

MARCH-APRIL 2022

# True Brew

A Craft Beer Lifestyle Magazine

A hand holding a glass of beer with an Argyle Brewing Co. label. The label features a checkered pattern and the text 'Argyle Brewing Co.' and 'Argyle'. The background is a blurred bar setting.

## CRAFT BEER ROADTRIP: **ARGYLE BREWING COMPANY**

7 QUESTIONS WITH  
CHATHAM BREWING'S TOM CROWELL

NATIONAL BEER DAY

TAPPING INTO NA BREWS

HISTORY OF ST. PATRICK'S DAY



**YOU'RE SO DANG LUCKY**  
**WE HAVE ALL THE BEERS, BITES AND BUDDIES**

**84 SPRING STREET, SARATOGA SPRINGS, NEW YORK**  
**HENRYSTREETTAPROOM.COM**



## THE BULL AND BEE: MEADERY & TASTING ROOM

Proudly serving New York produced and sourced products and alcoholic beverages

10+ Meads, we offer tastings, by the glass or the bottle

### HOURS

Tues-Thurs: 3pm-8pm

Fri-Sat: 12pm-9pm

### WEEKLY EVENTS

**TUESDAY** - Board Game Night : 4pm-8pm

**WEDNESDAY** - Industry & Guest Bartender Night : 4pm-8pm

**THURSDAY** - Movie Night : 6pm

**FRIDAY** - Happy Hour \$1-Off Beers & Ciders : 4pm-Close

**SATURDAY** - Bottle Day - Discounts On All Bottle Sales : 12pm-Close

**SUNDAY** - Special Events : Check Social Media

 TheBullAndBee

 @TheBullAndBee

 @TheBullAndBee

140 Hamilton Street, Albany

518.312.1053

[www.TheBullandBee.com](http://www.TheBullandBee.com)

# Capital Region | Safer Bars

## Safer Bars, Safer Community

You deserve a FUN and  
WORRY FREE night out!

You deserve a bar that  
cares about your SAFETY!

The Capital Region Safer Bars Program is a community effort of local bars and restaurants who are dedicated to preventing sexual aggression.

For more information about this program visit:

[www.capitalregionsaferbars.com](http://www.capitalregionsaferbars.com)



Daniel P. McCoy  
Albany County Executive

ALBANY COUNTY  
*Cares* about our community

This publication was supported by funding from Health Research Inc. (HRI) and New York State Department of Health (NYSDOH), Division of Family Health by Cooperative Agreement Number, 5 NUF2CE002460-02, funded by the Centers for Disease Control and Prevention (CDC). Its contents are solely the responsibility of the authors and do not necessarily represent the official views of HRI, NYSDOH, CDC or the Department of Health and Human Services.

# TRIPLE IPA

NORMAL IS WEIRD.

Flying Monkeys  
CRAFT BREWERY

# SPARKLEPUFF



COMING SOON  
TO A GALAXY  
NEAR YOU.

NOW AVAILABLE THROUGH GASKO & MEYER



[f](#) [@](#) [v](#) FOLLOW US @GASKOMEYER

# YOUR PASSION.

Whether you want a basic understanding of brewing and distillation skills or to take the next step in your brewing career, SUNY Schenectady offers programs as unique as you are.

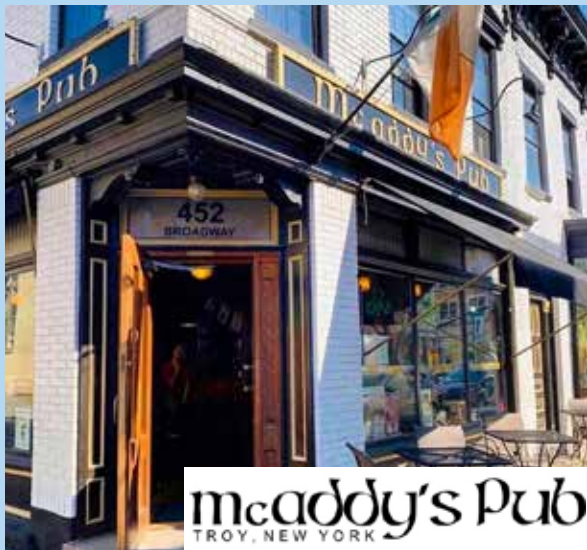
## GAIN HANDS-ON EXPERIENCE

- Associates Degree
- Certificate
- Apprenticeship

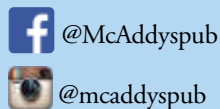


Learn More: [sunysccc.edu/info](https://sunysccc.edu/info)

**SUNY SCHENECTADY**  
COUNTY COMMUNITY COLLEGE  
SCHOOL OF HOTEL, CULINARY ARTS AND TOURISM



Sundays 12pm-8am  
 Monday thru Friday 4pm-12am  
 Saturdays 12pm-12am  
 75% capacity  
 Outdoor seating  
 Comedians Monday night 7pm-9pm  
 Trivia Wednesday 7pm-9pm



**452 BROADWAY  
 TROY**



Open everyday 6pm-12am  
 No trivia or industry night right now  
 75% capacity  
 Outdoor seating



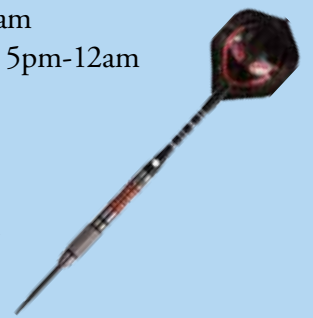
**8 DELAWARE AVE  
 ALBANY**



Sundays 10am-12am  
 Monday-Saturday 5pm-12am  
 75% capacity  
 Outdoor seating  
 Steel tip darts



**12 1/2, DELAWARE AVE  
 ALBANY**



**Published by**

Collar City Craft Media LLC.  
 P.O. Box 432, Troy, NY 12182

Jennifer Peyser, Artist/Designer  
 Erik Budrakey, Content Manager  
 Karen Budrakey, Events Manager  
 Joanne E. McFadden, Contributing Writer  
 Karen Logan, Contributing Writer  
 Cover photo by Morgan McFadden Photography

[www.truebrewmagazine.com](http://www.truebrewmagazine.com)  
[jenn@truebrewmagazine.com](mailto:jenn@truebrewmagazine.com)  
[erik@truebrewmagazine.com](mailto:erik@truebrewmagazine.com)

**TABLE OF CONTENTS :**

Beer of the Month March Irish Extra Stout	9
Beer of the Month April American Wheat Beer	11
Stout Cupcakes with Irish Cream Frosting Recipe	13
Seared Scallops in Beer Butter Sauce Recipe	15
Craft Beer Road Trip: Argyle Brewing Company	16
The History of St. Patrick's Day	22
Breweries in the Capital District	24
Calendar of Events	26
Tapping Into The Rise of Non-Alcoholic Beer	28
National Beer Day	33
Dry Irish Stouts and St. Patrick's Day	36
7 Questions with Chatham Brewing's Tom Crowell	38
Craft Beer Local News and Notes	43
Craft Beer National News and Notes	45
Puzzles	47, 49



# ENJOY THIS SUBSCRIBER BENEFIT



Become a Times Union subscriber and  
receive True Brew's Digital Magazine  
delivered to your inbox six times a year.

**It's just one of the many benefits you'll receive as a Times Union Subscriber.**

Times Union subscribers receive access to custom content, including  
The Food Life – a biweekly collection of food, drink and tips, eCookbooks with free recipes and more.  
Already a Times Union subscriber, visit the Member Center now to access True Brew's digital magazine.

Not a subscriber?  
Join now and receive exclusive access to contests, deals, discounts, events and content!

**True Brew**  
A Craft Beer Lifestyle Magazine

**TIMES UNION**

To become a Times Union Subscriber today, visit [www.timesunion.com/subscribe](http://www.timesunion.com/subscribe) or call 518-454-5454.

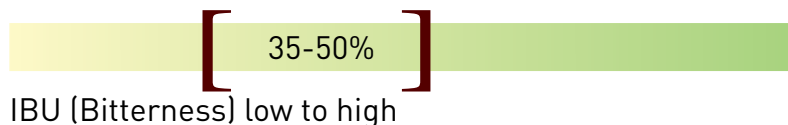
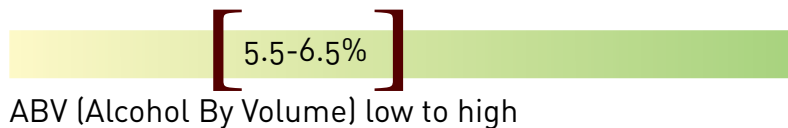


# BEER STYLE OF THE MONTH

## MARCH IRISH EXTRA STOUT



Capture for more beer styles



<i>Origin</i>	1820's - Dublin, Ireland
<i>History</i>	Same roots as Irish stout, but as a stronger product. Guinness Extra Stout (Extra Superior Porter, later Double Stout) was first brewed in 1821, and was primarily a bottled product. Described by Guinness as a "more full-bodied beer with a deeper characteristic roasted bitterness and a rich, mature texture. Of all the types of Guinness available today, this is the closest to the porter originally brewed by Arthur Guinness." Note that in modern times, Guinness Extra Stout has different strengths in different regions; the European version is around 4.2% and fits in the Irish Stout style.
<i>Appearance</i>	Jet black. Opaque. A thick, creamy, tan head is characteristic.
<i>Aroma</i>	Moderate to moderately high coffee-like aroma, often with slight dark chocolate, cocoa, biscuit, vanilla and/or roasted grain secondary notes. Esters medium-low to none. Hop aroma low to none, may be lightly earthy or spicy, but is typically absent. Malt and roast dominate the aroma.
<i>Flavor Profile</i>	Moderate to moderately high dark-roasted grain or malt flavor with a medium to medium-high hop bitterness. The finish can be dry and coffee-like to moderately balanced with up to moderate caramel or malty sweetness. Typically, has roasted coffee-like flavors, but also often has a dark chocolate character in the palate, lasting into the finish. Background mocha, biscuit, or vanilla flavors are often present and add complexity. Medium-low to no fruitiness. Medium to no hop flavor (often earthy or spicy). The level of bitterness is somewhat variable, as is the roasted character and the dryness of the finish; allow for interpretation by brewers.
<i>Bitterness</i>	35-50 IBU's
<i>Commercial Examples</i>	Guinness Extra Stout (US version), O'Hara's Leann Follain, Sheaf Stout.
<i>Recommended Food Pairings</i>	Oysters on the half-shell, Steak, Prime Rib, Rack of Lamb, and Barbecue Ribs, German chocolate cake, chocolate truffles.



IN PARTNERSHIP WITH MIRACLE ON ICE LLC.



# MIRACLE ON ICE™

## ★ GOLDEN ALE ★



1980 in Lake Placid, NY a miracle happened.

Against all odds, a group of young college-aged hockey players beat the four-time defending gold medal Soviet team and went on to win Gold for Team USA. Crack open this refreshing medium-bodied Golden Ale and remember this celebrated moment that brought the nation together.

**I NEED A MIRACLE!**

A PORTION OF THE PROCEEDS SUPPORT CHARITIES THAT CREATE MIRACLES

# BEER STYLE OF THE MONTH

APRIL

## AMERICAN WHEAT BEER



Capture for more beer styles



3-6

SRM (Appearance) pale to dark



4-5.5%

ABV (Alcohol By Volume) low to high

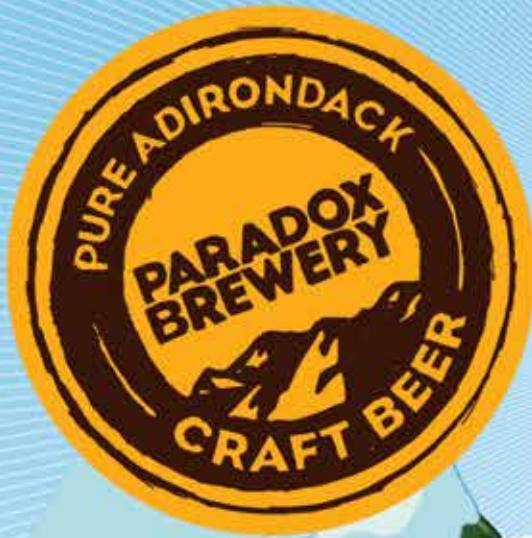


15-30%

IBU (Bitterness) low to high

<i>Origin</i>	1980ish – Portland, OR
<i>History</i>	An American craft beer adaptation of the German Weissbier style using a cleaner yeast and more hops, first widely popularized by Widmer in the mid-1980s.
<i>Appearance</i>	Usually pale yellow to gold. Clarity may range from brilliant to hazy with yeast approximating the German Weissbier style of beer. Big, long-lasting white head.
<i>Aroma</i>	Low to moderate grainy, bready, or doughy wheat character. A light to moderate malty sweetness is acceptable. Esters can be moderate to none, although should reflect relatively neutral yeast strains; banana is inappropriate. Hop aroma may be low to moderate, and can have a citrusy, spicy, floral, or fruity character. No clove phenols.
<i>Flavor Profile</i>	Light to moderately-strong bready, doughy, or grainy wheat flavor, which can linger into the finish. May have a moderate malty sweetness or finish quite dry. Low to moderate hop bitterness, which sometimes lasts into the finish. Balance is usually even but may be slightly bitter. Low to moderate hop flavor (citrusy, spicy, floral, or fruity). Esters can be moderate to none but should not include banana. No clove phenols. May have a slightly crisp finish.
<i>Bitterness</i>	15-30 IBU's
<i>Commercial Examples</i>	Bell's Oberon, Boulevard Unfiltered Wheat Beer, Goose Island 312 Urban Wheat Ale, Widmer Hefeweizen.
<i>Recommended Food Pairings</i>	American wheat is a classic pairing for brunch or lunch fare. Eggs, bacon, sausage... bring it on. Also pairs well with almost all things salad. Seafood is a friend to this beer so shrimp, scallops, and lighter fish such as halibut and sole are all on the menu. With desserts, try light cream and fruit desserts.

HIT US UP @ [WWW.SARATOGAEAGLE.COM](http://WWW.SARATOGAEAGLE.COM) @ f t



BY KAREN LOGAN

Scan for more  
cooking with  
beer recipes



# STOUT CUPCAKES

*with*  
*Irish Cream Frosting*

Makes 48 mini cupcakes    Prep Time: 25 min.    Bake Time 10+ minutes

## INGREDIENTS:

### Cupcakes:

½ cup cocoa powder  
1 cup sugar  
1 cup flour  
¾ cup stout beer (room temperature)  
¼ cup butter (salted preferred)  
½ tsp vanilla extract  
1 tsp baking soda  
½ tsp baking powder (optional)  
1 egg  
¼ cup sour cream  
(\*¼ tsp salt, if using unsalted butter)

### Frosting:

½ cup butter (salted preferred)  
3 cups powdered sugar  
4 tbsp Irish cream

4 tbsp sour cream  
Espresso powder (optional)

## DIRECTIONS:

Preheat oven to 350°F. Grease cupcake pan. In a large bowl, whisk flour, sugar, cocoa, baking powder, & baking soda. Use a mixer for easiest blending for the remaining steps. In another bowl, whisk beer, melted butter, & vanilla. Then add egg & sour cream to the liquid mixture. Blend until smooth. Gradually blend dry ingredients into the wet ingredients until smooth. Fill greased cupcake pans ¾ full. Bake 10-15 minutes. To make the frosting, melt butter in a bowl and slowly blend 1 cup

of powdered sugar into the bowl, add 2 tbsp of Irish cream and 2 tbsp sour cream. Slowly add the remaining sugar, Irish cream and sour cream and beat until smooth. Taste and adjust to your liking by adding a little more of any ingredients. Once cupcakes are cool, remove from pan and frost. Dust a sprinkle of espresso powder to finish.



## Beer Pairing:

Guinness is a  
no-brainer here



# CRAFT ALES & FISH TALES

Belgian-style ale  
brewed with malted  
and unmalted wheat

Exclusive batter  
and breading recipe

Prepared fresh daily,  
flaky and flavorful

**7.99**

Fried Icelandic  
Haddock Dinner

Served with French Fries & Coleslaw  
Where Available

Made  
Safe



Cheers to a pairing that will pique your palate: Witte, a Belgian-style white ale craft-brewed in nearby Cooperstown; and Icelandic Haddock, a sea delicacy hailing from the icy waters of the North Atlantic. Together they make delicious dinner mates. Seasoned with coriander and sweet orange peel, Witte pours smooth and flavorful, with aromas of citrus and clove. Making it a gentle match for the mildly sweet taste and tender texture of our Icelandic Haddock. And bonus, a cold crisp Witte goes beautifully with the crispy fries that are included in our fried haddock dinner!

**Price  
Chopper**

**MAR 31  
BY PRICE  
CHOPPER KET**

Offer good through Saturday, April 14, 2022.

BY KAREN LOGAN

Scan for more  
cooking with  
beer recipes



# SEARED SCALLOPS

## *in Beer Butter Sauce*

Serves 3-4 Prep time 10 mins. (over the course of 1 hour) Cook time 15 mins.



### INGREDIENTS:

1 lb sea scallops  
1 tbsp oil (olive or canola)  
2-3 tbsp butter  
½ cup Belgian Amber Ale (room temperature)  
1 tbsp honey  
1 tsp thyme  
Salt & pepper to taste

### Beer Pairing:

Saison  
OmmeGang's Hennepin

### DIRECTIONS:

Prepare the scallops: Soak scallops in a bowl of cold water for 10-15 minutes, changing water several times. When water is no longer milky, they are ready to "dry out". Place scallops on a plate with paper towels and top with paper towels. Refrigerate for 30-45 minutes. Change the paper towels if they get really wet. These steps help ensure a nice sear on the scallops. Sprinkle salt and pepper on scallops. Heat oil in a pan to medium-high heat. Add scallops and cook for 2-3 minutes on each side. (look for a good sear as a clue to flip). Remove scallops from pan and reduce heat to medium-low in the same pan. Add beer first, then add butter, honey and thyme. Stir and continue to cook for 3-5 minutes until the sauce is thickened a little. Add the scallops back to the pan for 1-2 minutes, coating the scallops with the sauce. When serving, add a little sauce over the scallops.



## THE CRAFT BEER ROAD TRIP:

# Argyle Brewing Company

By Joanne E. McFadden

You can't chat with Argyle Brewing Company's co-founder Christopher Castrio for very long before it will be clear that for him, brewing is as much about people as it about fine, award-winning craft beer. He embraces the whole community that makes operating a successful brewery a reality, from the farmers who grow the grains all the way through the customers who enjoy it and everyone in between.

Castrio "blames" his "beautiful wife Cathi" for his beer brewing passion of three decades, although she'll disavow any role in it. She gifted him with a home brewing kit after he had tasted a friend's home brew, and he has been brewing ever since. "It was just a big metal can and ancient, old yeast," Castrio recalled fondly. "Home brewing was pretty gnarly back in the day, and it was illegal in a lot of states," he said, noting that it was legal to home brew where the couple was living in Pennsylvania. "My first batch went pretty well, and I just got hooked on it."

With the encouragement and tutelage of a small nearby commercial brewer, Castrio moved quickly from extract brewing with syrup and malt powder to grains. "I just kept plugging away at it," he said, noting that he had entertained the idea of opening his own brewery, but never took the leap.

### MY FATHER-IN-LAW WAS QUITE A CHARACTER

After he and Cathi moved their family to upstate New York, Castrio continued brewing. The couple used to meet her parents weekly in Vermont—halfway in between their respective homes, and it was one gathering at the Madison Brewing Company that pushed Castrio closer to opening his own microbrewery.

"My father-in-law was quite a character," Castrio said. "He kind of made a bit of a scene about how much better my maple porter was." Madison's brewer was gracious about the ribbing, and asked Castrio to bring him some the next time he was in town. After tasting it, he invited Castrio to enter the beer in a competition, where Castrio's maple porter took first place. Another competitor, Matt Stewart of Argyle, took second with his maple wheat beer.

Stewart and Castrio were the first two members of the Argyle Suds Society, a home brewing club, and Castrio's home brewing operation



Bob Radner, my Father-in-Law



grew. Not long thereafter, New York passed the farm brewery law, which eliminated much of the red tape associated with obtaining a brewer's license. New York state issued Argyle's co-founders the 21<sup>st</sup> brewer's license in the state. They opened the doors to the Argyle Brewing Company, LLC in Greenwich in 2014, the first brewery in Washington County since Prohibition.

The brewery is located in Greenwich with an additional taproom in Cambridge, rather than the town for which it is named, because the Town of Argyle was dry until November 2019. Castrio also points out that Greenwich used to be a part of Argyle in 1803.

At first, Castrio was concerned about obtaining the required percentage of New York product that was mandated by his brewer's license. "There was no maltster in the state of New York when we started," he said, noting that he wondered if New York farmers could keep up with the growing demand. He needn't have worried. "New York farmers did an amazing job," he said, with no small amount of appreciation in his voice.



Argyle Sus Society Brewing in The Alley 2018

After operating for a short time, Castrio said that it became apparent that the pair needed some help. Fortunately, the husband of one of Cathi's colleagues, Rich Thomas, had been working for the state, specializing in yeast and water. Even though he was not a brewer, Rich's background as a microbiologist made him a perfect choice for the brewing company's third partner. (Stewart has since left the partnership, and Castrio and Thomas remain as partners in the business.) "Rich took us to a whole other level," Castrio said, pointing out that it is Rich's scientific expertise that allows for consistency in the beer. "Rich has made them so solid through science," Castrio said.

Argyle Brewing keeps 10 to 12 of its beers on tap, seeking to provide a balance of styles and flavors. "We like variety, and so do our customers," Castrio said. "Our beers are very distinct and drinkable," he said, citing their sessionability, with most beers having an ABV content of around 5.5 percent.

The beer menu includes IPAs, the German-style "Altbier," an oatmeal stout, a red, the "Cassidify cream ale, Cute Little Blonde, and in the summer, the "Raspblurry" ale, to name just a few of Argyle's offerings.

## **MAKING THE MAPLE PORTER AS THE BREWERY'S FIRST COMMERCIAL OFFERING WAS REALLY RISKY**

Castrio's maple porter, one of Argyle's signature brews and the first that it offered commercially, comes out seasonally at the beginning of spring and sells out quickly. Castrio readily shares his secret for the popular beer, which is "no tap, all sap," meaning that he uses straight sap with no water added to provide the maple flavoring. "It will have a balance of a mapleness and a woodsiness and earthiness," he said, pointing out that the flavor changes as the beer warms up while it is being consumed. "Between the grains and the sap, the flavors really open up."

He admits that making the maple porter as the brewery's first commercial offering was "really risky," given the 100 percent sap requirement, which is dependent on the weather and the trees, which must be tapped during that "sweet spot" just before a tree buds. He explains that the freezing and thawing of the ground pull the sugar out of the roots of the trees for the sap that he uses for the beer. "Maple porter is the reason why I am a professional brewer and why Argyle Brewing Company exists," Castrio said.

Another popular choice is their coffee porter, made in partnership with Honesta Coffee of Saratoga Springs, a woman-owned business that sources its beans from fair trade woman-owned farms in Brazil.

Using quality and locally sourced ingredients whenever possible is another signature aspect of Argyle's success and a way of promoting local business and community in general. For example, raspberries come from a Greenwich farm operated by a retired postmaster and cherries are sourced from Hicks Orchard in Granville.

In addition to making his beer with area ingredients, Castrio uses locally made equipment. His brewing system came from Fronhofer Tool in Cossayuna, and Dan Komarony of DK Machine, Inc. in Fort Edward built his first ever micro bottler for Argyle Brewing and subsequently tests his prototypes for bottlers and canners at the brewery. Castrio uses local artist Sara Kelly of Sara Kelly Graphics for his label art and music posters.

continued on page 19



**17 TAPS**

Featuring true-to-style German, Artisanal, British and American Ales and IPAs

**HOURS:**  
 Wednesday 4 - 8 pm  
 Thursday 4 - 10 pm  
 Friday 4 - 10 pm  
 Saturday Noon - 10 pm  
 Sunday 2 - 8 pm



**NY State**

wines and spirits are also available

Enjoy our huge 144" screen with projector for sports, presentations & entertainment

**Reifenberg**  
Brewing

3021 MAIN STREET  
 VALATIE, NY  
 518-610-8447

**16 Beers & Cider on Tap**



**SAMUEL ADAMS**

**NCAA MARCH MADNESS**

**EXTRA INNINGS**

**MLB.TV**

**Forty\*One**  
SPORTS BAR & GRILLE

**Award Winning Burgers and 2019 Wing Wars Winner**

**41 112<sup>th</sup> Street, Troy Call: 235-4141**

**100% NYS BEER**

**LIVE MUSIC FRIDAY 7PM**



**GREEN WOLF**  
BREWING CO.



**MIDDLEBURGH, NY**

**WINTER HOURS:**  
 Thursday, Friday, & Saturday 4-10 pm

**GREENWOLFALES.COM**

**Green Wolf Brewing Co.**  
 329 Main Street  
 Middleburgh, NY 12122



**Argyle Brewing Co.**

**Argylebrewing.com**

**Facebook:** argylebrewingcompany

**Instagram:** argylebrewing

**Email:** info@argylebrewing.com

**Website:** www.argylebrewing.com

**Argyle Brewing Co., 1 Main Street  
 Greenwich, NY 12834 518-692-2585**

**The Depot Taproom, 6 Broad Street  
 Cambridge, NY 12816 518-677-7337**

**HOURS**  
 Wednesday — Friday 4-8  
 Saturday 11-8  
 Sunday 12-5



Morgan McFadden Photography

## WE HAVE THE GREATEST EMPLOYEES IN THE WORLD

He specially recruits Argyle's employees who are often customers who he thinks would be a good fit for the business. "We have the greatest employees in the world," he said. "They're able to coach customers and guide them."

In addition to working behind the bar, other employees provide specialty services for the brewery. The family of Sarah Davis, who works in the brewery's Cambridge taproom, operates Davis Family Maple in Cambridge that supplies sap for Argyle's maple porter. David Van Pelt serves as Argyle's events coordinator at Cambridge, booking great local musicians to entertain patrons in the cavernous former train depot building. "It's amazing the caliber of musicians that we get in our small establishment," Castrio said. During the COVID-19 lockdown, Argyle offered its musicians the Cambridge space so that they could broadcast performances via Zoom.

Coincidentally, Van Pelt operates Hillview Farm and utilizes Argyle's spent grains to feed his pigs and chickens. Other eco-friendly features of the brewery include solar panels that Castrio installed after he built the Greenwich location and water conservation efforts that use clean, recycled water to wash down equipment. Castrio also worked with the Greenwich Village's Water Department to make sure that the brewery wasn't draining a lot of biomasses, such as yeast, into the sewer system. "We're always looking for ways to lower our carbon footprint," Castrio said.

Argyle Brewing's Cambridge Depot, which has an indoor capacity for 67, is much larger than its small tasting room in Greenwich where the



beer is actually brewed. With evidence of the building's prior life as a transportation hub in its décor, the Cambridge space has a distinctly different atmosphere than the Greenwich location. Each has its own unique personality. Argyle is dog- and kid-friendly. It offers a biergarten outside that operates year-round, with the help of firepit tables and a curling course. In the summer, there is live music and games of cornhole. In addition to serving soft pretzels and quesadillas in the taproom, Castrio brings in food trucks in the warmer months. He also invites customers to bring their own snacks to both taprooms if they like.

## "I'M ABSOLUTELY CONVINCED THAT WE MAKE WORLD CLASS BEERS HERE"

While Argyle's two locations differ in size and vibe, they both are without question places that people come to enjoy each's other company while they sip a carefully brewed craft beer. "We've always wanted to make our brewery feel like the English pub or Irish pub where you come to meet and greet and see your neighbors," Castrio said.

As much as it is demanding to balance staying on top of running a business with maintaining an exciting environment for customers and employees alike, Castrio is clearly up to the challenge. "I'm absolutely convinced that we make world class beers here," he said, mentioning customers from Dusseldorf and Belgium who were "blown away" by the Altbier.

In addition to working with his employees, engaging with customers is one of Castrio's most favorite parts of operating the brewery. "It gives me a real sense of community and family. I can't ask for more than that," he said.

continued on page 21



the local

PUB AND TEAHOUSE

MONDAY- THURSDAY 11:30AM TO 10PM  
 FRIDAY UNTIL 11PM  
 SATURDAY 9:30AM TO 11PM  
 SUNDAY 9:30 TO 10PM

**Voted Best Fish & Chips, Best Burger  
 and Best Beer Selection in Saratoga!**

thelocalpubandteahouse.com

518.587.7256 | 142 grand ave, saratoga springs



MochaLisa's

Caffé

- Follow us on social media for latest hours & updates!
- Gluten free & vegan options served daily
- \$15 mix & match 6-packs to go
- Full Menu

MochaLisa's  
 Where coffee is an art! Caffé



22 Clifton Country Rd., Clifton Park NY | MochaLisa.com | (518) 383-5373



WHITMAN BREWING CO.



BEER & PIZZA  
 MENU

20 LAKE AVE | SARATOGA SPRINGS, NY

WHITMAN\_BREWING



Morgan McFadden Photography

For those who enjoy spirits, Castrio owns the Main Street Distillery with partner Jonathan Mackenzie, right next door to Argyle's Greenwich location. There, they distill wheat and rye whiskey, brandy, gin, single malt, and a ginger rhubarb cordial. On Friday evenings at the Greenwich taproom, customers can sample these spirits. They are available for sale at farmers markets and the brewery for now. As soon as time permits, Castrio will be transforming the adjacent building into a whiskey bar.

### Here are the places you can enjoy an Argyle Beer:

- Burger Den
- Cambridge American Legion
- Cool Insuring Arena
- Ellasser's
- Geppetto's
- Jacko's
- La Posta Bros.
- Lemon Tree Brewery
- Massie's
- Sammy Cohen's
- Saratoga Apple
- Saratoga Natural Foods(Four Seasons)
- Slyboro
- Stewart's Shops - Argyle only
- Sweet Lou's
- The Ruck
- Thruway Bevs II
- Willard Mtn.

Not currently on tap, but in rotation at:  
Byte open soon, closed for Winter

- Lagoon
- Sand Bar



### Check out Argyle Brewing Company at

**1 Main Street in Greenwich**  
518-692-2585

**6 Broad Street in Cambridge**  
518-677-7337

[www.argylebrewing.com](http://www.argylebrewing.com)



# 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 5<sup>th</sup> 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 17<sup>th</sup>? 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 5<sup>th</sup> 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 19<sup>th</sup> 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!*



# 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** Marching 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

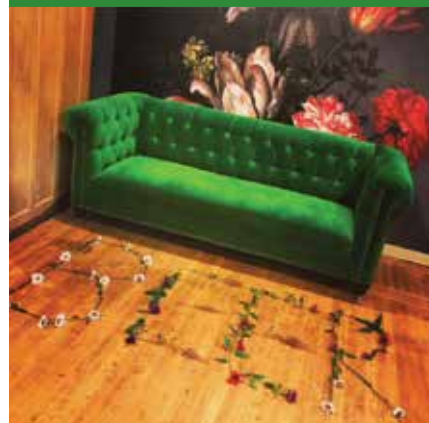
**\$39.70 Each** Spent on Beer

Source: International Business Times, Guinness, National Retail Association



## AN ECLECTIC BOTTLE SHOP & TAPROOM

- Stay and enjoy or mix your own six packs to-go
- Over 100 different types of craft beers
- Six draft lines, including prosecco on tap
- Dumplings & other food pop-ups
- Located in Downtown Troy, across from the Troy Savings Bank Music Hall



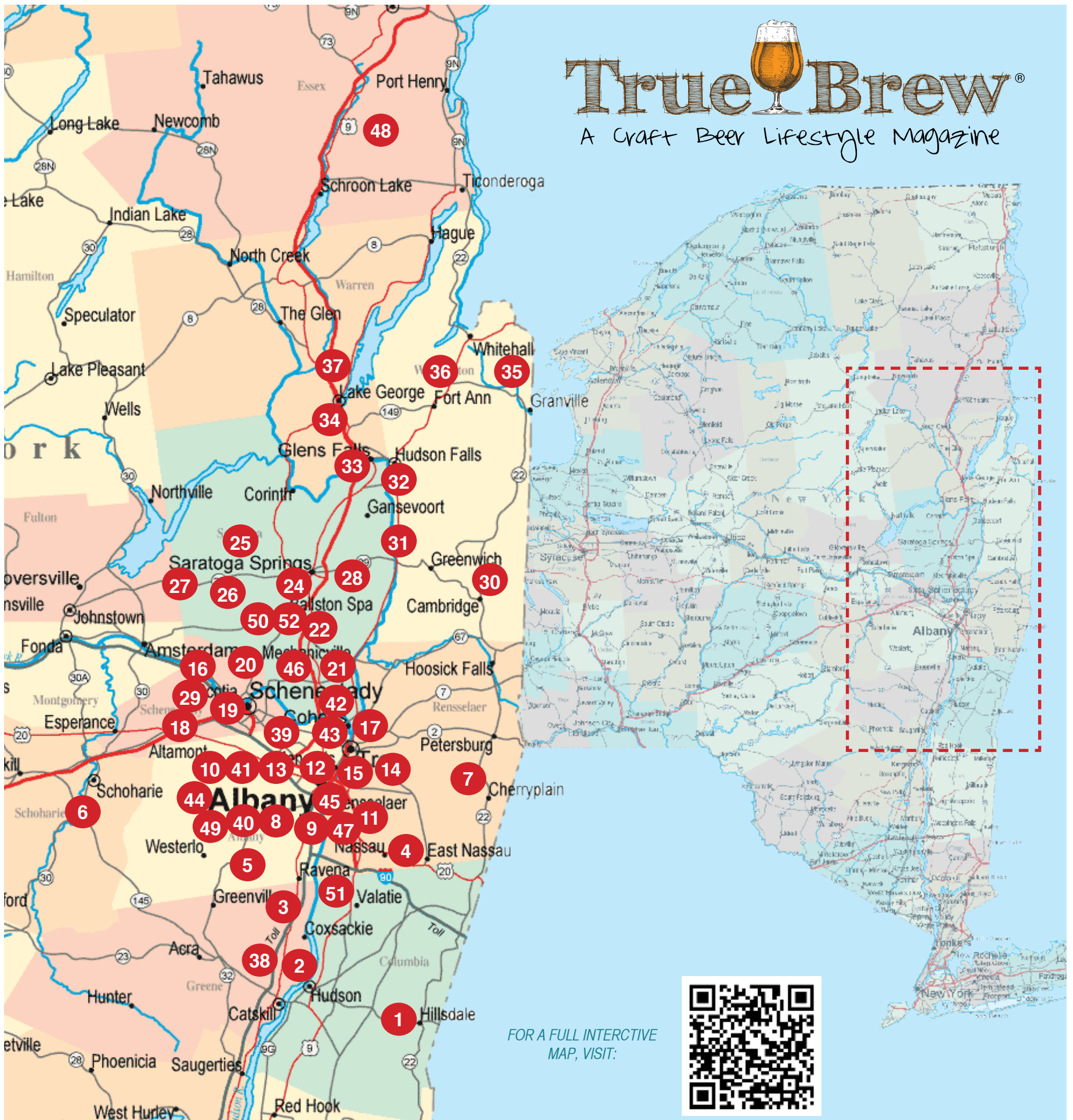
 @Elixir16troy

 @Elixir16Troy

45 Second St. Troy, NY

# True Brew®

A Craft Beer Lifestyle Magazine



FOR A FULL INTERACTIVE  
MAP, VISIT:





# BREWERIES IN THE CAPITAL DISTRICT

## 1. Roe Jan Brewing Co.

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

## 2. Chatham Brewing

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

## 3. Honey Hollow Brewing Company

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

## 4. S&S Farm Brewery

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

## 5. Helderberg Brewery

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

## 6. Green Wolf Brewing Company

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

## 7. The Beer Diviner

243 Bly Hollow Rd Cherry Plain New York 12040

## 8. Lionheart Pub and Brewery

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

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

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

## 10. Indian Ladder Farmstead Brewery & Cidery

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

## 11. Emporium Farm Brewery

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

## 12. Druthers Brewing - Albany

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

## 13. Perfect World Brewing

1276 Broadway (Rear) Albany New York 12204  
Ph: 518-368-7725  
www.perfectworldbrewing.com

## 14. Serious Brewing Co

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

## 15. Rare Form Brewing Company

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

## 16. Back Barn Brewing Company

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

## 17. Table 41 Brewing

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

## 18. Frog Alley Brewing

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

## 19. Mad Jack Brewing at

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

## 20. Druthers Brewing - Schenectady

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

## 21. Singlecut - North

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

## 22. Hank Hudson Brewing

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

## 23. Brown's Brewing Company

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

## 24. Unified Beerworks

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

## 25. Artisanal Brew Works

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

## 26. Druthers Brewing - Saratoga Springs

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

## 27. Walt & Whitman Brewing

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

## 28. Argyle Brewing Company

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

## 29. Wolf Hollow Brewing Company

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

## 30. Bound By Fate Brewing

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

## 31. Highlander Brewing Co.

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

## 32. Slickfin Brewing Company LLC

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

## 33. Common Roots Brewing Company

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

## 34. Davidson Brothers Brewery

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

## 35. Slate Town Brewing

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

## 36. Battle Hill Brewing Company

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

## 37. Adirondack Pub and Brewery

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

## 38. Old Factory Brewing

628 Main St, Cairo, NY 12413

## 39. Perfect World Brewing

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

## 40. Mixed Breed Brewing

457 SR 146 Guilderland Center, NY 12085  
mixedbreedbrewing.com

## 41. The Warbler

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

## 42. Brown's Brewing Company

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

## 43. Bye-i Brewing

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

## 44. Fiden's Brewing

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

## 45. Fort Orange Brewing

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

## 46. Great Flats Brewing

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

## 47. Nine Pin Cider Works

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

## 48. Paradox Brewing

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

## 49. Real McCoy Brewing

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

## 50. Real McCoy Brewing

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

## 51. Reifenberg Brewing

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

## 52. Active Ingredient Brewing

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



# CALENDAR OF EVENTS

Researched and compiled by Karen Logan

## MARCH

**3/3-Frog Alley Brewing** - Music by Joe & Jack Acoustic

**Wolf Hollow Brewing Company** - Krough's Cure 2 for LLS fundraiser

**McGeary's** - Guinness Beer Sampling 5- 7pm  
Ancient Order of Hibernians - Rippler Event: get engraved on a pint of Guinness 5-7pm

**3/4-Wolf Hollow Brewing** - Two for the Road 1 Year Anniversary Birthday Bash 4-8pm

**Frog Alley Brewing** - Comedy Night w/ live music after

**Hudson Brewing** - Music by Michael Louis

**Parting Glass** Rippler Event get engraved picture on your favorite pint of Guinness 6-8pm

**3/5-Adirondack Pub & Brewery** - Barrel Fest 1-4pm

**Frog Alley Brewing** - Comedy Night w/ live music after

**Hudson Brewing** - Annual Pineapple Party Luau w/ music by Gordon St. 7-10pm

**Indian Ladder Farms Brewery** - Old Glory Can Release

**Walt Whitman** - music by Dan Sherwin 6-9pm

**Rare Form Brewing** - Music by Siamese Bikes / High Tea 6pm

**The Beer Diviner** - Music by A Band Called Junior 6pm

**Leprecon Pub Crawl** - Ryan's Wake 12pm, McAddy's 1:30, The Ruck 3pm, Bootleggers 4:30

**3/6-Frog Alley Brewing**-Drag Brunch 10am  
Wolf Hollow Brewing Company - Fundraiser for Riley (thru 3/18)

**3/7-Crossroads Brewing** - Trivia

**3/9-Rare Form Brewing** - Music by Bonsai Bar 6pm

**Harveys Rippler Event** - get picture engraved on a pint of Guinness 6-8pm

**3/10-Frog Alley Brewing**-music by John Valby 7pm

**Indian Ladder Farm Brewery** - Ritz Carlton Brewery 6pm

**Wolf Hollow Brewing Company** -Trivia

**Walt Whitman Brewing** - Trivia 7pm

**Rusty Nail** - Rippler Event: get engraved picture on a pint of Guinness 4-6pm

**Orchard Tavern West** - Rippler Event: get engraved on a pint of Guinness 6pm

**3/11-Brewery Ommegang** - Jeopardy 6:30-9

**Paradox Brewing** - Social Ballet NEIPA Beer Release & Open Mic Night

**Back Barn Brewing** -Food by Buena Comida

**O'Slattery's** -Rippler Event - get a picture engraved in a pint of Guinness 6-8pm

**3/12-Hudson Brewing** - music by Bushwackers 7pm

**Unified Beerworks** - music by The Porch Rockers 4p-7p

**Bootleggers** - Rippler Event: get engraved on a pint of Guinness- 12pm

**Real McCoy** - St. Patrick's Day Lucky You Saoirse Irish Stout, Irish Red 2-10pm

**Slickfin Brewing** - St. Patrick's Day & 3 Year Anniversary 2pm

**Bootleggers** St. Patrick's Day Block Party

**Power's Pub** - St. Patrick's Celebration / Black Abbey 1-10pm

**Katie O'Byrne's** - Kegs & Eggs 8am w/ trivia and Block Party 1pm, music at 6pm

**3/13-Albany St. Patrick's Day Parade**

**3/14-Frog Alley Brewing** - St. Patrick's Day Block Party

**Park Pub** - St. Patrick's Day Irish Food Specials (thru 3/18)



## St. Patrick's Day events

**Katie O'Byrnes**- Rippler Event: get picture engraved on a pint of Guinness

**Dropkick Murphy's** @ Albany Capital Center

**3/15-Swifty's Everett** - Rippler Event: get a picture engraved on a pint of Guinness 4-6pm

**Swifty Delmar** - Rippler Event: get a picture engraved on a pint of Guinness 7-9pm

**Patrick's Pub** - Rippler Event: get engraved on a pint of Guinness 6:30-8:30pm

**3/16-Rare Form Brewing** - Music by Bonsai Bar 6pm

**Powers Pub** - Perfect Pint 5-7pm

**3/17-The Parting Glass** - St. Patrick's Day - Live music all day

**Power's Pub** - Live Irish music all day - reservations avail. 12-9pm

**Unified Beerworks** - St. Patrick's Day music by North & South Dakotas & food by Smokin' the Good Stuff 12-8p (open early!)

**3/18-Hudson Brewing**-70's Psychedelic Disco

**Indian Ladder Farm Brewery** - Paint & Sip 5:30

**Paradox Brewing** - Interior Outpost Society

Pizza Party & Brewery Tour

**S & S Farm Brewery** - Trivia

**Ryan's Wake Rippler Event** - get a picture engraved in your favorite pint of Guinness 5-7pm

**3/19-Back Barn Brewing** - Saint Patty's Day Celebration! food from Wagon Train BBQ & music by Completely Different

**Nine Pin Ciderworks**- Wedding Open House 11am-6pm

**Rare Form Brewing** - Drink Schenectady & music by Ampevene /TV Doctors 6pm

**3/20-Fort Orange Brewing** - Yoga with a pint 11:30am

**3/21-Great Flats Anniversary**

**3/24-Brown's Brewing Troy** - music trivia 7-9

**Nine Pin** - 26er Challenge Launch

**Wolf Hollow Brewing Company** - Trivia

**3/25-Fort Orange Brewing** - Giggles & Bits

Comedy Show 7-10pm \$20

**Rare Form Brewing** - Music by Rhoseway / Big Maybe

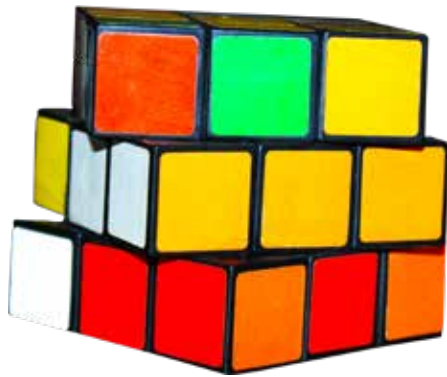
**Back Barn Brewing** - Food by Buena Comida

**Unified Beerworks** - Music by Tim Brill 5:30-

8:30pm

**3/26-Saratoga Chowder Fest**

**Snommegang Beer Festival** 2-6pm



## APRIL

**4/1-Back Barn Brewing** - April Fools - Food by Buena Comida and music by Lucia & Levi

**4/2-Walt Whitman** - Music by Jeff Brisbin

**Unified Beerworks** - Music by Up The River 4-7p

**4/4-Crossroads Brewing** - Trivia

**4/8-Argyle Brewing** Taps & Apps @ Seasoned (Glens Falls) 6-8pm \$65

**Unified Beerworks** - Food truck Two For The Road 3-8p

**4/9-Glens Falls Brewfest** 4-7pm \$50

**4/11-Indian Ladder Farm Brewery** - Farm Market Opens

**4/14-Brown's Brewing Troy**- Music trivia 7-9

**Indian Ladder Farm Brewery** - Ritz Carlton Brewery 6pm

**4/15-Indian Ladder Farm Brewery** - Baby Animal Days begin (daily thru 5/8) and Paint & Sip 5:30

**S & S Farm Brewery** - Trivia

**Unified Beerworks** - food truck Two For The Road 3-8p

**4/16-Unified Beerworks** - Music by Frank Murray 4-7p

**4/21-Frog Alley Brewing** - Music by Monkberry 6pm

**4/22-Night at the Breweusm @ Canfield Casino** 6-9:30p

**4/23-Walt Whitman Brewing** - Music by Jeff Brisbin 6-9p

**Back Barn Brewing** - Music by Yankee Holler Band & food by Mikes Outdoor Eats

**4/30-Unified Beerworks** - Music by The North & South Dakotas 4-7pm

## Weekly Events



### SUNDAYS

**Brewery Ommegang** - Brunch BINGO

**Tipsy Moose** - Tipsy Brunch 10am-2pm

**Indian Ladder Farms** - Brunch

**Common Roots** - Brunch

**Hank Hudson** - live music

**McAddy's** - Brunch & Industry Night

**Big Slide** - Brunch

### MONDAYS

**Saratoga City Tavern** - BINGO 8pm

**Tipsy Moose** - Mac n' Cheese Mondays

**Common Roots** - Trivia 7pm

**Nine Pin** - Date Night

### TUESDAYS

**Saratoga City Tavern** - Trivia 8pm

**Beer Bones** - Trivia 7pm

**Rare Form** - B-sides Vinyl Night 4pm

**Hudson Brewery** - Open Mic (alternating weeks)

**Nine Pin** - Alternating Events

**Nanola** - Trivia

### WEDNESDAYS

**Active Ingredient Brewing** - Trivia

**Mean Max Brew Works** - Trivia

**Great Flats Brewing** - Trivia

**Tipsy Moose** - Wing Night

**City Beer Hall** - Trivia

### THURSDAYS

**Adirondack Pub & Brewery** - Trivia

**Fort Orange** - Trivia

**Bye-I Brewing** - Trivia

**Saratoga City Tavern** - Karaoke

**Bound by Fate** - Trivia

**Warbler Brewing** - Trivia

**Tipsy Moose** - Trivia

**Hank Hudson** - live music

**Power's Pub** - Live music

**Bound by Fate** - Trivia

**Single Cut North** - Trivia

### FRIDAYS

**Kings Tavern** - Karaoke

**Indian Ladder Farms** - Ramen Night

**Bye-I Brewing** - Live music

### SATURDAYS

**City Beer Hall** - Y2K Dance Party 11pm

**Tipsy Moose** - Brunch

**Wolf Hollow** - Beer tours 2:30pm

**Unified Beerworks** - Smokin' the Good Stuff (Food Truck) 12p-8p



# TAPPING INTO THE RISE OF NON-ALCOHOLIC & ALCOHOL-FREE BEERS IN THE U.S.

By Ed Carino

What's with Dry January, Moderation March, Sober October, and various terms bandied about now like Sober Curious, zero-proof, no proof, non-alcoholic, alcohol free, mocktails, & alt-tails? These all relate to the growing Non-Alcoholic or Alcohol Free (NA/AF) movement, which are drinks LESS than 0.5% ABV—a ripe banana will have just as much or even a higher ABV than this. In

the last two years there has been a rise in the number of new NA/AF beer, wine, spirit, & RTDs coming to market, but since this audience is beer related I'll focus the discussion on NA/AF beers.

So, what makes us qualified to talk about NA/AF? We, Proof No More are New York's first and only non-alcoholic specialized beer, wine, spirit distributor. Founded in

May 2021 and based in Brooklyn we service accounts in NYC, Hudson Valley, and Albany area. We also do online sales via [www.ProofNoMore.com](http://www.ProofNoMore.com). All three founders come from the beverage/alcohol space with over 40 years of combined experience and have been watching the NA sector for over six years, waiting for the right timing to start. One partner grew up in Germany,





and who's original plan seven years ago was to establish a NA brewery, but couldn't get the funding—great idea, wrong timing. Another partner has been exporting craft beer for six years, so familiar with the more advanced NA scene in Europe. Both knew that it was just a matter of time before the NA trend made it here.

### **PROBABLY CLOSE TO 800 NA/AF BRANDS WHERE IT'S MORE ADVANCED IN MARKETS LIKE GERMANY**

If you looked for NA options three years ago, it was bleak with O'Douls and Sharps. Buckler, Kaliber, Penn's Best and German imports like Erdinger & Bitburger could also be found. Starting in early 2020 the explosion in the number of NA beers occurred. Our estimates say there are about 80 NA beer brands now and new ones popping up every month. This pales in comparison to what is happening in Europe where there are probably close to 800 NA/AF brands where it's more advanced in

markets like Germany, The Netherlands, Spain, & The UK where it is about 6% or more of the total beer market and even Canada has over 100 brands.

Some of these new American entrants are regular alcoholic (or in NA parlance "leaded") breweries like Atmos, Barrel Brothers, Brooklyn, Bud, Coors, Dogfish Head, Flying Dog, Sam Adams, Untitled Art, & Woodland Farms. Then the handful of NA imports like Heineken, Stella Artois (I hear made in the US though), Suntory, and the much anticipated launch of Guinness 0.0. Now, you have non-alcoholic ONLY brands like Al's, Athletic, Bravus, Ceria, Gruvi, Hairless Dog, RationALE, Two Roots, & Wellbeing and then Canadian brands like Partake & Sober Carpenter. These are just the tip of the iceberg where I see more NA brands springing up and more imported NA entering the US in the coming years. We, **Proof No More** are in discussions with various international brands to hopefully bring to the US by late 2022.

Established breweries like ABInBev, Boulevard, Brewdog, Brooklyn, Deschutes, Dogfish Head, Flying Dog, Mikkeller, Sam Adams are getting into NA as all trends show it is growing. Brooklyn's NA line accounts for more than 10% of its sales which is phenomenal considering they didn't do a NA beer till about three years ago in the US and their NA Special Effects brand is their #5 brand globally. Heineken 0.0 launched in the US in 2019 with a reported \$50 million ad spend. Lagunitas IPNA launched in late 2020 after they had their Hoppy Refresher hop seltzer out the year before. Deschutes did limited runs of their NA Black Butte Porter in 2021 and now doing distribution in 2022. Sierra Nevada is launching a NA hop water in





early 2022, and one would guess that a NA version of their iconic Cascade Hopped Pale Ale is not too far behind. In 2019 No & Low Alcoholic beer represented 8% of ABInBev's portfolio and they stated their NA goal is 25% of their portfolio by 2025 and Heineken has similar NA portfolio goals. This trend will continue where in the next few years most of the major brands will have at least one NA brand in their portfolio.

### **SIMPLISTICALLY, NA IS PART OF THE OVERALL HEALTHY LIFESTYLE & WELLNESS TREND**

You are also seeing more NA beer styles where before you had primarily NA lagers/pilsners or golden ales, but now you are seeing the diversity in styles with amber ales, Berliner Weisse, fruited sours, Gose, IPA/DDH IPA, Hazy IPA, Hefeweizens/wheat beers, Belgian style witbiers, porters, stouts, and red ales. One of the biggest trends in NA styles are the fruited sours like Woodland Farms' RUBY raspberry sour which is one of the highest Untappd rated NA beers at 3.96 along with Untitled Arts' Florida Weisse. Just as you see trends in leaded craft beer like DDH IPA, you see the same with NA like Atmos Brewing's Kora Double Hopped IPA, which has Citra & Mosaic hops added first and then with Azacca.

What is driving NA? Simplistically, NA is part of the overall

healthy lifestyle & wellness trend and in particular Millennials & Gen Z's attitudes towards alcohol are changing where "moderation" is the buzzword. 80% of Americans who buy NA still drink alcohol and one-third of Americans do NOT drink any alcohol. Thus, there is a large untapped NA market which is still fighting against the "out dated perception" of the NA consumer being someone who is keeping sober/in AA, pregnant, the designated driver, has a medical condition, or religious reasons as to why they abstain. These groups are certainly part of the NA consumer, but the reality is the vast majority of NA drinkers are just like you and me and from time to time, just want to take a "pause" from alcohol. NA beers are just healthier for you from a calorie and carbohydrate/sugar standpoint being about one-third to one-fourth the calories of their leaded counterparts. For example, Sober Carpenter's WHITE, Belgian Style witbier is only 55 calories in a 16oz can which is a lot less than even a 12oz cola.

### **THE BIGGEST HURDLE WITH NA IS CHANGING THE MINDSET AND PERCEPTION**

We think the biggest hurdle with NA is changing the mindset and perception of NA even with people in the trade who sometimes view NA as a threat to their business. In talking to some accounts about NA, we have come across comments like, "you do realize we are in the business of selling alcohol?" They view NA as a threat to their business versus the view that NA can be additive to their business and expand their consumer base. For a place, whose patrons are doing Dry January, instead of losing their business, offer quality NA options to retain them. These patrons still want to drink and socialize, but just not with alcohol so offering NA alternatives would only make sense to keep their business even if they partake in Dry January or taking a pause from alcohol.

The growing selection of Non-Alcoholic/Alcohol-Free beers are definitely worth tapping into. My suggestion is to go explore the vast array out there as more than likely you will find something you will like and enjoy whether it's just for Dry January, Sober October, Sober Curious, or when you just want to take an alcohol pause.



# Night At The BREWSEUM

Where History & Spirits Come to Life

VIP HOUR 5PM-6PM

FRIDAY, APRIL 22, 2022 6PM-9:30PM

CANFIELD CASINO

CONGRESS PARK, SARATOGA SPRINGS, NY

This is not your standard brew fest!

TICKETS  
AVAILABLE AT:

Our event features craft beers and ciders from local and regional brewers and a great selection of wines from local shops and wineries.

We also offer outstanding food from local restaurants, all included in the ticket price!

There is a special one-hour VIP craft spirits tasting event featuring a variety of spirits from Capital Region Area distilleries.

The VIP hour is slated from 5pm-6pm only.

For more information and tickets visit:  
[www.SaratogaSpringsLions.com/Browseum](http://www.SaratogaSpringsLions.com/Browseum)



Presented by the Saratoga Springs Lions Club

21 and Over Only • ID is Required



- CRAFT BEER
- 15 DRAFT LINES
- GREAT FOOD
- PRIVATE PARTIES

403 RIVER STREET — TROY  
Monday-Thursday: open at 4 PM  
Friday: open at 3 PM  
Saturday & Sunday: open at 2 PM

[www.RyansWake.com](http://www.RyansWake.com)



tripadvisor



## BACK BARN BREWING CO.

### Our Taproom is Open!

Back Barn Brewing Co.  
7082 Western Turnpike, Delanson NY 12053  
(518) 709-8423  
[www.backbarnbrewing.com](http://www.backbarnbrewing.com)

HOURS

Thursday 4:00-8:00  
Friday 3:00-8:00  
Saturday 1:00- 8:00  
Sunday 2:00-6:00





# NATIONAL BEER DAY - APRIL 7<sup>TH</sup>

National Beer Day is a holiday celebrated in the United States on April 7th. This day was established to not only honor the history of beer but also to celebrate the Cullen–Harrison Act – the act which allowed people to buy, sell and drink beer that had 4% alcohol by volume which was signed by FDR in 1933. The day that the Cullen – Harris Act went into effect, over a million and a half barrels of beer were sold.

## HISTORY OF NATIONAL BEER DAY

In 1919, the Volstead Act became law and by 1920, the entire United States was subject to Prohibition. This meant that beer, wine and grain liquors had all become illegal. While Prohibition wouldn't become repealed until December 5th, 1933, U.S citizens received an early break 8 months earlier when Franklin D. Roosevelt signed the Cullen-Harrison act on April 7th, 1933. After he signed the bill, FDR is reported to have said, "I think this would be a good time for a beer." Many Americans agreed with him as huge groups of people flooded breweries and taverns all over the country. In fact, by the end of that day, over 1.5 million gallons of beer ended up being sold. Americans have been enjoying beer ever since.

However, while it became legal to buy, sell and consume beer in 1933, what isn't clear is why it took 76 years for the day to be marked by a holiday. Yet, that is exactly what happened. It wasn't until 2009 that National Beer Day was dreamed up by Justin Smith and his friend Mike Connolly.

## NATIONAL BEER DAY IN OTHER COUNTRIES

In Iceland, Prohibition lasted from 1915 to 1989. In 1908, Icelandic voters voted to ban all alcoholic beverages – a ban which went into effect on January 1st, 1915. Over the years, several parts of the prohibition had been lifted, all except beer. For instance, after the ban went into effect, Spain refused to buy exported fish unless Iceland bought Spanish wine – which led to the lifting of the ban on wines. In 1935, a national referendum was released in favor of the legalization of spirits. Finally, on March 1st, 1989, the ban on beer was ended.

Beer Day in the United Kingdom is somewhat of a new holiday. It was made official in 2015. June 15th was chosen because that is when the Magna Carta was sealed, and ale is listed in Clause 35 of that historical document.

## NATIONAL BEER DAY TRADITIONS & CUSTOMS

The only thing that is really needed to celebrate National Beer Day in the United States is to enjoy a couple of brews at your one of your local watering holes. Breweries, taverns and pubs across the U.S. participate in this day. Many may have some sort of party or contest around the event. In Iceland, it is common for those participating in this holiday to go on a pub crawl—visiting the many pubs which remain open until 4 in the morning of the next day. In the U.K, it is also customary to visit pubs on this day as well. It is also a practice among some people in the United Kingdom to sing "Cheers to beer," an anthem written by Jane Peyton and dedicated to beer.

Social media has also gotten into the act. On National Beer Day in the U.S., it is common for the hashtag **#NationalBeerDay** to trend on Twitter.

For those people who consider them citizens of the world and have a high tolerance for what has been called liquid bread, celebrating all three holidays may be in order. The Icelandic one can be celebrated on March 1st, the American one on April 7th and the U.K one on June 15th. Sort of an international National Beer Day crawl.





**Ale House**  
Troy, NY

**Craft Beer, Burgers, and Award Winning Wings**

680 River Street Troy NY  
(518) 272-9740



**BACCHUS**  
WOOD FIRED PIZZA

Come try our award-winning Neapolitan-style, wood fired pizza, pasta, rotating selection of craft beer, and fine wines, in a unique venue across from the Troy Savings Bank Music Hall.




33 Second Street, Troy  
Tuesday - Thursday: 5pm - 10pm  
Friday - Saturday: 5pm - 11pm  
Sunday: 5pm - 9pm  
(518) 687-0345  
bacchuswoodfired.com






**ALBANY'S ICONIC CLUB AND MUSIC VENUE**  
Weekly Live Music Events

 facebook.com/Albany.FuzeBox

www.FuzeBoxAlbany.com  
12 Central Ave. Albany

Hours: Wed-Sat 5pm-Close



**POWER'S**  
Inn & Pub  
circa 1786

**YOUR ST. PATRICK'S WEEK HEADQUARTERS**

19 Beers on Tap

Craft Beer Selection

**ALL WEEK MARCH 12-17**

Live Music  
Corned Beef & Cabbage

Shepherd's Pie  
Traditional Irish fare

Guinness Family of beers & Craft Beer

**PowersInnAndPub.com**

130 Meyer Rd, Clifton Park, NY, located on the corner of Rt 9 & Farm to Market Rd.

GENESEE SPECIALTY

# Ruby Red KOLSCH



**BEER** *with*  
**CHARACTER**

PROUDLY BREWED BY

*Genesee Brewing Co.*

**NOW AVAILABLE AT YOUR LOCAL PUB AND RETAIL LOCATIONS**



# DRY IRISH STOUTS & ST. PATRICK'S DAY

**By George De Piro**

One need not expend any brain power remembering the date of St. Patrick's Day; the paper shamrocks adorning bars across America herald the event while Christmas paper still clogs recycling bins. It's a credit to the marketing people at Diageo, the owners of the Guinness brand, that America has a holiday associated with beer.

Despite their success promoting Guinness Draft Stout, the style it represents is not well understood. As of this writing, Wikipedia says that Guinness has no malt in it! Dry Irish stout is one of the world's more interesting types of beer, yet the number of myths surrounding it is perhaps greater than any other. Even aspiring beer geeks often confuse legend with reality.

The first truth that needs to be acknowledged is that Ireland isn't a terribly exciting beer country. Being generous, three beer styles can be attributed to the Emerald Isle. One is "red ale," a rather innocuous, sweetish beer with an amber hue that is more famously associated with the Coors' product "Killian's Irish Red" than any native Irish brew. The second is "foreign (or export) stout." While not terribly popular today, it did serve as a rung on the evolutionary ladder leading to Ireland's best known beer style: dry stout.

Even within this quintessentially Irish style, there are only three brewers of global reputation. In order of historical appearance they are Guinness, Beamish and Murphy's. The dry stouts each brew are very similar in character, yet different enough to justify the loyalty of their fans.

Ireland's lack of stylistic diversity does not diminish the importance of its black, bitter-tart beers that are so well enjoyed around the world. Traditional dry stouts are truly remarkable: they are flavorful, yet low in alcohol. I can think of only one other low-alcohol beer style that asserts itself so boldly, Germany's sour Berliner Weisse.

That last paragraph alludes to the myth of dry Irish stouts' strength. Commonly believed to be stronger than average, these are actually weak beers. Even Guinness. Even in Ireland. If some-



body you know brags loudly about how inebriated they became drinking just a few pints of draft Irish stout on a Dublin visit, you can deflate them a tad by mentioning how they were really proving the placebo effect. Draft Irish stouts are 4.0-4.5% alcohol by volume. For reference, Anheuser-Busch's Budweiser is about 5% ABV.

The relationship between a beer's alcohol content and its body is directly proportional, which brings up the misconception that dry Irish stouts are full-bodied; they are actually fairly light. The nitrogen-induced, dense, long-lasting head may fool those who taste with their eyes, but a careful (or blind) tasting will reveal that Irish stouts are not thick.

The reason for this is simple: beer gets both its body and its alcohol from the malt used to make it. Low alcohol beers are made using less malt. There are a couple of things a brewer can do to increase the mouthfeel of a low alcohol beer, but at best the body will be on the lighter side of medium.

None of the above debunking is meant to disparage dry stouts; on the contrary, the fact that they are light-bodied and low in alcohol is part of what makes them great! They are meant to be true session beers, easy to handle and not too filling. One can

have several in the evening and still have a chance of a productive morning, yet they are full flavored, so taste buds need not suffer for brain's temperance.

The evolution of stout is somewhat obscured by the fogs of time. We do know that Arthur Guinness was a key figure in stout history, not because Guinness is necessarily the best stout in Ireland, but because it was the first of consequence. He leased the brewery at Saint James's Gate in Dublin in 1759. In a deal that may seem strange to modern business minds, he leased the space for 9000 years, with the initial payment being about \$70 per year. While the rent has gone up since, it would be difficult to argue that it was not a brilliant way to start up a brewing empire with limited capital.

He began brewing porters, a style of beer from neighboring England so similar to stout that the distinctions may be illusory. The name "stout" seems to have evolved gradually, first as a term to denote strength: in 1802 there are records of West Indies Porter being produced at St. James's Gate, and by 1821 a beer called Guinness Extra Stout Porter was being brewed.

These two Guinness products were stronger than the Draft Guinness we drink today. They were a style we now call *Foreign Stout*, and are similar to modern bottled Guinness Extra Stout. Like the original India Pale Ales of England, they were brewed as strong beers to withstand the rigors of export.

The beer we know as Draft Guinness was not introduced until 1959. Seeking to emulate cask-conditioning without all the muck-and-muck of actually cask-conditioning beer, Guinness hired a scientist named Michael Ash to solve the problem. He is credited with the idea of dissolving nitrogen into the beer and serving it through restricted faucets. Interestingly, it was first marketed in Great Britain, then two years later in Ireland, and in 1967 it was finally released in the United States.

In 1883, the Saint James's Gate Brewery was the largest in the world. While Guinness is still one of the most widely exported beers in the world, the company is no longer independent. It is part of the Diageo Group, which also markets brands such as Jose Cuervo Tequila, Craggenmore Scotch, and Bailey's Irish Cream.

All dry stouts are made from a relatively simple list of ingredients: water, pale barley malt, roasted barley (or roasted barley malt), hops and an ale yeast. The characteristics of the three Irish dry stouts are similar: they are very dark brown with garnet highlights and have artificially-induced, dense heads. Their aromas are mildly roasty and somewhat tart and they are

light-bodied, with a mild roast flavor and bitter, slightly acidic finish. To my palate, Guinness is the most tart and most bitter, and also the least roasty. Murphy's is somewhat sweeter in the finish, with some interesting, mild cocoa notes in the nose, and Beamish falls somewhere in between.

The astute reader and rabid Irish stout fan may have noted my terminology when describing the heads of Irish stouts in the last paragraph. The fact is, they are produced artificially, using nitrogen and restricted faucets. While a fascinating technology, some brewing purists eschew nitro-beer for two reasons:

The first is somewhat arbitrary: it just isn't natural. Yeast produce carbon dioxide during fermentation, not nitrogen. The second has more solid reasoning: the aroma of a beer that is poured so violently is largely dissipated at the tap, and the consumer misses the subtle notes that so many beer geeks revel in. The lack of carbon dioxide bubbles in the beer also softens its flavor in a way that some feel is detrimental. There is no doubt that the nitro pour has great visual appeal, and therefore will be around for a long time.

Several breweries outside of Ireland produce dry stouts. These are often a bit stronger than the style benchmarks. Many American brewpubs feature a dry stout at this time of year. Freshness is important for nearly all beer styles, but particularly for weaker beers like dry stout. Staropramen, the famous Pilsner brewery in the Czech Republic, makes a dry stout. It is called Kelt, and is not yet available in the United States. It tastes a bit more roasty and malty than Guinness, but it is a tad strong for the style at 4.8% ABV.

Many homebrewers also try their hand at the style, sometimes overdoing the roast flavor, but sometimes coming up with a really nice interpretation. One thing that all of these non-Irish dry stouts have in common is a lack of nitrogen. This really makes them taste quite different from the style benchmarks. They are a bit more assertive, but my taste buds never complain when confronted with flavor.





[www.chathambrewing.com](http://www.chathambrewing.com)

# 7 QUESTIONS WITH CHATHAM BREWING'S TOM CROWELL

By True Brew

Tom Crowell, a founding partner at Chatham Brewing, entered into the world of craft brewing in the late 1980's as a homebrewer and he's been immersed in it ever since. In the early 1990's he joined a startup brewery on the waterfront in Brooklyn under the tutelage of one of the west's brewing pioneers. Upon moving to the Hudson Valley in 1999, Tom co-founded the first farm distillery in NYS before shifting his focus to craft beer. Having opened in 2007, Chatham Brewing is now a must-visit destination on Main Street. We wanted to learn more about the man behind the beer. So, we shot down to Chatham Brewing's taproom to enjoy some great beer, delicious food, and ask Tom...

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

**TOM:** My first exposure to craft brewing was in college in Vermont. Greg Noonan had just opened the Vermont Pub and Brewing. He made a smoked porter that was unlike anything I had tried prior.

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

**TOM:** The Allman Brothers Band / Eat a Peach; Grateful Dead/ Working Man's Dead and Greensky Bluegrass/ All for the Money

**TBM:** Outside of running the brewery what other hobbies/interests do you enjoy?

**TOM:** I spend as much time as possible on the water- either sailing competitively or fly fishing.

**TBM:** What non-Chatham beers can be found in your home fridge on the regular?

**TOM:** I'm a big fan of Foam Brewers. I also usually have an assortment of random beers that people give me from their travels to try.

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

**TOM:** Edward Abbey because we could use a little monkey wrenching every now and then. Julia Childs- I remember watching her when I was a kid and home sick. If she was half as entertaining and skilled at cooking as portrayed, I'll be in good shape. Benjamin Franklin- apparently, he was a lover of beer and I'd like to hear one of the founding father's take on where we are now as a country.

**TBM:** What's one thing about you that people would be surprised to know Chatham Brewing

**TOM:** We are 100% self-distributed.

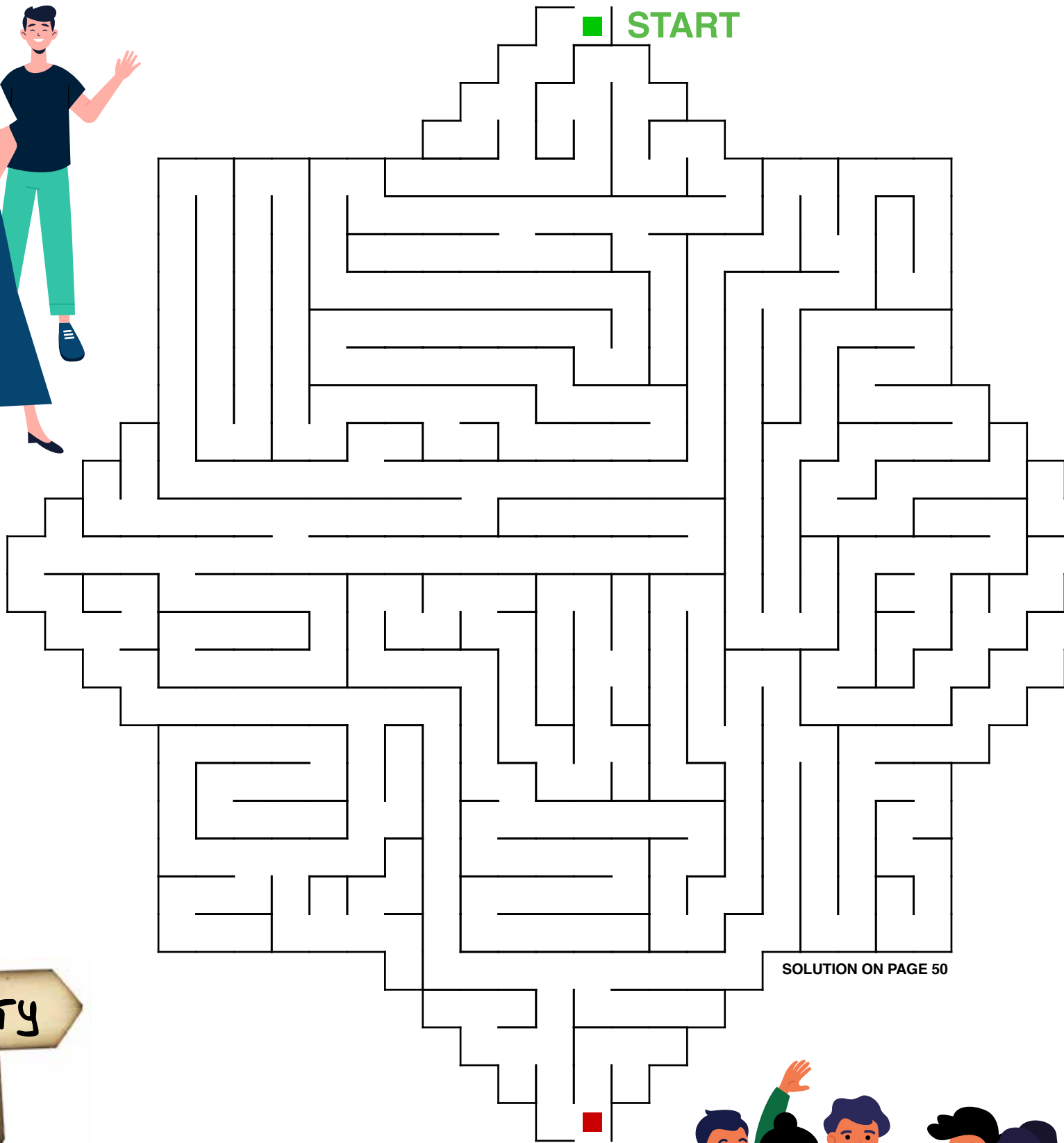
**TBM:** If you had one message that you'd like to get across Capital Region Craft Beer Enthusiasts, what would that message be?

**TOM:** Drink more NYS beers! We have fantastic beers being brewed in the region, but consumption of NYS beers by New Yorkers lags other big beer states.





■ START



SOLUTION ON PAGE 50



**HELP YOUR FRIENDS  
GET TO THE PARTY!**





# YOUR CRAFT BEER DESTINATION

- Extensive selection of craft beer
- Growler station specializes in one-offs and local craft brewery selections
- 100 years serving Washington, Warren and Saratoga Counties
- First Responders and Military Discount  
Valid ID must be provided and exclusions apply



## FOUR LOCATIONS

266 Quaker Road  
Queensbury, NY

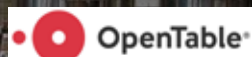
624 Maple Avenue  
Saratoga Springs, NY

16 West Avenue  
Saratoga Springs, NY

2421 Route 9  
Malta, NY 12020



BOOK YOUR RESERVATION WITH US ON OPEN TABLE AND PLAN YOUR NEXT PARTY EVENT WITH ALBANY PUMP UP TO 125 PEOPLE WITH SEPARATE BAR FOR ANY OCCASION!



WITH UP TO 11 IN-HOUSE BREWS TO CHOOSE FROM, C.H. EVANS IS SURE TO HAVE SOMETHING FOR EVERY BEER LOVER.

19 Quackenbush Sq. | [EvansAle.com](http://EvansAle.com) | 518-447-9000



DAVIDSON  
BROTHERS  
BREW PUB  
*• Since 1996 •*



Serving lunch & dinner Thursday-Sunday from Noon

184 Glen Street - Rt. 9, Glens Falls | 518-743-9026 | [davidsonbrothers.com](http://davidsonbrothers.com)



# IT'S MONKEY TIME

**SOUR MONKEY** **GOLDEN MONKEY** **BERRY MONKEY**

BERRY MONKEY, THE NEWEST ADDITION TO THE VICTORY MONKEY FRANCHISE! PERFECTLY FRUITED SOUR TRIPEL ALE LOADED WITH RASPBERRIES AND OTHER NATURAL FLAVORS THAT ADD JUST THE RIGHT BALANCE OF SWEETNESS AND TANG WITH A SMOOTH FINISH. IT'S UNDENIABLY BERRY GOOD.



NOW AVAILABLE THROUGH GASKO & MEYER



[f](#) [@](#) [t](#) FOLLOW US @GASKOMEYER



**UPSTATE NY CHAPTER OF PINK BOOTS SOCIETY TO RELEASE COLAB – UPSTATE, NY** - Think Pink Drink Pink Pale Ale will be released at participating breweries March 10! The Upstate NY Chapter of Pink Boots Society is proud to share our very first collaboration beer to support and educate female/female identifying members of the fermented alcohol industry. Fermented with Omega Yeast's Cosmic Punch, this all NYS Pale Ale features Excelsior, Cascade, and Michigan Copper hops from NY Hop Guild, and beautiful NY grains from Country Malt and NY Craft Malt. Crushable, tropical, and delightful... enjoy and THINK PINK DRINK PINK! Find it at Common Roots Brewing Company, Unified Beerworks, Frog Alley Brewing Company, Bound by Fate Brewing, Indian Ladder Farms Cidery & Brewery, Plan Bee Farm Brewery, Delaware Supply, Hudson Valley Malt, Bolton Landing Brewing Company, Slate Town Brewing Company, Walt & Whitman Brewing Company, Freight Yard Brewing, and Black Snake Brewing Company.

## BOUND BY FATE INTRODUCES FOOD WITH HAAN LAO AT BOUND BY FATE BREWING - SCHUYLERVILLE, NY



Bound by Fate Brewing tells TBM, "We're excited to announce that our kitchen is now open, ready to introduce the flavors and dishes of Laos to you! Bring your family, meet your neighbors, pull up a chair, and

explore our new menu. Haan Lao, which means 'Lao Kitchen/Table,' is a partnership with Chef Bobby Pradachith, our Opening Chef and Chef/Co-Owner/Consultant of Padaek, Thip Khao, and Hanumanh, as well as our Head Chef, Tim Wooster. We're excited for the creativity, flavors, and quality coming out of their kitchen and can't wait to share a meal with you. Check out our menu and hours online at [boundbyfatebrewing.com](http://boundbyfatebrewing.com). We celebrated our 2nd anniversary in February with the release of a couple of new beers: Cloud Atlas, a Hazy Pale Ale, and McDermott's Irish Red Ale, a nod to our family's matriarchal lineage. And perennial favorite Piña Piñata will be returning to our taps as well. March 10 the Upstate NY Chapter of Pink Boots Society's Think Pink Drink Pink will be available! Follow us on social media and subscribe to our newsletter for updates on all our events, beer releases and more. Cheers!"

## GUINNESS TO HOST PRE-ST. PATRICK'S DAY WARM UP EVENTS - CAPITAL REGION, NY



Guinness has announced a series of pre-St. Patrick's Day events around the Capital Region to get consumers warmed up and excited about the upcoming holiday. The events range from tasting events, Perfect Pint nights, and "Rippler Events," where customers can have a picture engraved into their favorite pint of Guinness. The event schedule is listed here:

**McGearys - March 3rd - 5-7pm - Sampling**  
**Ancient Order of Hibernians - March 3rd - 5-7pm - Rippler Event**  
**Parting Glass - March 4th - 6-8pm - Rippler Event**  
**Harveys - March 9th - 6-8pm - Rippler Event**  
**Rusty Nail - March 10th - 4-6pm - Rippler Event**  
**Orchard Tavern West - March 10th - 6pm - Sampling Event**  
**Slattery's - March 11th - 6-8pm Rippler Event**  
**Bootleggers - March 12th - Noon - Sampling**  
**Katie O'Byrne's - March 14th Rippler Event**  
**Patrick's Pub - March 15th - 6:30-8:30 Sampling**  
**Swiftly's Everett Rd - March 15th - 4-6pm - Rippler Event**  
**Swiftly's Delmar - March 15th - 7-9pm - Rippler Event**  
**Powers Pub - March 16th - 5-7pm - Perfect Pint**  
**Ryan's Wake - March 18th - 5-7pm - Rippler Events**

## ADIRONDACK BREWING PREPARES FOR UPCOMING BARREL FEST/NEW RELEASES – LAKE GEORGE, NY



Our friends at Adirondack Pub & Brewing tell TBM, "Despite it being our coldest year yet for Funky Ice Fest we still had a great turn out and overall, a highly successful year. People braved the cold to break out their funky dance moves and enjoy exclusive cocktails at the ice bar. Winter carnival has begun in Lake George bringing in lots of people to the village. The Ice Castles attraction has been super popular as well, and is located directly across the street from our Brew Pub. We also have our food truck over at the Ice Castles selling hot cocoa and snacks. Excitement is growing for our next big event, Barrel Fest. This is our premier outdoor beer festival featuring exclusive barrel-aged beverages from Adirondack Brewery and a dozen or so other guest breweries. In addition to sampling some super exclusive beers there will be a massive bonfire, music and dancing, snack food, and much more. This event takes place Saturday, March 5th from 1-4pm at 1 Canada Street, Lake George. This is a 21+ ticketed event, and tickets can be purchased online at [barrelfestlj.com](http://barrelfestlj.com). Check out our website [adkbrewery.com](http://adkbrewery.com) for current tap lists, new releases, and other news and events. Recent releases: Adirondack Sparkling Cider - Lemon Ginger: 5.8% ABV Our newest series of ciders delivers a highly carbonated bodied that has a great fizzy mouthfeel. This batch is our Lemon Ginger flavor which we use real ginger root and fresh lemon juice. This gives the cider a super fresh, crisp taste that balances perfectly with the apple. Olde Winter Ale: 7.1% ABV Making

its long awaited return is a cold weather staple for us. Bursting with malty caramel flavors this ale is sure to warm you up during the winter months. Fat Scotsman: 8.3% ABV A big, rich and malty Scotch ale that features a robust flavor and a smooth mouthfeel. Generous amounts of caramel malt and kettle caramelization contribute to the rich flavor, which is balanced by just the right amount of hops. Peanut Butter Porter: 6.5% ABV Peanut Butter enthusiasts, this one's for you. If you crave Reese's Peanut Butter Cups, Peanut M&M's, or just straight up sticking a spoon into a jar of peanut butter and getting downright wild, this is your beer. Our ultimate dessert beer is brewed with lactose, peanut butter, and cacao nibs, finishing with a creamy, decadent mouthfeel."

## BROOKLYN BREWERY LAUNCHES BROOKLYN PULP ART HAZY DOUBLE IPA



Following up on the success of their first widely distributed hazy IPA in 2021, Brooklyn Brewery is expanding their portfolio with the addition of the Brooklyn Pulp Art Hazy Double IPA [8% ABV], a powerful spin on the original Pulp Art Hazy IPA. It is a supersaturated version of the original

modern masterpiece, strikingly familiar, yet with a new take on the tropical notes and soft finish. And just as the Pop Art movement created big, bold art for everyone to enjoy, Brooklyn's Pulp Art Hazy Double IPA is truly a double hazy IPA for the people. "The Double Pulp Art brings more of what we all loved about our original Pulp Art, bigger bolder flavors, juicier aromas, a rounder palate and bracing bitterness to balance it all out," describes Brewmaster Garrett Oliver. "It's flavors range towards the tropicality of pineapple and stone fruit flavors, especially peach and apricot. The combination of the hops with our special yeast strain produces rich aromatics and depth." Brooklyn Pulp Art Hazy Double IPA has a profile that is hazy, soft and powerful, with notes of fresh pineapple, vivid passion fruit, and featuring Citra, Sultana and Sabro hops – perfectly paired with everything from tacos al pastor, rich fruit preserves, salty feta cheeses, miso glazed salmon, and habanero salsa. When discussing the inspiration for Double Pulp Art, Miles Moser, VP of Sales at Brooklyn Brewery explains, "with Pulp Art Hazy IPA being so successful, we asked ourselves, 'how can we bring something new and different to this category, but still land in the same general category that has resounded with our customers?' The brewing team answered with an incredible Hazy Double IPA that has a new and different take on a tropical flavor-profile and a higher ABV. It was a no-brainer to bring this to our fans and rollout this brand extension." Brooklyn Brewery again collaborated with the creative minds at Thirst, a UK based design agency. Brooklyn Pulp Art Hazy Double IPA still features the bold Pop Art-influenced style that Pulp Art is known for, but with a brand new color palette with shades of green and purple alongside the vivid red and blue tones, creating an impressive, iconic look. DISTRIBUTION: Brooklyn Pulp Art Hazy Double IPA will be sold in a 6pk of 12 oz cans, large format 19.2 oz can, and via draft, available nationally in all places where Brooklyn Brewery beers are sold. PARTNERSHIPS & ACTIVATIONS: In

honor of Brooklyn Pulp Art Hazy Double IPA's release, Brooklyn Brewery is launching a couple of initiatives inspired by the beer's delicious blur between beer and art:

- Sweepstakes Opportunity: Consumers can enter to win a Beer? Art? Both! Weekend Trip to NYC. And because it's a Double IPA launch, there will be double the grand prize winners. Anyone can enter starting March 1st, at <https://brooklynbrewery.com/pulpartdoublesweeps>, for a chance to take part in a whirlwind beer and art weekend in NYC which will include tickets for 2 to/from NYC, hotel stay, tickets to museums of your choice, a beer-paired dinner for 2, and a private guided tour of the brewery.
- Artist Collaboration: Brooklyn Brewery has partnered with Not Work Related, the Brooklyn-based company of architect turned ceramicist Sarah Husaini to create a custom collection of ceramic pint glasses inspired by the Pulp Art can design, which will be available for purchase in early March. For updates and more information on Brooklyn Pulp Art Double Hazy IPA, please visit: <https://brooklynbrewery.com/brooklyn-beers/year-round/pulp-art-hazy-double-ipa/>

## SARATOGA SPRINGS LIONS CLUB TO HOST NIGHT AT THE BREWSEUM – SARATOGA SPRINGS, NY



Saratoga Springs Lions club will be hosting its 9th annual "Night at the Brewseum" event on Friday April 22nd! The event will be held at the historic Canfield Casino in Saratoga Springs, NY and will run from 6 to 9:30pm. Featuring craft beers, ciders and wines from regional artisans and food from 6 area restaurants, the Brewseum is a popular event that is highly anticipated by our faithful supporters every Spring! The VIP hour runs from 5 to 6pm and includes all of the above offerings in addition to spirits from regional distilleries! Founded in 1925, the Saratoga Springs Lions are part of an International Association focused on improving the community! Our members serve the needs of the Sight and Hearing impaired, offer programs for Diabetes education and awareness, support our local food pantries, provide assistance for childhood cancer patients and their families, engage in environmental projects and support youth programs! One hundred percent of the net proceeds of the Brewseum are dedicated toward our service programs! For more information and to secure your ticket to the event please visit our website at: <https://www.saratogaspringslions.com/brewseum/> - Saratoga Springs Lions club.

# INTRODUCING **LOVERBOY**

# Loverboy



Loverboy



**Loverboy** is a...

## **Better-For-You Option**

0g sugar, 90 calorie, gluten-free, keto

## **Sparkling Hard Tea**

for health + flavor conscious consumers

## **Premium Alternative**

to hard seltzers (i.e. trade-up)

## FIRESTONE WALKER INTRODUCES HOPNOSIS IPA - PASO ROBLES, CA -



Firestone Walker recently introduced Hopnosis IPA—the culmination of the brewery's 15-year quest to master the West Coast IPA style. Brewed with Mosaic Cryo Hops®, Hopnosis is a seamless, aromatic and explosively tropical IPA. "Hopnosis represents everything we've learned about hopping techniques over the years, all rolled into one beer," said Brewmaster Matt Brynildson. "This is our ultimate new-school expression of the West Coast IPA. Hopnosis is now rolling out to all Firestone Walker markets in 6-pack and 12-pack (12-ounce) cans; 19.2-ounce cans; and on draft. Cryo Hops® Magic -The Firestone Walker brewing team has developed an arsenal of favorite new-age hops for IPA—all of which are featured in Hopnosis. These include hops from New Zealand and the Pacific Northwest, with a focus on Mosaic Cryo Hops® as well as Idaho 7 and Nelson. Cryo Hops® are made by collecting the concentrated lupulin from whole-leaf hops, which contains the pure resins for bitterness and aromatic oils. "Mosaic Cryo Hops® are the centerpiece of Hopnosis," Brynildson said. "They provide intense hop aroma and flavor with incredible integration, enabling us to make a hop-forward beer that is low in bitterness, super smooth, and delicious. Hopnosis is extravagantly double dry hopped, with nearly five pounds of hops used for every barrel brewed. The resulting beer is loaded with hop-derived flavors of mango, passionfruit, white grape and lychee. The ABV of Hopnosis is 6.7 percent, providing an excellent balance of flavor and texture. West Coast Wonder - The origins of Hopnosis date back to Firestone Walker's original West Coast IPA—Union Jack, which was introduced in 2007. Hopnosis also reflects concepts learned while developing the Luponic Distortion revolving IPA series and the Mind Haze family of IPAs. Finally, it draws inspiration from numerous brewing collaborations here and abroad. These experiences have yielded a variety of hop integration techniques that Brynildson and his team brought to bear in creating Hopnosis. "This is where the West Coast style is headed," Brynildson said. "Aromatic hops and new hopping techniques are driving the future. On top of that, Cryo Hops® are opening up fresh possibilities. Now you can get all of the 'oomph' of hop saturation that you want from a West Coast IPA, but with less of that classic bitterness, more of these new-age hop flavors, and a whole new level of balance and drinkability."

## ROGUE ADDS GUMBEROO WEST COAST IPA AS THE NEWEST MONSTER OF IPA - NEWPORT, OR -



In 2019 beer lovers met and fell in love with the hazy and mysterious Batsquatch. In 2021 the big and bold Colossal Claude joined the fun. And in 2022, Rogue Ales & Spirits is thrilled to introduce fans to the piney and protective Gumberoo, the newest monster to join the Monsters of IPA crew. Gumberoo West Coast IPA, Rogue's newest year-round offering, has a subtle hop aroma with piney hop flavors up front that give way to a light tropical fruit body. The finish is a nice blend of malts, fruit and pine with a lingering bitterness. "The story of the Gumberoo is a fascinating one that we can all learn from," says Hagen Moore, VP of Marketing and Creative. "As the story goes, three loggers were camped in the woods drinking beers and entertaining the idea of illegally harvesting old growth sequoias for extra cash when the ground suddenly shook with a heavy footstep. Bigger than a bear with wild eyes and jagged teeth, the Gumberoo rose from behind a stump with a mighty roar. As the loggers scrambled to escape, beer spilled onto the fire causing smoke to fill the air. Some say the forest only wanted to send them a warning that night as this stroke of smokey fortune helped hold off the Gumberoo while the loggers got away. So, remember to respect our forests, put out your fires and always bring cold beer camping." This West Coast style IPA clocks in with ABV: 6.8% and IBU: 66. Packaging: 6-pack 12 oz can, draft. Availability: Year-round.

## LAWSON'S FINEST LIQUIDS LAUNCHES SUPER SESSION #3 WITH COMET HOPS



Lawson's Finest Liquids is debuting a new addition to their lineup of specialty beers – Super Session #3 with Comet hops. The single-hopped IPA is part of Lawson's Finest Liquids longstanding Super Session series featuring a wide array of unique flavors. Super Session #3 will be available throughout spring in the brewery's nine-state distribution area (VT, CT, MA, ME, NH, NJ, NY, PA, RI). Super Session #3, Comet features zesty Comet hops with hints of grapefruit and tangerine backed by unique grassy, herbal elements. The beer has a 4.8% ABV for a light, refreshing and approachable beer to kick off the spring season. "Our Super Session IPA series is delightfully flavorful and quaffable. The series features a wide variety of flavors and Super Session #3 brings a unique wild American hop character to the party," said Sean Lawson, CEO and Founding Brewer of Lawson's Finest Liquids. "Super Session #3 has a flavorful citrus taste that finishes with a soft mouthfeel and notes of lemongrass, black currant, apricot and pineapple." Super Session

#3 is now available in 4-packs (16 oz. cans) and 12-packs (12 oz. cans). Lawson's Finest fans across the Northeast can find their favorite craft beer retailer. This brew will be available until late spring. Looking ahead to the rest of the year, several specialty sips including Double Sunshine with Ruby Red Grapefruit, Scrag Mountain Pils with Salt and Lime, Hopcelot, Big Hoppy and an annual Barrel-Aged Winter Lager will make a return throughout the rest of 2022.

## FOUNDERS BREWING CO. ANNOUNCES NEW KBS FLAVOR WITH RELEASE OF KBS HAZELNUT - GRAND RAPIDS, MI -



Founders Brewing Co. has announced the latest KBS flavor and barrel-aged beer, KBS Hazelnut. The perfectly balanced and decadent drinking experience of KBS meets the classic taste of hazelnut. Taking this bourbon barrel-aged stout to a new level, KBS Hazelnut allows the existing premium coffee and chocolate notes to soar to new heights when accented by the nutty sweetness of hazelnut. "Hazelnut makes for a great infusion into coffee so we decided to bring those flavors to our most epic coffee beer, KBS," said Founders Brewmaster, Jeremy Kosmicki. "It really adds another amazing layer of depth to an already perfectly balanced and complex beer." KBS Hazelnut, which has an ABV of 12.0%, will be available in 4-packs of 12oz bottles and on draft on February 16th in both the Grand Rapids and Detroit taprooms. It will be available across Founders' 50-state distribution footprint beginning March 1. Pricing in the Founders taprooms will be \$24/4-pack; prices will vary by market. Crafting legendary barrel-aged beers is an exercise in patience. We start by brewing complex, world class beer worthy of time in a barrel. Then, our experience and years spent mastering our craft means we know exactly when it's been aged to perfection. After one sip, you'll know – it was worth the wait.

## DOGFISH HEAD LAUNCHES NEW WHISKEY & EXPANDS FULL-PROOF SPIRITS TO NY - MILTON, DE -



Dogfish Head Distilling Co. excitedly announces the launch of its latest, limited-edition whiskey, Alternate Takes Volume 3: Whiskey Finished in Apple Brandy & Apple Cider Barrels. Clocking in at 45% ABV, Alternate Takes Volume 3: Whiskey Finished in Apple Brandy & Apple Cider Barrels is distilled from 100% pale malt and finished for 36+ months in freshly-emptied Dogfish Head American oak apple brandy barrels and French oak apple cider barrels from Angry Orchard. Available NOW at Dogfish Head's coastal Delaware properties, Alternate Takes Volume 3: Whiskey Finished in

Apple Brandy & Apple Cider Barrels hits shelves in DE, MD, NJ, DC and WA in late February. Folks in NY can expect to see this exclusive whiskey, as well as a plethora of other Dogfish Head Distilling Co. spirits in their favorite liquor stores later this spring. "Alternate Takes Volume 3 has truly been a labor-of-love for our distilling team. It's been in the works for more than three years," said Sam Calagione, Dogfish Head Founder & Brewer. "That makes my anticipation for this product launch even greater, and I can't wait to share this delicious dram with folks everywhere, especially with you spirits-lovers in New York. It will be awesome to FINALLY be able to send our full portfolio of house-made spirits to our neighbors up north and I'm excited to hear their thoughts on our distillery's offerings." Chock full of intricate complexities, Alternate Takes Volume 3: Whiskey Finished in Apple Brandy & Apple Cider Barrels boasts delicious aromas of warming cinnamon and wildflower honey paired with notes of fresh green apples, roasted chestnut and buttery, dry oaked chardonnay. The third release out of Dogfish Head's Alternate Takes Series, a lineup of premium, experimental whiskeys, it draws inspiration from analog-aged musicians, who were known for recording various unique takes and trialing alternate sounds until a great record emerged. "Our Alternate Takes whiskey series is an ode of sorts to the mad chemistry of R&D distilling," said Sam. "We approach these limited-edition spirits – and really, every creative moment – at Dogfish with a thirst to push new and out-of-the-ordinary ideas to their furthest limits and fullest potentials. Just like music, our off-centered concoctions are boundless, and each alternate take is another piece of the artistic journey."

## ALLAGASH BREWING AND BIXBY CHOCOLATE TEAM UP TO MAKE A TREAT FOR ALL AGES - ROCKLAND, ME-



Bixby Chocolate and Allagash Brewing Company two well-known and beloved Maine-based businesses have teamed up to create Beer Brittle. Allagash and Bixby were natural collaborators as both have values rooted in community and sustainability. "Kate and the folks at Bixby represent so many of the things we love about working with local, independent companies. They ethically source their ingredients, they invest in their local communities, and they make some absolutely delicious sweets. The whole collaboration has been a pleasure and we couldn't be more excited to share and enjoy the result." said Jeff Pillet-Shore Marketing Director at Allagash. Kate McAleer, the founder of Bixby, and brainchild of this product collaboration said "Bixby was seeking a way to innovate a new brittle concept and craft beer seemed

**continued on page 51**



## TROY'S ONE-STOP SHOP!

- 38 DRAUGHT BEERS
- FLIGHTS
- HAPPY HOUR SPECIALS
- LIVE MUSIC
- BEAT THE CLOCK PIZZA WEDNESDAY
- PRIVATE EVENT SPACE



200 BROADWAY IN TROY, NY

[BootleggersOnBroadway.com](http://BootleggersOnBroadway.com)



**RARE  
FORM**  
BREWING COMPANY

A brewery devoted to the art of uniquely crafted beers.  
We are always proud to offer a wide-ranging beer menu.

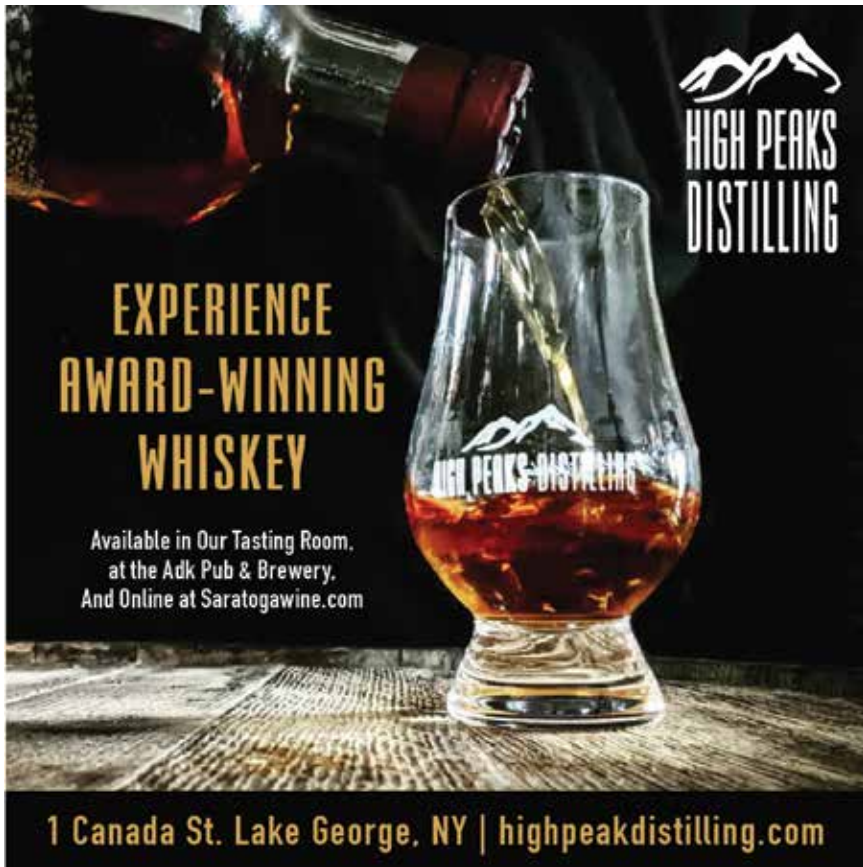
90 Congress Street Troy, NY • [rareformbrewing.com](http://rareformbrewing.com)

BE BOLD  
LIVE PASSIONATELY

**SLIDIN'  
DIRTY**

**GET DIRTY**

9 FIRST ST. TROY

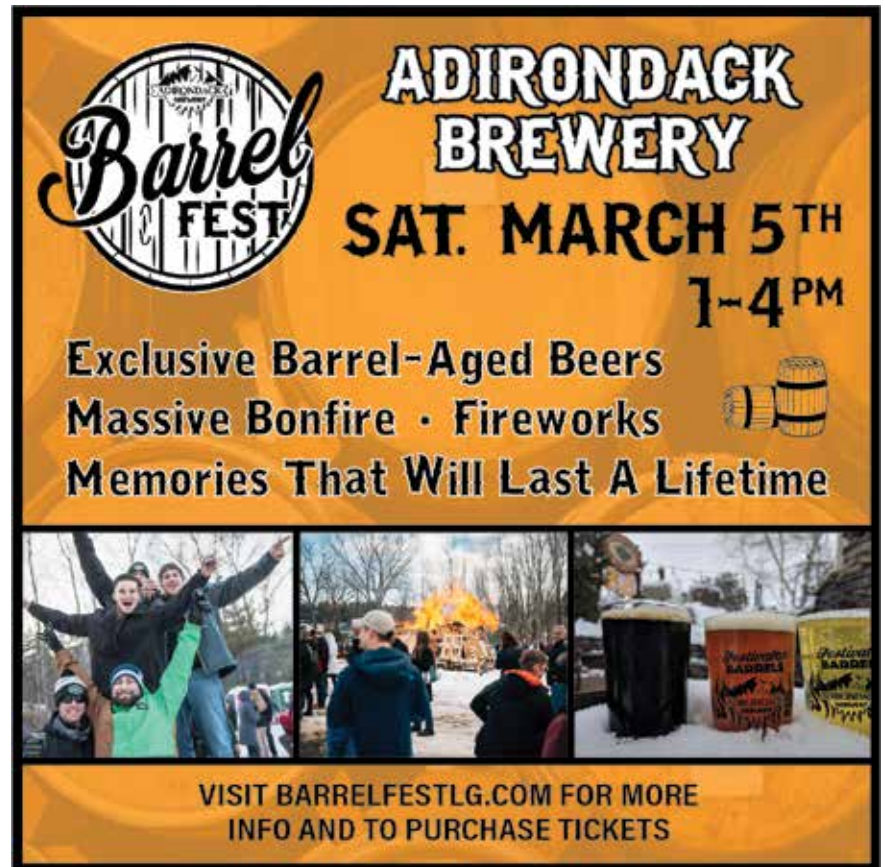


**HIGH PEAKS DISTILLING**

**EXPERIENCE  
AWARD-WINNING  
WHISKEY**

Available in Our Tasting Room,  
at the Adk Pub & Brewery.  
And Online at [Saratogawine.com](http://Saratogawine.com)

1 Canada St. Lake George, NY | [highpeakdistilling.com](http://highpeakdistilling.com)




**ADIRONDACK  
BREWERY**

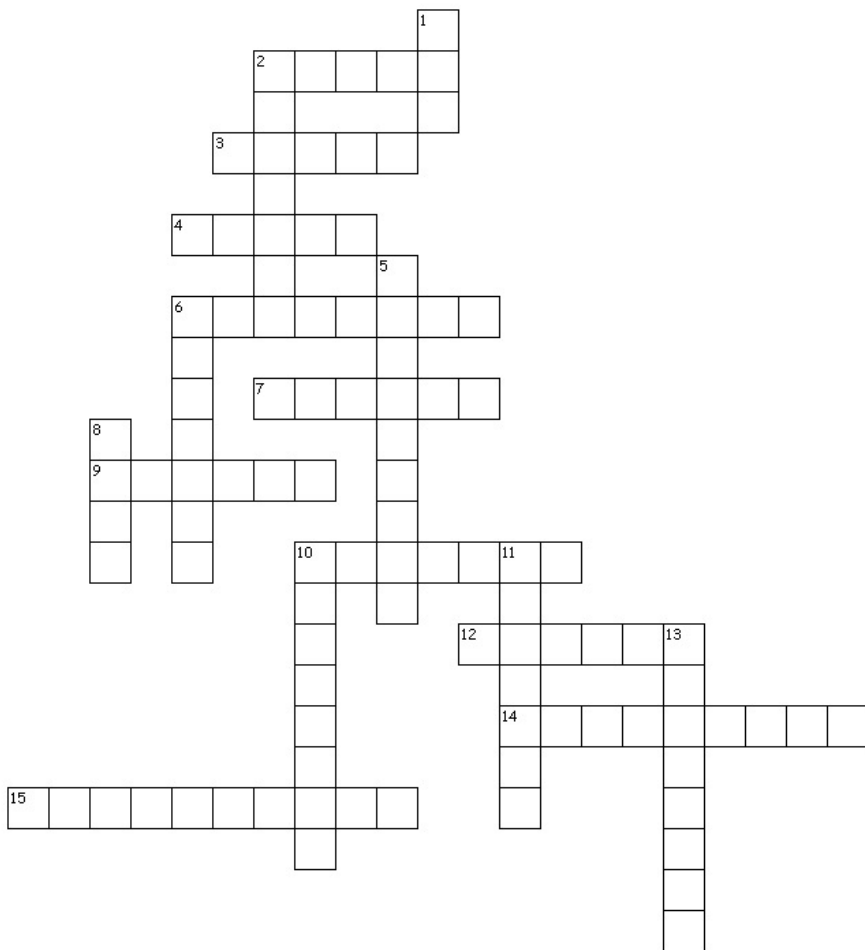
**Barrel  
& FEST**

**SAT. MARCH 5<sup>TH</sup>  
1-4 PM**

Exclusive Barrel-Aged Beers  
Massive Bonfire · Fireworks  
Memories That Will Last A Lifetime



VISIT [BARRELFESTLG.COM](http://BARRELFESTLG.COM) FOR MORE  
INFO AND TO PURCHASE TICKETS



The Answers are the Word Searches ;)

**ACROSS**

2. APRIL DUMMY DAY
3. BATMAN'S BIRD
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
6. FLOWERS SPRING TO LIFE
8. 4/7 NATIONAL \_\_\_\_\_ DAY
10. GREEN SHAKE
11. MULTICOLORED ARC
13. ANNUAL SPRING DECLUTTER

**SPRING IS IN  
THE AIR**





Featuring over **28 DOORS** designated to cold crafts, ciders, imports and domestics.

Easy bottle return—all brands and no limits with precounts and drop and go service.

35 Saratoga Ave A, Waterford, NY



**14 ROTATING CRAFT BEER DRAFTS & CANS**  
**AMAZING FOOD, MADE FROM SCRATCH**  
**SCHENECTADY'S FINEST WHISKEY SELECTION**



501 Smith Street in Schenectady, NY  
[www.backstagepub501.com](http://www.backstagepub501.com)



**LIVE MUSIC, FOOD TRUCKS, FRESH BREWS!**  
**VISIT SOCIAL MEDIA FOR UPDATES**

**now open**





@unifiedbeerworks



# Unified Beerworks

**NEW 16OZ CANS DROPPING EVERY WEEK!**

Open Early for St. Patrick's Day!

NOON - 8 PM

Live Music!

Sat. Mar. 12th: The Porch Rockers

Thur. Mar. 17th: The North & South Dakotas

Fri. Mar. 25th: Tim Britt

Sat. Apr. 2nd: Up The River

Sat. Apr. 16th: Frank Murray

Sat. Apr. 30th: The North & South Dakotas

Scan for More!



Hours: Tuesday - Thursday 3PM-8PM  
Friday 3PM-9PM Saturday Noon-9PM  
Sunday Noon-6PM

7 Old Stonebreak Rd. Malta, NY  
518 289 5078

N Y I A Z R N J S T G Y F C R C K X N B Z X O V L P K A B L  
 H O K Z E W R T B B N J E J T S Y R E R R S M T R F O O L S  
 U Y I T Q F O B H C I N A B G X T G L D W X Y A P W V P S N  
 N E S L I T B L O V N N M N Y K O P F N Q D I S R E W O H S  
 N A B Y E U I Z N J A E X R G R H M H N F N B K Q K V W P Z  
 E I B A R D N I A P E Z L S U W A U S J B D K L C D S D Y Y  
 M M E T V J N U E F L N P D D O L T L O X D V G O G I Z Q T  
 A H R V N X X A K J C G P D P D P L W N I D P Q O S H T O X  
 M V U F R C L C D N E S W T X A A G J N E K S F G N S T N J  
 I X L V J X J D I O C O V D T B G M W V I D S H A M R O C K  
 I Q V J G Y B N M H X J V R E T J U G R J Y R X Y F L G M K  
 R D Q I T M Y M H Z L F I S J C F U F Z K C H A E X M N P O  
 Y Z V D N R S V W R X C A Z G H E C N V K X U J G I Y R U B  
 F P B J D Q Z T R A K B W B Z U T D X R M A A E Q B X Z A L  
 K T Z A P U P I L S G J T G R X F A J D S B O O O F J X N Q  
 G V J S Q F B O K V W L K D H J G G J E U W Z D X S D V M L  
 U J N I K L D T P F G D N L V Z N Y C D N Z Z H P L Y V W X  
 U U S M D O Z Z M U K W O P C P A K A R L M G G G K S I U R  
 R G V M O W B K C H J B Q I P V G C T X G I M Y Y R B A H G  
 I X T W W E N K O C D U U L C C G P U F Q L J N E V E O F O  
 Q K W B J R F Y V U D B C I I T M A E T C Q K Y G F R E H V  
 U F E I C S D V R Z E H X M N C D Q T J L T T N W D T I N H  
 K E R M F Z D Y U M B F Z E C I J V A B O D N M T H S A L F  
 R X P C C Y Q Q P E W M Q S I K S X K G J I A V T F S D A Z  
 V Q E T Z D E T G X H F R J P U L D O S G F G F H O V D K T  
 Y L F R E T T U B B E G L K B A A K H E O A V I V K O Y W P  
 E M B W F M H W K F H P F I P X V B F A V B P E B E Q C R S  
 E K H Q N F I B R T D R V H O M M Q C P H P Z S U X Y H T F  
 V L E M P U N N Q S Z T G U D O N M W E E C O S Y A K Q B D  
 A D Z O K D M O D F X S O D O O S D S A X C J O C I Q I F B

## SPRING IS IN THE AIR

ASH	GARDEN
BASEBALL	GREEN
BEER	PICNIC
BLOSSOM	RAINBOW
BUTTERFLY	ROBIN
CLEANING	SHAMROCK
DANDELION	SHOWERS
EASTER	STPATRICKS
FLOWERS	
FOOLS	



## LIVE MUSIC FRIDAY NIGHTS



FOLLOW US!

FACEBOOK.COM/MADJACKNY

INSTAGRAM @MADJACKBREWERY

TAP ROOM & KITCHEN OPEN

TUESDAY - SATURDAY 4:00 PM

MAD JACK BREWING CO. AT THE **VAN DYCK LOUNGE**

237 UNION ST. SCHENECTADY, NY // 518.348.7999 // VANDYCKLOUNGE.COM

# Chatham Brewing



Indoor &  
outdoor  
seating  
as well as  
takeout

Mon. & Wed. 4-8pm

Thursday — Saturday 12-10pm

Sunday 12-8pm

59 Main St. Chatham, NY

[www.chathambrewing.com](http://www.chathambrewing.com)

Advertise with True Brew Magazine! [Advertising@truebrewmagazine.com](mailto:Advertising@truebrewmagazine.com)



Visit us at the Waterford  
harbor farmers market on  
Sundays from 9am to 1pm

122 Remsen St. Cohoes NY

(518) 244-3924

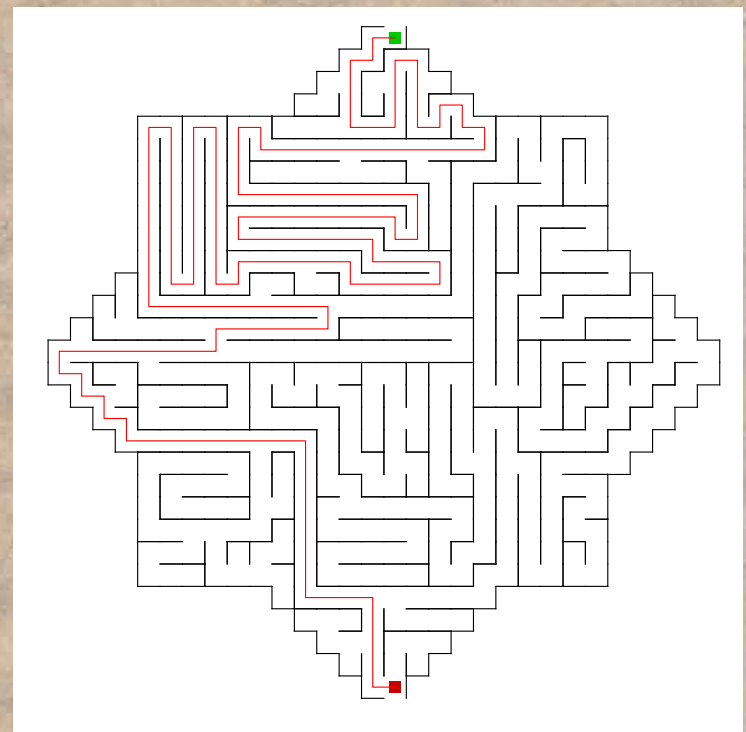
[byeibrewing.com](http://byeibrewing.com)

THURSDAY 4pm - 10pm with trivia or live music

FRIDAY 4 - 11pm live music at "Eat in the street"

SATURDAY Noon - 11pm

SUNDAY Noon - 4pm



## Craft Beer Regional and National News & Notes March/April 2022 Issue continued

like a wonderful addition to the flavor profile. Allagash was our dream partner—we started R+D with Allagash White and grew the concept from there.” And the final product is absolutely delicious. It is buttery, crunchy, nutty goodness in every bite. The brittle is available in three flavors using three of Allagash’s distinct brews. The Allagash Sixteen Counties Chipotle Peanut Brittle. This peanut brittle is for the adventurer who enjoys a bit of spice and heat. Features the iconic Allagash Sixteen Counties beer (brewed with 100% Maine-grown grain). The brittle has a dash of chipotle and Maine Sea Salt for a mouthwatering experience. Allagash White Peanut Brittle. Made with the famous Belgian-style Allagash White beer, peanuts, and a hint of Maine Sea Salt. Light and mellow with pleasing tones of malt, hops and Chocolate. Allagash Nibby Stout. Made with Allagash North Sky Stout, this brittle has our Bixby nibs and a mix of nuts.

### CRAFT BEER MARKETING AWARDS EXPANDS GLOBAL JUDGES PANEL TO MORE THAN 500 INDUSTRY PROFESSIONALS ACROSS THE WORLD - NEW YORK, NY –

The Craft Beer Marketing Awards (CBMAS) has expanded its worldwide judges panel to include more than 500 beverage and beer industry professionals from 24 countries, marking a true milestone in its third year of competition. Well-known Judges who have returned or joined include Ralph Steadman, David Carson, Zane Lamprey, Jon Contino, Matt Furman, Megan Stone, and Keith Villa, among

others. “I’ve watched the Craft Beer Marketing Awards rise so quickly to prominence and am honored to participate as a judge alongside top contributors from the beer community,” said Tara Nurin, Independent Beer/Spirits Journalist and Author, “As a female writer in the beer world, I appreciate that the CBMAS recognizes the achievements of creative and influential women.” Due to the recent COVID Omicron surge, the CBMAS has extended their 2022 awards season entry deadline to March 14, 2022. “While entries poured in from all over the world, many have recently asked for more time to get their entries in due to COVID-related staffing issues and delays,” said Jim McCune, CBMAS Co-Founder. “We totally get it, so we moved the entry deadline.” The CBMAS is now in its third season. Founded in 2019, this is the only global awards competition to recognize and celebrate the importance of craft beer marketing and design as a key to success in this highly competitive marketplace. The CBMAS expanded its industry significance as a leading expert in marketing trends with the presentation of a marketing seminar at the 2021 Craft Brewers Conference, as well as, by recognizing influential beer industry movers with their “Industry People of the Year” Awards. And, as a way to make its voice literally heard, the CBMAS has launched a podcast, Marketing on Tap, sponsored by EGC Group. Entries are open to anyone involved in marketing within the brewing industry around the world—including cider, hard seltzer, mead, and brewery-produced RTD Cocktails. Breweries, their agencies, artists,

and marketing partners are all invited to enter their top work. The 2022 CBMAS boasts over 40 categories covering all aspects of brew marketing—from labels to logos and tap handles to taprooms. New categories have been added by popular demand, and returning this year are “Sustainability—Environmental Awareness” and “Human Rights.” The CBMAS’ judging process is a robust, credible, and transparent digital scoring system that is ranked by an influential and respected worldwide panel of more than 500 beer, marketing, and design experts. The CBMAS’ presenting sponsor—for the third year in a row—is Hillebrand, the world’s leading global beverage logistics company. Prabh Hans, VP of Domestic Services for Hillebrand North America—headquartered in Houston, TX—was a strong supporter from the start. “It’s awesome to see the CBMAS continue to grow,” said Hans, “What an amazing platform, connecting brewers around the world and celebrating their creativity. We can’t wait to see who’s awarded a prestigious Crushie award for their passion-fueled work this year!” A new 2022 CBMAS Gold Sponsor is Arryved, based in Boulder, CO, which specializes in point-of-service for craft breweries, restaurants, and other craft destinations. “We see creativity across our industry every day – and it just keeps getting better,” said Alex Ostler, Head of Marketing, Arryved. “We’re excited to be a part of the CBMAS and celebrate those who continue to come up with innovative ways to get their brand name out there.” Many design companies and agencies are taking notice and submitting their work. This truly

underscores the CBMAS’ focus on the growing importance of creative art and design in packaging and brand building as marketing tactics for brewers to stand out in today’s ever-growing and competitive marketplace. Chicago, IL-based INX, an international ink company, has returned as a sponsor this year. “As an integral part of the metal decorating and packaging industry, INX International is excited to be a part of the CBMAS,” said Sarah Jacks, Manager, INX Color Perfection®. “What a fantastic way to give recognition to the talent behind the brands! We can’t wait to see the impressive branding, design, and hard work this year’s applicants bring to the competition!” The awards celebration will take place during the week of the 2022 Craft Brewers Conference in May in Minneapolis, MN. CBMAS Worldwide Entry Regions: Entries are divided up into 5 regions across the globe:

- The Americas; • United Kingdom; • Europe
- APAC – Asia and Pacific (including Australia and New Zealand); • MENA – Middle East, Africa & Beyond. The Crushies: Winners in each category are awarded a CBMAS Crushie Award. Winners can upgrade their win with a Crushie Trophy designed by the same prestigious Manhattan-based awards company that creates the Emmy, Golden Globes and the MTV Moonman. Platinum and Gold Crushies will be awarded to winners in each region. Global Crushies will be awarded to winners who opt-in to be judged at a global level in addition to their regional entry.



the  
SCHENECTADY  
ALE TRAIL  
EST. 2019  
LOCALLY BREWED

# DISCOVER SCHENECTADY'S BREWERIES FOR JUST \$40

Your digital Schenectady Ale Trail Passport  
gets you a delicious flight of beer at:



DRUTHERS  
BREWING CO.



BACK BARN  
BREWING COMPANY



WOLF HOLLOW  
BREWING COMPANY  
WEST GLENVILLE, NY  
EST. 2012



FROG ALLEY BREWING CO.  
SCHENECTADY, NY



GREAT FLATS BREWING  
SCHENECTADY, NY



MAD JACK BREWING CO.  
SCHENECTADY, NY

Get yours today!

WWW.SCHENECTADYALETRAIL.COM

Back Barn Brewing Co. 7082 Western Turnpike Delanson, NY 12053	Wolf Hollow Brewing Co. 6882 Amsterdam Road Schenectady, NY 12302	Frog Alley Brewing Co. 108 State Street Schenectady, NY 12305	Great Flats Brewing 151 Lafayette Street Schenectady, NY 12305	Mad Jack Brewing Co. 237 Union Street Schenectady, NY 12305	Druthers Brewing Co. 221 Harborside Drive Schenectady, NY 12305
--	---	---	--	---	---

# ALL DAY VACAY™



COMING BACK  
**SOON**

**YOU'RE GOING TO NEED A BIGGER SUITCASE - ALL DAY VACAY HAS ARRIVED. TAKE A WELL-EARNED RESPITE FROM THE MUNDANE AND LET THIS SESSION WHEAT ALE WHISK YOU AWAY WITH ITS SLIGHT, SUMMERY SWEETNESS-COMPLEMENTED BY DELICATE NOTES OF CITRUS. WHETHER IT'S A STAYCAY OR VACAY, IT'S THE PERFECT COMPANION FOR ANY TYPE OF ADVENTURE.**

FOUNDERSBREWING.COM    

©2021 Founders Brewing Co., Grand Rapids, MI. Please enjoy responsibly.