

NOVEMBER-DECEMBER 2020

# True Brew

A Craft Beer Lifestyle Magazine

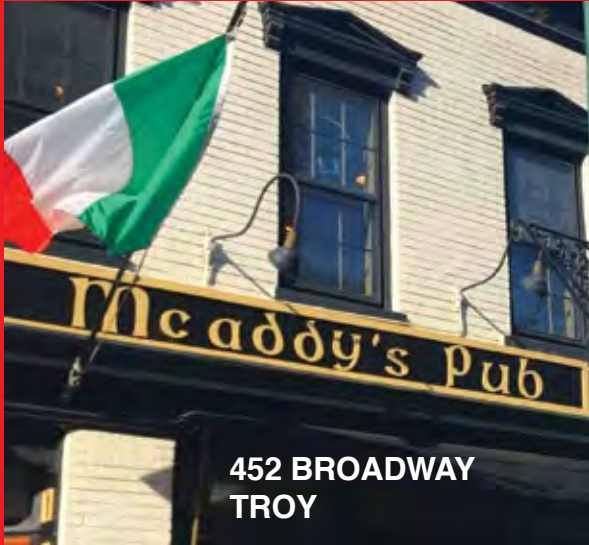
**CRAFT BEER ROAD TRIP  
TO LAKE PLACID NY**

**FIDEN'S BREWING—  
THE COURAGE TO BREW GREAT BEER**

**7 QUESTIONS WITH FROG ALLEY  
HEAD BREWER RICH MICHAELS**

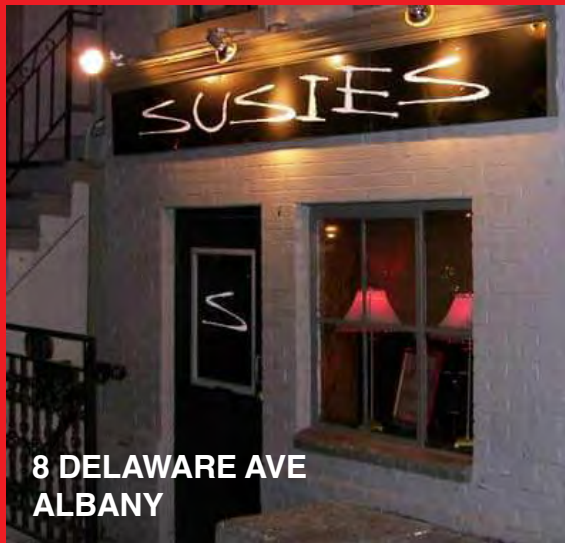
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# NOVEMBER BEER OF THE MONTH- HOLIDAY SPICED ALE

Roger Savoy

Winter Seasonal Beers suggest cold weather and the holidays are on the way. These beers tend to include spices, specialty sugars, and other products that are reminiscent of mulling spices or holiday desserts. This style has much to offer but can be difficult to truly define exactly what it is.

Balance is the key to a well-made Winter Seasonal Beer (or Christmas or Winter Ales), a generic label describing many winter beers. Special ingredients should complement the beer, not overwhelm it. Spiced versions are an American or Belgian tradition, since English or German breweries traditionally do not use spices in their beer. Historically, the spiced Wassail features classic flavors like nutmeg, allspice, cloves, and other cooking spices. This lends a nice counterbalance to months of hugely hopped summer beers. When it comes to spiced/holiday ales, there is no better beer to enjoy with family and friends during the holidays. Sometimes these brews are barrel-aged, and many times they feature added sugars such as maple syrup, molasses, plums, raisins, and more. These beers are often served on their own as a treat unto themselves. The ABV varies from 5.5% to 8.5%. This style of beer is often available in early fall and on shelves until early January when the holidays wind down, requiring less alcohol to survive.

Strong, spicy foods such as curry, spicy foods, and desserts with a little kick to them match well. Spiced Ales can also be a great companion to commonly roasted holiday meats such as turkey, ham, or roast beef. The strength of this beer allows for a pleasant pairing with softer tasting foods, which is why cheeses such as brie or Gouda pair well. Hints of caramel and apples also make it a great candidate for your next roast beef, roast pork, smoked or grilled sausage dinner. For dessert try almond cake or vanilla cake to enhance the wonderful *Christmassy* aromas and bring out the unique flavors only a holiday beer offers. They also pair especially well with spiced pumpkin or apple pies.

Happy Holidays and enjoy!



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# DECEMBER BEER OF THE MONTH— BALTIC PORTER

by Dom Weisberg

Porters were very popular in eighteenth-century England and were named after the workers that consumed them. After a long day at work, a British worker would stop for a pint of his preferred dark beer on the way home. England introduced this style to the countries that border the Baltic Sea and into Northern Europe including Poland, Sweden, Denmark, Germany, Finland, Latvia, Lithuania, Estonia and Russia. In order for the beer to survive the boat journey, a version of the porter that was higher in alcohol was brewed which helped to preserve the beer. People in the Baltic region loved the style and began trying to emulate it. Because of the colder climates that these countries experienced, much of the beer they brewed were lagers, using lager yeasts. Lager yeasts, which have the ability to ferment in colder temperatures, produce fewer flavor byproducts due to the cooler fermentation. This results in a beer that's cleaner in flavor, with less fruity esters characteristic of ales. So, Baltic porter is in a way lager's answer to the imperial stout. Flavor notes including coffee, chocolate, caramel, nuts and a warming roastiness are typically present, perfect for fighting off winter chills. Whereas traditional English porters can be between 4 and 5 percent alcohol, and robust porters hovering in the 6 to 7 percent range, alcohol levels of between 7 and over 10 percent of Baltic porters will assure the imbiber that a toasty sense of well-being is sure

to follow. It often finishes somewhat dry with a moderate hop bitterness balancing the malty sweetness. Hop flavor can be slightly spicy or herbal, as noble European hops such as Hallertau, Saaz, and Tettnang are often used. Baltic porters can appear dark reddish-copper to opaque dark brown (not black), with a thick, persistent tan-colored head.

European examples of the style are Zywiec Porter from Zywiec Breweries in Poland, Okocim Porter from Browar Okocim, Poland, and Baltika #6 Porter, Baltika Brewery, Russia. American examples are Baltic Thunder from Victory Brewing Company of Pennsylvania and Baltic Porter, Smuttynose Brewing Company of New Hampshire.

Baltic porter goes very well with roasted meats, whether smoked, baked, grilled, braised or broiled. Dishes that include a mole sauce which contain chilies, spices, chocolate and nuts go perfectly, and the clean lager character will tame some of the spiciness in the dish. Desserts are an amazing pair up with this beer. The chocolate malt will compliment pretty much any kind of semi-sweet chocolate dessert. It will also contrast beautifully with anything containing cherries, strawberries or raspberries. You can keep it simple and just get some tasty vanilla ice cream to treat yourself to a special combination.



The Emporium Farm Brewery will be brewing up a Baltic porter — on tap late December, early January.

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# SWEET & SPICY BEER NUTS

BY KAREN LOGAN

Makes 2 cups

Prep time: 20 minutes

Cook time: 10 minutes

## INGREDIENTS:

- 2 cups pecan halves or cashews (or just about any variety or combo)
- 2 tsp chili powder
- 1 tsp olive oil
- ½ tsp cumin
- ¼ tsp ground cayenne (red pepper)
- 2 tsp salt
- ½ cup beer
- ½ cup sugar

## DIRECTIONS:

Preheat oven to 350°. Line baking sheet with foil or parchment. Mix nuts, oil and spices in a bowl and spread on baking sheet. Bake 10 minutes (or until nuts smell fragrant). Allow to cool on baking sheet. Heat beer and sugar in saucepan over medium high heat until sugar dissolves (250° on candy thermometer). Mix nuts and loose spices into the saucepan. Spread nuts back onto baking sheet. Allow to cool. Break up clusters.



### Beer Pairing: Ommegang Rare Vos

This Belgian Amber Ale brings malty sweetness backed by orange peel, grains of paradise & coriander.



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# BEER MEATLOAF

BY KAREN LOGAN

Serves 6

Prep time: 20 minutes

Cook time: 1 hour

## INGREDIENTS:

2 lbs. ground beef (or meat loaf mix)  
½ cup breadcrumbs  
(plain or whatever you have)  
½ cup of finely diced onion (white or yellow)  
¼ cup finely dice green pepper  
½ cup Ale (Porter)  
1 tsp salt  
1 tsp pepper  
1 tsp garlic powder  
2 eggs  
¼ cup grated parmesan (optional)  
1 tbsp ketchup (optional)  
6 slice bacon (optional)

## SAUCE:

1 cup ketchup  
¼ cup brown sugar (adjust to your liking)  
1 dash of favorite hot sauce (or use spicy  
ketchup, optional)

## DIRECTIONS:

Preheat oven to 350°. Mix well but don't overmix all meatloaf ingredients, except bacon. Put mixture in greased jelly roll pan or make a loaf shape in greased pan. Wrap bacon around meatloaf. Mix the sauce ingredients and brush about ½ on the bacon wrapped meatloaf. Bake 45 minutes and spread the remaining sauce. Continue to bake for 15 -25 minutes. Let rest for 10 minutes before slicing.

## BEER PAIRING: KARASS ROBUST PORTER



Look for full flavors of pale chocolate, nutty undertones, and a delicate, velvety roast.

# *Fiden's: The Courage To Brew Great Beer*

**By Joanne E. McFadden**

A trio of brewers in Colonie are bold, courageous, confident, and resolute, having taken the leap from brewing beer at home to opening their own commercial brewery. Steve Parker, Tim Pierce, and Michael Carter opened Fidens Brewing Company in September 2019. The brewery's name comes from the Latin word "fidens," which speaks to the courage and fearlessness they knew they were going to need to open their brewery.

A common love of beer brought the three friends to the point where they decided to go into the business of brewing. "We all collectively enjoyed beer, craft beer, and the style of beer that we brewed," said Carter, who serves as marketing manager. "We decided, let's take on the challenge to see if we could do it on our own professionally," he said.

They knew that launching a brewery would take some courage and that there would be a big learning curve. The three co-owners have exhibited this courage as they learned the laws and regulations of operating a brewery, about zoning, how to navigate expansion, and as of March, how to survive a pandemic.

A big part of their business philosophy is to concentrate on, for now, one style of beer with many variations. "We focus on hop-forward beers," Carter said. They





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experiment with different hops, which vary in flavor depending on the region in which they were grown. Given that, there are myriad possibilities when it comes to brewing their IPAs. So far, they have brewed about 40 different beers, formulating them based on the ingredients they have on hand as well as what they, themselves, want to drink. “What determines our flavor is curiosity about what different hops can do,” Carter said. “The ingredients are pushing the flavors.”

Their first craft beer and the one that they have brewed the most is “Necessary Means,” an IPA of 6.2% abv featuring Citra and Mosaic hops. This beer has evolved over time, Carter said.

One of the brewery’s more popular beers is “Jasper,” a Double India Pale Ale (DIPA) with 7.8% abv that also features Citra. “From the beginning, people that were finding us were enjoying that beer,” said Carter. Another popular choice is “Eugene’s Ax,” an 8% abv DIPA using Citra and Galaxy hops. “We do a lot of double IPAs in the range of 7.8 to 8.5 abv, and we do some IPAs in the mid-6s and 7.5s,” Carter said, noting that lately, they have been enjoying making hop-forward ales with 5% abv.

Parker, who is the head brewer, likes to read about different processes and ingredients, as well as the latest happenings with hop-forward beers, as he contemplates what to brew next.

Typically, Fidens’ staff brews two to three times a week on a seven-barrel system, having started off with a four-barrel system. “It was a big moment for us about three or so months ago when we went from a four- to a seven-barrel,” Carter said. The brewery, nestled in an industrial park in Colonie, was growing largely via word of mouth. “We had to brew more to keep up with the demand,



which was humbling,” he said, noting that they brought on full- and part-time employees to make this happen. He and his partners work full-time at other jobs, balancing that work with the growing brewery business and families.

The growing pains they’re experiencing as their beers increase in popularity and their customer base expands is a good problem for the nascent brewery to have. “In trying to produce more beer given the space that we have, we’re dealing with some spacing issues,” Carter said. That said, they’re determined to figure out how to overcome the challenges as they present themselves.

Fidens had a tasting room, which Carter described as “a glorified garage,” open for five months before COVID-19 hit, and they were serving up about two different beers at a time. When the pandemic came, they switched to the drive-up model that they



are using today as the world's health crisis continues. Having the extra space for brewing and switching to a larger system, they have been able to expand their offerings. Right now, customers can purchase 32-oz. crowlers when they drive up to the brewery, where the overhead deck is open. He likens the set-up to a "drive-in farmers market kind of setting," noting that they are still figuring out what they'll do as the weather gets colder.

## The growing pains they're experiencing as their beers increase in popularity and their customer base expands is a good problem for the nascent brewery to have.

He does admit that what they miss the most about not having a tasting room is the chance to chat with their clientele about what they're tasting in the beer. "A lot of times, we get that feedback with customers talking about the beer they had and some of the experiences of the flavor they got from the hops," Carter said, pointing out that they try to have quick exchanges to connect with customers in the current drive-through model.

He said that people do miss the tasting room, but for now, the trio remains focused on the beer. "The three of us did this on our own, funding it ourselves," Carter said. "We had to save money anywhere we could. Whenever it came to making the beer, the equipment, we tried to put our money there and focus on the quality of the beer," he said. "We put all our efforts into making beer—as many different ones as we can as often as we can."

Fidens' plans to remain true to their business model of producing high quality styles of beer that they enjoy, while experimenting with variations within that style. "We're not going to be the brewery that does and has available five different styles of beer when you come to the brewery," Carter said. When space allows, they may start brewing an additional style, for example, a stout. "Once you get to the stout, there are lots of different ways you can make the stout," he said. However, thinking about the future in the middle of COVID-19 isn't easy. "Sometimes it's hard to think a month ahead of time, much less the next year or two," he said.

The owners are intent on creating the type of work environment that they want for themselves as they have fun working through the challenges of owning and operating a brewery. Teamwork is the hallmark of their company culture. Said Carter: "We have three partners that are equally pulling their weight in different ways, coming together for a common mission, and the three guys

that work for us now are just as dedicated to seeing this brewery move forward in the hopes of accomplishing something even more. It's really a product of that—everybody coming together and collectively putting together the effort week after week. Producing 40 different beers and having them enjoyed by the Capital Region is creating a work environment where everybody is putting their own talents into it and helping us push it."



You can visit this "little lemonade-stand of a brewery" at 10 Walker Way in Colonie. For information on current beers available and drive-through hours, visit [www.fidensbrewing.com](http://www.fidensbrewing.com).

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# WINTER CALENDAR OF EVENTS

Many breweries & taprooms are open! Events are returning.  
Days & hours of operation may change, so check before you go!

## NOVEMBER

2 Crossroads Brewing Athens Taproom – Trivia Night

3 Election Day

4 Ithaca Beer Co – Indoor dining opens

5 International Stout Day

6 SingleCut North & Side Stage Tap Room –  
The Mac Factor Food Truck

City Beer Hall – First Friday with Collective Arts 6-10pm

7 SingleCut North & Side Stage Tap Room – Flaco's Baja Kitchen  
Food Truck

8 Fort Orange Brewing – Paint & Sip 12:30pm (register on FB)

10 Fort Orange Brewing – Big Crunch Bingo (free music) 7pm

Unified Beerworks – Taco Tuesday 4-9pm

13 SingleCut North & Side Stage Tap Room – Say Cheez  
518 Food Truck

18 Wolf Hollow Brewing Co. – Pre-Thanksgiving Pierogie –  
Sammy's Country Wagon 5-8pm

19 Fort Orange Brewing - Albany Ale Tasting (virtual) with  
brewery culture history 6pm \$55 non-members (includes  
shipping beer to home)

22 SingleCut North & Side Stage Tap Room –  
B-Rads Mobile Bistro Food Truck

24 Unified Beerworks – Taco Tuesday 4-9pm

25 Back Barn Brewing – MacCaffeinated Porter Release 3-9pm

27 Unified Beerworks – Black Friday hours 12-8pm

## DECEMBER

Check with your favorite breweries and pubs.

5 National Repeal Day

10 National Lager Day

19 Walt & Whitman Brewing Co. – FIRST YEAR ANNIVERSARY  
PARTY

31 New Years Eve

## RECURRING EVENTS

### SUNDAYS

Rare Form Brewing – ½ off Margherita pizza in taproom  
(in November)

Saratoga City Tavern – Mug Day Fun Day 12pm (\$1 off mugs)

Ledge Hill Brewing – Beer & Vinyl 2-6pm

### TUESDAYS

Frog Alley Brewing Co. – DJ Trivia 7pm

### THURSDAYS

Common Roots – Kingpin's Alley Bowling League  
with rotating beers

Artisanal Beer Works – Thirsty Thursday Giveaways (November)

Good Nature Farm Brewing Pizza & a Pack Night (November)

### FRIDAYS

Indian Ladder Farm Cidery & Brewery – Ramen Night (November)

### FRIDAY -SUNDAYS

Unified Beerworks - Old Thyme Food Emporium



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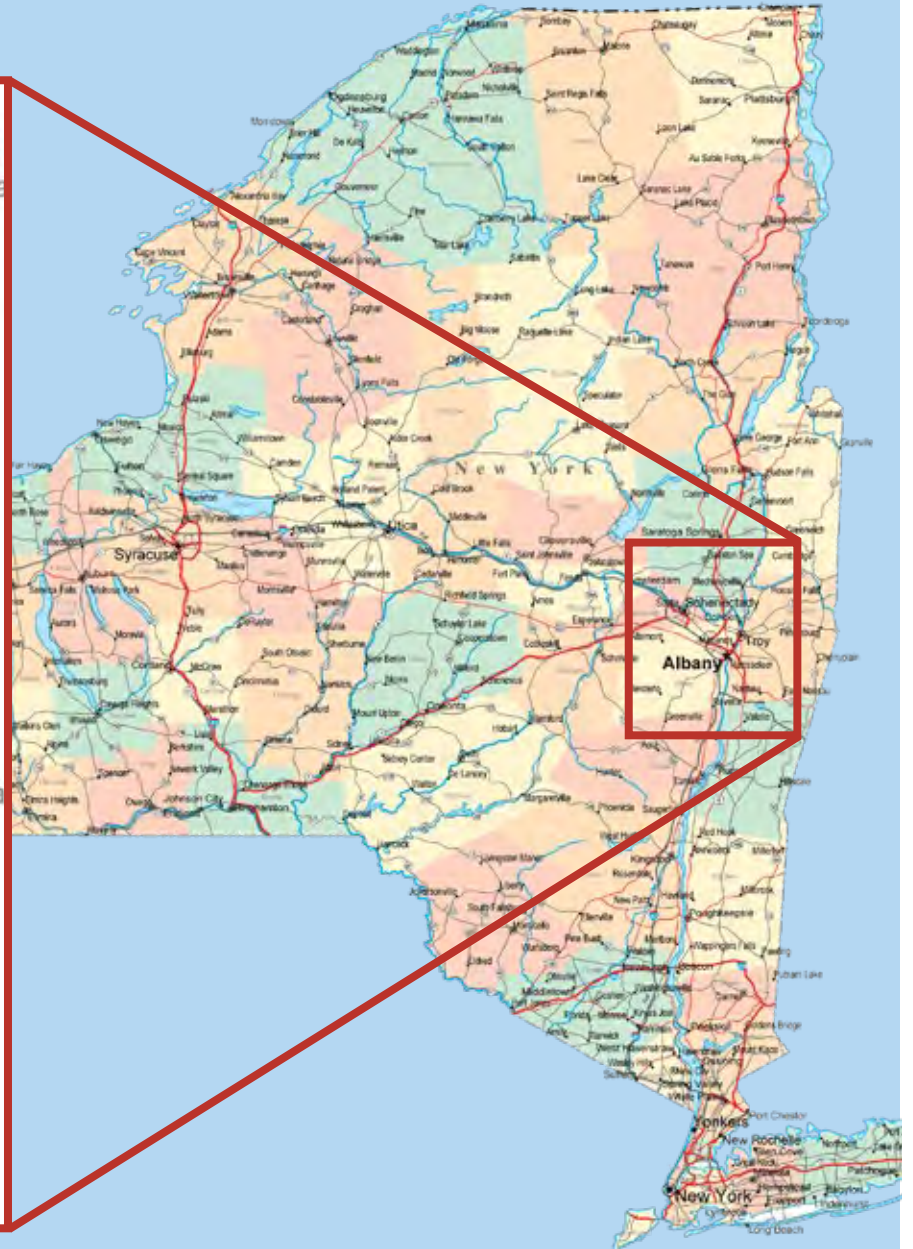
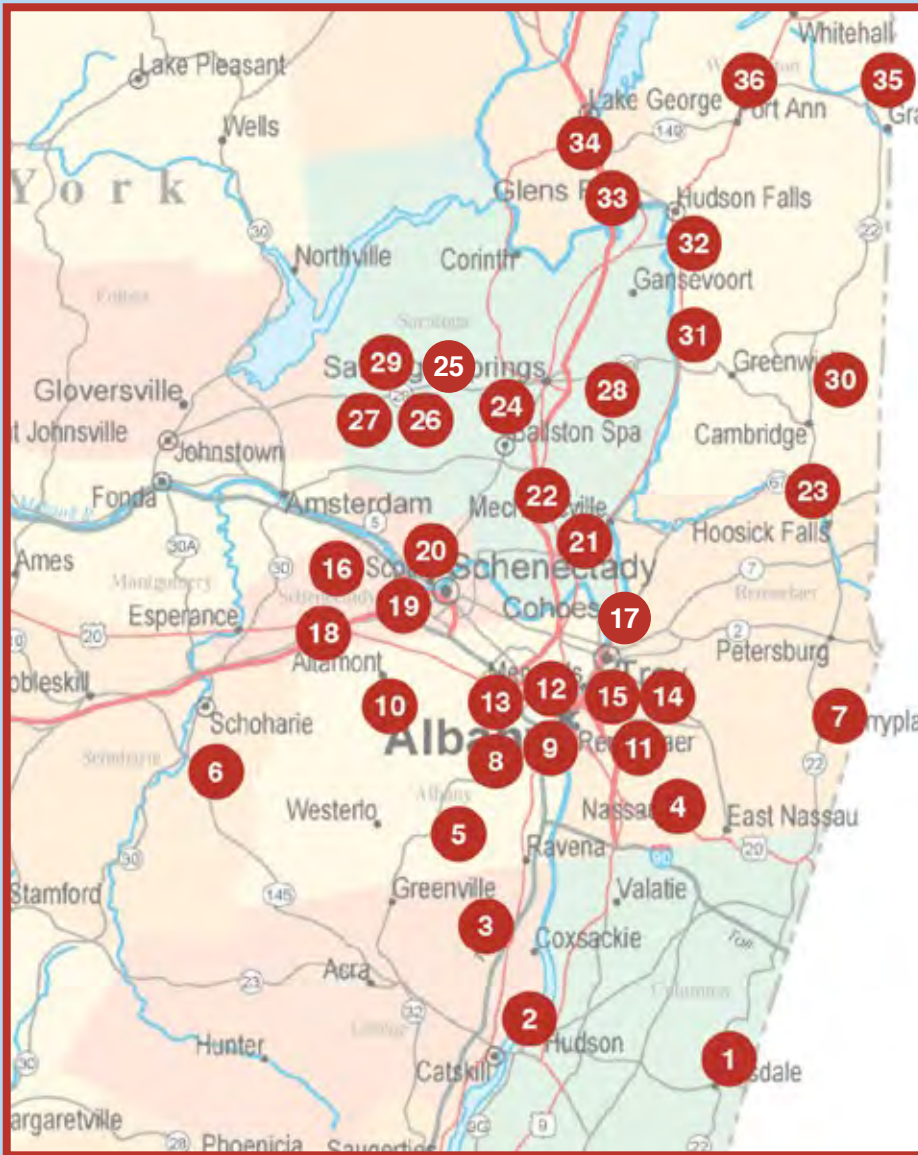
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3. Honey Hollow Brewing Company 376 E Honey Hollow Road Earlton New York 12058 Ph: 518-966-5560 <a href="http://www.honeyhollowbrewery.com">www.honeyhollowbrewery.com</a>	15. Rare Form Brewing Company 90 Congress Street Troy New York 12180 Ph: 518-326-4303 <a href="http://www.rareformbrewing.com">www.rareformbrewing.com</a>	27. Walt & Whitman Brewing 20 Lake Avenue Saratoga Springs New York 12866 Ph: 518-682-3602 <a href="http://www.waltandwhitmanbrewing.com">www.waltandwhitmanbrewing.com</a>
4. S&S Farm Brewery 174 Middle Road Nassau New York 12123 Ph: 518-336-0766 <a href="http://www.sandsbrewery.com">www.sandsbrewery.com</a>	16. Back Barn Brewing Company 7082 Western Turnpike Duanesburg New York 12053 Ph: 518-709-8423 <a href="http://www.backbarnbrewing.com">www.backbarnbrewing.com</a>	28. Argyle Brewing Company One Main Street Greenwich New York 12834 Ph: 518-692-2585 <a href="http://www.argylebrewing.com">www.argylebrewing.com</a>
5. Helderberg Brewery 26 County Route 353 Rensselaerville NY 12147 Ph: 518-872-7133 <a href="http://www.helderbergmountainbrewingcompany.com">www.helderbergmountainbrewingcompany.com</a>	17. Table 41 Brewing 188 Remsen Street Cohoes New York 12047 Ph: 518-414-2011 <a href="http://www.table41brewing.com">www.table41brewing.com</a>	29. Racing City Brewing Company 250 Excelsior Avenue Saratoga Springs New York 12866 Ph: 518-886-1271 <a href="http://www.racingcitybrewing.com">www.racingcitybrewing.com</a>
6. Green Wolf Brewing Company 315 Main Street Middleburgh New York 12122 Ph: 518-872-2503 <a href="http://www.greenwolfales.com">www.greenwolfales.com</a>	18. Frog Alley Brewing 108 State St Schenectady New York 12305 <a href="http://www.frogalleybrewing.com">www.frogalleybrewing.com</a>	30. Bound By Fate Brewing 31 Ferry Street Schuylerville New York 12871 Ph: 518- 507-6246 <a href="http://www.boundbyfatebrewing.com">www.boundbyfatebrewing.com</a>
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9. CH Evans Brewing Co., Inc. at the Albany Pump Station 19 Quackenbush Square Albany NY 12207 Ph: 518-447-9000 <a href="http://www.evansale.com">www.evansale.com</a>	21. Singlecut - North 6 Fairchild Square Clifton Park New York 12065 Ph: 518-406-3262 <a href="http://www.singlecut.com">www.singlecut.com</a>	33. Common Roots Brewing Company 58 Saratoga Avenue South Glens Falls New York 12803 Ph: 518-409-8248 <a href="http://www.commonrootsbrewing.com">www.commonrootsbrewing.com</a>
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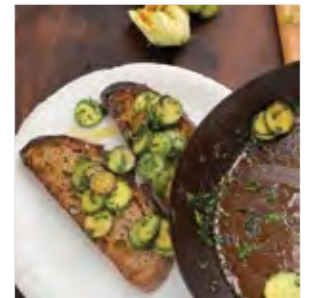


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*by Susie Davidson Powell*

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# HOLIDAY DINNER BEER PAIRINGS

Planning a holiday feast this year? If so, you are sure to have put much thought into the food and ambiance that you are preparing for your family. To next-level the experience this year, let's put just a little thought into what local craft brews that you might consider presenting to enhance the flavor of your dishes. Have fun with it!

**CHEESE & CRACKERS**—Beer Pairing: Farmhouse Style Ales/Saison – Beer and cheese are both traditional farmhouse products. Both are fermented and aged and both balance sweetness and acidity with earthiness and fermentation flavors. **Regional Recommendation: Common Roots In Bloom Saison**

**SHRIMP COCKTAIL**—Beer Pairing: Witbier – light enough to compliment even delicate seafood, the citric notes and tartness of Witbier enhance the natural shrimp flavors. **Regional Recommendation: Ommegang Witte**

**TURKEY**—Beer Pairing: American Amber Lager – Amber Lagers have enough caramel flavors to link up nicely with the roasty/caramel flavors in any roasted poultry dish. **Regional Recommendation: Brooklyn Lager**

**PRIME RIB**—Beer Pairing: American Brown Ale or Porter – Bright hop character and dark/roasty flavors wrapped around the full-bodied malt center of Brown Ales and Porters provide the perfect complement to the juicy, roasty flavors of the beef. Carbonation provide scrubbing bubbles that cleanse the pallet leaving your next bite just as flavorful as your first. **Regional Recommendation: Druthers Fist of Karma Brown Ale**

**BAKED HAM**—Beer Pairing: Dunkel Lager – A slight hop presence cuts through fat while the rich malt profile of the beer mingles perfectly with baked ham's juices and flavors. **Regional Recommendation - C.H. Evans Brewing's Munich Dunkel Lager**

**PUMPKIN PIE**—Beer Pairing: Oatmeal Stout – Big roast character coupled with chocolate and coffee notes make this pairing the perfect ending to any holiday meal. **Regional Recommendation: Rare Form Karass Robust Porter**

**VANILLA ICE CREAM**—Beer Pairing: Sweet Fruit Beers – Fruity Sweetness pulls up the flavors of the vanilla and adds new complexities based on what fruit beer style you choose. **Regional Recommendation: Brown's Cherry Raz**



# LAKE PLACID NY

Let's face it. 2020 been a tough decade for all of us. (well, it feels like a decade!) As Covid-19 continues to pluck away at our population, it has also stunted us from doing many of our favorite things and enjoying some of the finer things in life. Heck, I didn't realize until September that the summer of 2020 was the first time in more than 35 years that I was not going to see live music. It was also the first time in more than 10 years that I did not attend the Great American Beer Fest in Denver, Tap NY at Hunter Mountain, or Oktoberfest down at Wolff's Biergarten in Albany. Simply put – it sucks!

That said, the effects and limitations of Covid have not been *all* negative. They have forced to find new and creative ways to have fun. We have explored more hiking trails, gotten out on the bike more, and

## Fuel up for any adventure at one of Lake Placid's three brewpubs; they're all perfectly splendid.

discovered new ways to have a socially-distant happy hour with our friends.

Covid has also changed the way that we enjoy our beer. We went months without going into our favorite local brewery to soak up their atmosphere, friendships, and beer. Instead, we still supported our them as much as possible by ordering beer (and food) to go, picking up growlers, crowlers, and cans. While the beer was still great, the experience of savoring it certainly shifted.

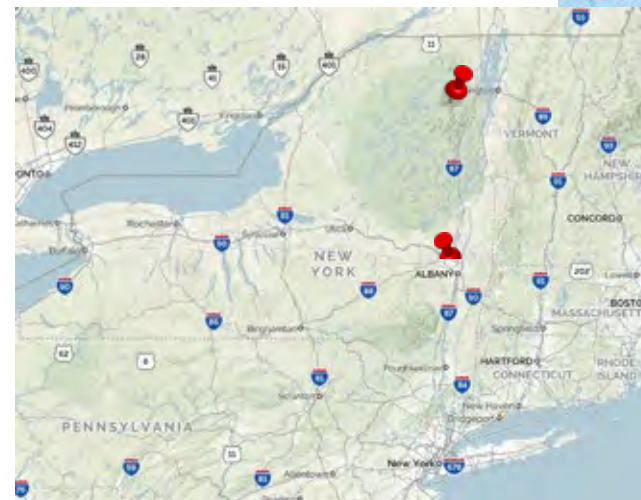
As restrictions have lifted and our brewery taprooms reopened, we eagerly

got back out to support them. And while the experience has shifted indeed, our breweries have reopened with safety and precaution in mind to ensure a sterile environment for their customers. The strict restrictions make getting to your table a slightly different experience, but once you've got your butt in your seat and a beer in your hand, it's just like the good ole days! (10 months ago)

Another change that most of us have experienced is a difference on how we take our vacations. This winter, trips to sunny Florida, snowy Colorado, or a condo and Cali are mostly off of the table. Instead, many of us are keeping it close to home. For Capital Region craft beer lovers that like to wrap in visiting locally breweries into their vacation itinerary, look no further than Lake Placid, New York!

Just a 2 ½ hour drive from Albany, Lake Placid presents a wide array of outdoor winter activities and a great local beer scene. The I (HEART) NY website sums it up perfectly:

"Lake Placid is truly one of New York's great escapes. From world-class skiing in winter to epic paddling in summer to incredible fall foliage, this postcard-perfect village is an ideal year-round destination. It also happens to be a two-time host to the Winter Olympic Games. Experience the thrill of bobsledding or skiing at the original 1980 Olympic venues, and so



much more! Lake Placid is an opportunity to enjoy fresh, mountain air and majestic views. Winter brings out the frozen beauty of the landscape: snow-capped peaks, valleys with awe-inspiring natural ice sculptures, and vistas that will leave you speechless. Nature is never far from downtown. The region is home to hundreds of miles of trails that are perfect for a quiet snowshoe or walk in the woods or a relaxing cross-country ski. "

Lake Placid has 3 brewpubs offering unique beers, great food, and a total Adirondack experience. My wife, TBM recipe writer Karen Logan, and I celebrated our anniversary recently and made the trek up Lake Placid to enjoy the town, visit each of those brewpubs, drink their beer, and to discuss how they are handling Covid and how the craft beer experience might be a bit different this year. After checking into our hotel, we took a five minute stroll through downtown to hit our first brewery.



## GREAT ADIRONDACK BREWING COMPANY

Great Adirondack Brewing Company is located at 2442 Main Street and is one of the region's oldest breweries. The Kane family has been running what is widely considered one of Lake Placid's best restaurants for more than 30 years. The restaurant/brewery which overlooks scenic Mirror Lake, opened in 1996 and was originally located in Plattsburgh and was called Lake City Brewing Company. Just a year later they moved to Lake Placid and became known as Great Adirondack Steak & Seafood until 2018. At that point, their on-site craft brewing program had grown so much that they remodeled and relaunched themselves as Great Adirondack Brewing Company.

The remodeled brewery has an immediate Adirondack cottage feel to it. It is spacious and, even with the capacity restrictions due to Covid, there is still plenty of table seating and room at the bar. The restaurant, which prides itself on great beer, excellent steak, seafood, and comfort food, has made noticeable changes to keep its patrons safe.

Founder, Robert Kane explains, "All customers are temp-checked as they come in the door. Of course, our staff are all wearing masks and customers must do so as well until they are seated. There are plexiglass dividers secured to the bar that allow patrons to speak freely without having to worry about cross contaminating a neighboring couple. We also carefully sanitize everything that our customers might come in contact with."

Outside of the brewery they have moved a few things around. In front, there is a perfectly placed fire pit surrounded with Adirondack chairs. Beyond that is a large hard-shelled, heated tent that offers

plenty of seating and see through walls, so customers can still enjoy the view of Mirror Lake.

Serving brunch, lunch and dinner (and, of course, their famous prime rib), the restaurant is great for family dining, groups looking for an event space in Lake Placid, or a couple looking for a romantic escape.

As for the craft beer lovers, the on-site brewery is housed behind the restaurant. It's a seven-barrel stainless steel brew system that produces about 350 barrels (10,850 gallons) of beer every year — equivalent to 86,800 pints! They produce a wide range of ales and lagers that are fresh and delicious. A noticeable quality about each of their beers is that they are brewed true-to-style.

"Our commitment to quality, consistency, and continued brewing knowledge has garnered us several awards through the years," says Kane, "and it's evident in the final product—the fresh pint drawn from our taps and served to you not even 50 yards from where it's made, right here in Lake Placid."

While we were there, we enjoyed a flight of 7 beers, delicious Calamari with a sweet chili sauce, and shrimp tacos. All of the beer and food was fresh, perfectly prepared, and delicious! Great Adirondack Brewery is a must-hit for any craft beer lover visiting Lake Placid.



## LAKE PLACID PUB AND BREWERY

Lake Placid Pub and Brewery, located just a block off of Main Street at 813 Mirror Lake Drive, sits across the street from Mirror Lake and is widely considered an Adirondack institution. It's only about a 10 minute walk from Great Adirondack Brewing Company. Brewing since 1996, Lake Placid Pub & Brewery is one of the region's largest breweries. You wouldn't know it though as you walk up to it. It feels more like an Adirondack lodge/restaurant than a large brewery.

Lake Placid Pub & Brewery began, like many microbreweries, with a homebrew kit and a love of beer. Founder/Brewmaster Chris Ericson possessed not just a love of drinking beer but a real respect for the craft, the history, the art, and the industry, as well as a passion for the brewing process itself. Today, the Lake Placid Pub & Brewery has been brewing award-winning ales and lagers for more than 24 years and has expanded rapidly due to its popularity and quality, earning the respect of the brewing community and national media attention. Over the years they have brewed up almost 150 different styles of beer and brew almost 350,000 pints of beer annually, placing them in the top 7% of brewpubs nationwide.

The Lake Placid Pub & Brewery offers great beers and delicious food in a comfortable atmosphere. "Since the start of the pandemic we had a great tented outdoor area right out in front of the brewery," explains Ericson. "It allowed us to space our guests out so that they could safely enjoy a great meal and a craft beer, as well as the beautiful weather. That's come down now, the weather has changed, and we are completely back inside. So, when you approach the brewery this year, you'll find the usual snowy Adirondack chairs out front."

Luckily, the brewery has three floors for dining, allowing them to spread their patrons out in a safe and relaxing manner.



"We have moved things around inside and many tables have been pulled out on the 1st, 2nd, and 3rd floors. We completely renovated the 1st floor bar during Covid. What started out as 'hey, let's change some light fixtures and move some things,' turned into a full remodel from the floor to the ceiling including the bar and bar flow. We removed the bar and built the new one to be rectangular. Turns out we have more room than we did before, and the seating and flow is improved."

On the second floor you can experience what Skiing magazine calls "a top-quality brewpub. Ericson explains, "We have spread things out to accommodate all Covid-19 safety protocols. Here we want our guests to experience a great meal, enjoy an award-winning beer, and just sit in front of the stone fireplace and relax."

Ask a local where to find the best food in Lake Placid and most will steer you to the Lake Placid Pub & Brewery. Their menu features pub classics including an assortment of flatbreads, cheeseburgers, BBQ ribs, and "the best wings this side of Buffalo".

In late-October, Chef Greg Sherman introduced a new menu. "I'd describe it as an elevated Pub menu," says Ericson. "We had about a 50% changeover to our offerings. The new menu much more farm-to-table, we look to keep things fresh."

Karen and I split an order of medium buffalo wings and each had a pint of UBU Ale. The wings were meaty, fresh, and perfectly crispy. Very tasty. The beer? Awesome! Ubu Ale has been LP P&B's flagship beer for more than 25 years. It's a 7% ABV English-style Strong Ale. With flavors of dark fruit and roasted malt, it pairs perfectly with our wings. Fun Fact: The beer was named for a legendary chocolate lab that had an uncanny nose for good beer!





The cozy pub has a large, horseshoe shaped bar, that splits the dining room into two different sections. At the bar you'll find plexiglass dividers to keep you safe. The staff is masked up and all surfaces are continually sanitized. It feels safe. Beyond the dining room you can see the brewing operation behind the glass, reminding you that you are dining in a true American brewpub.

The 3rd floor called 'The Hop Loft', opened in February of 2013 and features a spacious outdoor deck overlooking the lake, another bar and seating area, as well as a kids room featuring activities to keep the toddlers busy while you enjoy your time at the Pub.

Now, as for the beer. This is where the rubber meets the road for Lake Placid Pub & Brewing. Over the years their beer has won scores of awards from regional, national, and international beer competitions and is highly respected by fellow breweries. The brewery itself has also claimed many awards including Best Brewery in the Hudson Valley and Best Brewery in New York State at the coveted Tap NY Beer Festival.

"During the remodel, we also put in a brand new, state-of-the-art tap system," says Ericson. "At the pub we had been using our 6 draft line system since 1996. That was a lot of draft lines back then! The new system now allows us to feature 12 beers on tap. Now you will find an extended array of our beers and there will almost always be two sours on tap."

You will always find fan-favorite Ubu Ale on tap at the Pub, and frequently will find other favorites such as Moose Island Ale, 46'er Pale

Ale, and Lake Placid IPA. They also feature many rotating seasonal beers such as Leaping Cow ESB, Twice Bitten Barleywine, Ectoberfest Lager, Maibock, High Peaks Hefeweizen, and Dr. Fogg's Oatmeal Stout.

Be sure to stop Lake Placid Pub & Brewery on your craft beer road trip. Fresh beer, delicious food, and three stories of fun!

## **BIG SLIDE BREWERY & PUBLIC HOUSE**

Big Slide Brewery is the newest brewery in Lake Placid and located at 5686 Cascade Road, just south of downtown Lake Placid. We stopped at Big Slide the next day as he headed out of town. You'll find it near the Olympic Ski Jump Complex and the John Brown Farm State Historic Site. This brewery is also owned by Chris Ericson, though Big Slide features totally different beers from its Lake Placid sister brewery. Opened in 2016, the brewery has already won many awards both locally and in state-wide competitions.

Right smack dab in the center of their space sits a hybrid 3.5/5 barrel brew-house. The space also features a concrete-topped bar, a comfortable dining room, a beautiful (dog-friendly) patio, and a semi-open kitchen.

Big Slide offers 10 house beers on tap, with a wide variety of styles from Sours and Golden to Pale Ales, IPAs, Porters, Stouts, and Belgian beers. "There are always some new and exciting beers available like a Chili Pepper Pale Ale or a Brett Biere de Garde," explains Ericson. "In addition, we have a separate fermentation room, which we call The Funk Room, designed specifically for sour and wild-fermented beers such as Berliner Weisse, Gose, and Lambic beers. Here, we like to push the envelope of beer styles."





In the middle of the bar, you will see a wall of wooden barrels which is Big Slide's extensive barrel-aging program at work. They use bourbon, red wine, and fresh oak barrels to age their brews.

Executive Chef Greg Sherman (yes, the same Executive Chef from LP P&B) sources most of their ingredients locally, and they offer the freshest food in the area. "This is not your typical pub grub, but it is approachable and delicious," explains Sherman. "Our menu features snacks, salads, sandwiches, brick-oven pizzas and delicious entrees. Many of our ingredients are farm-to-table and we also feature plenty of vegetarian, vegan, or gluten-free dishes for those with special dietary needs."

Surprised to see a Lobster Roll on the menu, I felt compelled to order it. Karen went with the Korean-style Chicken Sammich. For beers, I went with the Berliner Weisse and Karen ordered the Hot Pepper Pale Ale, which I also had to try. It's a 5.1% ABV, 34 IPU Pale Ale that is brewed with poblanos & jalapenos. The beer is crisp and spicy, yet well balanced with a slight malt backbone. Really good! I noted that it was going to pair perfectly with her Korean-style chicken sandwich. She later agreed that it did and exclaimed that her sandwich was "mouth-wateringly good." For the record, the Lobster Roll was fresh and tasty, and the Berliner Weisse was everything that a Berliner Weisse is supposed to be: wheaty, sour, and tart.

The beer selection changes every month, and restaurant guests can watch the brewing process unfold from every table since the brewery is located inside the restaurant. "A 5-barrel system may seem small," Ericson eludes, but don't let our size fool you. We could brew over 1400 barrels if we ran around the clock! Our aim is to offer our guests 10 interesting and world-class beers on tap at all times. From light ales to the darkest stouts, and everything in between, we will challenge your palette and try to offer you something which you have never had before at any other brewery."



In the winter, the Big Slide outdoor beer garden is immensely popular as weary hikers and skiers make their way down from the mountains. It's a great place to sit outside in winter sun and enjoy a beer after a hard day at play.

"How would you sum up Big Slide to anyone that has yet to visit the brewery?" I ask Ericson as we head out.

"Great beer, great food, and great service in a dynamite atmosphere. That's Big Slide Brewery & Public House!" he replies.

We all know it's going to be a cold, tough winter this year. But we do get to finally say "GOOD RIDDANCE" to 2020. That said, just because we flip the calendar does not mean that we get to flip the switch on the pandemic and the restrictions that come along with it. And while flying off to sunny Florida may seem inviting, taking a local staycation and enjoying our wonderful beer culture may be a smarter move. We recommend that you stay closer to home this winter. Stay safe, support local craft beer - and take The Craft Beer Road Trip - to Lake Placid.

Cheers!



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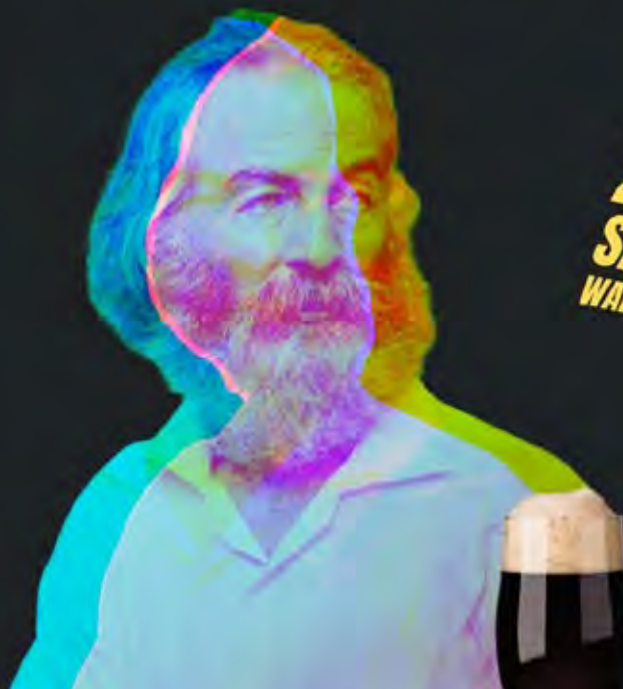
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# 7 QUESTIONS WITH FROG ALLEY BREWING CO. RICH MICHAELS

By True Brew Magazine



When it comes to Capital Region brewers, or National brewers for that matter, Rich Michaels, Brewmaster at Frog Alley Brewing Company in Schenectady, has been around the block and is highly respected throughout the craft beer industry. Not only for his brewing chops, but also for his efforts to educate brewers and grow the industry, his ability to inspire others, and his wonderful, straight-faced wit. We've known Rich for years and we have had enjoyed many beers in the past, but there still were some lingering, important, unanswered questions that we felt were important. So, we shot down to Frog Alley Brewing on a recent Saturday to catch up with Rich, drink his beers, and ask him...7 QUESTIONS:

**TBM: "Tell us about the first batch of beer that you ever brewed. What style was it? How did it turn out?"**

**RICH:** "It was a pale ale brewed with some honey; it was drinkable. It was good enough to encourage me to do another brew with raspberries which became my 'six pack resume' for my first brewing job at Brown's Brewing in Troy, NY"

**TBM: "We are at a Thanksgiving Eve house party. You are the DJ. What are we listening too?"**

**RICH:** "Classic rock with a strong blues influence. The first 3 off on my last-used playlist are: Aerosmith, Scorpions, and Buddy Guy."

**TBM: "Is there a brewery or brewer that you inspired you to "go for it" with a career in brewing?"**

**RICH:** "Too many to choose from....in the early days of craft beer, craft brewers were all hitting the road and were very accessible. Bill Newman was making beer in downtown Albany, Jim Koch was out selling beer and stopping by the local breweries to meet brewers, you could stop by Catamount brewery and have a beer with Steve Mason. Before I went to brewing school at Siebel, I had the opportunity to have a behind the scenes tour at Matt Brewing and meet up

with F.X. Matt II. We enjoyed several beers that afternoon while discussing basic beer math. This was in 1995, back then he seemed to have a vision of what craft beer would become. I later came back to work at the brewery after he passed away."

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

**RICH:** "I have a great wife who has been a great sport about moving around the country for my career. Also, two boys that have traveled with me to breweries all over the country. My oldest son has a GABF gold medal. He helped me hand bottle a winning batch of Rocket Red Ale in 2003. My boss asked me what my secret to winning a medal was; the company bought him a duplicate medal for his help. He was 4 at the time."

**TBM: Outside of brewing beer, what other hobbies or activities do you enjoy?**

**RICH:** "I very much enjoy hiking with my wife. I'm also into photography and competitive shooting."

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

**RICH:** 1. "The guy who first used hops to brew. Likely a Czechoslovakian monk from about 1000 years ago. What was he thinking?"



2. "Dipl.-Ing. Paul Kolbach – his work on water chemistry allows us to make changes to our water to allow us to brew many styles of beer with local water."

3. "The third one is kind of cheating, at the 2016 World Brewing Congress in Denver, I met Dr. Ludwig Narziss and shared a few NY brewed beers. It was great to have beer and thank him, I use his water chemistry calculations daily. He has had an amazing career in brewing and research and is a great guy."

**TBM: If you had an opportunity to say three things to Capital Region Craft Beer Enthusiasts, what would they be?**

**RICH:**

1. "Drink local – there are some great craft beers being made locally. Scarcity does not make a beer great."
2. "Study beer – there is much more to beer than hazy IPAs. There are amazing styles from all over the world, seek them out, drink them and enjoy them."
3. "to paraphrase my friend Jason Oliver of Devil's Backbone, - "Be 'Beer Positive'. Never talk bad about any segment of the brewing industry. What's bad for one part is bad for the whole. Be inclusive not exclusive & celebrate - not denigrate beer."

## CHATHAM BREWERY ANNOUNCES UPCOMING RELEASES – CHATHAM, NY – CO-Founder Tom Crowell tells True



Brew Magazine: “We are focusing on putting more dark styles in cans. In November, in addition to our flagships, we will be offering Spike Devil Porter, Bombogenesis DIPA, Pineapple Bombogenesis, and the classic 8 Barrel Ale. For the holidays we will be canning an imperial coffee stout. 8 Barrel is a righteously balanced ale. The sweet toast ones of this strong amber ale come from a dominant malt backbone and a judicious dose of American hops. Always a favorite at the brewery, this full-bodied amber brings it all to the table. 8%abv, 70 IBU. Spike Devil Porter is an American Porter. Rich notes of chocolate and coffee make this award-winning ale a favorite in the colder months. It’s an honest beer that harkens back to Chatham’s heyday as a railroad town. 6% abv 40 IBU. Bombogenesis DIPA-When a Nor’ Eastah rapidly intensifies, it goes Bombo. This DIPA is a blown-up version of our unfiltered East-coast IPA. Bursting with tropical, citrusy hops, this beer will blast your palate with hoppy goodness. 8.5%abv, 55 IBU. Pineapple Bombo is a fresh tropical take on our cult favorite. It’s a mosaic/Citra DIPA amped up with pineapple purée. To take you straight to the tropics. 8.5%abv, 60 IBU.” Keep your eyes on social media for release dates.

## RARE FORM UPCOMING RELEASES – TROY, NY – Brewery Manager, Greg Back



tells TBM, “We will be launching Pitch Frequency, our DDH Nordic DIPA, in cans at the taproom only in the coming weeks. This is the first entry in our “Rare Cans” taproom can series. Rare Cans are produced and packaged in small batches at our brewery in Troy. The series will feature experimental beers alongside taproom favorites. PITCH FREQUENCY is a 7.8% ABV Nordic-style DIPA and is fermented with the Voss Kviek yeast strain. Hopheads, take note: the big citrus aroma and flavors in this beer come not only from lupulin, but from the yeast strain itself. A delightfully dry & bold double IPA. Then, Royal Coconut Cream Ale will become a year-round offering thanks to a Facebook campaign by the beer’s diehard fans. We will be bringing the beer to cans in the third week of November. ROYAL COCONUT CREAM ALE is 6%ABV Upstate New York-style cream ale with a Rare Form twist. You’ll feel like royalty sipping this light-bodied ale aged on locally toasted coconut. The coconut flavor is a subtle sidekick to

enchant the palate and still allows the traditional style to shine through. Lastly, we’re happy to announce that we will be bringing casks ales back to The Hill starting Thursday, November 5th!” We’ll CHEERS to that!

## WHITMAN BREWING TO CELEBRATE THEIR ONE-YEAR ANNIVERSARY – SARATOGA SPRINGS, NY: Whitman



Brewing Company has announced that they will be celebrating their first anniversary on Saturday, December 19th. Marketing Manager Meg Thompson tells us, “We will be brewing a Nelson Double IPA for the occasion. We are still working on the details for the celebration, so keep an eye on our social media for updates. Also, we are brewing up Collaborations with Upper Pass Beer Co. (an Imperial Pastry Stout) and Two Villains Brewing (a NEIPA). Both will be released in November. Lastly, we are proud to announce that we signed a distribution agreement with Craft Beer Guild NY, so be on the lookout for our beers at your favorite retailers locally and throughout NYS!”

## BACK BARN BREWING WINTER EVENTS – DELANSON, NY – Back Barn



Brewing tells TBM, “Our Thanksgiving festivities kick off on Wednesday, November 25, in celebration of our MacCaffeinated Porter beer release!! It’s our brewmaster’s oldest and longest brewed recipe! It’s a rich, complex, and warming porter in the English Style. Replete with notes of chocolate, toffee, roasted malt and brewed with French roast coffee. Thanksgiving Eve hours will be 3-9PM. See you all here!! Then, in December, we’ll be hosting our Second Annual Fundraiser called “Toys for Pawz”. It’s a fundraising to benefit the Animal Shelter of Schoharie Valley and it runs for the entire month of December. Be sure to check our website and Facebook for a list of desired items! Happy Holidays!”

## REAL MCCOY TO EXPANSION TO INCLUDE COMMERCIAL KITCHEN – DELMARM NY – The Real McCoy



Brewing Company has announced an upcoming expansion. Founder, Michael Bellini tells TBM, “We are now engaged with the Town of Bethlehem to obtain all the proper variances and permits to expand our Farm Brewery to include a full Commercial Kitchen. We have been fabricating two 40’ shipping containers to accommodate for this. It will have a very

Urban feel and we are extremely excited about it. We are working on a deal to have Suburban Kitchen run the food service piece while I continue to focus on our beer production. Dates are not locked in yet, but our Facebook and Website will keep you up-to-date.”

## LIONHEART BREWING ADDS A NEW BATCH TO THEIR DRAFT LINE-UP – ALBANY, NY – Brewmaster John Kivelin



tells TBM, “I just brewed up Chocolate Milk Stout (4.2% ABV) – A milk stout spiked with 40 oz of cacao nibs - resulting in the flavor of an espresso with hints of bitter chocolate. The stout is opaque black, capped with dark foam. – Water Profile: Special Stout Water Profile; Special Malts: Carafa III, Pale Chocolate, Caramel 120L, Lactose Milk Sugar; Hops: Cluster; Yeast: Imperial Darkness. We will be brewing a batch of NEIPA soon. I can’t wait until these restrictions end!” We hear you there brother!

## PARADOX TO OPEN THEIR INDOOR TAPROOM – N. HUDSON, NY – After



experiencing a great first summer at their new location in North Hudson NY, Paradox Brewery is continuing to adapt to the Covid-19 regulations with their soon-to-be indoor tasting room. Expected to open November 2020, their indoor tasting room will offer half-capacity indoor seating as well as still have the option to sit at our heated outdoor pavilion and outdoor tasting room. Paradox Brewery has continued with their production of one new specialty release per month alongside their core beers of Beaverbite IPA, Overbite IIPA, Paradox Pilsner, ParaHelles, and Get Off My Lawn. Marketing Manager, Meghan Eagan tells True Brew, “Introduced in October 2020, Strangelet IPA was released with a limited-edition Strangelet glass. In November 2020 we’ll be releasing Space Cowboy, a New England IPA, and PilsNoir, a take on our Paradox Pilsner. In December, we will be releasing another IPA, Booch Tronic.” Aside from the beer releases, Paradox Brewery will be releasing their first ever hard craft seltzer, Vapor Wave. This pineapple-peach seltzer will be sold exclusively in the North Hudson tasting room.

## UNIFIED BEERWORKS ANNOUNCES FOOD TRUCKS AND HOLIDAY HOURS – MALTA, NY – Co-Founder Erika Anderson

tells TBM, “We have Old Thyme Food Emporium Friday - Sunday every weekend.



Additionally, The Ruck will be doing Taco-Tuesdays every other week starting on Tuesday, November 10th. We’d also like to let our customers know that we’re open Noon-8pm on Black Friday, November 27th. We will be closed on Thanksgiving/Christmas/New Year’s Day.” Be sure to get your holiday beer early!

## EMPORIUM FARM BREWERY IS BACK AT IT – TROY, NY - Founder, Roger Savoy



tells us, “Shortly after the start of the troubles our air conditioning unit died in our cold room. Due to supply chain problems we were not able to brew until a few weeks ago. Chatham Brewery helped us out in the summer by doing a collaboration beer with us, the Hops at Home beer in cans as well as kegs. Emporium Farm Brewery is back brewing to replenish our inventory. Russell will be brewing our chocolate oatmeal Stout. Then Dominic and I will make a small run of Winter Warmer followed by Russell making a Baltic Porter. After that An English IPA, Irish Red ale and a west coast double IPA are in the queue.” Emporium Farm Brewing hours have changed a little. They are open 4 PM until 9 PM Thursday, Friday and Saturday and noon until 5 PM on Sunday. You can also get a growler or pint anytime that the Homebrew Emporium is open just by stopping in.

## MAD JACK ANNOUNCES WINTER RELEASES - SCHENECTADY, NY –

Brewmaster Brian Conely, explains, “We’ll be closing the patio down for the season, but we’ve opened up plenty of space indoors to keep people safe and keep the beers flowing. Early



November will see the annual release of our “Uncle Jack’s Christmas Ale” in both the pub, and distribution. It’s a classic winter warmer full of fresh chopped ginger, crushed nutmeg, and cinnamon sticks. We look forward to this one every year and decided to brew it a little earlier this year since a little extra holiday season seems like it would do us all some good. We’ll also be brewing up a new version of our “Snow Squall” winter wheat beer; a 6% American wheat ale dry hopped with Amarillo and dosed with sweet orange peel and elderberries. It’s been a hit the past few years we’ve made it, so we’ll be sending this one out for distro as well.”

## FEMALE BREW FEST FOUNDER ELECTED TO 2021 PINK BOOTS SOCIETY BOARD OF DIRECTORS - FORT LAUDERDALE, FL - FemAle

Brew Fest Founder and former Pink Boots Society Florida leader Frances Antonio-Martineau was recently elected as one of three women in brewing to serve on the board of directors of the Pink Boots Society.

In her new capacity as a Pink Boots Society board member, Antonio-Martineau brings experience building and developing a number of programs, initiatives, and events focused on empowering women, as well as experience in coordinating nationally recognized events and years of experience in project management. Frances was recently featured in the O, The Oprah Magazine, April 2020 Issue as one of eight trailblazers who are creating game-changing opportunities for all women. FemAle was also awarded as one of the recipients for the Brewers Association's 2020 Diversity and Inclusion Grant. She runs the FemAle Brew Fest, which has been recognized for being one of the country's pioneering craft beer festivals featuring women in beer and for highlighting women in brewing. In addition to producing the FemAle Brew Fest, Antonio-Martineau also founded and launched the Greater Fort Lauderdale (GFL) Beer Week in 2019 to expand support for the Florida craft beer scene and highlight the breweries in the area. "I am very honored and humbled to have been elected as a National Board Member for the Pink Boots Society. As a member of PBS, I have personally experienced the power of community and sisterhood. The relationships I have been able to cultivate and the inspiration I continue to garner from the women in this organization has been a great joy for me." says Antonio-Martineau, FemAle Brew Fest Founder. "Over the years of producing FemAle, we have made great strides in promoting diversity and gender equality and I take great pride in bringing women to the forefront and allowing them to share their beer-story in the hopes of inspiring other ladies that may be interested in getting into the Fermented/Alcoholic Beverage industry or at least learning more about it."

**OSKAR BLUES BREWERY RELEASES THICK HAZE NEW ENGLAND-STYLE IPA - LONGMONT, CO** - Oskar Blues Brewery introduces Thick Haze New England-Style IPA to their lineup of innovative canned craft beers. This wicked hazy IPA was developed in Oskar Blues taprooms in Col-



orado and North Carolina and is now ready to be unleashed on shelves nationwide. Thick Haze New England-Style IPA is available on draft and in 6-packs of 12 oz. cans starting today. Thick Haze New England-Style IPA was born from pumping insane amounts of hops into an unfiltered, hand-crafted IPA. As it pours, a massively thick fog of hops fills the glass, and you can see exactly what you're getting yourself into. A giant hop-ness monster of a beer, Thick Haze IPA rolls onto the palate with intense flavors of pineapple, melon and mango. The big, tropical flavors emanate from Galaxy, Cashmere, Calypso and Eureka hops added during the dry-hopping process at an almost supernatural amplitude. Aftershocks of the hazy, hoppy hit to the face are citrus notes of grapefruit juice, tangerine and lemon peel. Oskar Blues Head Brewer Juice Drapeau is no stranger to the New England IPA style, as he hails from Maine where immoderate use of hops is the norm (or as Juice would say, "Hawps"). "We crafted Thick Haze to be the ultimate beast of a New England IPA—a full-blown freakout for hops," said Drapeau. "We layered the hop profile to maximize all of the flavors we are diggin' right now—tropical fruit, melon and citrus." Find Thick Haze New England-Style IPA on draft and in 6-packs of 12 oz. cans now.

## PAULANER USA BRINGS BACK THE CLASSIC GERMAN PILSNER - WHITE PLAINS, NY-

Paulaner USA, the U.S. importer of the legendary Paulaner Brewery portfolio and other premium beverage alcohol brands, announced today that they are bringing back the classic

German Pilsner, Paulaner Pils to the United States. Paulaner's Bavarian brewers are particularly experienced in crafting classic Pilsner beers and are ready to fill the growing consumer demand for lighter, more refreshing products. Paulaner Pils is slated to hit the U.S. market November 2020 and will be available in 16.9 oz 4-pack cans. "We are excited to bring back our Paulaner Pils to the U.S. market," says Steve Hauser, CEO of Paulaner USA. "Over the past few years there has been an increase in demand for sessionable products as an alternative to the fuller, IPA beers. Paulaner, being a German leader in easy-to-drink beers for centuries, has responded to this consumer trend with the reintroduction of our delicious Paulaner Pils to the U.S. market." Paulaner has been refining the Pilsner recipe since the



mid-1800's and the classic German Pilsner is remarkably refreshing and great for the fall. Paulaner Pils is a beer of formidable cleanliness and sophistication that delivers a clean, crisp taste. At 4.9% ABV, this light beer features a brilliant bright yellow color, floral hop aromas and a pleasant dry finish. Hauser adds, "At Paulaner, we enjoy catering to our consumers who know beer and appreciate our brand's history. Since 1634, Paulaner has been dedicated to the art of brewing and we strictly follow the Reinheitsgebot, Germany's beer purity law. To this day, we continue to stay true to our mastered brewing techniques and only use select, high-quality ingredients for the utmost taste and quality. Given this, we are delighted to bring back our beloved classic German Pilsner to our U.S. customers." Beer lovers can enjoy the Paulaner Pils in 16.9 oz cans, making it easy to bring to a friend's house or as a host/hostess gift this holiday season. Consumers can also enjoy the brew in its characteristic slender stemmed glass resembling a champagne flute. The tall and slender shape shows beautifully the bright golden color and absolute clarity of the beer. As the glass is only slightly tapered, the carbonization is perfectly visible. The glass gets wider to the top, ensuring the beer keeps its nice white head. The narrow rim guarantees that the delicate floral hop notes are perceived perfectly. Paulaner USA's Pils will be available November 2020 in 16.9 oz 4-pack cans.

## FIRESTONE WALKER DEBUTS NEW 'CRAFTED FOR ADVENTURE' SHORT FILM - PASO ROBLES, CA - Firestone Walker Brewing company debuted Drew

Smith: A Young Man's Road, the latest short film in the brewery's "Crafted for Adventure" marketing campaign. The new film captures the story of Drew Smith, a world-class mountain climber and one of climbing photography's most notable talents. It follows Smith as he scales some of the most imposing rock walls in his home state of Montana, heeding a mantra he learned from his father: "Make the goosebumps last as long as you can, and take advantage of cheap thrills." The film is now available on Firestone Walker's digital channels and is being delivered via targeted social media to all of the brewery's distribution markets. It was made in collaboration with filmmaker Dylan Lucas Gordon. Featuring Flyjack, Firestone Walker's low-calorie hazy IPA, the "Crafted for Adventure" campaign reflects the brewery's passion for active lifestyles and



environmental sustainability. "This campaign is about strengthening the connection between Firestone Walker and beer drinkers who are passionate about adventure," said Dustin Hinz, Firestone Walker's chief marketing officer. "It also goes to the heart of who we are as a California beer company." The "Crafted for Adventure" campaign is also part of Firestone Walker's intensifying commitment to 360-degree marketing initiatives. "We are investing in rich content more than ever before as we head toward 2021," Hinz said. "We owe it to our talented brewers and our trade partners to grow brand affinity, win market share and drive excitement for these incredible beers."

## FOUNDERS BREWING CO. ANNOUNCES MOON RAMBLER - GRAND RAPIDS, MI -

Founders Brewing Co. has announced that Moon Rambler IPA as the first release in the brewery's 2021 seasonal lineup. Formerly known in the taprooms as Cow Jumped the Shark, Moon Rambler IPA (6.4%) touches down with a big dose of Azacca,

Mosaic and Cascade hops that provide a blast of tropical fruitiness, assisted by a classic foundation of wheat and oats. Milk sugar is added to create a sweet yet slight creaminess, giving it a round mouthfeel, remarkably less bitter taste and a fuller body than your typical IPA. "When it comes to beers, milk sugar has traditionally been used to sweeten up heavier offerings like stouts and porters," said Brewmaster Jeremy Kosmicki. "With Moon Rambler IPA, we added some milk sugar to balance the bitterness and accentuate the fruity hop character. Brewed with oats, wheat and featuring Azacca, Cascade and Mosaic hops, Moon Rambler IPA is still a full-fledged IPA, just with a softer and sweeter side." Moon Rambler IPA will be available in 6-pack and 15-pack cans and on draft in the Grand Rapids and Detroit taprooms on November 4. It will available across the brewery's 50-state distribution network from November 2020 through March 2021. Please note that Moon Rambler IPA will not be available on draft in Utah. Moon Rambler will have a taproom retail price of \$9/6-pack and \$18/15-pack and prices will vary by market outside of the taproom. Moon Rambler IPA will kick off Founders' 2021 seasonal lineup, with two seasonal releases yet to be announced. More information to come throughout the year on the yet-to-be-announced releases in Founders' 2021 availability calendar.



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PUZZLES

R	N	W	M	M	Z	H	N	O	V	S	O	I	A	U	Z	X	Y	U	V	ALTBIER
C	O	L	E	H	R	E	R	L	H	A	F	N	K	O	L	S	C	H	Z	AMBERALE
B	S	D	D	I	Z	R	Q	K	T	K	K	D	G	G	S	F	X	E	I	BARLEYWINE
P	I	O	U	R	S	G	J	M	C	P	M	I	T	F	E	O	F	N	V	BROWNALE
Q	A	T	A	B	L	S	E	O	R	E	G	A	L	A	N	N	E	I	V	DOPPLEBOCK
T	S	M	A	L	B	A	B	G	H	T	M	P	P	Y	Y	R	I	W	C	DUBBEL
V	U	F	H	O	L	E	T	I	X	B	C	A	O	Z	N	Y	H	Y	Q	FRUITBEER
S	B	O	C	S	L	Z	L	H	E	Y	A	L	R	N	E	I	B	E	D	INDIAPALEALE
J	C	S	T	P	D	K	K	R	K	R	Z	E	T	K	A	X	P	L	L	IRISHSTOUT
I	T	O	P	S	Y	A	A	C	N	X	T	A	E	H	A	M	A	R	X	KOLSCH
Z	U	O	T	R	H	L	E	L	F	P	X	L	R	U	W	S	R	A	G	MARZEN
T	D	N	B	T	E	S	Z	O	U	Q	G	E	Z	F	R	L	W	B	Q	OATMEALSTOUT
N	A	A	R	Y	I	I	I	F	R	U	I	T	B	E	E	R	G	B	T	PALEALE
R	O	W	Z	B	J	S	B	R	U	P	G	U	R	O	N	K	D	R	C	PORTER
B	C	E	J	B	T	L	H	T	I	F	P	D	O	L	A	J	V	W	L	SAISON
B	D	D	O	G	W	Y	F	H	L	K	K	P	W	M	Z	U	L	P	E	SCOTTISHHEAVY
E	L	A	E	L	A	P	B	H	E	A	Y	L	N	H	O	N	U	G	F	VIENNALAGER
L	T	Q	H	Q	E	S	M	D	S	A	V	Y	A	J	D	L	S	Q	J	WEISSBIER
I	R	X	A	A	R	C	J	N	Y	F	V	C	L	E	R	B	S	B	C	
Z	B	H	E	W	Z	Q	R	T	N	U	B	Y	E	A	G	E	S	R	X	





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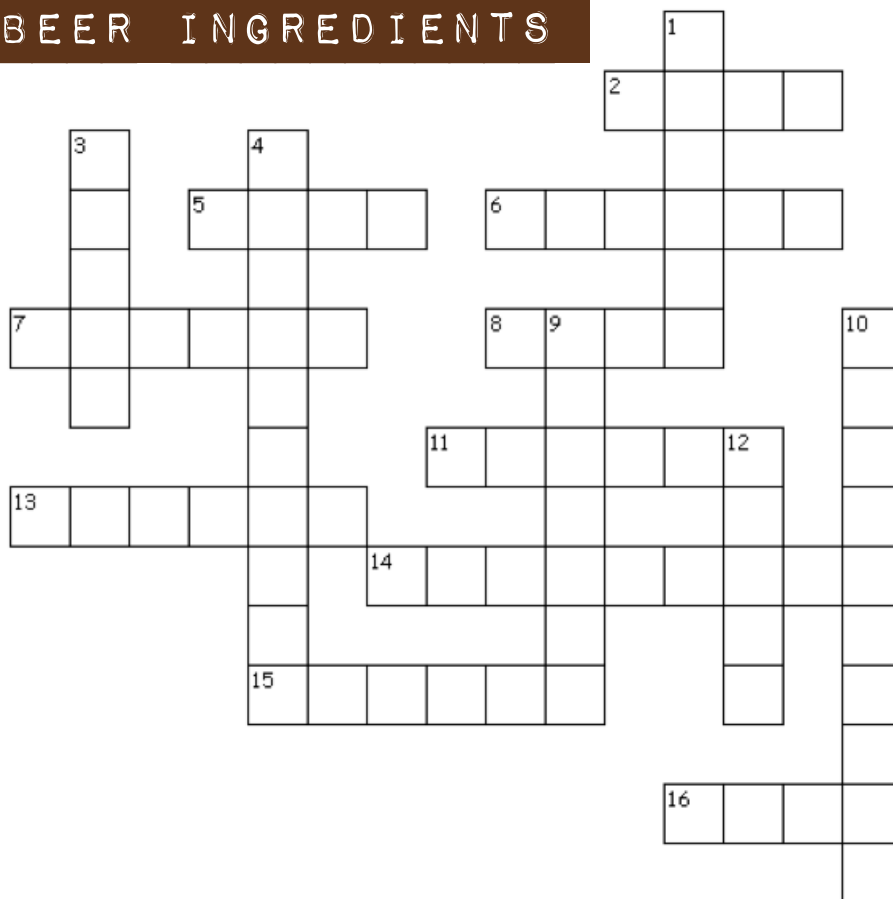
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## ACROSS

- 2. LACTOSE STOUT
- 5. BASE MALT
- 6. BROWNS \_\_\_\_\_ RAZZ
- 7. GRAINS OF PARADISE
- 8. FOR A FULL MOUTHFEEL
- 11. PRIMARY SOURCE OF FERMENTABLE SUGAR
- 13. COMMON FLAVOR IN PORTERS & STOUTS
- 14. A FLAVOR FROM ROASTED BARLEY
- 15. SLANG FOR BUD
- 16. THE SPICE OF BEER

## DOWN

- 1. CASCADE HOPS
- 3. THE MAIN INGREDIENT
- 4. HELL OR HIGH \_\_\_\_\_
- 9. PREVALENT IN #9
- 10. ONE OF HOPS CONTRIBUTIONS
- 12. FERMENTS SUGARS INTO ALCOHOL

The Answers are the Word Searches ;)



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