

MAY/JUNE 2021

# True Brew

A Craft Beer Lifestyle Magazine

**ALAMO**

**BEER COMPANY**

SAN ANTONIO, TEXAS

*Fiercely Independent*

**ALAMO BEER COMPANY**

**CHUGGING ALONG**

**PAIRING BEER WITH FOOD**

**7 QUESTIONS WITH DAVE HOLLAND  
FROM LONGTAB BREWING CO.**





ERIK BUDRAKEY

JENNIFER PEYSER

*Introducing*

**True Brew**<sup>®</sup>  
A Craft Beer Lifestyle Magazine

*As we enter our fifth year of publishing True Brew Magazine, there are more than 350 breweries across Texas, including 30ish in the San Antonio Region. Throw in surrounding better-beer-bars, craft distilleries, and wineries—and we've got ourselves quite the local scene to explore here. There are many fun adventures and experiences to be had. So many that it's tough to keep track of them all. This is where True Brew Magazine comes in. Our mission statement sums it up.*

***The craft beer lifestyle is a personal journey.  
True Brew encourages you to have your own adventure!***

# MISSION STATEMENT

At True Brew Magazine, craft beer is our lifestyle. From the places we visit to the food we eat and even the music that we listen to, craft beer always seems to play a role. For the craft beer brewers, retailers, and consumers we would like to use our combined knowledge to enhance the appreciation of the local craft beer experience.

True Brew Magazine's mission is to be recognized by the Craft Beer Breweries, Retailers, and Consumers as the premier craft beer magazine in the region. Our goal is deliver to the consumer all of the latest craft beer news, unique brewery offerings, beer dinners, events, festivals, and special releases in the San Antonio region and beyond. Through our digital magazine we will reach more than 30,000 local craft beer consumers, doubling our efforts through our website and social media campaigns. Our goal is to introduce the consumer to the passionate people who create these unique brews (and spirits)—take them on a virtual tour of local, regional, and national breweries, offering a behind-the-scenes look and appreciation of their operations by providing a first-hand feel for their culture and unique local products.

The craft beer lifestyle is a personal journey. True Brew encourages you to have your own adventure! Take a road trip to a brewery or better beer bar. Ride your bike to a craft beer festival, share your unique beer experiences and build upon your love of genuine craft beer and the lifestyle that it has to offer. Then, share your experience with True Brew Magazine and the world.





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Cover photo provided by Alamo Beer Company



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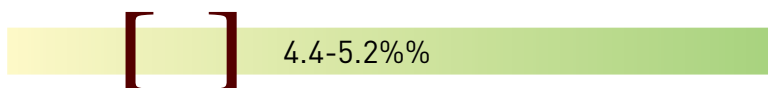


# Beer Style of the Month

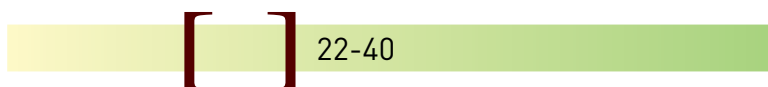
**MAY**  
**(GERMAN PILSNER)**



SRM (Appearance) pale to dark



ABV (Alcohol By Volume) low to high



IBU (Bitterness) low to high

<i>Origin</i>	Munich, Germany, Around 1870
<i>History</i>	Adapted from Czech Pilsner to suit brewing conditions in Germany, particularly water with higher mineral content and domestic hop varieties. This style became more popular after WWII as German brewing schools emphasized modern techniques. German Pils, along with its sister beer, Czech Pilsner, is the ancestor of the most widely produced beer styles today.
<i>Appearance</i>	Straw to light gold, brilliant to very clear, with a creamy, long-lasting white head.
<i>Aroma</i>	Medium-low to low grainy-sweet-rich malt character (often with a light honey and slightly toasted cracker quality) and distinctive flowery, spicy, or herbal hops. Clean fermentation profile. The hops are moderately-low to moderately-high but should not totally dominate the malt presence. One-dimensional examples are inferior to the more complex qualities when all ingredients are sensed.
<i>Flavor Profile</i>	Medium to high hop bitterness dominates the palate and lingers into the aftertaste. Moderate grainy-sweet malt character supports the hop bitterness. Low to high floral, spicy, or herbal hop flavor. Dry to medium-dry, crisp, well-attenuated finish with a bitter aftertaste and light malt flavor. Some versions have a soft finish with more of a malt flavor, but still with noticeable hop bitterness and flavor, with the balance still towards bitterness.
<i>Bitterness</i>	22-40 IBU's
<i>Commercial Examples</i>	König Pilsener, Left Hand Polestar Pils, Paulaner Premium Pils, Tröegs Sunshine Pils
<i>Recommended Food Pairings</i>	Muenster, Havarti, and Monterey Jack cheeses; salads; light seafood; salmon; tuna; trout; asparagus; Asian food; Mexican food; spicy food



# PEARL: A HISTORY OF SAN ANTONIO'S ICONIC BEER

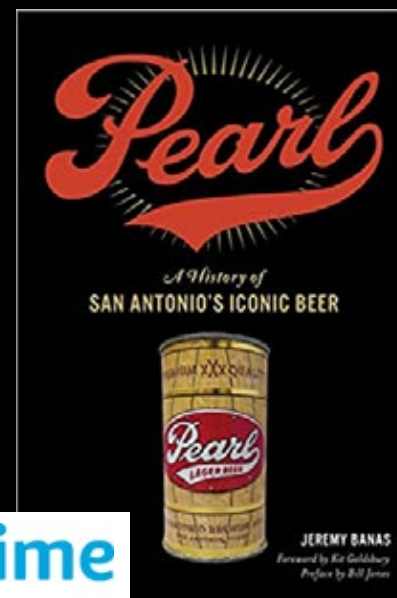
By Jeremy Banas  
(American Palate) Jan 15, 2018

*"The finest flavored beer in the market. Be sure and try, and you will be convinced. Warranted to be the same at all times. Ask for it, drink no other."*

In 1887, these were bold words about the City Brewery's new beer with the pearly bubbles, considering how the recent flood of German immigrants to Central Texas brought along expert fermentation. As that business evolved into the San Antonio Brewing Association, XXX Pearl Beer became the mainstay of the largest brewery in the state. Its smokestack formed an intrinsic part of the San Antonio skyline. A regional powerhouse for more than a century, it was the only Texas brewery to survive Prohibition. It also endured the onslaught of a president's scandalous death and Lone Star's fierce rivalry.

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# Beer Style of the Month

## JUNE (WEISSBIER)



SRM (Appearance) pale to dark



ABV (Alcohol By Volume) low to high



IBU (Bitterness) low to high

<i>Origin</i>	Bavaria - 1872
<i>History</i>	While Bavaria has had a tradition of brewing wheat beer dating back hundreds of years, brewing wheat beer used to be reserved for Bavarian royalty only. Modern weissbier dates back to 1872 when Schneider began production. However, pale weissbier only became popular since the 1960s. It is quite popular today, particularly in southern Germany.
<i>Appearance</i>	Pale straw to gold in color. A very thick, long-lasting white head is a notable characteristic. The high protein content of wheat impairs clarity in an unfiltered beer, although the level of haze is somewhat variable.
<i>Aroma</i>	Moderate to strong phenols (usually clove) and fruity esters (typically banana). Hop aroma ranges from low to none. A light to moderate wheat aroma (which might be perceived as bready or grainy) may be present but other malt characteristics should not. Optional, but acceptable, aromatics can include a light to moderate vanilla character, and/or a faint bubblegum aroma.
<i>Flavor Profile</i>	Low to moderately strong banana and clove flavor. Optionally, a light to moderate vanilla character and/or faint bubblegum notes can accentuate the banana flavor, sweetness, and roundness; neither should be dominant if present. The soft, somewhat bready or grainy flavor of wheat is complementary, as is a slightly grainy-sweet malt character. Hop flavor is extremely low to none, and hop bitterness is very low to moderately low. Well-rounded, flavorful palate with a relatively dry finish.
<i>Bitterness</i>	Low - 8 - 15 IBU
<i>Commercial Examples</i>	Ayingen Bräu Weisse, HackerPschorr Weisse, Paulaner Hefe-Weizen Naturtrüb, Schneider Weisse Unser Original, Weihenstephaner Hefeweissbier
<i>Recommended Food Pairings</i>	Weissbier is extremely versatile and can pair well with almost any dish. It plays especially well with German fare, Seafood, Pork, and Summer Salads. Editors Note: Weissbier is a no-brainer for any Brunch!



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# ASIAN Beer Marinade



## FOR CHICKEN

BY KAREN LOGAN

Serves 3-4

Prep time: 15 minutes

Cook time: 15 minutes

### INGREDIENTS:

2-3 chicken breasts (boneless, skinless)  
4 oz Belgian White Ale  
4 oz soy sauce  
1 tbsp brown sugar  
1 tbsp garlic powder  
1 tbsp onion powder  
1 tbsp ground ginger powder  
2 tbsp lime juice  
1 tbsp mirin (sweet sake)  
1 tsp sriracha  
1 tbsp canola oil

### DIRECTIONS:

Mix all ingredients, except chicken & canola oil, in a bowl. Cut chicken into small strips or chunks (1") and add to marinade. Marinate in fridge for 30 minutes. Heat oil in pan and cook chicken in skillet over medium-high heat. Cook until chicken is cooked through about 10 minutes.

Tips: adjust spices to your liking or use fresh. Add a tbsp of rice vinegar or apple cider vinegar for more tang. Reduce heat and simmer chicken with the extra marinade for a few minutes to thicken to have a little extra sauce. Serve over rice and with your favorite veggies.

**Beer Pairing:**  
Belgian Amber Ale





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BY KAREN LOGAN

Serves 4-6

Prep time: 10 minutes

Pressure Cooker time: 1 hour

### INGREDIENTS:

- 1.5 -2 lbs. beef chuck roast
- 6 oz Belgian White Ale
- 3 oz lime juice
- 3 oz beef stock (or water)
- 3 garlic cloves
- 1 onion (yellow or white)
- 2 chipotles in adobo sauce
- ½ can Ro-Tel tomatoes (diced tomatoes & green chilies)
- 2 tbsp cumin
- ½ tsp coriander, optional
- 2 tsp salt
- 1 tbsp oil (olive or canola)

### DIRECTIONS:

Blend beer, lime, beef stock, garlic, onion, chipotles, Ro-Tel and spices in a blender or food processor until saucy. Heat oil in bottom of pressure cooker (sauté function on Insta-pot) and brown beef on all sides. Pour blended sauce over beef and stir around. Set the pressure cooker on high and cook for 1 hour. Make sure you reference your pressure cooker's manual for safe sealing, cooking, & venting). Manually release heat after 1 hour and transfer meat to a serving dish. Shred the beef and add a little of the sauce from the pot to keep moist.

Want extra flavor? Add 2-3 bay leaves to the pot before cooking (remove after cooking). Add ¼ tsp of ground cloves to spice mix. Add 1-2 extra chipotles to the blend for heat.

*No pressure cooker? No problem. Cook in 3-4 hours in your slow cooker (on high), braise in oven 275° or simmer on stovetop.*

Serve with cilantro, limes, avocado, queso fresco & hot sauce on your favorite taco shell or with any of your favorite toppings.

**Beer Pairing:**  
**German Attbier**



# Alamo Beer Company

## CHUGGING ALONG

By Jeremy Banas

Eugen Simor, who came to Texas via California, first tossed around the idea for his Alamo Beer Co in the fall 1997, though it was not until five years later that he would send forth into the world his first beer: Alamo Golden Ale. At the time Simor did not have his own brewery, so he contracted with nearby (ish) Real Ale Brewing just up Highway 281 in Blanco, Texas. Real Ale gave Simor a few of their beers as options for Alamo Golden Ale, and ultimately, he chose their already popular Fireman's 4 Blonde Ale for his Alamo Golden Ale. A few years later, Real Ale would tweak this recipe so that Golden Ale was unique.

Simor would spend the next decade growing the local San Antonio market, enabling him to expand distribution into West and South Texas, as well as Austin and Houston. Though these days Alamo has returned to focusing on just the greater San Antonio market.

In 2015, Simor opened his own brick and mortar brewery just east of downtown San Antonio, and began brewing that fall after 11 years of pushing his contract-brewed Alamo Golden Ale. Alamo Beer Co opened to the public on March 6, 2015, on the 179<sup>th</sup> anniversary of the Battle of the Alamo, boasting a large tasting room and outdoor bier garden. Ever the showman, Simor exclaimed "Remember the Alamo," to an ecstatic crowd, and in doing so Simor brought back the name Alamo Beer to San Antonio. Alamo Beer had originally been brewed by the Alamo Brewing Association in the late 1800's, not all that far from the brewery's present location.

Under the oversight of Director of Operations Gregg Spickler, and Lead Brewer Neal Meyers, the year-round beers coming from the brewery currently include:

*Alamo Golden Ale, also known as a blonde ale*  
*Amber Lager, a German pale ale using German hops*  
*Listo Light, an American Light Lager*  
*Alamosaic, a Mosaic hop focused IPA*  
*Davy Bockett, a lighter German-Style Helles Bock*

Fans are also treated to a few seasonal beers throughout the year like 'Cherry Street Wheat', a cherry flavored Belgian-Style Witbier; and 'Hayz Street IPA', a nice and approachable hazy IPA.

In the years leading up to the 2014 opening Simor faced quite a few challenges, as his brewery location sat right near a San Antonio landmark: The historic Hays Street Bridge (with their beer's name a play on the hazy IPA style and the Hays Street Bridge). Though Simor owned the lot next to the bridge, which had been restored not long before his opening, he received many a protest from residents in the neighborhood surrounding his property who were opposed to any change in the well-established neighborhood.

### **"THE BENEFITS TO THE SURROUNDING COMMUNITY ARE HUGE"**

"This had been a struggle for over a decade. The benefits to the surrounding community are huge," Simor said of his dismay at opposition from the Hays Street Bridge Restoration Group, which included many neighborhood residents, and even some cyclists who in previous years had no issues drinking free beer on the vacant lot each year for events held during San Antonio Beer Week.

Simor worked a deal with the City of San Antonio and bought the land on the other side of the bridge (and next to his land) to build his brewery. This allowed Simor to use land he already owned









as a parking lot for brewery guests. With numerous delays and no resolution on the protests in sight, Simor began construction on his brewery, though on the original lot, making modifications to the building height, and proximity to the bridge. Design of the brewery complex was given to local design firm Lake|Flato Architects, which was also instrumental in the recent restoration of the Pearl Brewery complex.

Simor soon received support from then District 2 councilwoman Ivy Taylor, and then San Antonio Mayor Julian Castro, allowing Alamo Beer to receive a unanimous vote from the city council, and who was then allowed to proceed with construction of the more than 18,000 square-foot brewery which included solar panels on the roof in the shape of The Alamo itself. The property features three separate structures: the brewery and bottling building, the beer hall, and an administration building.

The outdoor German-Style bier garden has plenty of room for visitors, with a decidedly Texas feel to it, and a kitchen with a full menu for those needing to lay a base. Visitors are greeted by high glass windows that face the bier garden, and the lights of the Hays Street Bridge high above highlight the gleaming brewing equipment inside.

### **EXPANDING THEIR PORTFOLIO**

Though beer is the focus, and the passion, Alamo Beer Co also dabbles in contract brewing a few other delectable delights. Weed Beer, a branch of lifestyle Weed Cellars brand of wines, has jumped into the beer market with Weed Golden Ale, and Weed Light and contracted with Alamo Beer for production, though the brand handles its own distribution.

Alamo has also dipped its toes into soda production (I know, Coke, pop, or soda pop for some), with the contract making of Southside





Eugene Simor

Craft Soda, a brand out of San Antonio Texas hatched by two San Antonio locals. Flavors include: Texacola, Beeville, Limoncito, and Root Bexar.

Regional Texas seltzer favorite, Shotgun Seltzer out of Austin, is brewed at Alamo Beer, and takes up a decent portion of their production.

Not be left out of the hard seltzer game, Alamo has its own hard seltzer in the works, with an approach very different from others in the market. Though the brewery wants to keep the details a secret for now.

### SIDE GIGS

In addition to the contracted Weed Beer, and their regular portfolio, Alamo Beer has launched a couple of brewing side projects that enable them to experiment with ideas outside of the Alamo portfolio of beers, like the weekly 'Brewer's Barrel' tap room only beers, highlighting one to two keg batches of whatever tickles their fancy. Many of these have made it into Alamo's self-distributed Basement series which debuted in 2020, and has included:

*Alsace Light*  
*Sabro Pale Ale*  
*BRU1 Double IPA*

*Cognac Tiramisu Porter*  
*Bourbon Barrel Aged Honey Cocoa*  
*Doppleweisse*  
*Bourbon Barrel Aged Coconut Porter*  
*Bourbon Barrel Aged Downtown Bowie Brown*  
*Bourbon Barrel Aged Sherry Honey Barleywine*

Like with their Basement series, Alamo's barrel program seeks to show beer aficionados, and newbies alike, that they have more in their repertoire than just their production beers. One of which, their Bourbon Barrel Aged Russian Imperial Coffee Milk Stout (also a Brewer's Barrel), went to the Denver Rare Beer Tasting during the Great American Beer Festival in 2019 though under the Alamo Beer brand.

"For so many years the beer nerds, I don't think realized that Alamo does something besides our production beers," says Simor. "The fact that we're doing the barrel aged program and the limited Basement Series, that's basically a batch of beer that's going on in the marketplace."

# ALAMO



SAN ANTONIO, TEXAS

**Alamo Beer is located at 202 Lamar Street with the tasting room and Bier Garden open Wednesday/Thursdays 5-10pm Friday/Saturday noon-10pm**

***Stop on by, have a pint, and 'Remember the Alamo!'***



# Craft Beer Events

Researched and compiled by Karen Logan

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

## MAY:

**5/10 – 5/16** - American Craft Beer Week

### 5/14

Cactus Land Brewing – Live music: Anthony Wright  
Ranger Creek Brewing & Distilling – Beer & Bacon 5:30pm  
Donation Yoga 7:30pm  
Roadmap Brewing – Keep the Glass Night

### 5/14 & 5/15 & 5/16

Longtab Brewing – Dedication Beer Release:  
Just Routine Milk Stout brewed in honor of Green  
Beret Stephen Ordway

### 5/15

Cactus Land Brewing – Live music: Hector Alvarado  
Ranger Creek Brewing & Distilling – Laguna Madre  
Re-Launch Party -Live music: Ernie Vasquez 5pm  
Longtab Brewing – Bends & Brews Yoga 11:30am  
Roadmap Brewing – Beer Release – Here it Gose Again  
Second Pitch Brewing – Live Music – HoneyBunny 7-9pm,  
FREE!

### 5/16

Mad Pecker Brewing – Mental Health Awareness Fun Ride  
(starts at Your Fitness 365 & end at Mad Pecker) 5pm \$10

### 5/20

Longtab Brewing – Beer Release: Red Empire Imperial  
Red

### 5/21

Ranger Creek Brewing & Distilling – Nibblets & Nosh  
Dos Sirenos Brewing – Beer Release – Zeus Juice IPA

### 5/22

Guadalupe Brewing Co. – Live music: Gerry Burns 1-4pm  
Ranger Creek Brewing & Distilling – The Smokin' Wok  
Food Truck 3pm  
Longtab Brewing – Bends & Brews Yoga 11:30am  
Second Pitch Brewing – Live Music: Josh Glenn- 7 to 9 pm,  
FREE!

### 5/23

Guadalupe Brewing Co. – Live music:  
Brandon Padier 2-5pm

### 5/28

Guadalupe Brewing Co. – Live music:  
DaRoosta Blues like it Usta Wuz  
Longtab Brewing – Beer Release:  
Phantom Fighter Kolsch

### 5/29

Longtab Brewing – Bends & Brews Yoga 11:30am  
5/31 Memorial Day

## JUNE:

### 6/4

Cactus Land Brewing – Live music: Brandon Ford  
Guadalupe Brewing Co. – Celebrate National Cheese Day  
Longtab Brewing – Beer Release – Devils' Brigade  
- Altbier

### 6/5

Cactus Land Brewing – Live music: Zach Talbert

### 6/10

Dos Sirenos Brewing – AGC/ASA Fiesta Mixer – 4-6pm

### 6/11

Longtab Brewing – Beer Release – V42  
Belgian Dubbel

### 6/12

5 Stones Artisan Brewery – Vendor Event-  
Blue by You 2-9pm

### 6/14

National Bourbon Day

### 6/18

Cactus Land Brewing – Live music: Jeff Jacobs  
Roadmap Brewing – Beer Release – Things We Don't  
Say IPA – Donation Beer for Hope for the Day and Solace  
House

### 6/19

Alamo Beer Co. – Juneteenth Freedom Day SA Block Party  
and Fair 3-9pm  
Cactus Land Brewing – Live music: Dylan Finley  
Longtab Brewing – Beer Release – The Originals  
– Hefeweizen

### 6/20

Alamo Beer Company – Father's Fest, Pints for Prostates  
Dos Sirenos Brewing – Father's Day Specials

### 6/24

Longtab Brewing Beer Release – Torii Station –  
Blonde Ale

### 6/26

Ranger Creek Brewing & Distilling – Vastos Locos Tacos  
Food Truck 3pm

## SUNDAYS

Second Pitch Beer – Namaste for a Beer (yoga) returns in  
June  
Second Pitch Beer – Vinyl Night 7pm BYOV  
Dos Sirenos Brewing – Brunch – 11am-2pm  
Weathered Souls Brewing – Barbacoa & Big Red Day

## MONDAYS

Back Unturned Brewing – Monday Madness  
Tuesdays  
Weathered Souls – BINGO 7pm  
Back Unturned Brewing – Keg Killer Tuesdays

## WEDNESDAYS

Second Pitch Beer – Movie Night 7pm  
Mad Pecker Brewing – Geeks who Drink Trivia 8pm

## THURSDAYS

Second Pitch Beer – Trivia 7pm  
Mad Pecker Brewing – Glass Night 6pm  
Back Unturned Brewing – Game Night

## FRIDAYS

Mad Pecker Brewing – Friday Night Flights  
Kunstler Brewing – Teacher Appreciation 12pm – 11pm  
Dos Sirenos Brewing – Live Music– 5:30pm

## SATURDAYS

Ranger Creek Brewing & Distilling Tours \$10 (limited  
capacity, hourly 12 -3pm)  
Dos Sirenos Brewing – Brunch – 11am-2pm  
Dos Sirenos Brewing – Live Music– 5:30pm

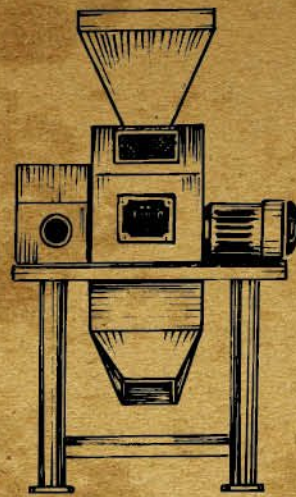


# THE BREWING PROCESS



1.

MALT



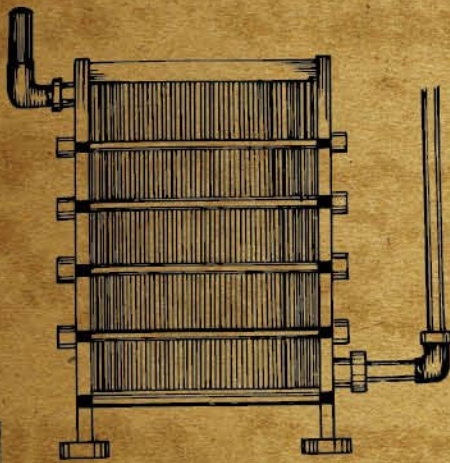
2.

MILLING



3.

MASH LAUDER  
BREW



4.

COOLING



5.

FERMENTING



6.



CONDI-  
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A Craft Beer Lifestyle Magazine

PACKAGING

+ POURING







# WHAT IS WHEAT BEER?

BY ALLAGASH BREWING CO.



A “wheat beer” refers to really any beer where a substantial portion of the grain used in brewing is wheat. In general, they’re hazy, citrusy, and have fuller mouthfeel. They’re also kind of a pain to brew.

Most craft beers you’ll find in a bar are brewed primarily with malted barley. The reason is straightforward: barley malt is easier to brew with. Wheat beers are exceptionally hard to brew because the proteins and starches in the grain want to bind, making it trickier to extract the sugars. These same proteins make wheat exceptional for baking (think stretchy pizza dough).

Some of the styles of beer that tend to use a high portion of wheat are hefeweizens, American wheat beers, and witbiers. We actually wrote up an entire blog dedicated to disentangling these three similar (but distinctly different) styles of beer. To make it simple, if you see “wheat beer” on the menu, here’s a feeling for what you can expect.

**Hazy:** most wheat beers will have a noticeable amount of haze to them. In the case of a wheat beer like our Allagash White, the haze is mostly made up of suspended proteins from the malted red wheat, raw white wheat and yeast. Not that every hazy beer has wheat in it; there are other ways to get haze. And for that matter, not every wheat beer is hazy; there’s one notable exception. The German kristallweizen is brewed with wheat and then filtered, making it bright and clear. But that’s definitely the exception, rather than the rule.

**Creamy texture:** In combination with barley, wheat creates a silky, creamy texture and a big, beautiful long-lasting



head on your beer. You’ll often find oats in wheat beer. Oats are great at creating more of a rich texture in beer.

**Citrusy/Bready flavor notes:** Wheat also tends to impart a bready, bright, lemony character to beer. In the case of a hefeweizen, that citrusy note is augmented by the banana/clove/bubblegum notes in the yeast. But while not all wheat beers use a fruit-forward and aromatic yeast, they’ll all share that nice citrusy, bready note.

Wheat beers aren’t made with 100% wheat. In Germany, to brew a “weissbier” there needs to be at least 50% wheat malt. Witbiers like Allagash White are generally made with around 20% unmalted wheat in the grain bill. American wheat beers, like a Bell’s Oberon, can have anywhere from 10% to 35% wheat. One of the main reasons no one brews with 100% wheat: you’d have a rough time emptying the lauter tun. In malted wheat, the wheat kernel doesn’t have husk material, so the wort (unfermented beer) can’t filter itself

like barley. If you hypothetically brewed a beer with 100% malted wheat, the wort would get caught up in a sludgy mess. Additionally, unmalted wheat doesn’t even have enough enzymes to convert its own starches into sugars. Again, barley to the rescue. Barley has the enzymatic power necessary to convert unmalted wheat starch into the simple sugars that the yeast can actually eat.

Interestingly, many breweries use wheat in their beer and don’t describe them as wheat beers at all. Many hazy, “New England-Style” IPAs have wheat, or oats, or both, to lend their creamy texture. In addition, plenty of farmhouse, or saison-style, beers may also have a relatively high portion of wheat, or other grains such as rye or spelt.





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# *The Principles of* **PAIRING BEER WITH FOOD**

By Erik Budrakey

Because beer is, in fact, food, and because beer offers such a wide array of aromas and flavor, it allows for the perfect pairing to fully enhance your dining experience. Understanding exactly how the flavors and aromas of your beer can bring your meal to another level is actually quite simple and fun.

When pairing beer with your meal, look for harmonies and match strength with strength, while taking into consideration bitterness, sweetness, heat/spice, richness, and carbonation.

Find Harmonies – Combinations that shares common aroma and flavor elements works best. The malty, toasty flavors of an American Brown Ale paired with the charred, fatty flavors of a burger or steak; the light, citrusy notes of a Belgian Witbier paired with seafood; the rich, lightly burnt, sometimes chocolatey/coffee-like flavors of an American Porter paired with the sweetness of a

chocolate chip cookie are all prime examples of finding harmonies.

Match Strength with Strength – Delicate foods work best with delicate beers. Strongly-flavored foods demand more assertive beers. Intensity of flavor is the sum of the total taste experience. With beer, that involves alcohol strength, malt character, sweetness, richness, hop bitterness, roastiness and more. When pairing beer with food - sweetness, fat, textures, cooking methods, spicing, and complexity all have a roll in the dance.





**Bitterness, Sweetness, Heat/Spice, Richness and Carbonation – Beer and food qualities interact with each other in predictable and specific ways. Considering these interactions ensures that the beer and food will balance each other, so that one element does not skew the other. Foods big on sweetness or fatty richness can be matched with various elements in beer such as sweetness, roasted/toasted malt, or alcohol. Carbonation works well to cut**

**richness. Malty sweetness brings down heat. Hoppy bitterness brings up spices and heat.**

**If you take a few minutes to understand “The 3 C’s of Pairing Beer & Food” you will immediately be able to put them to work the next time you sit down to eat. The 3 C’s are Complement, Contrast, and Cut Let’s take a look!**

## COMPLIMENT

Complement – While considering beer and food pairings that complement one another, look for similar aromas and flavors in both the beer and the food. For example, if the food has a certain spice to it such as coriander, then look for a beer with a similar spice note, like a Belgian Witbier, which is actually brewed with coriander. Try pairing a cheese that has a pleasant funky aroma, with a similarly funky-smelling sour beer, such as a Gueuze. For dessert, try pairing the sweet, rich flavors of chocolate cake with the rich, robust flavors of a Russian Imperial Stout.



## CONTRAST

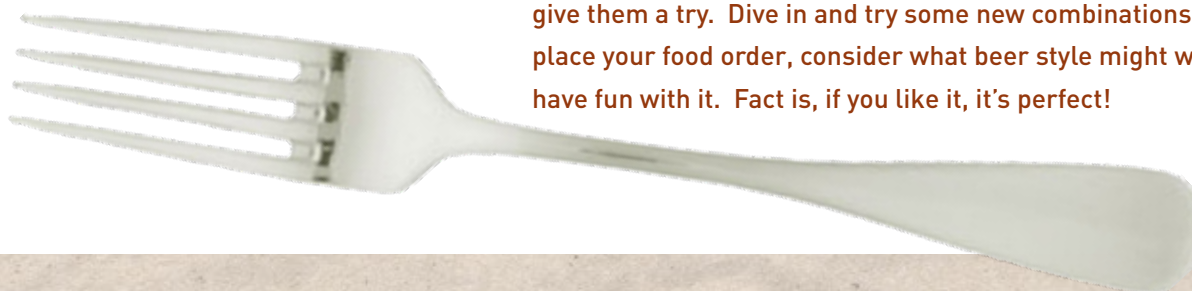
Contrast - When contrasting a beer with a particular food, look for opposing flavors and aromas. These are flavors that are, in essence, opposites. Sweet and sour on their own can both be overwhelming. Sour can pucker and create imbalance in select tastes, whereas sweet, oftentimes overbearing and cloying, covers up more subtle flavors. However, when used together, sweet and sour balance each other out and create a wonderfully unique taste experience. As the old saying goes, opposites attract, and when they do, they add up to a complete and delicious pairing. A classic example of contrast when pairing beer and food is Dry Irish Stout paired with fresh, raw oysters. The roasted, chocolate bitterness of the stout contrasts perfectly with the briny, sweetness of the oysters. This pairing is so classic that many breweries today actually brew their stouts with oysters or oyster shells.

## CUT

Cut - Cutting is similar to contrast, it just takes it to a higher level. When we consider cutting, we are talking about big, bold flavors and sensation. Think the heat on your tongue when you taste the spicy flavors of a hot chicken wing. To cut that heat, you’ll want to pair these extreme flavors with a beer that will take it down a notch. The sweet, malty flavors of an Amber Ale will cut through the heat and spice of the chicken wing. For another example, try cutting the richness of a fatty cheese with the bright sourness Fruited Lambic.



**Now that you understand the 3 C’s of pairing beer and food, it’s time for you to go out and give them a try. Dive in and try some new combinations with your next meal. Before you place your food order, consider what beer style might work well with it. Give it a shot and have fun with it. Fact is, if you like it, it’s perfect!**







# THE SAN ANTONIO CRAFT BEER SCENE

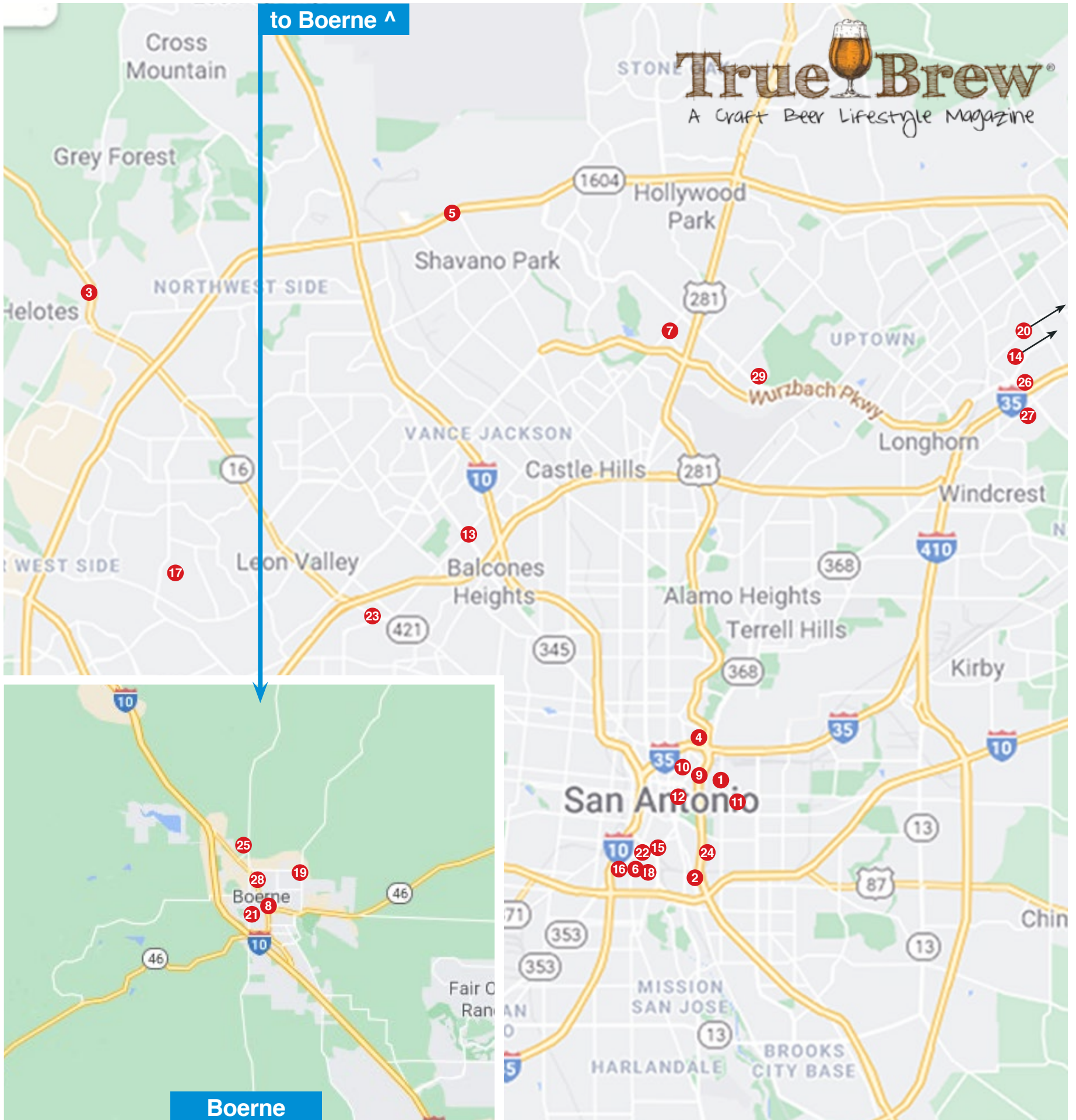
Coming into 2021 there are more than 350 breweries across Texas, including 30ish in the San Antonio Region alone. Throw in some surrounding better-beer-bars, craft distilleries, and wineries – and we’ve got ourselves quite the local scene to explore. Check out this interactive map to access information on local, San Antonio area

breweries and get ready to plan your next craft beer adventure. Grab your friends, mask up, and support your local brewery. Craft Beer is a personal journey. Ride your bike to the brewery. Try the sampler flight. Get to know these local breweries as you support them and the areas better-beer bars.

1. Alamo Beer Company — [www.alamobeer.com](http://www.alamobeer.com)
2. Freetail Brewing Co.— [www.freetailbrewing.com](http://www.freetailbrewing.com)
3. Freetail Brewing Co.— [www.freetailbrewing.com](http://www.freetailbrewing.com)
4. Southerleigh Fine Food and Brewery— [www.southerleigh.com](http://www.southerleigh.com)
5. Busted Sandal Brewing Company — [www.bustedsandalbrewing.com](http://www.bustedsandalbrewing.com)
6. Dorcol Distilling + Brewing Co. — [www.dorcolspirits.com](http://www.dorcolspirits.com)
7. Weathered Souls Brewing Co.— [www.weatheredsouls.beer](http://www.weatheredsouls.beer)
8. The Dodging Duck Brewhaus & Restaurant — [www.dodgingduck.com](http://www.dodgingduck.com)
9. Roadmap Brewing Co.— [www.roadmapbrewing.com](http://www.roadmapbrewing.com)
10. Back Unturned Brewing Co. — [www.backuntuned.com](http://www.backuntuned.com)
11. Black Laboratory Brewing — [www.blacklaboratorybrewing.com](http://www.blacklaboratorybrewing.com)
12. Maverick Whiskey Distillery & Brewery — [www.MaverickWhiskey.com](http://www.MaverickWhiskey.com)
13. Busted Sandal Brewing Co.— [www.bustedsandalbrewing.com](http://www.bustedsandalbrewing.com)
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18. Künstler Brewing — [www.kuenstlerbrewing.com](http://www.kuenstlerbrewing.com)
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20. Islla Street Brewing Company — [www.isllastreetbrewing.com](http://www.isllastreetbrewing.com)
21. Cibolo Creek Brewing Co.— [www.cibolocreekbrewing.com](http://www.cibolocreekbrewing.com)
22. Dos Sirenos Brewing — [www.dossirenosbrewing.com](http://www.dossirenosbrewing.com)
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to Boerne ^



Boerne



# 7 QUESTIONS WITH LONGTAB BREWING CO.'S FOUNDER

## DAVE HOLLAND

By True Brew Magazine

San Antonio's Longtab Brewing Company is a veteran-owned brewpub, coffee bar and restaurant which honors the history and culture of US Army Special Forces, or "Green Berets", while also serving up good times, delicious food, and great beer. Despite opening just 2 months before the pandemic hit in 2020, Longtab

has quickly gained a reputation as one of San Antonio's finest and most up-an-coming breweries. Naturally, we at True Brew Magazine needed to get the scoop. So, we shot down to the brewery to indulge in a few beers with founder, Dave Holland, and ask him....7 Questions.

**TBM: As you came to develop your passion for craft beer and brewing, when was that and was there a brewer, brewery, or beer that inspired you to go for it?**

DAVE: Not so much a beer or a brewery, but my wife and my family and my Special Forces teammates. When I started home-brewing, just for fun I'd send these SF-themed labels and post pictures of them online. Next thing I knew I was getting inundated with questions about where it can be purchased. After some long discussions with my wife over some beer, we decided to go for it. Once Mike Brown (also a retired Green Beret) came on board I knew we had the right ingredients to do something special.

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

DAVE: I'm a metalhead, so Judas Priest for sure. But also, some Chris Stapleton, Gary Clark Jr, AC/DC, and just recently I've started listening to Aryon Jones.

**TBM: Outside of brewing and your unwavering support for veterans, what other hobbies/interests do you enjoy?**

DAVE: Spending time with my wife and kids. My world revolves around them and they are my biggest fans - we are all very close. I haven't had much time lately to do it, but I also love hiking, camping, riding my mountain bike.

**TBM: What non-Longtab brews are in your fridge on the regular?**

DAVE: St Bernardus Abt 12, Augustiner Maximator, Augustiner Edelstoff (when I can get it), Weihenstephaner Vitus, Weihenstephaner Korbinian, Pilsner Urquell, Aventinus Weizen-Doppelbock

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

DAVE: We've been fortunate to brew beers dedicated to some really amazing people. Most of the time it's a beer we think the honoree would love to drink. So, it would be pretty awesome to meet them in person and share a beer made in their honor! And since our dedication beers always give money back to charity, I'd love for them to know we are using their name to do something great.

1. John F Kennedy. He was a staunch supporter of SF - I'd like to get a picture of him having our JFK Lager!

2. Virginia Hall - She was a WWII spy for the OSS and an all-around badass. We recently did a beer for her.
3. MSG Roy Benavidez - Green Beret Medal of Honor winner. We also did a beer for him, so I'd love to share a glass of Tango Mike with him!

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

DAVE: Married my muse, Natalie. I have three brilliant daughters and one 7y/o German Shorthair.

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

DAVE: We love you! We have been very fortunate to garner a loyal following who appreciate what we are trying to do. Although we are a veteran owned business with a military theme, we are a brewery who welcomes everyone. We love it when our patrons visit and leave with an appreciation of what Green Berets are and what they do for our country. The Quiet Professional mantra can at times be a detriment to educating the public on who we are - so we hope Longtab can be as much a destination for great beer and food as it is a means of communication for the public at large.







## KUENSTLER BREWING SPECIAL MENU AND UPCOMING RELEASES – SAN ANTONIO, TX



Co-Founder, Vera Deckard tells True Brew Magazine, “In addition to the always rotating beer taps of our fan’s favorite, the following are

new releases: Chocolate Wasted – a Milkstout brewed with cacao nibs from Haiti and Uganda, providing flavors of brown sugar, rich chocolate, vanilla and raisins. Also releasing Roasted Peanut Butter Cup – our Chocolate Wasted base, with Peanutbutter added. Some of the favorite comeback-kids are Northman, our East Coast Kveik IPA, Wolfie, our Vienna Lager, Puro Southtown – Mexican Lager, Texas Tube Float – our TX version of an IPA, Nagini – Black Pilsner, Dortschlager- Dortmund Export. News from the Kitchen: In addition to our regular delicious menu, every day brings a special feature: Monday- Brisket Melt, Tuesday-Fish and Chips, Wednesday- Schnitzel, Thursday -Dumplings, Friday – Fry Fryday with Chicken Schnitzel Sandwich, fried Pickles, etc. Saturday- Künstler Burger Day, Sunday Brunch. Hours: We are open Mon and Tue 4pm to 10pm, the rest of the week 11am to 10pm.”

## ROADMAP BREWING SPRING RELEASES ANNOUNCED – SAN ANTONIO, TX



Brewmaster, Dustin Baker explains, “Our “BIG” May / June release dates are below. We’ve got several other “smaller” releases on the calendar as well, so check out our social media for updates. As for “BIG” releases go: May 15th - Here It Gose Again Release - The original fruited gose of our

“Ode” to OKGO”. This traditional German kettle sour is brewed with sea salt, lime and strawberry for amazingly refreshing results that will be sure to have you dreaming of a tropical poolside getaway. DONATION BEER - June 18th - Things We Don’t Say IPA Release - This project is one that hit’s extremely close to home for our family here at Roadmap. Dustin’s childhood best friend, Chase, suffered from depression and ultimately took his own life at the young age of twelve years old. Like so many around us, Chase appeared on the outside to be the poster child of happiness - a young, athletic, and talented artist who lived with a loving family and was always cracking jokes. But unfortunately, also like so many around us, he had “THINGS HE DIDN’T SAY” Chase was depressed and did not have the knowledge or means to understand what he was feeling. The THINGS WE DON’T SAY initiative’s goal is to shake the stigma and shine a light on mental health - while giving those who are struggling an outlet to understand that they’re never alone. Whilst every other brewery will be releasing their version of this IPA during May for Mental Health Month - we have chosen to release ours on what would have been Chase’s 31st birthday (June 18th, 2021). Our label will proudly feature Chase’s artwork (pictured above) and 100% of the proceeds will be split evenly and donated in his honor to HOPE FOR THE DAY and SOLACE HOUSE.

## ALAMO BEER HOSTING FREEDOME DAY AND FATHER’S FEST – SAN, ANTONIO, TX



“We invite all beer lovers to come on out and join us for our Juneteenth Freedom Day San Antonio Block Party & Fair. Let’s celebrate, Juneteenth Freedom Day on Saturday, June 19th from 3pm - 9pm at Alamo Beer presented by Dream Big Scholarship Fund, Inc. Enjoy live music, DJs, vendors, art showcase, kid activities, a bouncy, face painting and more! The purpose is to provide the Black community an opportunity to come together and celebrate freedom, love and respect for our heritage with friends, family and the community as a sign of unity. The Dream Big Scholarship Fund, Inc. goal is to highlight opportunities and resources that are relevant to the Black community in the areas of education, business, and health with the help of our community partners. A portion of the funds raised will go to support the educational and community efforts of the Dream Big Scholarship Fund, Inc. This is a FREE event, but we ask that you please RSVP via our website. Then, join us for Father’s Fest June 20, 2021. This annual celebration is for all fathers with the intent to not just spend time with family over a pint or two, but to help fathers (and all men out there) stay cancer free. For over four years, Alamo Beer has partnered with Pints for Prostates, a non-profit which aims to bring awareness to all men’s health issues, specifically prostate cancer. Though the event usually has live music (as in past years, the ever popular Two Tons of Steel will play, a small artisan market, and a charitable auction, medial staff will be on site to due blood draws for prostate cancer, with a doctor on-site to discuss the results. Prior to the start of Father’s Fest at noon, a ticketed brunch will be held from 10am until noon.”

## LONGTAB BREWING MAY/JUNE DEDICATION BREWS - SAN ANTONIO, TX - Founder Dave Holland tells



True Brew Magazine about the following new releases, “On May 20th we’ll release “RED EMPIRE”. This Imperial Red is brewed to celebrate the anniversary of the formation of the 7th Special Forces Group. On May 28th we’ll put out “PHANTOM FIGHTER” which is a Kolsch whose name comes from the title of a US Army produced film from the late 1950s which introduced Green Berets to the world! For June and July Beer

Releases: June 4 – “DEVILS’S BRIGADE” an Altbier. The Devils’ Brigade was the nickname of the First Special Service Force which conducted missions in Europe in WWII. June 11 – “V42” a Belgian Dubbel named after the knife carried by the First Special Service Force which was used for the Special Forces regimental crest and the Longtab logo! June 19 – “THE ORIGINALS” a Hefeweizen brewed to celebrate the anniversary of the formation of the 10th Special Forces Group. June 24 – “TORII STATION” a Blonde Ale that is brewed to celebrate the anniversary of the formation of the 1st Special Forces Group. 2 July - “TRIPLE VOLUNTEER” our Belgian Tripel named after the fact that Green Berets are triple volunteers - they volunteered for the Army, they volunteered for Airborne training, and they volunteered for Special Forces!”

## DOS SIRENOS BREWING REVISED MENUS, LIVE MUSIC, EVENTS - SAN ANTONIO, TX



Owner/Head Brewer Mike Sireno explains, “We have revised our brunch and dinner menus for the summer. Added a few items and removed a few. Brunch is Saturday and Sunday 11am-2pm. Beer releases coming up: Zeus

Juice IPA will be back May 21st. We will also have a special release beer towards the end of May, but it is top secret for now. Let’s just say it’s the real dill! We have live music every Friday and Saturday starting at 5:30. We will also have beer specials for Craft Beer Week featuring a different beer each day (May 10- 16). Finally, June 10 is the AGC/ASA Fiesta mixer from 4pm - 6pm and on Sunday, June 20th we’ll have Father’s Day specials, so bring out your dads!”

## MAVERICK WHISKEY DISTILLERY & BREWERY MAY/ JUNE NEWS - SAN ANTONIO, TX

Maverick’s Kenneth Fey tells True Brew Magazine, “The brewery has just released our new craft beer Dr. Maverick’s EyePA (he is an eye surgeon) On the distilling end, our Texas Dry Gin brought home Gold from the John Barleycorn Awards and the Denver International! We also just released our 2 year old Straight Rye Whiskey, which brought home Gold from the San Francisco International Spirits Competition! No exact dates, but we will also have 2 year old Wheat, Triticale, and our Alamo Whiskey releases in May and June. Coming soon our guests will be sampling 4 of our 2 year old Whiskeys on a tasting flight.”



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# LOCAL AUTHOR RELEASES A BOOK ON PIERRE CELIS—THE GODFATHER OF WITBIER

On February 8, 2021 Local Texas author, **Jeremy Banas** released his new book *Celis Beer: Born In Belgium, Brewed In Texas* from publishers The History Press. To commemorate the launching of his book, a meet/greet and signing for the media was held at the Celis Brewery (located at 10001 Metric Blvd Austin, Texas 78758) on February 12, 2021.

After almost two years of researching, writing, and editing the book, Jeremy is excited to release this historical piece that is sure to become a must-read for all craft beer lovers!

*Celis Beer: Born In Belgium, Brewed In Texas*, highlights the history of Pierre Celis, The Godfather of Witbier, from his beginnings in Hoegaarden, Belgium in 1966 to the Celis we know and love today, as well as a history of the style he brought to the world.

From *The History Press*: “A former milkman in the small village of Hoegaarden, Belgium, Pierre Celis opened a brewery that brought back the extinct witbier style of his native Hoegaarden and rejuvenated an old-world tradition throughout Belgium and Europe. Following a devastating fire in his native country, the godfather of witbier set up shop in Texas, where his passion took fresh shape in the form of Celis Beer and influenced an entire generation of beer lovers. His legacy continues under the stewardship of his daughter, Christine, who revived the brand in 2017, along with his granddaughter, Daytona, who brews there now. Author Jeremy Banas relates how the Hoegaarden legend founded Austin’s first craft brewery.”

Jeremy Banas is a freelance journalist and beer writer. His writing has appeared in the San Antonio Current, San Antonio Magazine, TheFullPint.com, BeerAdvocate Magazine, True Brew Magazine, The Bexar Times, and the Brewers Association’s craftbeer.com, as well as his own website ruinationpress.com. He is the author of two previous books, *San Antonio Beer: Alamo City History by the Pint* (coauthored with Travis Polling) and *Pearl: A History of San Antonio’s Iconic Beer*. He also serves as a co-founder of San Antonio Beer Week.

Jeremy comes from a proud brewing tradition. His cousins Carl and Joseph Occhiato were the last owners of the historic Tivoli Brewing Company in Denver, Colorado, from 1965 to 1969, at which his grandfather also worked. Jeremy has achieved the designation of Certified Beer Server in the Cicerone Certification Program and is working toward his master’s degree in history. He resides in San Antonio, Texas, with his three boys, Quinn, Jack, and Maxwell.

In addition to this event, community members will have the opportunity to meet and greet with author Jeremy Banas, at several upcoming book signing events throughout the city.

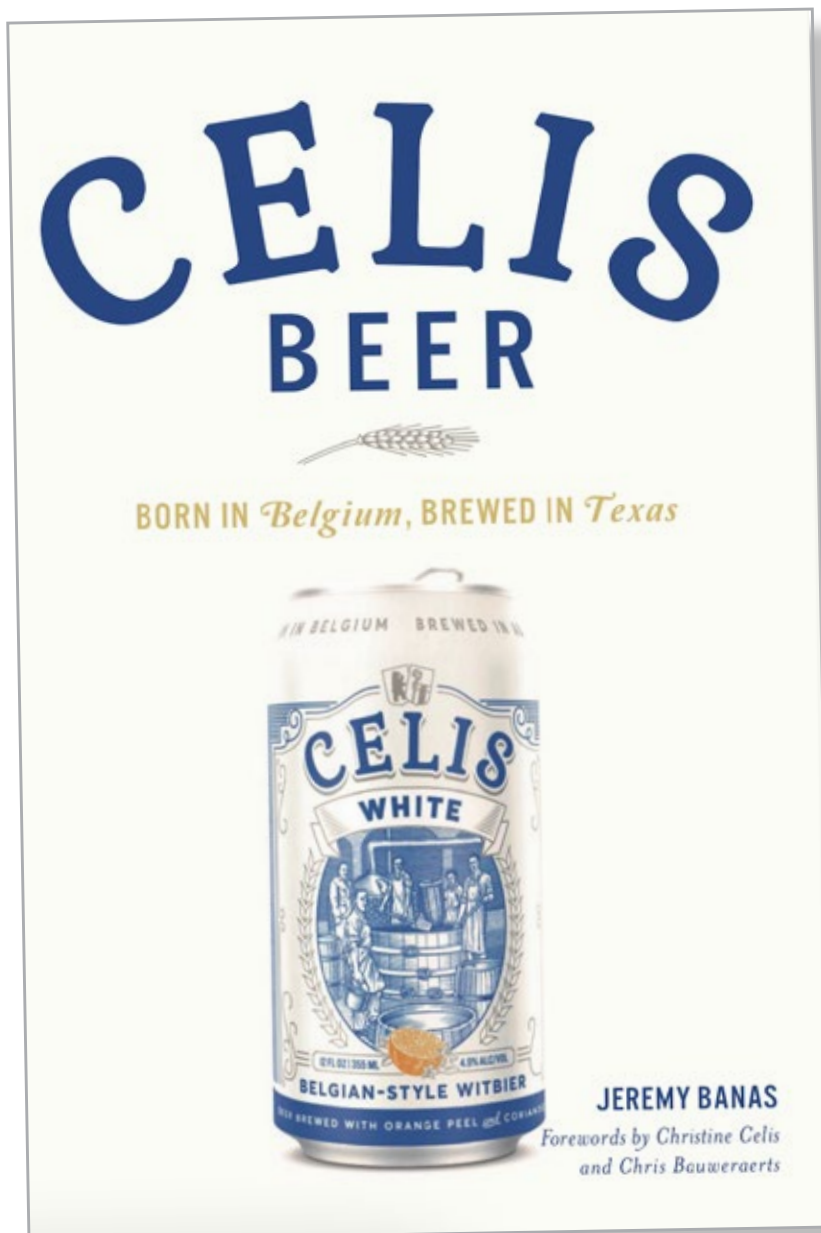
For a full list of upcoming events, please click here: [Celis Book Events](#)

To purchase the publication for 21.99 +tax, visit <https://www.amazon.com/Celis-Beer-Belgium-Brewed-American/dp/1467144363>

Jeremy Banas-(210) 317-0782

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

Follow Jeremy on Facebook, Twitter & Instagram at @ruinationpress  
Follow *Celis Beer: Born In Belgium, Brewed In Texas* on Facebook at @CelisBeerBook, and Twitter @BeerCelis





## DIAGEO LAUNCHES GUINNESS NITRO COLD BREW COFFEE BEER - NEW YORK



— Guinness is back with another nitrogenated creation, which is already a fan-favorite: Guinness Nitro Cold Brew Coffee beer. As the brewers of the world's most popular nitro stout, Guinness is now combining everything you love about coffee and Guinness into one beer. Sweet-smelling with a distinct rich coffee aroma, Guinness Nitro Cold Brew Coffee beer is the perfect balance of bitter and sweet with a roast coffee flavor. Brewed using cold brew coffee extract and coffee flavors, it has a rich, smooth and creamy palate with hints of espresso, chocolate and caramel. "Nitro Cold Brew Coffee beer is a welcome addition to the Guinness family, and the response so far has been incredible," said Nikhil Shah, Guinness Brand Director. "Now that it's officially iced coffee season, we're excited to give consumers a coffee-forward beer to enjoy during their spring and summertime occasions." Guinness has consistently proven that no one does nitro beer better. Pioneered in 1959 as the first nitrogenated beer, the legendary Guinness Draught instantly became the best-selling Guinness beer worldwide. At 4% ABV, Guinness Nitro Cold Brew Coffee beer is best enjoyed straight from the can or poured into a clean glass to fully activate the widget inside the can. The widget infuses nitrogen into the beer upon opening and re-creates the signature surge and settle effect you get from a Guinness Draught on tap or in a can. Guinness Nitro Cold Brew Coffee beer is a permanent addition to the Guinness portfolio and began appearing on U.S. shelves in March, with expansion now happening nationwide. Each pack contains four 14.9 fl. oz. cans. While it is expected to slowly start rolling out to other countries over the next 12-18 months, the U.S. is now the first market to be able to enjoy this new offering. Guinness has long been at the forefront of innovation, and today the brewers in both Dublin and Baltimore continue to use their creativity to brew all styles of beer. Guinness Nitro Cold Brew Coffee beer is the latest release from the St. James's Gate Brewery in Dublin, and back across the pond is the Guinness Open Gate Brewery in Maryland, home to Guinness Baltimore Blonde and experimental Guinness beers in the U.S. To keep up with the latest news from Guinness, follow @GuinnessUS on Instagram, Facebook and Twitter. As with all legendary beers from Guinness, please remember to drink like a brewer and savor Nitro Cold Brew Coffee beer...responsibly.

Send us your news and notes  
info@truebrewmagazine.com

## DUCLAW BREWING AND DIABLO DOUGHNUTS RELEASE 3RD ANNUAL COLLABORATION BEER - BALTIMORE, MD.



— The fruity pebbles glittered sour ale released annually by DuClaw Brewing Company will hit shelves for a third consecutive year in May. Sour Me Unicorn Farts is a collaboration between Baltimore-based DuClaw Brewing and Diablo Doughnuts, based on the notorious 'Unicorn Farts' doughnut and is a sour beer made with a trio of fruits and fruity cereal, plus a hallmark swirl of natural edible glitter for an enhanced drinking experience. "We are queued up, and ready to produce the highest volume of Sour Me Unicorn Farts ever made, in preparation to serve the widest distribution demand ever thanks to our partnership with Brew Pipeline," said Elizabeth Hanfman, DuClaw's vice president. "We couldn't be more grateful for the growing demand and unrelenting enthusiasm from our devoted Unicorn Farts fans." The release comes on the heels of a successful 'Give A Crap Challenge' charitable campaign with Squatty Potty, Colon Cancer Foundation (CCF), and CraftShack. A Sour Me Unicorn Farts variant with graham cracker was produced as part of the campaign. The group raised over \$20,000 to fight colorectal cancer and support of CCF's efforts to provide thousands of colon cancer screenings to underserved communities this year. For more information on the campaign, visit: <https://p2p.onecause.com/giveacrap>.

## SIXPOINT BREWERY TO LAUNCH PARTY POPPERS HARD SELTZER - BROOKLYN, NY



— Sixpoint Brewery is announcing the release of Party Poppers, its new line of refreshing, great tasting hard seltzers. As the hard seltzer market continues to boom, up 120% over the past year in the US, new regional entrants are joining the game and quickly gaining favor with consumers from their local markets. Sixpoint, one of the pioneers of the craft beer market in New York City, enters the seltzer space at a time when craft drinkers are looking for brands already in their consideration set to deliver seltzers with the flavor and attitude that speaks to them. The hard seltzer occasion is centered around settings and activities that represent pure, unadulterated fun. In true Sixpoint fashion, Party Poppers enters the segment with a take all its own. Party Poppers is claiming the title of "The Official Party Seltzer" and is inviting consumers to come to the party or to create their own party. Party Poppers is seltzer at its best; a time to let go and turn an ordinary moment into a moment to celebrate. After the challenges of the past year, New Yorkers deserve to get together and celebrate. And Party Poppers

is here to turn it up. "The hard seltzer category is extremely crowded. But we were waiting for the right time and for the concept to carve out a unique space for Sixpoint," says Courtne Harrell, vice president of brand marketing. "As New York begins the process of rebuilding and regaining its famous energy, there will be many moments to celebrate, to step back and have some fun and to party. Party Poppers Hard Seltzer is the perfect complement to those occasions." Since 2004, Sixpoint has been pushing the limits of innovative flavor development, bringing craft fans the big hop cone flavor in Resin and the crushable bright refreshment in brands like The Crisp. And now, they are bringing flavorful refreshment to seltzer with Party Poppers. Party Poppers will launch in a 12pk Variety Pack with 4 flavors that will make your tastebuds dance: Tiki Lemon Bar, Cucumber Lime Daybreak, Triple Berry Disco and Passion-fruit Orange Guava Punch. Each variant offers popular flavors in unique combos to bring some excitement to the singular seltzer space. Releasing to markets this May, Sixpoint Party Poppers is made with all-natural flavors and delivers less than 1g of sugar, at 100 calories and 5% ABV per serving. Party Poppers will have distribution across Sixpoint core markets which includes New York, New Jersey, Connecticut, and through New England. Sixpoint Party Poppers completes the regional seltzer rollout strategy from parent company, Artisanal Brewing Ventures (ABV). ABV has rolled out Bold Rock Hard Seltzer in the Southeast, Southern Tier Hi-Current in upstate New York and Great Lakes region, and Victory Waves in Pennsylvania and the mid-Atlantic. "We are seeing some similarities to the early years of craft beer. Variety, great taste, and quality are all important and consumers value brands they relate to," says Derek Detenber, chief marketing officer. "There are some big brands in the seltzer category, so our strategy is to be more precise and surgical in how we acquire a following in this space. And it starts with matching strong brands, in home geographies, with their most passionate fans."

## ALLAGASH EXPANDS DISTRIBUTION OF TRUEPENNY PILSNER - PORTLAND, ME

— Belgian-style pilsner with a hint of wild beer available throughout brewery's national distribution footprint. Award-winning Allagash Brewing Company today announced the release of Truepenny Pilsner, a Belgian-style pilsner with a hint of wild beer. This Belgian-style Pilsner delivers on its promise of refreshment with a classic grain bill and noble hops. At 5.1% ABV, Truepenny Pilsner will be available in four-packs of 16 ounce cans. The specialty release is available across the 18 states and Washington, D.C. where Allagash is distributed. "A Truepenny is an honest

and trustworthy person. For the last 25 years, we have committed to being a reliable source of delicious beers that our fans have come to know and love," said Rob Tod, Founder, Allagash Brewing Company. "Truepenny Pilsner is the perfect companion for sunny days and grilling season, and we can't wait for beer lovers everywhere to enjoy it this summer." Truepenny Pilsner was conceptualized by one of the brewers who leads Allagash's pilot system, a program that allows any employee at Allagash to submit a concept for a beer. Since its inception in 2007, the pilot system has led to the release of countless well-loved Allagash beers. "Truepenny combines a classic grain bill and noble hops with a hint of wild beer to offer a distinct and refreshing flavor," said Jason Perkins, Brewmaster, Allagash. "We're excited to bring another great beer from our pilot system to Allagash fans across the country." To learn more about Truepenny Pilsner or to locate Allagash beer, visit [allagash.com](http://allagash.com). Images are available for download and use here.

## 21ST AMENDMENT PARTNERS WITH PINK BOOTS SOCIETY FOR RELEASE OF MOON BOOTS IPA - SAN FRANCISCO, CA

— Though the craft beer industry's demographics and workforce are evolving away from beer bellies and beards, there's still much room for change to reflect the growing diversity of the craft beer consumer. 21st Amendment Brewery advocates for the advancement of exceptionally talented women in partnership with the Pink Boots Society for the limited-edition release of Moon Boots IPA. Coinciding with the nationwide release of Moon Boots IPA in April 2021, 21st Amendment Brewery is funding three Certified Cicerone Level-Two Course & Exam Scholarships and one "Women In Leadership" Certificate Scholarship at eCornell University exclusively for Pink Boots Members to apply for. Moon Boots IPA was designed and created by an all-woman team at 21st Amendment Brewery. The project was spearheaded by Sarah Swafford (National Sales Manager), who says, "21A has been incredibly supportive of Pink Boots Society for many years and has participated in several Pink Boots beers. Moon Boots IPA was initially a small batch beer that we called Pink Brûts! and was brewed at 21st Amendment's downtown San Francisco brewpub for International Women's Day (2019). We developed the recipe and concept using the Pink Boots hop blend. When it was released, it was so well received at the pub, taproom, and participating accounts we knew it would be a great candidate for one of our nationwide limited-edition releases." Swafford has a long time connection to Pink Boots Society. "When I moved to the Bay Area, I joined my local Pink Boots chapter to connect with other women in the industry. It was such a great opportunity to taste NY.





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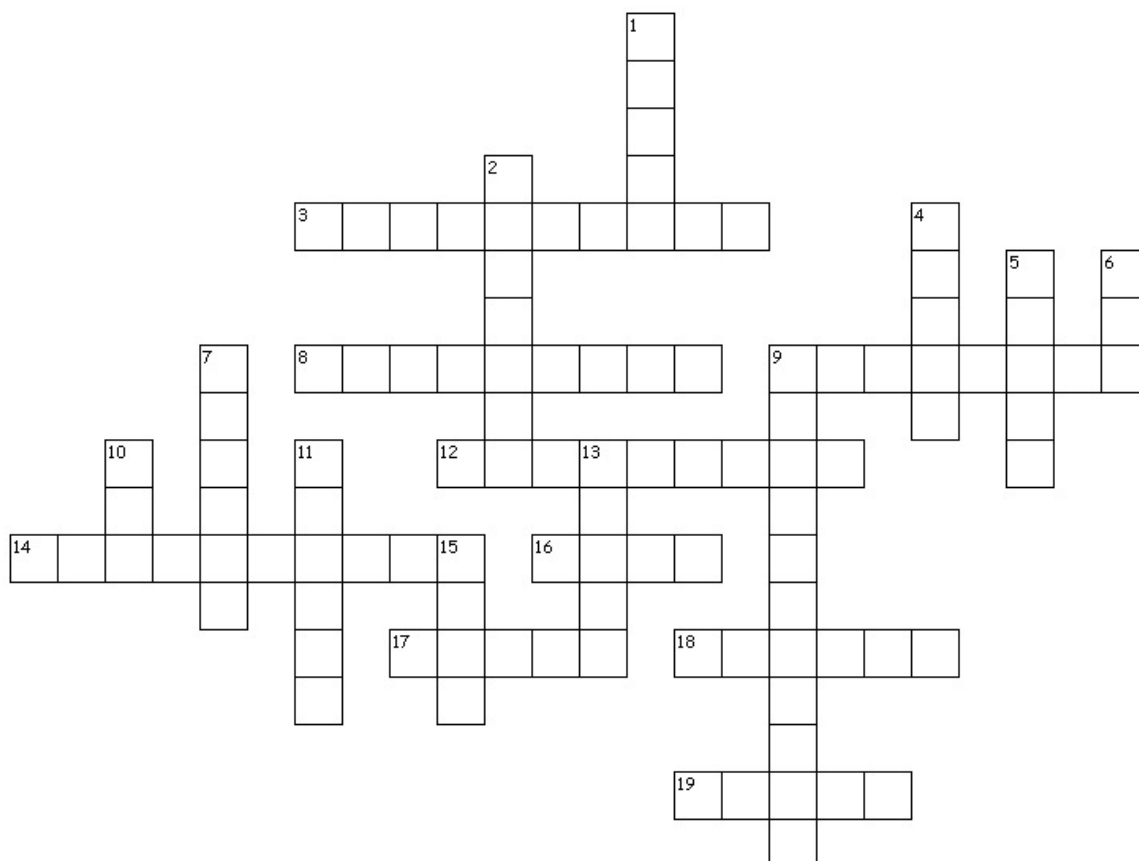
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8. HOW BEER FEELS IN YOUR MOUTH
9. CONTRADICTING FLAVORS
12. USING THE PROPER ONE MATTERS
14. CONTROLLED BY HOP CONTENT
16. OUR FAVORITE BEVERAGE
17. CHARRED FLAVOR
18. AROMA + TASTE
19. SNIFF IT

## DOWN

1. YOUR MEAL IS SERVED ON ONE
2. GETS YOU TIPSY
4. HOW POTATO CHIPS TASTE
5. MAKE FUN OF JEFF ROSS
6. CAN BE DONE WITH SCISSORS
7. MORNING BEVERAGE
9. TINY BUBBLES
10. CHEW THE \_\_\_\_
11. WHEN YOU HAVEN'T EATEN
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15. CAUSES PUCKERING





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## PAIRING BEER & FOOD

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