bring objectivity. In brewing, these standards are born out of the commercial brewers' desire to deliver good, stable product to market. Erudite consumers, demanding quality beer, will drive brewers to make better beer. They are a brewer's best friends.

Cheers Friends!



George de Piro

It's not Patty!

Every year around this time, something grates on me like nails on a chalkboard... “Happy St. Patty’s Day.”

It’s as simple as this: “Patty” is a woman’s name. Patty is the diminutive of Patricia, or a burger, and just not something you want to call an Irishman. The nickname used for a man named Patrick—for example, that man named Patrick who is credited with converting much of Ireland to Christianity, is “Paddy,” from the Irish Pádraig, the source of that double-d. The confusion obviously has something to do with the fact that the Irish name *Padraig* is Anglicized *Patrick*. But that nickname is “Pat,” not “Paddy.” It’s not quite clear when the ‘Patty’ mistake came about, but it’s probably some mixture of the fact that the ‘Patty’ and ‘Paddy’ sound nearly identical in an American accent.

So, what can you call it? You can call it “St. Patrick’s Day.” You can call it “St. Paddy’s Day.” You can call it “St. Pat’s.” Just don’t call it “St. Patty’s Day.” And, in case someone gets annoyed by your use of “St. Paddy,” revert back to “St. Patrick,” which is correct, not “St. Patty,” which is not.

St. Patrick’s Day! It is, after all, a happy day! It’s the day the river in Chicago is dyed green, parades are planned across the country, and people are ready to party in some of their favorite pubs!

You can get your shamrock on with some of these popular Irish brews!

Boulevard Irish Ale Irish Ale, Boulevard’s early spring seasonal beer, is their Midwestern tribute to the legendary red ales of old Ireland. Their recipe combines six kinds of pale and roasted barley malts to provide a rich, toasty flavor and tawny reddish hue. Alas, this popular ale is only around until St. Patrick’s Day, and that’s no blarney.

Guinness Draught This is it, the one that started it all. Crafted to perfection for over 200 years, Guinness Draught was the world’s first nitro beer. Distinguished by its distinctively black color and velvet-smooth texture, this iconic beer is defined by harmony. Sip after sip, sweet counters bitter as the malt arrives on cue to complement a base of roasted barley. Just as the unmistakable white head sits flush atop the dark beer, so do the flavors counter and combine perfectly.

Harpoon The Craic Ireland’s warm and inviting pub culture influenced Harpoon’s choice of this red IPA. Brewed especially for the late winter and St. Patrick’s Day celebrations, this hybrid ale combines two classic styles —IPA and Irish Red Ale—to create a unique and flavorful beer. The malt combination commonly used in Irish Red Ales brings a toasted, malty flavor that balances the citrusy and fruity character of the hops.

Saranac Irish Red Ale Saranac is no stranger to brewing great Irish beers. Carefully selected batches of two row malts are specially kilned and roasted to produce the wonderful caramel and toffee notes that accompany the rich color of this unique Irish Red Ale. At only 4.5% ABV, this is a beer that you could drink all day long without getting tired of it.

Smithwick’s Irish Ale From Ireland comes this clean, refreshing ale. With a famous amber color coming from the specially roasted barley, Smithwick’s balances hops with that roasted barley for a flavor that mixes a slightly sweet malt with moderate bitterness. Ireland’s number one ale, Smithwick’s boasts exceptional rich, satisfying taste, distinctive color and purity of ingredients that make it unique. Fun fact: Smithwick’s is pronounced as “Smith-icks” or “Smitt-icks.”



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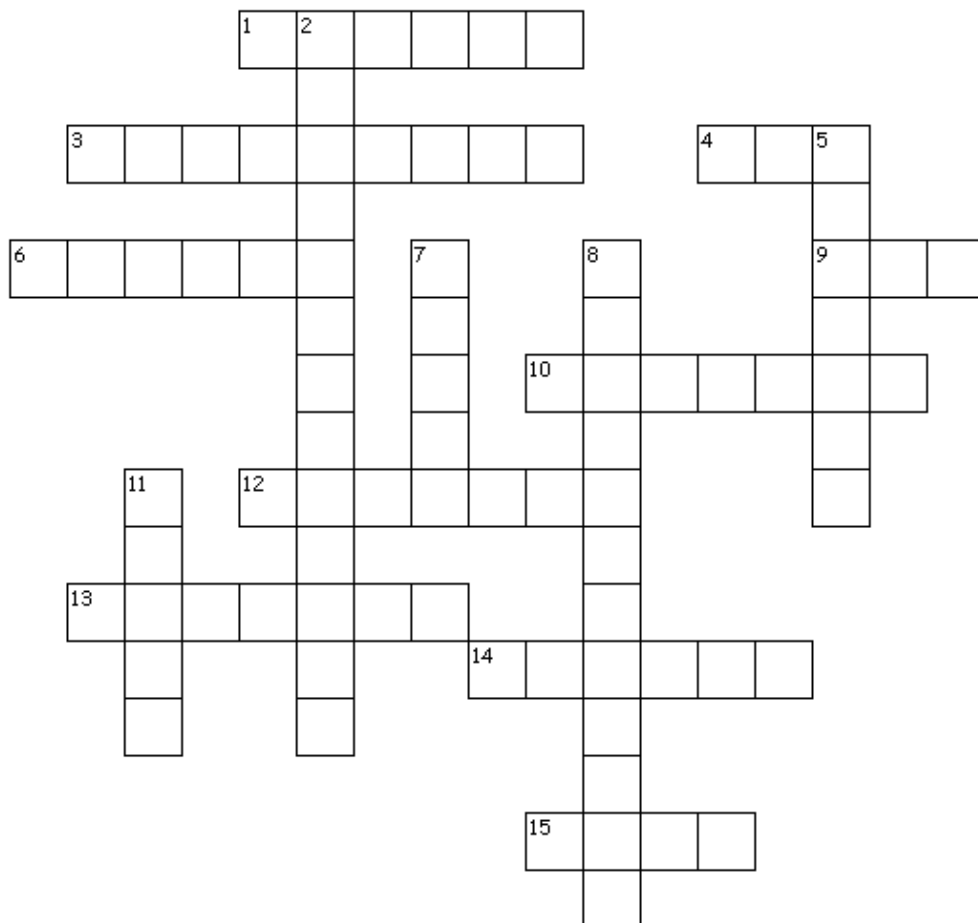
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OMMEGANG RETURNS TO HISTORICAL ROOTS FOR BELGIUM COMES TO COOPERSTOWN – COOPERSTOWN



Brewery Ommegang returns to a page in the history books for their annual beer, food, music, and all-things-fun festival on August 3 and 4 in Cooperstown, NY, theming their annual Belgium Comes to

Cooperstown event off the original Ommegang of 1549. Recognized as one of the most bucket list-worthy beer festivals in America, Belgium Comes to Cooperstown offers 3,000 lucky guests the opportunity to taste the very best Belgian beer in the world, including hard-to-find Belgian imports as well as Belgian-inspired beers from the top breweries in North America. Tickets go on sale to the public April 1 at noon via Ommegang's website. The Ommegang, for which the brewery is named, is a renowned festival in the city of Brussels, Belgium. The first Ommegang welcomed Emperor Charles the Fifth to the city, and the celebration is still held annually. While the emperor won't be in attendance in Cooperstown this year, nearly 100 Belgian and Belgian-style breweries will be, each pouring their best offerings against the idyllic backdrop of Ommegang's brewery, which was itself modeled after farmstead breweries found in Belgium. As always, the festival promises more than just great beer. Gourmet food vendors, live music, and a chance to camp under the stars alongside some of the world's leading brewers and fellow craft beer enthusiasts make the weekend truly unique. The festivities begin Friday, August 3 at 6 pm with a five-course beer-pairing dinner for VIP ticket holders. Ommegang will partner with Sharon Springs, NY neighbors Beekman 1802 farm and mercantile to celebrate their new cookbook, *A Seat at the Table*, creating a dining experience featuring products from their delicious artisanal food line, expertly paired with Brewery Ommegang beers. The brewery grounds open at noon on Saturday, August 4 for all General Admission and GA+camping ticket holders. The tasting begins at 2:30 pm for VIP ticket holders and 3:00 pm for General Admission, and ends at 7:00 pm. Live music will be performed on the brewery stage from 3:00 pm until midnight. The brewery will be closed to the public Friday, Saturday, and Sunday, August 3, 4, and 5, but reopens for regular service on Monday, August 6. VIP tickets cost \$280/person and include two nights of camping on the brewery grounds, Friday evening's beer pairing dinner, and additional access to the beer tasting on Saturday afternoon. General admission tickets for Saturday's tasting event cost \$115/person, and general admission with camping on Saturday night costs \$145/person. Please note that BTC is only for guests aged 21+ and that historically tickets for the event sell out quickly. Full event details are available on the brewery's blog.

more than just warm thoughts; the days when the end of hibernation season looms on the horizon." Expect a smooth, crisp malt profile from a grist of 2-Row and Pilsner malts that clears the path for citrus, floral and spice hop notes derived from additions of Cascade and Centennial in the dry hopper. Look for this 5% ABV, refreshing American pale ale in Survival Pack variety packs, standalone sixers and 12-packs, and on draught at a trail-friendly location near you. "Pick some up, get outside and turn those visions into reality!", Peluso says with a smile. "As for our upcoming Summer Seasonal, it's called Long Trail Thru Hiker and it's a 5.2% ABV Summer Wheat Ale. It's slightly sweet with a hazy body and it smells of citrus, spice and fruity hops." Look for this beer in the same packages as the Trail Vision Pale Ale starting in April.

THREES BREWING TO PARTNER BREW WITH INDUSTRIAL ARTS BREWING COMPANY - BROOKLYN, N.Y.



—Threes Brewing has announced that they will move some of their beer production out of their flagship brewery space via a new partnership with Hudson Valley-based brewery Industrial Arts. As Threes Brewing has expanded, their team has looked for creative ways to meet the growing demands for their beer, while maintaining their high standard of excellence. There were a few false starts along the way, including a contract for additional tanks with a fabrication company that went bankrupt. This contributing to calling off their potential factory in the North Fork which ultimately did not come to fruition. In June of last year, the Threes team was lamenting these roadblocks with industry veteran Jeff O'Neil, founder at Industrial Arts Brewing. The friends realized that each had what the other was seeking. Threes' Brooklyn location and growing demand for their beers meant they needed more room to brew. Industrial Arts' upstate location afforded them more space than they currently needed. The two breweries hatched a plan to brew Threes beers at IA's facility upstate, using Threes' recipe, ingredients, and newly purchased equipment while drawing on IA's deep brewing expertise. In collaboration with the Threes brewers, Industrial Arts' facility will take over production of Vliet, Threes' flagship beer that took the top prize in the 2017 New York Craft Beer Competition, beating out over 700 other local beers. "We couldn't be more excited about the reaction to Vliet from customers, however, the guys are inspired to make a lot more styles, so we need to offer a platform to help nurture that creativity", said Joshua Stylman co-founder and Managing Partner of Threes Brewing. "This was a natural, easy decision for us," says O'Neil. "We built our facility specifically to make technically difficult beers like Vliet. We're proud that they trust us with it!"

MELVIN BREWING MAKES SEASONAL BEERS A THING OF THE PAST WITH RIIPA "ROTATIONAL IMPERIAL IPA" - JACKSON, WY



Melvin Brewing is introducing into the beer ecosystem an exciting new way of keeping you perpetually stoked. Every two months, one of their six irreverent Imperial IPAs will be on rotation in New York. With this ground breaking rotational program, the next thing in the rotation is always the freshest and most innovative IIPA, only available in small batches and select markets. As part of its paradigm shifting Rotational Imperial IPA program, one Melvin RIIPA will be released in select markets in cans and on draft every two months through 2018. "Melvin Brewing was established in the heart of the Tetons, which provide the perfect background for making wicked Imperial IPA Melvin beers," said Jeremy Tofte, Co-owner of Melvin Brewing. "Yet, once we started to share the secret recipes in limited cans the community started asking for more. Hence the desire to keep beer fresh and exciting we created the RIIPA series." Additionally, Melvin is introducing two entirely new Imperial IPAs that will fall into rotation, Hop Shocker and Chuck Morris. Rounding out the rotating lineup is: Asterisk; Citradamus; Drunken Master; and Lambda, Lambda, Lambda. Introducing, Hop Shocker, available in Draft.

FOUNDERS BREWING ANNOUNCES RELEASE OF SOLID GOLD PREMIUM LAGER - GRAND RAPIDS, Mich.



—announcing the release of Solid Gold, a new premium lager that will be available across the Founders national distribution network as of March 1, 2018. The starting point for this beer was a taproom classic, also called Solid Gold, that has been completely revamped by Brewmaster Jeremy Kosmicki. "We built Founders on an attitude of no regrets," shares Mike Stevens, Co-Founder and CEO of Founders. "An attitude of taking risks to bring the best beer possible to our fellow renegades and rebels. Never brewing to style, but always brewing what we want to drink. Our take on a classic, Solid Gold is a drinkable golden lager brewed with the highest quality ingredients. Challenging what a lager can be? That's something we won't regret." "Solid Gold is a great starting point for people who are craft-curious," adds Dave Engbers, Co-Founder and President of Founders. "It's not over-complicated. It's simple and well-rounded, full-flavored, but also light and crisp." The new Solid Gold recipe features lager yeast, corn and lemongrass hops for just the right hit of flavor. Made for sessionable drinking, Solid Gold will appeal to classic lager drinkers but adds a craft character, to balance natural sweetness with a touch of citrus. True to the lager style, Solid Gold is a beautiful non-filtered beer, golden in color, with a smooth aftertaste. Solid Gold will be released in 6-pack cans, 15-pack cans and on draft throughout the entire Founders distribution network – that's right, no bottles. It weighs in at a drinkable 4.4% ABV, 20 IBUs and will be available year-round as of March 1, 2018.

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| SARATOGA STADIUM | SLIDIN DIRTY (SCHENECTADY & TROY) |
| THE FACTORY EATERY | SWIFTY'S (DELMAR) |
| THE LOCAL | SARATOGA CITY TAVERN |
| GAFFNEY'S | KING'S TAVERN |
| CAROLINE STREET PUB | CITY BEER HALL |
| CANTINA | SHIPS PUB |
| HARVEY'S | TIPSY MOOSE |
| PEABODY'S | BOMBERS (ALBANY) |