

MARCH - APRIL 2021

True Brew

A Craft Beer Lifestyle Magazine

TABLE 41 BREWING

IT'S PERSONAL

PINK BOOTS-CELEBRATES WOMEN
IN THE CRAFT BEER INDUSTRY

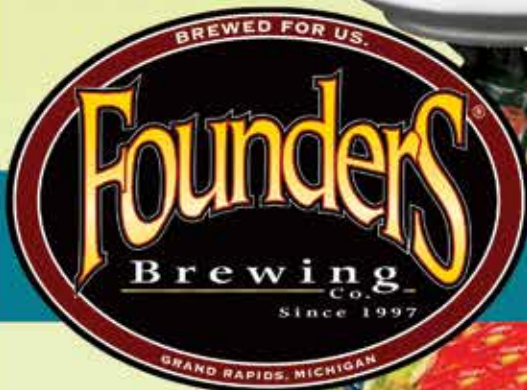
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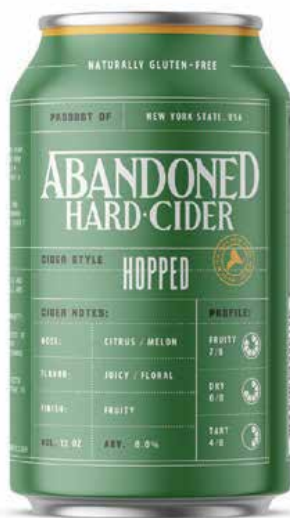


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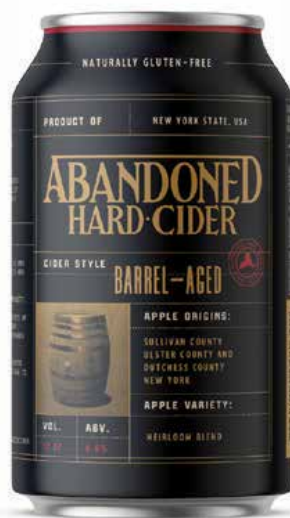
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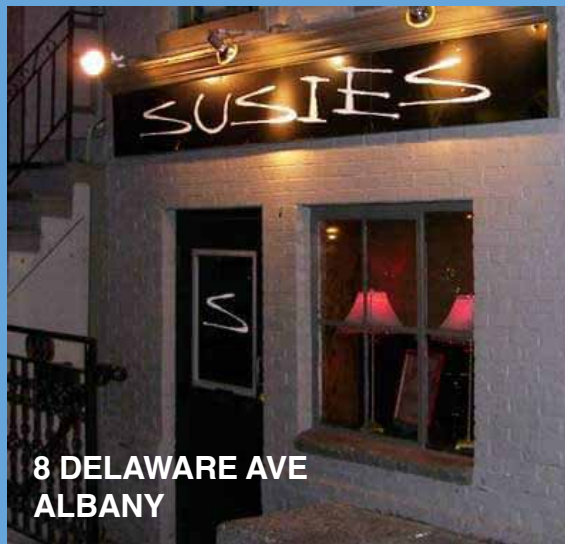
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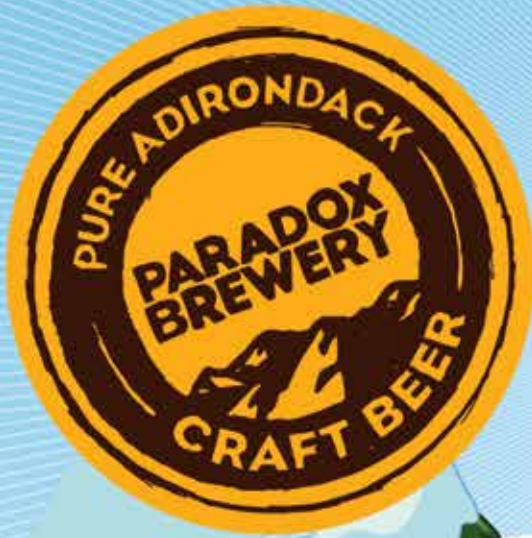
True Brew Magazine March April 2021

TABLE OF CONTENTS :

Beer of the Month March-Dry Irish Stout	7
Beer of the Month April-Belgian Witbier	9
Stout Beef Stew Recipe	11
Porter Caramel Sauce Recipe	13
Table 41 It's Personal	14
Calendar of Events	21
History of St. Patrick's Day	22
Breweries in and around the Capital District	24
Pink Boots Society Celebrates Women in the Craft Beer Industry	26
7 Questions with Rare Form Brewing Co. Kevn Mullen	31
The Truth of Women and Beer: Witches	32
Craft Beer Local News and Notes	34
Craft Beer National News and Notes	35
Puzzles	37, 39

Cover photo provided by Morgan McFadden

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Beer Style of the Month

MARCH [DRY IRISH STOUT]



SRM (Appearance) dark to pale



ABV (Alcohol By Volume) low to high



IBU (Bitterness) low to high

<i>Origin</i>	Dublin, Ireland: Late 1800'sish
<i>History</i>	Dry Irish Stouts evolved from attempts to capitalize on the success of London porters, and reflected a fuller, creamier, more "stout" body and strength. Irish stout diverged from London Porter in the late 1800s, with an emphasis on darker malts. Guinness was among the first breweries to use black patent malt for porters and stouts in the 1820s.
<i>Appearance</i>	Jet black to very deep brown with garnet highlights. May appear black - should be actually a very dark shade of ruby. A thick, creamy, long-lasting, tan- to brown-colored head is characteristic when served on nitro, but don't expect the tight, creamy head on a bottled beer.
<i>Aroma</i>	Moderate coffee-like aroma typically dominates; may have slight dark chocolate, cocoa and/or roasted grain secondary notes. Esters medium-low to none. Hop aroma low to none, may be lightly earthy or floral, but is typically absent.
<i>Flavor Profile</i>	Moderate roasted grain or malt flavor with a medium/high hop bitterness. The finish can be dry and coffee-like to moderately balanced with a touch of caramel or malty sweetness. Typically has coffee-like flavors, but also may have a bittersweet or unsweetened chocolate character in the palate, lasting into the finish. Balancing factors may include some creaminess, medium-low to no fruitiness, and medium to no hop flavor (often earthy). The level of bitterness is somewhat variable, as is the roasted character.
<i>Bitterness</i>	MEDIUM/HIGH: 25 - 45 IBU
<i>Commercial Examples</i>	Guinness Dry-Irish Stout, Murphy's Irish Stout, Harpoon Boston Irish Stout
<i>Recommended Food Pairings</i>	Oysters, Ham, Chocolate Desserts

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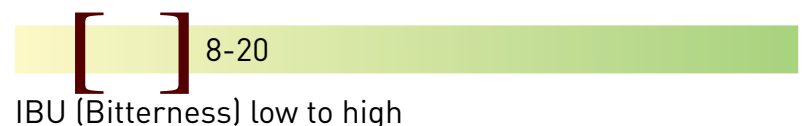
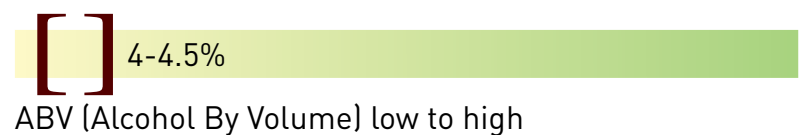
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Beer Style of the Month

APRIL

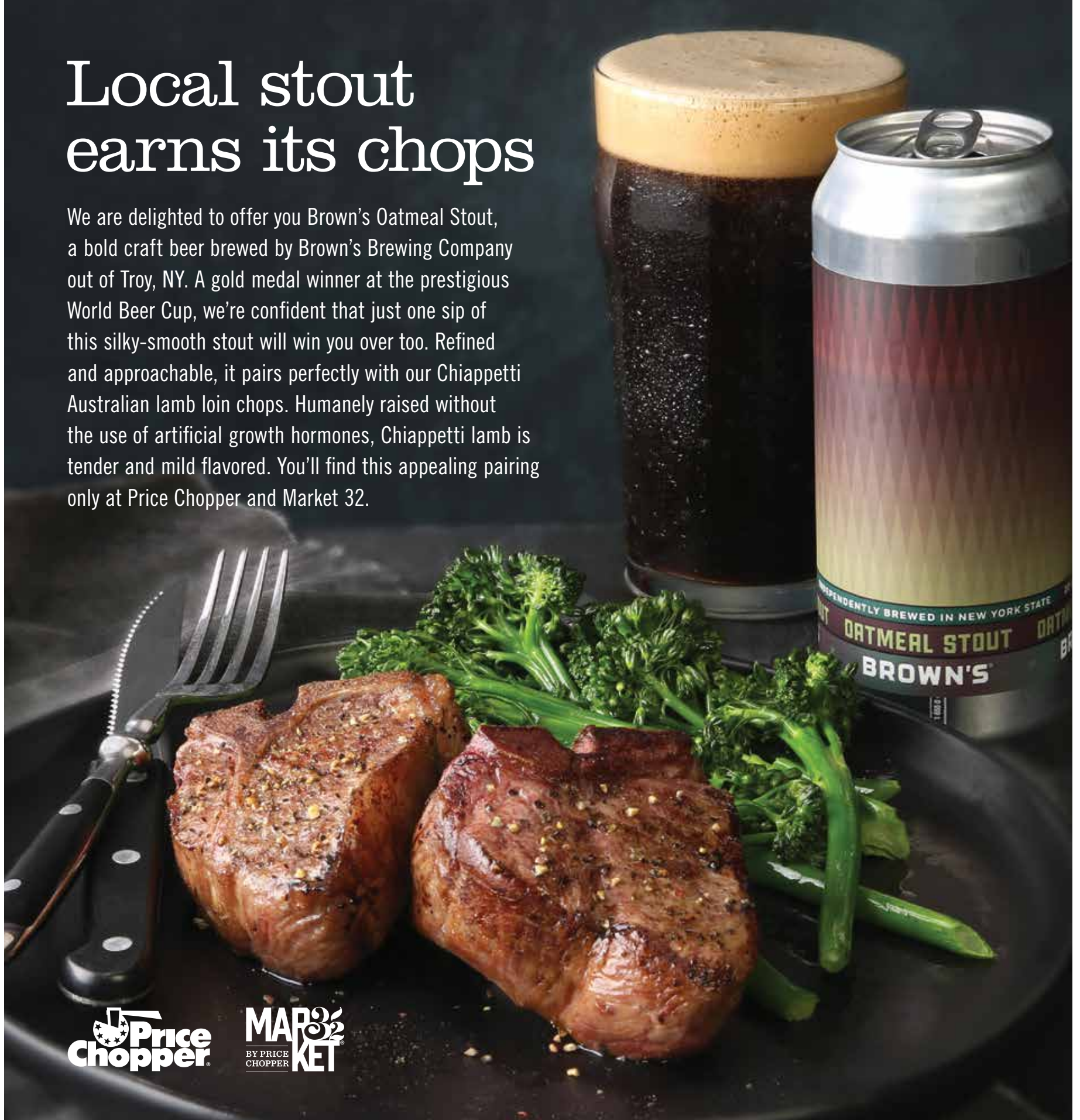
[BELGIAN WITBIER]

<i>Origin</i>	Belgium, 17th Century
<i>History</i>	This 400-year-old Belgian beer style sort of died out in the 1950. Thankfully, it was later revived by Pierre Celis at Hoegaarden, and has grown steadily in popularity over time, both with modern craft brewers (your favorite local) and mass-market producers (Blue Moon)
<i>Appearance</i>	Pale straw to noticeably light gold in color. This beer is very cloudy from starch haze and/or yeast, which gives it a milky, whitish-yellow appearance. Dense, white, moussy head. Head retention should be quite good.
<i>Aroma</i>	Moderate malty sweetness (often with light notes of honey and/or vanilla) with light, grainy, spicy wheat aromatics, sometimes with bits of tartness. Slight perfumy coriander, often with complex herbal, spicy, or peppery notes in the background. Moderate zesty, citrusy-orangey fruitiness. A spicy-herbal hop aroma is optional but should never overpower the other characteristics. Spices should blend in with fruity, floral, and sweet aromas and should not be overly strong.
<i>Flavor Profile</i>	Pleasant malty-sweet grain flavor (often with a honey and/or vanilla character) and a zesty, orange-citrusy fruitiness. Refreshingly crisp with a dry, tart, finish. Herbal-spicy flavors, which may include coriander and other spices, are common and should be subtle, not overpowering. Hop bitterness is medium-low and shouldn't interfere with refreshing flavors of fruit and spice.
<i>Bitterness</i>	LOW: 8-20 IBU
<i>Commercial Examples</i>	Allagash White, Celis White, Hoegaarden Wit, Ommegang Witte
<i>Recommended Food Pairings</i>	Shrimp, Seafood, Spring and Summer Salads



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STOUT Beef Stew

BY KAREN LOGAN

Serves 6-8

Prep time: 30 minutes

Cook time: 2 hours

INGREDIENTS:

2 lbs. cubed beef stew meat
4 potatoes, large diced
1 medium onion, diced (yellow or white)
3 carrots, sliced
2 celery stakes, sliced (optional)
3 tbsp oil (olive or canola)
1 tbsp butter
½ tsp salt
½ tsp pepper
2 tsp. garlic powder
½ tsp paprika
3 tbs. tomato paste
1 tbsp Worcestershire sauce

4 c. beef stock
1 c. beer – stout or porter
(do not use nitrogenated beer)

DIRECTIONS:

Heat oil and butter over medium high heat in a large pot. Season meat with salt and pepper. Brown the meat and set aside. Add onions and cook for a few minutes until softened. Stir in tomato paste, garlic powder, paprika, Worcestershire sauce, and 1 cup beer. Add beef back to pot and pour in beef stock. Cover and simmer for 1 ½ hours. Add potatoes,

carrots, and celery. Add water or stock if stew gets to dry / thick in ½ cup increments until desired thickness consistency. Cover and simmer for 30 minutes (until potatoes are done).

Beer Pairing:

Guinness Stout





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PORTER

Caramel Sauce



BY KAREN LOGAN

Serves 4

Prep time: 2 hours

Cool time: refrigerate for 2 hours

INGREDIENTS:

6 oz porter (or stout)

¼ c. butter

1 ¼ c. brown sugar (dark or light)

1 c. heavy cream

½ tsp. vanilla

DIRECTIONS:

Heat beer and sugar in medium sauce pan over low heat (simmer) until sugar is dissolved. Then turn up heat and bring to a low boil for 8 minutes without stirring (a few swirls are ok). Turn heat down and slowly

stir in butter until melted, then stir in cream and vanilla. Cook on low for 2-3 minutes. Remove pan from heat let cool 10 minutes before putting in glass jar. Refrigerate for about 2 hours. When you reheat it for a few seconds, it will thin out again.

Drizzle over ice cream or your favorite dessert.

Beer Pairing:

Founders Porter/your favorite local porter





By Joanne E. McFadden
Photos by Morgan McFadden

Bobby Belleard started a nanobrewery in a Latham garage in 2015 and was able to open Table 41 (say “for one”) Brewing in June 2019 in Cohoes. He did it for one simple reason: he wants to give back to those who have given so much. In his view, that translates to first responders, healthcare workers, military service members, and other organizations that seek to improve life for others.

A mental health counselor by profession, Belleard has worked in the emergency room doing crisis intervention for the mentally ill, among many other jobs in the field over the past two decades. It was there that he made a lot of friends who were first responders, and he got to see their work firsthand. Now he runs his business

with the intent of doing as much as he can to help others and honor those who have served.

He learned to brew beer with his brother, who lives in California. “We kind of taught each other along the line, playing around with this, a little ingredient here and a little ingredient there,” he said. His brother dared him to start a brewery. “I thought, ‘I’ll prove you wrong,’” said Belleard of his brother’s challenge. “Everybody needs a little push.”

The first beer he brewed was a pale ale, named after a friend who has just died. “That’s how we really started the whole thing,” Belleard said of the idea to brew beers based on an individual’s tastes.

THE FLAVOR AND STYLE OF THE BEER DEPENDS ON THE INDIVIDUAL

This is where the name of the brewery originated. “Table 41” is “Table for One.” “We make beer personal for one person specifically,” he said. Belleard brews in a two-barrel system. “I think that suits us well because it gives us the flexibility to test batch things, and we’ve made specific beers for certain people, some local heroes, some for their families,” he said. The flavor and style of the beer depends on the individual Belleard has in mind when he is brewing. For example, a beer called “French Press,” which he describes as a “chocolate cheesecake espresso stout, was named for Richard French, who Belleard considers a local hero. His favorite dessert was cheesecake with a cup of coffee.

Customers have a chance to sample the rotating selection of beer that Table 41 has on tap, and they can even request their own special mixes of beer. For example, they might have a “*peanut butter and jelly*” blend, which is a mix of Belleard’s peanut butter mocha porter with “Freckles,” a strawberry vanilla pale ale.

His “*Resurrector*,” a hazy New England style IPA, is the only beer that Belleard has brewed for himself. Other menu offerings, which rotate frequently, include the citrus-based IPA “*Mangofesto*,” “*Habporto*,” a spicy sweet porter brewed with locally grown habanero peppers, and “*Angry Oats*,” a traditional English oatmeal stout.

In addition to beer, as a farm brewery, Table 41 has New York wines and hard seltzers on its menu as well. Customers can also order from a full menu of appetizers, which include “onion petals” with Belleard’s own recipe “boom” sauce and poutine, two of customers’ favorites. Also included on the menu are salads, wings, five different macaroni and cheese dishes, and nine burgers and other sandwiches.

THE SPACE

Even his choice of location in Cohoes relates to his mission of improving the lives of others. “The location is not the best,” he admits. “Cohoes has been a real challenge, but again, it goes back to the whole model. ‘If we can change people’s lives and do charity, we can change the city - open up and have people come from different areas to a city that has kind of been rough in the past and try to rebuild from there.’” He had hoped that opening his brewery in Cohoes would help in the efforts to revitalize the city.

He characterizes the brewery’s creation as a grassroots effort.



Obtaining initial financing was difficult. “I’ve taken on probably two to three different jobs just to get equipment,” he said, noting that he started out in his garage and then just kept building. He spent over \$30,000 remodeling the space and bringing in equipment, all the work done by himself and his friends. For example, a group of friends helped him put in a cooler. It’s the old adage, “Many hands make for light work,” he said, but added, “Regardless of the hands, none of this was light work.”

In just under four months’ time, Belleard and his friends completely transformed the storefront that Table 41 occupies on Cohoes’ main drag. The interior feel is warm, with a mix of rustic and modern interior design. Antique hardwood floors are contrasted with neat, modern slate blue walls and light-grey bar and ceiling. There are both high-top and low tables as well as stools at the bar, allowing for up to 40 customers at a time, adhering to the COVID 50 percent capacity restriction.

The décor is original, charming, and creative. Belleard upcycled the staves of local whiskey barrels into chandeliers with a caged exposed bulb. Large stars made from brown paper bags and bottles wrapped in a bit of twine hang from the two large storefront windows that flank the front door. He added an image of hops to the front of the bar by projecting a drawing onto the wood, stenciling it out, and then filling it in with permanent marker. From a few feet away, it looks as if the drawing was burned into the wood.

The décor also pays tribute to the fallen. For example, a large vinyl decal on one wall memorializes the 16 military members, including





Waterford-Halfmoon graduate Marine Corps Major Caine M. Goyette, who died when their KC-130 aircraft crashed in Mississippi on July 10, 2017. Goyette was the family member of one of Belleard's friends.

Belleard's "family" of military people and first responders who pitched in to help open the brewery continue to help at the brewery when he anticipates larger crowds, for example, on a benefit night.

The establishment's atmosphere is warm and friendly. Waitress Emily chats with customers and gets to know them and their particular tastes. Satisfied guests unwind, relax, laugh, and have a good time while enjoying food and drink.

Recently, Belleard has been able to bring back musician Frank Murray, who plays guitar and sings. One customer enjoying the music commented, "It makes me feel like I'm not in COVID times."

But the devastation of COVID-19 looms large for Table 41, still in its infancy in its storefront location when the lockdown started. The pandemic has hit Table 41 particularly hard, so hard, in fact, that the

brewery is in danger of closing. The City of Cohoes has been trying to assist local establishments by hosting events like "Eat in the Street" and takeout weeks, which drew good crowds, but when winter set in, outdoor activities ceased, resulting in less people downtown. Other eateries on the street have closed, exacerbating the slowdown in foot traffic.

FIGHTING COVID-19

Unfortunately, Belleard has not met the qualifications for any of the COVID-19 relief programs thus far. After cutting his staff down to one waitress and himself to try to survive, he was turned down for aid because he did not have enough employees. Being unqualified for any assistance has been "the hardest thing," he said. He has applied for several aid programs, but has continually been declined. "We just didn't meet the qualifications, I guess," he said. "We're still applying." In recent months, he has been using over half his own paycheck from his mental health counselor job to keep Table 41 open.

Despite the dire straits the business is facing, Belleard has remained true to his model of giving back to the community, which has drawn criticism from some. "We've really tried to stick to the roots and do the right thing, give back to the charities and so forth," Belleard said. For example, in mid-February, he hosted a suicide prevention night, where a portion of his proceeds were donated to an organization dedicated to that cause. "If I'm going to go out, I'm going to go out the way I started with the same mission in mind," he said.

Help to keep one less establishment from becoming a COVID-19 casualty. Check out Table 41 Brewing at 188 Remsen St., Cohoes, 518-414-2011. Parking is plentiful.

For more info, visit www.table41brewing.com, or visit them on Facebook or Instagram.



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Craft Beer Events

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Big Slide – Sunday Brunch 10am-1pm
Brewery Ommegang –
Brunch BINGO 11am-1pm
Beer Bones – Keg Kicking Sundays

MONDAYS

Nine Pin Cider – Cider Cocktail Twist 4-9pm
Saratoga City Tavern – BINGO 8pm
Tippy Moose – Mac n' Cheese Mondays

TUESDAYS

Saratoga City Tavern – Trivia 8pm
Nine Pin Cider – Date Night
(food & cider specials)
Mad Jack Brewery – Burger and Brew night
Keegan Ales – Trivia
Frog Alley Brewing – Trivia 7pm
Beer Bones – Taco Tuesday

WEDNESDAYS - TRIVIA

Great Flats Brewing
Beer Bones Taproom
Table 41 Brewing
Mean Max Brew Works

TURSDAYS

Saratoga City Tavern – Karaoke 9pm
Fort Orange Brewing – Trivia
Bound by Fate – Trivia
Nostalgia Ale House & Wine Bar - Trivia

FRIDAYS

Indian Ladder Farm Cidery & Brewery –
Ramen Night
Frog Alley Brewing – Live music
Nostalgia Ale House & Wine Bar – DJ

SATURDAYS

Unified Beerworks – Savoy Saturdays w/ Old
Thyme Food Emporium
Nine Pin Cider – Cider by Campfire (2 hours
private fire) – 11:30am – 7:30pm
Frog Alley Brewing – Live music

DRINK HOLIDAYS

March 8 International Women's
Collaboration Brew Day
March 20 Bock Beer Day
April 7 National Beer Day
April 11 King Gambrinus Day
April 23 German Beer Day

LOCAL EVENTS

March 5

Common Roots Virtual Tasting 7pm

March 7

Fort Orange Paint & Sip 1:30pm

March 13

Common Roots w/ NYS Brewer's Association
Beer Tasting w/ 3 breweries
Frog Alley Brewing – St. Patrick's Day
Celebration- all day w/ Fritz's Polka
Band- 3pm

Electric City 5 Miller at Mohawk Harbor w/
free beer from Druthers 9:30am \$40
(Virtual runs on 3/12 & 3/14)

The Real McCoy Saoirse Irish Beer
Release w/ food truck

March 14

Fort Orange Yoga 11:30am
Common Roots Virtual Tasting 5pm

March 15

Different Drummers Kitchen –
Baking with Beer 6-8:30pm \$69

March 17 Saint Patrick's Day

Brown's Brewing St. Patrick's Day specials

March 18

Fort Orange Dynamic Duo's –
Donut paring 7pm

March 20

Fort Orange Cousins Maine Lobster 1pm

March 28

Brewery Ommegang Crafts & Drafts – guided
vinyl painting

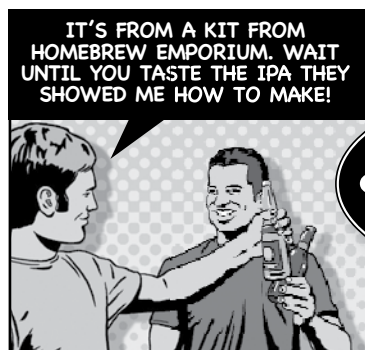
April

Mixed Breed Brewing – Grand Opening!
Check social media for details

April 24

Power Brew Fest in Boston

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are open! Events are returning. Days
& hours of operation may change, so
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The History of St. Patrick's Day

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. Patty'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!

By Erik Budrakey



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



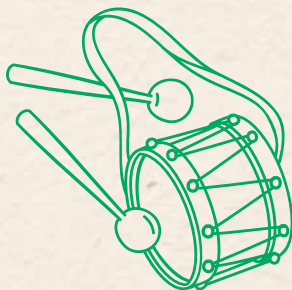
NEW YORK CITY PARADE

150 Bands

2.1 Miles and **5-6 Hours** long

150,000-250,000 Marchers

2,000,000+ Spectators



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

Spring forward



WITH THESE NEW CAN RELEASES FROM
ADIRONDACK BREWERY



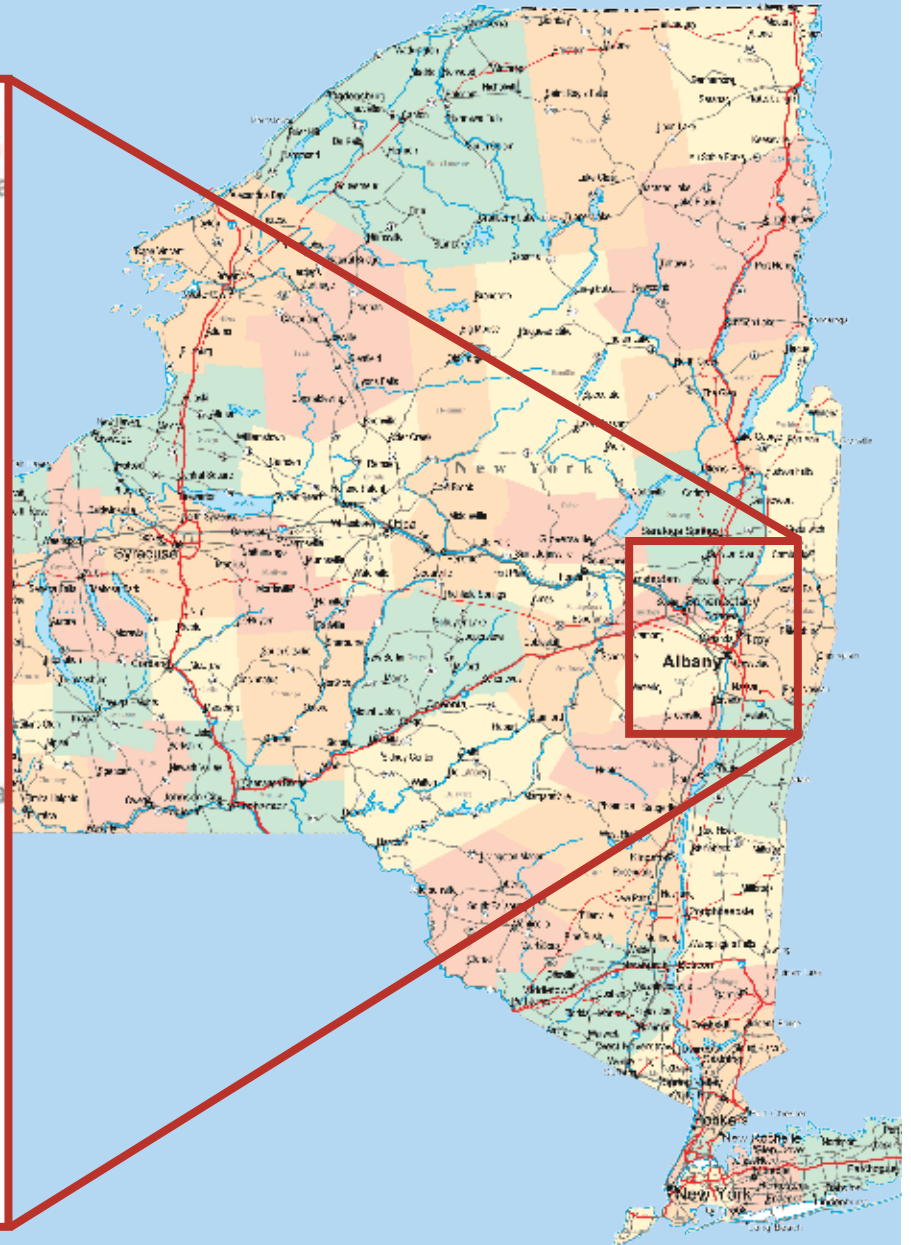
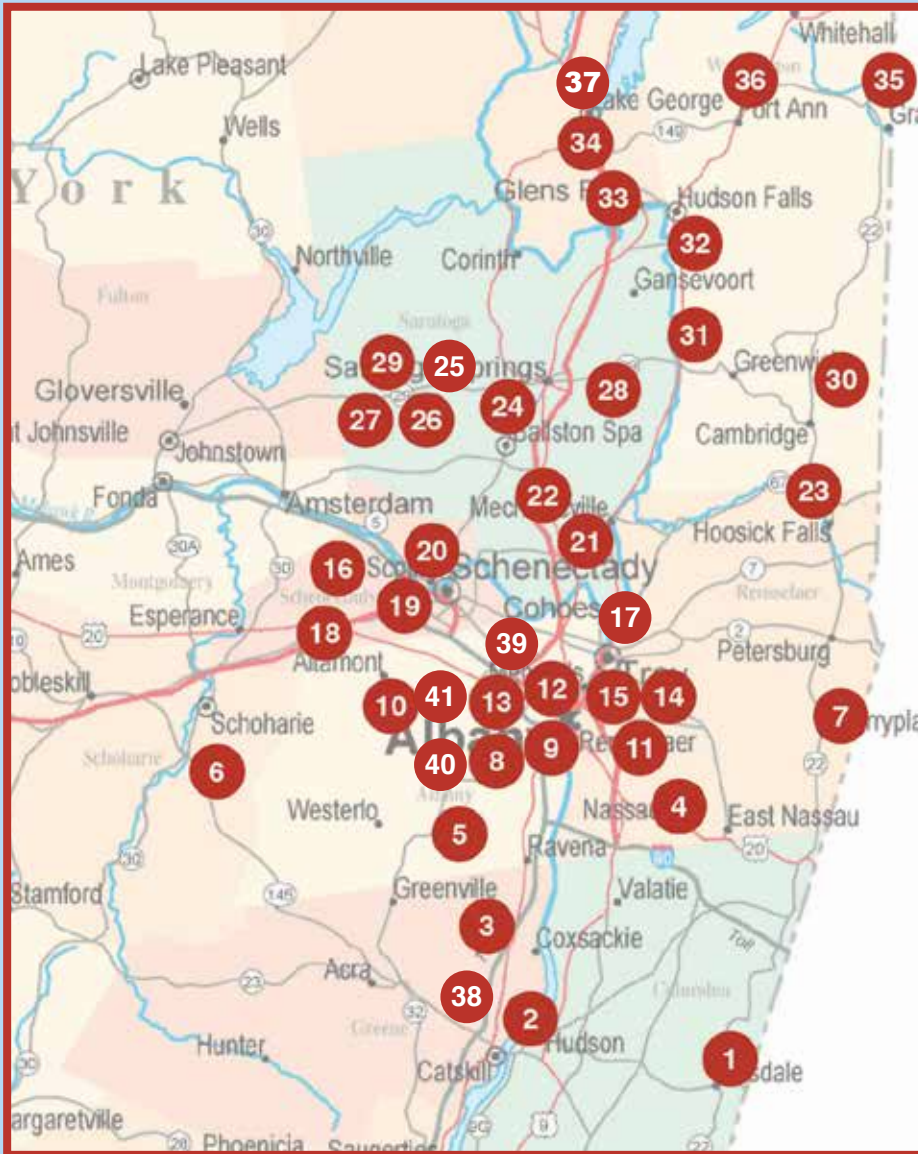
BREWERIES IN THE CAPITAL DISTRICT

According to the New York State Brewer's Association's website, in the order listed there.

1. Roe Jan Brewing Co. 32 Anthony St Hillsdale New York 12529 Ph: 518-303-8080 www.roejanbrewing.com	15. Rare Form Brewing Company 90 Congress Street Troy New York 12180 Ph: 518-326-4303 www.rareformbrewing.com	28. Argyle Brewing Company One Main Street Greenwich New York 12834 Ph: 518-692-2585 www.argylebrewing.com
2. Chatham Brewing 59 Main Street Chatham New York 12037 Ph: 518-697-0202 www.chathambrewing.com	16. Back Barn Brewing Company 7082 Western Turnpike Duanesburg New York 12053 Ph: 518-709-8423 www.backbarnbrewing.com	29. Racing City Brewing Company 250 Excelsior Avenue Saratoga Springs New York 12866 Ph: 518-886-1271 www.racingcitybrewing.com
3. Honey Hollow Brewing Company 376 E Honey Hollow Road Earlton New York 12058 Ph: 518-966-5560 www.honeyhollowbrewery.com	17. Table 41 Brewing 188 Remsen Street Cohoes New York 12047 Ph: 518-414-2011 www.table41brewing.com	30. Bound By Fate Brewing 31 Ferry Street Schuylerville New York 12871 Ph: 518- 507-6246 www.boundbyfatebrewing.com
4. S&S Farm Brewery 174 Middle Road Nassau New York 12123 Ph: 518-336-0766 www.sandsbrewery.com	18. Frog Alley Brewing 108 State St Schenectady New York 12305 www.frogalleybrewing.com	31. Highlander Brewing Co. 453 County Rt. 47 Argyle New York 12809 www.hbcargyleny.com
5. Helderberg Brewery 26 County Route 353 Rensselaerville NY 12147 Ph: 518-872-7133 www.helderbergmountainbrewingcompany.com	19. Mad Jack Brewing at The Van Dyck Restaurant & Lounge 237 Union Street Schenectady New York 12305 Ph: 518-348-7999 www.vandycklounge.com	32. Slickfin Brewing Company LLC 147-149 Broadway Fort Edward NY 12828 Ph: 518-223-0264 www.slickfinbrewing.com
6. Green Wolf Brewing Company 315 Main Street Middleburgh New York 12122 Ph: 518-872-2503 www.greenwolfales.com	20. Druthers Brewing - Schenectady 221 Harborside Drive Schenectady New York 12305 www.druthersbrewing.com	33. Common Roots Brewing Company 58 Saratoga Avenue South Glens Falls New York 12803 Ph: 518-409-8248 www.commonrootsbrewing.com
7. The Beer Diviner 243 Bly Hollow Rd Cherry Plain New York 12040	21. Singlecut - North 6 Fairchild Square Clifton Park New York 12065 Ph: 518-406-3262 www.singlecut.com	34. Davidson Brothers Brewery 184 Glen Street Glens Falls New York 12801 Ph: 518-743-9026 www.davidsonbrothers.com
8. Lionheart Pub and Brewery 448 Madison Avenue Albany New York 12208 www.albanylionheartpub.com	22. Hank Hudson Brewing 17 Johnson Rd Mechanicville New York 12118 Ph: 518-664-1578 www.hankhudsonbrewing.com	35. Slate Town Brewing 31 Main Street Granville New York 12832 Ph: 518-345-5357 www.slatetownbrewing.com
9. CH Evans Brewing Co., Inc. at the Albany Pump Station 19 Quackenbush Square Albany NY 12207 Ph: 518-447-9000 www.evansale.com	23. Brown's Brewing Company 50 Factory Hill Road North Hoosick NY 12133 417 River St, Troy, NY 12180 Ph: 518-205-5049	36. Battle Hill Brewing Company 4 Charles St Fort Ann New York 12827 Ph: 518-639-1033 www.battlehillbrewing.com
10. Indian Ladder Farmstead Brewery and Cidery 342 Altamont Rd. Altamont NY 12009 Ph: (518) 768-7793 www.ilfcb.com	24. Unified Beerworks 7 Old Stonebreak Road Suite 4 Malta New York 12020 Ph: 518-289-5078 www.unified-beerworks.com	37. Adirondack Pub and Brewery 33 Canada St, Lake George, NY 12845 (518) 668-0002
11. Emporium Farm Brewery 472 N Greenbush Rd Rensselaer New York 12144 www.emporiumfarmbrewery.com	25. Artisanal Brew Works 41 Geyser Road Saratoga Springs NY 12866 Ph: 518-339-0698 www.artisanalbrewworks.com	38. Old Factory Brewing 628 Main St, Cairo, NY 12413
12. Druthers Brewing - Albany 1053 Broadway Albany NY 12204 Ph: 518-650-7996 www.druthersbrewing.com	26. Druthers Brewing - Saratoga Springs 381 Broadway Saratoga Springs New York 12866 Ph: 518-306-5275 www.druthersbrewing.com	39. Perfect World Brewing 1276 Broadway, Albany, NY 12204 (518) 368-7725
13. Perfect World Brewing 1276 Broadway (Rear) Albany New York 12204 Ph: 518-368-7725 www.perfectworldbrewing.com	27. Walt & Whitman Brewing 20 Lake Avenue Saratoga Springs New York 12866 Ph: 518-682-3602 www.waltandwhitmanbrewing.com	40. Mixed Breed Brewing 457 State Route 146 Guilderland Center, NY 12085 mixedbreedbrewing.com
14. Serious Brewing Co 116 Caverns Rd Howes Cave NY 12092 Ph: 518-826-4050 www.seriousbrewingco.com		41. The Warbler 155 Delaware Ave, Delmar, NY 12054



Thinknydrinkny.com/nys-beer-trail



True Brew[®]
A Craft Beer Lifestyle Magazine



By Rebecca Wilkie

Pink Boots Society CELEBRATES WOMEN IN THE BEER INDUSTRY

We can all agree that 2020 was a challenge! It tested our resilience, relationships, and the ability to recover from something we had no control over. As we start to recognize the realization that we can't go back to where things were, we ask ourselves, "How do we reinvent and restart from here?"

One of the hardest-hit groups of the pandemic globally was women. Many found themselves struggling to maintain too many responsibilities. These physical and emotional drains included work, distance learning, relationships, and handling isolation, all while somehow maintaining a sense of normalcy in a world of chaos.

In a startling study published in November 2020 by CNBC, 2.2 million women left the workforce between February and October 2020. Many were due to layoffs, and other reasons listed were the opportunity to pursue other priorities, burnout from additional jobs now required to perform, and lack

of resources. It also presented a time for new starts and a time to follow their dreams. It is an empowering moment for many to bravely enter the world of entrepreneurship, change industries, strive for more, and take control of their lives and purpose.

Historically, March is the designated month to recognize the many achievements of all women around the world. One day, in particular, March 8th, is a day celebrated across the globe as International Women's Day, also referred to as IWD. These victories of advancement and acceleration include key areas such as social, cultural, political, and economic progress.

The theme for this year's International Women's Day is "Choose to Challenge". It is giving the charge to have the confidence to ask those tough questions, demand equality for the same job, and apply within industries typically dominated by groups that aren't inclusive.

Believe it or not, the first IWD gathering was noted back in 1911 and has occurred annually for well over a century now. It is all-encompassing and not specific to



a certain country, organization, or group. Anyone can participate, promote, and partake in organized activities worldwide. Last year marked 100 years since the passing of the 19th amendment, granting women the right to vote.

One non-profit group that has used March as a voice to promote various causes is the Pink Boots Society (PBS). They celebrate the achievements of females in the beer industry, raise awareness about equality, and use IWD as a day to fundraise for their organization to support these worthy causes through a collaboration brew hop blend.

MULTIPLE BREWERIES USE THE SAME BLEND OF HOPS IN THEIR BEER

A collaboration hop blend simply means that multiple breweries use the same blend of hops in their beer, regardless of style. This creates a sense of solidarity among breweries and showcases the different beer styles that can be produced. The Pink Boots Society



Collaboration Brew Day™ unifies chapters from all over the world. Over 200 USA and worldwide chapters committed to brewing with the same hop blend this year. Yakima Chief Hops produces this proprietary blend

and generously donates for every pound sold to the Pink Boots Society. Additionally, breweries and taprooms donate a flat rate or percentage of beer sales and merchandise, which helps in furthering women in the beer and fermented beverage categories.

This year, the brew days will look a little different than in the past though. Depending on state and local guidelines, breweries are limiting the brew day to staff only or a limited number of participants, or holding off until a later date, to provide a safe environment. What used to be a community event, where people hung out all day together, learned to brew, and networked has become a reduced version of how the day should be celebrated. Beer releases and tap takeovers won't be attended as they have in the past, and many scaled back the amount they brewed compared to previous years.

Breweries, organizations, competitions, events, festivals, homebrew clubs have made adjustments. All have had challenges that weren't anticipated a year ago, and adaptations are constantly being made. The long-running Queen of Beer competition was canceled for 2020, the Beer With(out) Beards festival went virtual, and Craft Beer Professionals has been instrumental in keeping the beer community together.

Speaking of overcoming challenges, Company Brewing in Milwaukee, Wisconsin hasn't opened back up to the public yet. But they were still committed to a Pink Boots Collaboration Brew Day™ and included Stephanie Smith, the Wisconsin PBS Chapter Leader. She was able to help make their Weird Turn Pro 5 Double Dry-Hopped Hazy Double PBS Collaboration Beer which will be canned and distributed locally.

Other breweries decided to begin early based on the type of beer style being pro-





duced, or what worked into their schedules. Flatland Brewing Company in Northern California will be producing a lager that was brewed on February 3rd to be released on March 6th for International Women's Day.

BEING 50% OF A WOMAN-OWNED BEER BUSINESS...IS SOMETHING WE ARE PROUD OF"

When asked why they are involved in Pink Boots Society, co-owner and events manager Michelle Mohsenzadegan said, "We participate in the Collaboration Brew Days because being 50% of a woman-owned beer business with my husband is something we are proud of. We want to normalize that across the industry. The Pink Boots Society is a great way to bring awareness, acceptance, education, and participation to not only women in the industry but to all. It is exciting for us as a brewery to invite others into our space that wouldn't normally get to see how the brewing process takes place. Whether it is the front of the house, outside sales, marketing, events, we are all an integral part of





what makes this industry go around. It is our third year participating over the last 4 years that I've been a member, and I look forward to so many more to come!"

There are stories like this all over the world. People and companies are determined to take on setbacks and find solutions by not giving up. Countless women aren't afraid to step up and face the challenges set in front of them. The landscape of women in the beer industry has been changing for a while. Whether it is the customer base that shows up, the people who make and sell the beer, or the ones who own the brewery, women are an integral part of the brewing community now, more than ever. Let's always choose to challenge, not just in March, but every month and every situation, where necessary!

#pinkbootsbrew #pinkbootsblend
#pinkbootsociety #womeninbeer
#sipsavorsmile

#IWD2021 #InternationalWomensDay
#InternationalWomensDay2021
#choosetochallenge

@pinkbootsociety @internationalwomensday_global @sipsavorsmile

Bio: Rebecca Wilkie is a beverage industry veteran and spends her free time blogging about beer, wine, food, adventures, and fun at Sip Savor Smile. As a beverage marketer, strategist, and event manager, she is a behind-the-scenes advice giver for numerous drinks businesses to execute creative ideas and gain customers. Writing, amateur beer judging, and travel occasionally get in the way of work. www.SipSavorSmile.com





Piraat Belgian Ale



David Byrne

7 QUESTIONS - RARE FORM BREWING CO.

KEVIN MULLEN

By True Brew

Rare Form Brewing has been brewing up great beer while serving up Troy and the entire Capital Region since May 30th, 2014. As they approach their 7 year anniversary, Rare Form is widely recognized as one of the region's premier breweries as they continue to WOW consumers with new styles, collaborations,

and reliably great beer. While love their beer and atmosphere, we wanted to know more about the person behind it. So, we decided to cruise down to their taproom to sit with Founder, Kevin Mullen, drink his beers, and ask him 7 QUESTIONS:

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

KEVIN: One beer I remember that opened my world was Piraat Belgian Ale. It changed my perspective about the possibility of beer. When I was young, I worked at a craft beer bar in my home state of Colorado that had 30 draft lines. It was the late 90's and CO was going through a craft renaissance. It ran special events where you could get a liter of any CO made beer for \$2. It was great. It was a good strategy too as it pushed the local beer scene.

TBM: Post-COVID-19 - we are heading out for a 3-hour road-trip to a beer and music festival. You're driving. What are we driving and what 3 albums are we listening to on the trip?

KEVIN: We would be driving the van. It only has a tape player.....so bring whatever tapes you have with you! *(Editor's Note: That would be Guns n' Roses - Appetite for Destruction and Beastie Boys - Paul's Boutique)*

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

KEVIN: If I had time for hobbies—I like to travel, go to concerts, camping, snowboarding, and cooking

TBM: What non-Rare Form brews are in your fridge on the regular?

KEVIN: My wife and I often have lagers or pale ales in the fridge. After a long day there is nothing like a nice crisp lager and I search for local breweries making lagers. I do enjoy a good stout as well. A big bonus of being in this business is that we all give beer to each other, so my fridge is an eclectic mix of beers from local breweries.

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

KEVIN: #1. Hunter S. Thompson - One of my favorite writers. And, come on that would be a fun conversation no matter what!
#2. David Byrne - He has a unique blend of intelligence, creativity, and the ability to get his message across too many.

#3. Bjork - Another amazing artist that I love and would love to see her creative process.

TBM: Wife? Kids? Pets?

KEVIN: My wife Jenny is an artist, and we have a 4 year old son, Lars. We also have an 18 year old cat named Sam.

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

KEVIN: Support local. There are some fantastic beers being brewed in our region. Check out what your local brewery is making and don't hesitate to try something new. If you don't feel comfortable going out, then get beer delivered or shipped from a local place. Also, please remember a lot of small local breweries are not available at grocery stores, but many do offer free delivery during these times.



THE TRUTH OF WOMEN AND BEER: WITCHES

By Kharla Graham

"Then put it again into the Cauldron, and boil it an hour or an hour and a half. Then put it into a Woodden-vessel to cool, which will require near forty hours for a hogshead."

-Scotch Ale from my Lady Holmbey

Echoing laughter fills the dark, candle-lit room and the smell of death and blood hang in a dense cloud that threatens the Inquisitor's next victim. With another turn of the wheel, a slight pop produces not only a disjointed elbow but a name, a woman's name, expelled from the ragged breaths left in the tortured body.

She donned her best wide brimmed hat, "shooed" the mice away from the bubbling pot and mumbled to herself about needing a better cat. Ambling out of the doorway, she grabbed her broom and her "star" and set them above the entrance before selecting the best of her potions and setting to the street for the promising business of a busy market. Little did she know that she would be spending that night in the dank, moldy and rat infested cell under the charge of witchcraft.

This image of a broom wielding sorceress with a tall hat, black cat and bubbling cauldron overflowing with potion has been synonymous with witches for the last century and probably longer. The truth of the woman in this story takes us down a much different path altogether, and we are set to lead the way.

During the 15th and 16th centuries, the Spanish Inquisition was in full swing. Decried with the purpose of stopping the Judaizing that was taking place as well as expelling the Jews from Spain, King Ferdinand II and Queen Isabella started one of the most deadly Inquisitions in history. It was a dark era for the world, especially for women and brewing. Up until this time, brewing (as we have learned) was a domestic science reserved for the wife, the woman or the mother. It was a trade passed through history by word-of-mouth or written accounts matrilineally without much consideration from the male persuasion that is, until the 15th/16th century.

"Commercial brewing was very widespread, especially in the countryside." Judith Bennett wrote in her book *Ale, Beer, and Brewsters in England*. "In Brigstock before the plague, more than 300 women — about one-third of the women who lived on the manor — brewed ale for sale. In Alrewas (Staffordshire) during the 1330s and 1340s, between 52 and 76 brewers sold ale each year (in a village with about 120 households). In Wakefield (Yorkshire) between 1348 and 1350, 185 women — accounting for almost one-third of all women — brewed for sale."

So how did the *brewster's* image become likened to our ideas of a witch? Well, let's start with the hat. Back in the height (literally) of women's fashion, a lady could be found with many forms of head coverings but most favorably either a henin or a shortened, brimmed version of the same hat. This hat, which could be two feet tall, stood out on crowded streets, allowing for a certain level of recognition. It is believed that because of this simple marketing



A printing of Mother Louse, an example of an *Alewife*



scheme, brewsters (by this time referred to as “alewives” and “beer witch” alike) were able to sell their brews in the streets and at markets more easily.

To promote sales, brewsters would often place a broom (symbol of domestic trade) or Alestake in front of their home or tavern. Even in modern day Peru, a stick adorned with a red bouquet or bag is placed outside the doorway to indicate their ale is ready for consumption. Another symbol found outside the door was a talisman resembling the Star of David. The star was used to convey the purity of their beer. Remember, it was the middle ages: plagues were a constant concern. The six points of the star are said to symbolize the most important parts of brewing: hops, grain, malt, yeast, water and of course, the brewster (brewer).

This talisman of the brewster, the Star, likely proved to be the yeast that overboiled the cauldron (or kettle as it were). With such a strong link to Judaism, it is unlikely that the Catholic church could resist finally forcing its way into the brewing trade which had been growing with the population. Finally, men had their way into the craft! With money to be made and control to be had, the church began its long and complete reconstruction of the beer trade.



BREWER STAR

“It took the Church a long time to persuade society that women were inclined toward evil witchcraft and devil-worship. asserts Helen Ellersbe in her book, *“Dark Side of Christian History”*. “Reversing its policy of denying the existence of witches, in the thirteenth century the Church began depicting the witch as a slave of the devil. No longer was she to be associated with an older pagan tradition. No longer was the witch to be thought of as benevolent healer, teacher, wise woman, or one who accessed divine power.”

The Inquisition was a point on which much of history hinges and beer-making was no exception. After men, and consequently the Church, forced their way into the beer trade, they began to control everything: hours of operation, recipes, profits and most importantly, who could make the beer. Because the Church was so distraught over women having almost exclusive skill in brewing and healing, much had to change and over the years of the Inquisitions, brewing and healing trades became exclusively male, a change that would impact the world through the current age.

Helen Ellerbe, author of *“Dark Side of Christian History”* stated, “As a byproduct of the witch hunts, the field of medicine transferred to exclusively male hands and the Western herbal tradition was largely destroyed.” Helen’s research emphasized the mass removal of women in major commercial trades that became governed by men and the Church as a result of the Spanish Inquisition.



It was during this time that commercial trades (especially brewing) were starting to take hold and the expectation was for beer-making to be a flourishing and wealthy business. Brewsters, it seemed, were facing death, threats and ultimately the end of their reign. Oddly enough (or maybe not) few men were tried or suspected of witchcraft. It would seem the church took little issue with brewing as it thrived in the monasteries and other spiritual institutions. *ahem*

With our journey through history long from over, we continue to be amazed at the strength and perseverance of the women involved in craft brewing.

This article originally published on www.brewhoppin.com



MAD JACK BREWING CO ADDS MORE INDOOR DINING – SCHENECTADY, NY –



Brewmaster Brian Conley tells True Brew, “As restrictions hopefully continue to roll back, we’ll be re-opening more of the indoor dining area for service, but our eyes have definitely been on the approaching warm weather and on getting our patio ready! No set date in mind yet as we monitor the weather and navigate the governor’s mandates, but we’ll be trying to time a patio opening party with a beer release or two. Returning favorites will be beers like our Irish Coffee Porter and our Dutchmen Red Ale on Nitro just in time for St. Patrick’s Day. Looking ahead to April, our ‘Electric Hefeweizen’ will make its return, as well as a few collab beers planned with some of our local friends!”

COMMON ROOTS TO HOST VIRTUAL TASTINGS – S. GLENS FALLS, NY -



Common Roots Brewing Co. has announced a pair upcoming Virtual Tastings. The tastings will take place on Friday, March 5 at 7pm and Sunday, March 14 at 5pm.

“Taste your way through a curated selection of Common Roots beers, paired with cheese & chocolate from local purveyors. Our resident beer expert, Rich Wilson, will walk you through the tasting from the comfort of your own home, where you will learn about the beer styles, how to sample them with their pairings, and why it all works together. Additional details available at <https://commonrootsbrewing.com/product/virtual-tasting/> The tasting kit is for two people and includes:

- 4 Different Common Roots Beers
- 4 Coordinated Food Pairings
- 2 Tasting Notes Sheets
- 1-hour Zoom Tasting Session

Note: CRB cannot ship tasting kits at this time. You can pick up your package at the brewery from 12-8 the DAY OF or the DAY BEFORE your scheduled tasting. Also, on Saturday, March 13 at 4pm, the New York State Brewers Association is bringing the experience of visiting 3 NYS breweries right to your living room - beer, tasting glasses & snacks included! In addition to receiving beer from each brewery, pass holders will also receive an exclusive 3-way collaboration beer brewed by Common Roots Brewing Company, Resurgence Brewing Company and the Brewery at the CIA. Exclusive early access to the collaboration Stout, New York Stout of Mind is available only for ticketed participants. More details available at: <https://thinknydrinkny.com/festivals/nys-vte/>

NINE PIN CIDER WORKS ADDS MOBILE BAR – ALBANY, NY –



Nine Pin Marketing guru, Josh Whalen tells TBM, “This past month, we bought an old horse trailer. We’ve been working on it ever since to soon bring you...The Nine Pin Mobile Bar! Planning an event, party, or even just a small gathering? Let us take care of all your drink needs with our new Nine Pin Cider Mobile Bar! We will set up our new mobile cider bar at your event, to provide you and your guests with top quality New York cider, beer, wine, and cider cocktails. Perfect for Weddings, Showers, Birthday Parties, Graduation Parties and Corporate Events. Need a venue for your event? We can help! We will be up and operational in by mid-March but we’re starting to take reservations now! Don’t wait to make yours as we will book up quick. Make sure stay up to date on our progress and see the final design. For pricing, information, and reservations, please go to our private events page on ninepincider.com! Cheers to that!”

THE REAL MCCOY BEER CO. CRUSHING 16OZ CANS – DELMAR & BALLSTON SPA, NY –



Founder Michael Bellini tells us, “We are cruising along with the canning line and putting out new 16oz cans weekly and selling them individually. Can pick-up is open on Saturday mornings only at this point with our drive-thru set up for the foreseeable future. No preorders with a first-come/first-serve numbered order form system when people arrive. Provides the options available that morning with a number on it with the corresponding limit associated. We announce the weekly options towards the end of the week. We want it in the can first as things can happen. Blessed to have people desiring our brews.” Stay tuned to their social media for regular updates.

PARADOX BREWERY LOOKS TO WONDERFUL/EXCITING SPRING - NORTH HUDSON, NY -



Paradox Brewery is looking forward to a wonderful and exciting spring season. They tell TBM, “We are currently operating at half capacity in both our indoor tasting room and outdoor pavilion Wednesday through Sunday. Recently we have introduced new food items such as tater tots, house-made beer cheese, and pizza, as we are working with our brand-new kitchen. As summer approaches, we will be adding more to this menu alongside the reintroduction of food trucks. We have been busy working to expand our product and will be reaching new markets and demographics through our distribution into new states. Currently we are offering any beverage on tap for \$5 all day on Wednesdays and Thursdays.

We also have begun offering various specials for our beers and merchandise. This includes our newest special of our dark pilsner, Pils Noir, where we are offering \$5 drafts and \$7 4-packs. In February, we rereleased our beloved Love Potion #4. This fruited ale with lactose was previously released in August of 2020 and we felt there was no better time to bring it back than Valentine’s Day. On St. Patrick’s Day we will be releasing Good Wolf, our newest Saison. This special brew has been split into two with one release being Good Wolf and the other being Bad Wolf, which is a variation of this Saison brewed in Sauvignon Blanc barrels. On Earth Day, we are releasing Eagle Vision, a Belgian Style Golden Ale, brewed with all New York State ingredients. We will also be expecting another barrel aged beer, Ay Up Duck during this spring season. Ay Up Duck, an English Style Barley Wine, will be aged in Jamaican Rum barrels. We look forward to the warmer weather and the light at the end of the tunnel during this pandemic.”

S & S FARM BREWERY NOW OFFERING CROWLERS TO GO – NASSAU, NY – S & S



Shaina Sanford explains, “Our small farm brewery is now able to offer our delicious brews in crowler cans to go. This has been a long time coming for us and we are excited to finally be able to put our beer in cans. Owner/Head Brewer Matt Sanford, has been putting out new, diverse brews over the last few months on a regular basis. Some new beers we have had available in the taproom include: Silo Chute New England IPA, Luna Scottish Ale, and Temptress, a chocolate raspberry stout. Upcoming exciting beers will be just in time for our St. Patrick’s Day Event on Sunday March 14th from 11-3 pm. A Sunday Brunch with Gourmeli’s Taste serving up Irish food/ breakfast and live Celtic band. Brews for St. Paddy’s will include a Breakfast Stout and Dry Irish Red Ale. Indoor/outdoor seating. Check out our website/social media for more details. Other news, Trivia nights are back! Third Saturdays of every month starting at 6:30pm. Reservations necessary. As the weather starts to warm, we look forward to being able to enjoy the farm outdoors once again. We will continue to offer seating in our taproom and brewhouse in addition to picnic tables outside. New food vendors/entertainment will be rotating through over the next couple months. Follow us on social media to see what we have to offer every Friday/Saturday from 5-9pm. Cheers!” Cheers right back atcha!

FORT ORANGE BREWING - LOCALLY CRAFTED BEERS IN ALBANY'S LARGEST TAPROOM- ALBANY, NY –



Co-Founder, Jim Eaton tells TBM, “Our taproom is the perfect place to try some of Albany’s newest craft beers. Try a pint, flight of four, or if you’re feeling adventurous the gauntlet (10 samples) awaits you. We have seating for small or large groups and can accommodate most seating requests. Food: Check out our events page for food trucks. No truck scheduled? Feel free to bring in your own food or ask a bartender for menus to local establishments that deliver. Dogs: We are a dog friendly establishment provided the dog is leashed at all times and is well behaved. Growlers: Grab most of our beers in 32 or 64 ounce growlers. We have Fort Orange growlers for sale or we’ll fill any growler you bring in. Birthdays: Stop in on your birthday for a free gauntlet! Just bring a valid ID and you’ll be on your way to trying each beer we have on tap. Trivia: Every Thursday @ 6:30 pm with Trivia Nights Live. Upcoming Events: Sunday, March 14- March Yoga Class @ 11:30 am with Albany’s Hot Yoga Spot. Saturday, March 20- Cousins Maine Lobster Food Truck 1-8:30 pm. Stop down and check us out!”

CHATHAM BREWING ANNOUNCES SPRING RELEASES – CHATHAM, NY –



Brewery Founder, Tom Crowell tells TBM, “In March we will be bringing back last year’s wildly popular Bracketology IPA which is made with Sultana, Motueka and El Dorado hops. We will also be releasing our Double Overtime DIPA (Sultana, Citra and Motueka). Both of these beers pair perfectly with the upcoming NCAA tournaments. Also soon-to-be released is our CoCo Angel Imperial Porter. It’s rich porter brewed with coconut and chocolate and had nice notes of dark fruit. In April, we will be bringing back the Tasty Spring Lager- Vienna-style lager in 12oz cans. Stay tuned to our social media for the exact release date. Lastly, we’d like Capital Region craft beer lovers to come on down for a visit. Our dining room, heated outdoor patio, great beer, great food, and great service all await you. Looking forward to the warmer weather! Cheers!”



BREWERS ASSOCIATION RELEASES 2021 BEER STYLE GUIDELINES - BOULDER, CO

The Brewers Association (BA)—the not-for-profit trade group dedicated to promoting and protecting America’s small and independent craft brewers—today released its Beer Style Guidelines for 2021. Reviewed and revised annually by the BA, these guidelines serve as a model resource for brewers, beer judges, and competition organizers, and celebrate the great diversity of beer around the world. Since 1979 the Brewers Association has provided annual beer style descriptions as a reference for brewers and beer competition organizers. Much of the early work was based on the assistance and contributions of beer journalist Michael Jackson; more recently these guidelines were greatly expanded, compiled, and edited by Charlie Papazian. The task of creating a realistic set of guidelines is always complex. The beer style guidelines developed by the Brewers Association use sources from the commercial brewing industry, beer analyses, and consultations with beer industry experts and knowledgeable beer enthusiasts as resources for information. Hundreds of revisions, edits, format changes, and additions were made to this year’s guidelines, including updates to existing beer styles and the creation of new categories. New additions to the beer styles include; Kentucky Common Beer, New Zealand-Style Pale Ale and India Pale Ale, Belgian-Style Session Ale. The Belgian-origin ale styles group was significantly revised based on numerous comments from judges and Belgian beer experts. The previous Belgian-Style Pale Ale was renamed as Belgian-Style Speciale Belge. There were no style deletions. “Craft brewers in the U.S. and around the world continue to push the boundaries of beer by reviving long lost styles and by innovating in new beer flavor spaces,” said Chris Swersey, competition manager, Brewers Association. “The 2021 Beer Style Guidelines reflect many exciting trends in brewing with numerous additions and updates for accuracy.” The Brewers Association’s Beer Style Guidelines reflect, as much as possible, historical significance, authenticity, or a high profile in the current commercial beer market. The addition of a style or the modification of an existing one is not undertaken lightly and is the product of research, analysis, consultation, and consideration of market actualities, and may take place over a period of time. Another factor considered is that current commercial examples do not always fit well into the historical record, and instead represent a modern version of the style. “The Brewers Association Beer Style Guidelines are a trusted resource for the brewing industry worldwide,” said Swersey. The 2021 Beer Style Guidelines are available for download at BrewersAssociation.org. Note: New styles will take effect for the 2021 Great American Beer Festival® competition.



21ST AMENDMENT BREWERY AND PINK BOOTS SOCIETY COLLABORATE ON MOON BOOTS IPA - SAN FRANCISCO, CA

Though the craft beer industry’s demographics and workforce are evolving away from beer bellies and beards, there’s still much room for change to reflect the growing diversity of the craft beer consumer. 21st Amendment Brewery advocates for the advancement of exceptionally talented women in partnership with the Pink Boots Society for the limited-edition release of Moon Boots IPA. Coinciding with the nationwide release of Moon Boots IPA in spring 2021, 21st Amendment Brewery is funding three Certified Cicerone Level-Two Course & Exam Scholarships and one “Women In Leadership” Certificate Scholarship at eCornell University exclusively for Pink Boots Members to apply for. Moon Boots IPA was designed and created by an all-woman team at 21st Amendment Brewery. The project was spearheaded by Sarah Swafford (National Sales Manager), who says, “21A has been incredibly supportive of Pink Boots Society for many years and has participated in several Pink Boots beers. Moon Boots IPA was initially a small batch beer that we called Pink Brüts! and was brewed at 21st Amendment’s downtown San Francisco brewpub for International Women’s Day (2019). We developed the recipe and concept using the Pink Boots hop blend. When it was released, it was so well received at the pub, taproom, and participating accounts we knew it would be a great candidate for one of our nationwide limited-edition releases.” Swafford has a long time connection to Pink Boots Society. “When I moved to the Bay Area, I joined my local Pink Boots chapter to connect with other women in the industry. It was such a great opportunity to support and learn from other women who worked in all facets of the industry: brewers, bar owners, bartenders, beer buyers, lab, etc. I found that Pink Boots offered me a great community and friends while enhancing my beer education that’s led to me elevating my career.” “The women team members at 21st Amendment are an essential and vibrant part of our company and culture,” says Shaun O’Sullivan (Co-Founder & Brewmaster, 21st Amendment Brewery). “What’s a better way to celebrate this excellent group than with a beer uniquely designed by them. Releasing Moon Boots IPA on a national level is an opportunity to shine a big bright light on the important work of the Pink Boots Society and highlight the immense talent of the women on our team. At 21st Amendment Brewery, we want to be an agent of change in supporting Pink Boots’ members with four scholarships in 2021.” 21st Amendment Brewery funds three Certified Cicerone Level-Two Course & Exam Scholarships and one “Women In Leadership” Certificate Scholarship with eCornell University exclusively for Pink Boots Members to apply for.



Swafford herself was a recipient of a Pink Boots Society scholarship. The otherworldly packaging artwork for Moon Boots IPA was commissioned by renowned Los Angeles-based animation artist Robin Eisenberg (Instagram). Her portfolio revolves around celebrating sexuality and the diversity of women. The packaging for Moon Boots IPA features the creators envisioned as otherworldly beings. Robin Eisenberg comments, “I’ve always loved celebrating women in my work, and working with 21st Amendment on this was so much fun! I think it’s amazing that Moon Boots IPA is not only recognizing women in brewing, but it’s also helping to create more opportunities for future women in the industry. So happy I could be a part of the project!” Moon Boots IPA is clean, crisp, and brewed with pilsner malts, toasted rice, and strawberries. Hopped with Citra Cryo, Azacca, and Mosaic hops, Moon Boots IPA blasts beer lovers to another planetary dimension with its soft aromatics and refreshing strawberry notes making this a beer for stargazers. Moon Boots IPA will be available in 6-packs in all 32 states where 21st Amendment distributes in spring 2021. For more information and to find some using their beer finder, please visit www.21st-Amendment.com.

LAWSON’S FINEST LIQUIDS UNVEILS 2021 DISTRIBUTION CALENDAR - WAITSFIELD, VT

Craft beer lovers across the Northeast will have unprecedented access to Lawson’s Finest Liquids’ beers in 2021. The Waitsfield, Vermont-based brewery unveiled its year-round distribution calendar on Tuesday, giving thirsty customers advance notice about which beers they can find throughout the year in Lawson’s Finest’s nine-state distribution territory of Connecticut, Massachusetts, Maine, New Hampshire, New Jersey, New York, Pennsylvania, Rhode Island, and Vermont. Lawson’s Finest’s flagship IPA, Sip of Sunshine, will once again be available all year long, and beginning March 1 it will be joined by its juicy, fruit-forward cousin, Little Sip, which was just announced as the brewery’s latest year-round beer. Additionally, Lawson’s Finest will be offering several new varieties of its Super Session IPAseries throughout 2021, along with the brewery’s six specialty releases, which will be distributed across the Northeast on a rolling basis in short, seasonal stints. The first changeover in the Super Session series will come in March when Super Session #5 makes its debut. With Cashmere hops as the star of the show, the brand-new Super Session #5 boasts full malt flavors and an assertive hop character thanks to the copious amounts of Cashmere hops that get added late in the kettle and also in dry hopping. The wildly popular Super Session #8, made with Mosaic hops, will make its return in May before Lawson’s Finest’s August transition to the Centennial-hopped Super Session

#4. The year will conclude with the October debut of Super Session #3, a beer that will showcase Comet hops, another new varietal in the series. Similar to the rotating release schedule of Super Session beers, Lawson’s Finest’s specialty beers will be making appearances across the brewery’s distribution territory at set times during the year. Knockout Blonde, a hoppy blonde ale featuring a flavorful blend of North American malts, will be distributed in April and May, and it will be followed by the release of two refreshing pilsners. Beginning in May, Lawson’s Finest will distribute its Scrag Mountain Pils, which is inspired by the traditional Czech pilsner style. At the same time, the brewery will launch its special Scrag Mountain Pils Salt & Lime, affectionately known as “Scragarita.” In July and August, Hopcelot, an IPA made with eight versions of hops from around the world, will be made available. Rounding out the year will be a September release of Kiwi, a double IPA made with New Zealand-grown hops, and a November release of its juicy, floral triple IPA, Triple Sunshine. Beyond its Super Session releases and specialty beers, Lawson’s Finest is proud to make Sip of Sunshine and Little Sip available in all nine states throughout the year. Sip of Sunshine, the brewery’s beloved flagship beer, is a lupulin-laden IPA that is packed with tropical fruit character, bright floral aromas, and delectable layers of hop flavor. Sip of Sunshine’s emerging cousin, Little Sip, is a balanced, crushable, and thirst-quenching IPA that boasts notes of grapefruit and pineapple.



**Lawson's
Finest Liquids**





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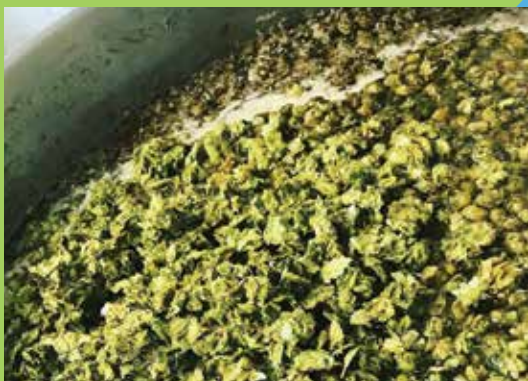


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- BEER
- BLOSSOM
- BUTTERFLY
- CLEANING
- DANDELION
- EASTER
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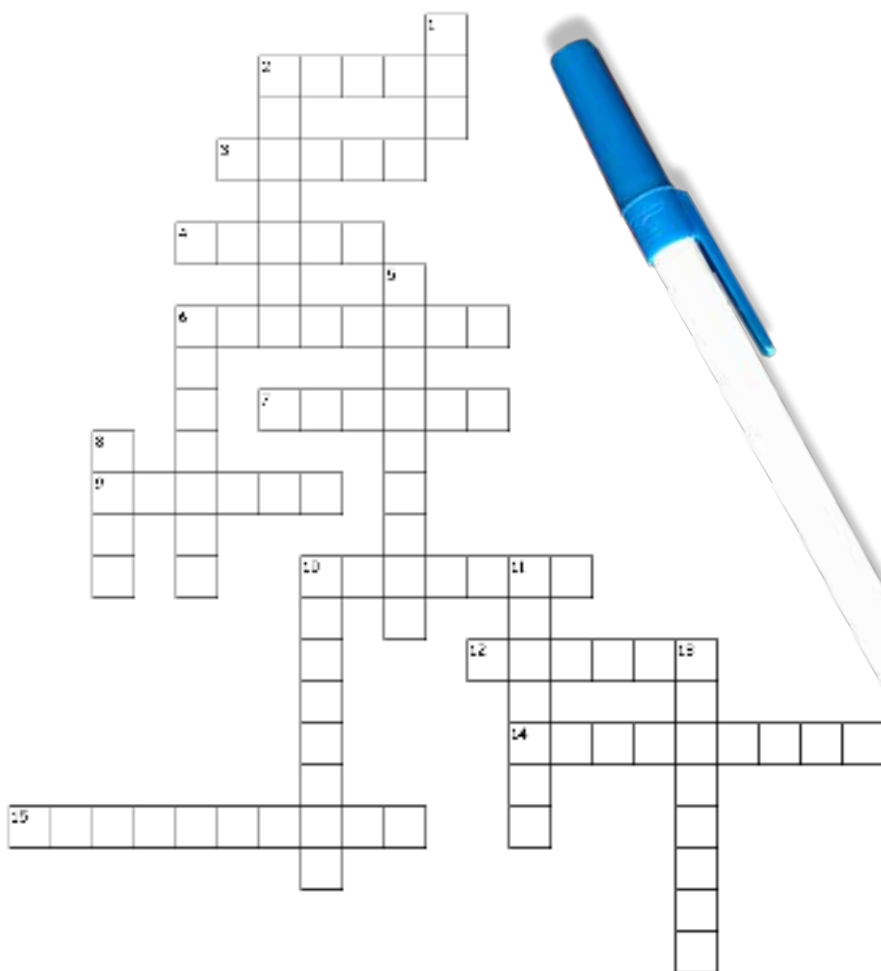
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4. MARCH HOLIDAY COLOR
6. AMERICAN PASTIME
7. _____ OF EDEN
9. SUNDAY HOLIDAY
10. APRIL _____ BRING
MAYFLOWERS
12. _____ BASKET
14. FORMER CATERPILLAR
15. MARCH 17 DAY

DOWN

1. ___ WEDNESDAY
2. SMELL PRETTY
5. NUISANCE FLOWER
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