

JANUARY-FEBRUARY 2021

True Brew

A Craft Beer Lifestyle Magazine



BLUE STAR BREWING
CELEBRATING 25 YEARS
BEER CAN APPRECIATION DAY
WORLD BARTENDER DAY
CRAFT BEER BOX OF CHOCOLATES





ERIK BUDRAKEY

JENNIFER PEYSER

Introducing

True Brew[®]
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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Collar City Craft Media LLC.
P.O. Box 432, Troy, NY 12182

Jennifer Peyser, Artist/Designer
Erik Budrakey, Content Manager
Karen Budrakey, Events Manager
Roger Savoy, Contributing Writer
Dom Weisberg, Contributing Writer
Jeremy Banas, Contributing Writer
Karen Logan, Contributing Writer

truebrewmagazine.com

erik@truebrewmagazine.com

jenn@truebrewmagazine.com





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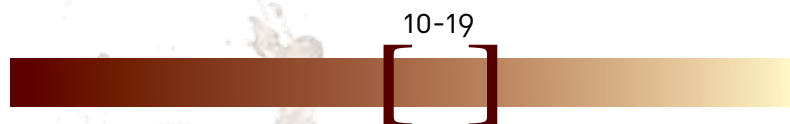
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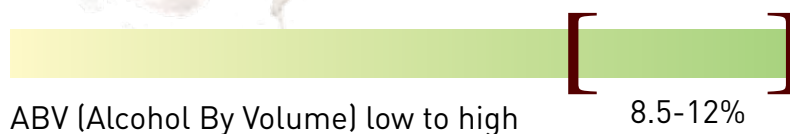
Beer Style of the Month

JANUARY

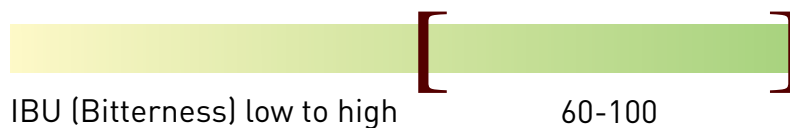
[AMERICAN BARLEY WINE]



SRM (Appearance) dark to pale



ABV (Alcohol By Volume) low to high



IBU (Bitterness) low to high

<i>Origin</i>	American Craft Breweries, late 1970's
<i>History</i>	When it comes to many American craft brewery's interpretation of English-born ales, bigger tends to be considered better. In 1975 Anchor Brewing Company brewed their first batch of Old Foghorn, presenting a hoppier and more malty version of and English Barley Wine. In 1983, Sierra Nevada introduced their version called Bigfoot Barley Wine, which raised the bar to a level that other American Breweries strive to achieve.
<i>Appearance</i>	Light amber to slight copper. Some American versions can be light brown.
<i>Aroma</i>	Moderate to assertive hop character that highlights fruity, citrusy, and/or resinous notes. Rich and malty sweetness. Look for sherry-like, leathery notes in well-aged versions.
<i>Flavor Profile</i>	Rich and strong malt flavors with aggressive hop flavor and balance. Slightly sweet, though the finish may be sweet to dry, depending on aging. Sometimes notes of raisins/dark fruit. Intensely bitter hopping.
<i>Bitterness</i>	HIGH - 50 - 100
<i>Commercial Examples</i>	Anchor Old Foghorn, Sierra Nevada Bigfoot, Brooklyn Monster Ale
<i>Recommended Food Pairings</i>	Cheeses! This plays on Barley Wine's strength, big and bold flavors of the beer stands up to the power and flavor of strong cheeses. Dances nicely with American Blue Cheese. Also try American Barley Wines with goat cheese, Stilton, or Gorgonzola. For dessert, sweeter Barley Wines pair very well with vanilla ice cream.



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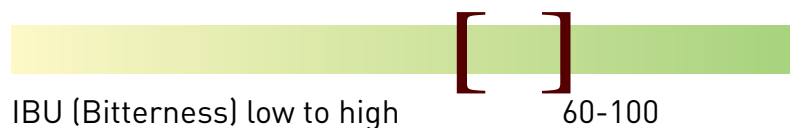
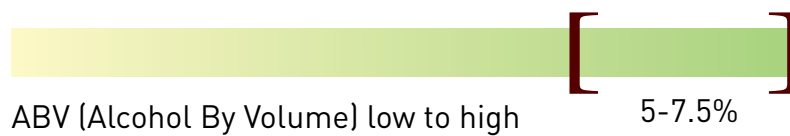
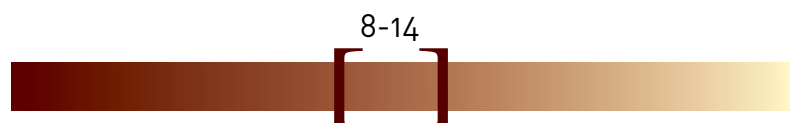
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Beer Style of the Month

FEBRUARY [ENGLISH IPA]



<i>Origin</i>	London, England: 1780ish
<i>History</i>	IPA's evolved from English October/Pale Ales that were shipped to India for the British Troops. These soldiers were given a ration of a gallon of ale per day! Sadly, these pale ales struggled on the long overseas journey from London, souring in the heat on their weeks-long trip as they rounded the southern tip of Africa and up to India. Back home, brewer George Hodson began to produce a more bitter and stronger beer and aged it for many months, allowing for the yeast to consume most of the fermentable sugars that could spoil. The end result was a hoppy, high-alcohol beer that could survive the long journey to the British Troops.
<i>Appearance</i>	Pale/medium amber with slight orange hue. Clear, unless dry-hopped
<i>Aroma</i>	Spicy English Hop bitterness in front of a malty/nutty backdrop
<i>Flavor Profile</i>	Crisp and Dry. Hop dominant over a slight/ steady malt profile. Prime examples exhibit a pleasant balance of English hops and nutty malt.
<i>Bitterness</i>	HIGH - 60-40
<i>Commercial Examples</i>	Youngs Special London Ale, Brooklyn East India Pale Ale, Goose Island IPA
<i>Recommended Food Pairings</i>	Spicy food such as Mexican dishes or chicken wings. Sweet desserts (IPA's with Carrot Cake is MAGIC!)



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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TEX MEX beer Stuffed PEPPERS

BY KAREN LOGAN

Serves 6

Prep time: 30 minutes

Cook time: 30 minutes

INGREDIENTS:

3 Green peppers, cut top off and hollow out
1 lbs. ground beef
1 can Rotel tomatoes, drained
½ cup of finely diced onion (white or yellow)
1 can red enchilada sauce (mild or hot) or tomato sauce
¼ cup Amber Ale
1 tsp salt
1 tsp pepper
1 tsp garlic powder
1 tsp chili powder
1 tsp cumin
½ cup pinto beans (optional)
1 cup cooked rice (or Spanish style)

1 ½ cups shredded cheddar jack (or cheddar)
1 tsp. canola oil
Optional toppings: sour cream, hot sauce, green onion, black olives

DIRECTIONS:

Preheat oven to 375°. Rub oil on sliced peppers and cook 15 minutes or slightly cooked. Make rice. While peppers & rice are cooking, sauté onions and peppers in a pan. Add beef, spices and cook until no longer pink. Stir in beer, ½ of the enchilada sauce, Rotel tomatoes, and beans. Simmer for 5 minutes. Stir in rice. Scoop mixture into peppers and top with cheese. Drizzle the

remaining enchilada sauce on top. Mixture will overflow. Bake for 20 minutes.

Beer Pairing: American Pale Ale:

the hop-forward flavors of the beer will lift up the spices in this dish and bring them to life, all while it's malt backbone work nicely with the fatty flavors of the ground beef





BY KAREN LOGAN

Makes 6 Servings

Prep time: 15 minutes

Cook time: 15 minutes

INGREDIENTS:

2 lbs. cod or firm white fish, cut into 2"x3" pieces
1 ½ cup flour, all-purpose
1 egg, beaten
1 tbsp garlic powder
1 tbsp paprika
1 tbsp old bay seasoning (or all purpose seasoning)
1 tsp salt
1 tsp pepper
12 oz American Lager
1 quart canola oil

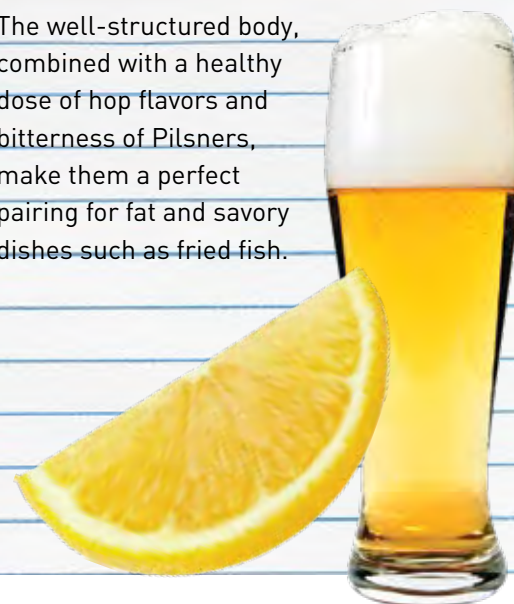
DIRECTIONS:

Batter: mix 1 cup flour & seasonings together. Stir in egg. Slowly mix in beer and let sit for 10 minutes. Heat oil in a pot to 375° (Oil should be about 2-3" deep). Dip fish into batter and drop in one at a time slowly into oil. Make in batches to ensure oil stays hot enough (otherwise you get greasy fish). Fry the fish for about 2-3 minutes on each side, until golden-brown. Place cooked fish on wired rack to drain until ready to serve.

Want fries or onion rings? Use the same batter and oil. Just do it before you fry fish.

Beer Pairing: Pilsner:

The well-structured body, combined with a healthy dose of hop flavors and bitterness of Pilsners, make them a perfect pairing for fat and savory dishes such as fried fish.



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Blue Star Brewing

2021 MARKS 25 YEARS OF SERVING SAN ANTONIO GREAT BEER

By Jeremy Banas

Blue Star Brewing Co has become a mainstay over the last 20 plus years, inserting itself into San Antonio as a mainstay of its rich and modern brewing history. Blue Star was started in 1996 by San Antonio resident Joey Villarreal, inspired by his brewing experiments at his neighborhood bar aptly named 'Joey's' years before. For a location, Villareal settled on what is now known as the Blue Star Arts Complex, a thriving center for the arts, dining, and nightlife in a former warehouse district next to the historic King William residential area.

As the owner of a bar, Villarreal couldn't open a microbrewery in the early nineties.

So, when brewpubs became legal in 1994, he decided that the new to Texas brewpub concept was the way to go. Joey's passion for beer had been fermenting for years, but he knew that opening a new business, let alone a brewery, could be risky. After reading a few publications about brewpubs, and a trip to Great Lakes Brewing Company in Ohio, Villareal leaped and opened Blue Star Brewing.

STARTING THE RIGHT WAY

Looking to start the right way, Villareal checked in with the University of California-Davis and its world-renowned brewing



program to get him on track. Smart enough to know that he would also need good people around him, he looked to local brewer Charlie Jordan and the University of Texas-San Antonio fermentation science professor Dr. Paul Farnsworth for more tips.

In addition to consulting, Farnsworth helped Joey brew his first cask ale, which became the first brewed cask ale in modern Texas. Originating in England, aged in barrels for additional periods, with adjuncts often added to add complexity. Since cask ales use only a low level of natural carbonation, Blue Star installed the first hand-pumped beer engine to pull the beer out for serving in San Antonio.

Villarreal described his approach to the brewpub as wanting to create as laid back a family atmosphere as possible. He had seen many establishments, like wineries, get into trouble believing that they were only for a select few. Villarreal wanted to give the patrons at Blue Star a feeling of not having to worry about whether a beer was an IPA, stout, or



a pilsner—just that it is beer. If you want to know more, Villareal is more than happy to oblige with more information about any of his beers.

BLUE STAR EXPERIMENTED WITH MANY STYLES IN THE EARLY YEARS

When opening Blue Star, Villarreal picked a location in an old beer storage warehouse. The brewpub's décor maintains much of that original look. He also helped fuel the biking culture in the area and opened Blue Star Bike Shop inside the pub. The bike shop is now a freestanding business next door. Many organized bicycle rides begin and end in the Blue Star parking lot, with thirsty cyclists stopping in for a pint after a ride.

Blue Star experimented with many styles in the early years. After a while, Villareal decided that it was easier to keep his beers simple, focusing on perfecting basic beer styles, focusing on classic European ales and lagers. Typical offerings include a light Mexican-style lager called *Texican*, Spire Stout, a wheat beer dubbed *Wheathead*, the signature winter brew *King William* barley wine, and a series of sour beers, including the tart and fruity *Raspberry Geyser*, *Green Tractor IPA*, *Cinco Peso Pale Ale*, as well as one beer that is always available cask-conditioned and served via that traditional hand pump.

Blue Star gained quite a bit of notoriety in the late nineties when famed beer guru Michael Jackson, known for the internationally famed 'Beer Hunter' T.V. series, as well as numerous books, popped into the Alamo City and stopped into Blue Star. Jackson praised Blue Star's Spire Stout, as well as props to their Euro Pils (sadly no longer part of the lineup).



The kitchen at Blue Star has gone through many changes over the years, from typical pub fare to a high-end gastropub menu. The latest incarnation walks the line between the two concepts, using locally sourced and organic ingredients as much as possible, making all dishes from scratch. Sodas are occasionally brewed on-site and use natural cane sugar. Even the beer has gone organic, with Villareal using organic grains.

I'VE ALWAYS WANTED TO GROW ORGANIC

expansion was never on his mind much, an opportunity came knocking in 2019 when North Star Mall, also a staple in San Antonio, asked Villareal if he would be interested in adding a second location of sorts at the North San Antonio mall. "I saw it as an opportunity," says Villareal. "I grew up here and always thought highly of North Star Mall. When they called, I felt humbled." Villareal says that with the mall keeping a steady business, even during the ongoing

Covid-19 pandemic, his humble kiosk at the mall has been doing very well.

For the longest time, Villareal and his wife were content with growing their brewpub organically and cultivating their loyal South San Antonio following. "I always wanted to grow organic," says Villareal. "I never wanted to push really hard," Villareal says he feels that pushing too hard can cause a misread of the market at times.

This approach has served Villareal and his wife well over the years, allowing them to not only weather storms that come their way but also seize opportunities when they arise. Head on over to Blue Star for a cold beer, scratch grub, and a good time.



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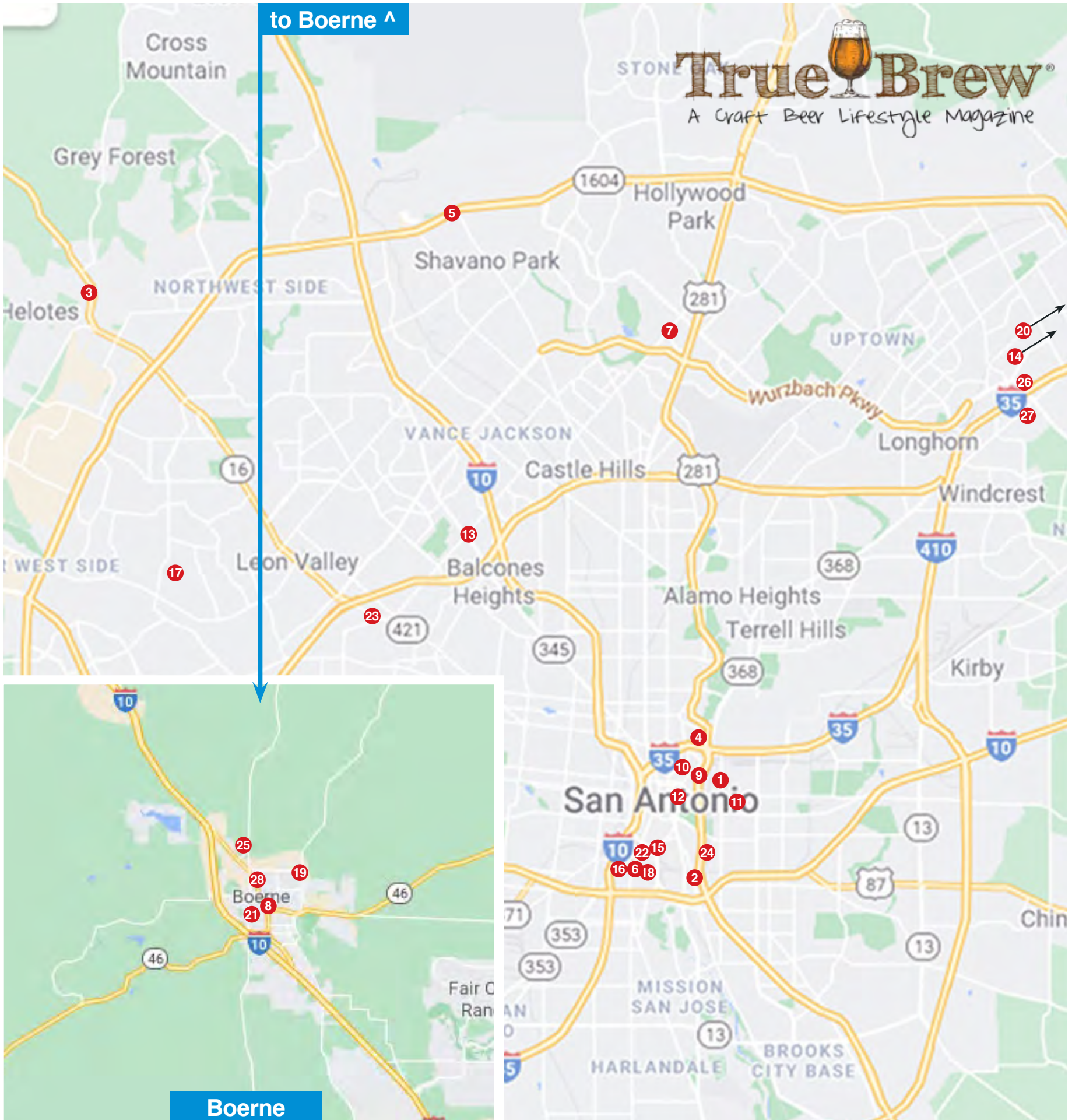


THE SAN ANTONIO CRAFT BEER SCENE

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.

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2. Freetail Brewing Co.— www.freetailbrewing.com
3. Freetail Brewing Co.— www.freetailbrewing.com
4. Southerleigh Fine Food and Brewery— www.southerleigh.com
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7 QUESTIONS WITH CIBOLO CREEK'S BREWMASTER TY WOLOSIN

By Erik Budrakey

At Cibolo Creek Brewing Company, a casual atmosphere, serious beers, and a locally sourced, creative pub menu are all just part of another day in the office. The family owned and operated brewery, located on South Main Street in Boerne, has been serving up great food and delicious beer since the summer

of 2016. That said, just drinking their beer is one thing. Getting behind the scenes with their Brewmaster is another. So, last month we made the short trek up to the brewery to meet up with Brewmaster, Ty Wolosin, sample his brews, and to ask him...7 QUESTIONS:

1) TBM: When/What was the first batch of beer that you ever brewed? How did it turn out?

TY: I think it was a Pale Ale, homebrewed with a friend in 2006, Missoula, MT. It was horrible. Was one of those beers you ask your friends to try and they say it was ok, then you find the full bottle when you are cleaning up.

2) TBM: If it were post-COVID-19 and we were taking your car/truck to a brewfest this weekend, what music would we be listening to?

TY: I have a pretty eclectic taste, so usually just throw Spotify. Everything from Cut Copy to Khruangbin to Charley Crockett. No real boundaries for me.

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

TY: I think the best brewery in Texas is Real Ale, hands down. Tim and Brad have always been more than willing to answer questions, regardless of the person asking. Locally in San Antonio, Jason Davis at

Freetail is by far the most tendered, so lots of respect for him. But I didn't really get into brewing because of someone, I just look up to those that I feel have helped shape Texas Craft Beer.

4) TBM: Outside of brewing beer, what are some of your favorite things to do with your free time?

TY: Hanging out with my wife and daughters. Cooking for my family. Watching Arsenal. Going for my morning jogs.

5) TBM: What beer, that is not your own, is in your fridge right now, and on the regular?

TY: National wise, any seasonal IPA from Sierra Nevada or Fat Tire. Locally, Axis IPA from Real Ale, Art Car from Saint Arnold, and if I make it to Austin, Austin Beerworks or Hops and Grain. But, typically, it's IPAs.

6) TBM: If you could go back in time and share a beer with 3 historic or iconic figures, who would they be, and why?

TY: Jesus, Ernest Hemingway, and Albert Einstein. I think it would be an interesting conversation with these 3. All bring something completely different to the table.

7) TBM: Which of the brews that you have created at Cibolo Creek Brewing are you most proud of

TY: Big Batch wise would be our Boerne Blonde. Just crazy how much of it we sell, and I love that it gets big beer folks into craft beer. Small batch wise, I love my OG recipes that still exist, like the Sweet Potato Marshmallow Stout, and Smoked Serrano Double IPA.

BONUS QUESTION!

TBM: If you had three something to say, whatever you'd like, to San Antonio Beer Enthusiasts about Cibolo Creek Brewing Company, what would they be?

TY: Come enjoy our casual atmosphere. Serious beers. Locally sourced, creative pub menu. Family owned and operated.



THE SELF ISOLATION "PUB CRAWL" – HAPPY HOUR

Sure, this whole lockdown and shelter-in-place order has limited our ability to go out for a good, old fashioned pub crawl, but it's also forced us to try new things, get creative, and connect in new ways. So, since we're at home, we propose a Self Isolation "Pub Crawl "Happy Hour"!

For this little exercise, you are going to need a variety of cans of a local micro-brew (at least 6 beers), 1 bottle of Irish Whiskey (or your favorite shot), a bucket or large mixing

bowl, ice, pint glass, shot glass, tunes, and some snacks.

Before you begin, you will need to prepare! Set the alarm on your phone to go off at **5:00PM, 5:10, 5:25, 5:35 and 5:50**. Prior to starting, set four beer cans in the bucket, top it off with ice. Pour 3 shots. Leave two in the kitchen and put one in the bedroom. Prepare some snacks. Nothing crazy. Maybe just some chips and dip, or pretzels and popcorn.

At about 4:55pm, order dinner for delivery. I like the idea of a pizza and wings, but Chinese, Indian, Italian...whatever YOU like after a good pub crawl.

It's great to have a partner, but if you're alone during the quarantine, consider a face time call with a drinking buddy. I did this last week with a friend and the hour flew by with lots of laughs.

Put on some music, I like Sirius Rock Bar. Then...Let's get this party started!

5:00pm Kitchen

10 minutes. Pour one beer and do one shot to get the party started. Enjoy some prepared snacks. Be sure to dance around. There's just something fun about dancing in the kitchen.



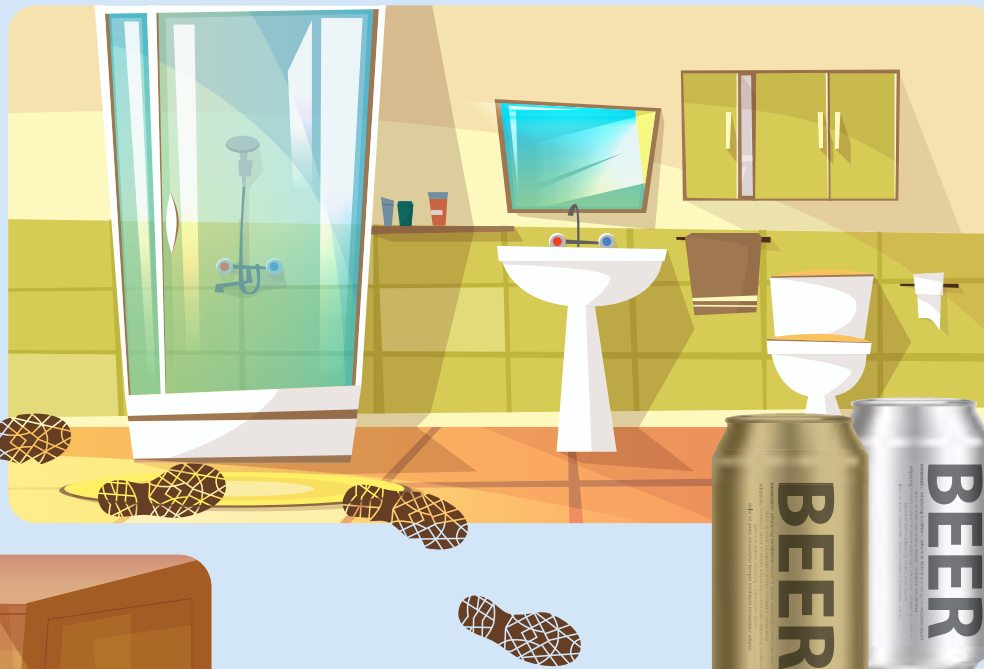
5:10pm Living Room

15 minutes. Sit back and relax for this drink. Maybe it's a mixed drink, maybe it's a DIPA in a tulip glass. Savor this drink and make it last, put your feet up. Whatever you do, DO NOT turn on the news!

This graphic has been designed using resources from Freepik.com

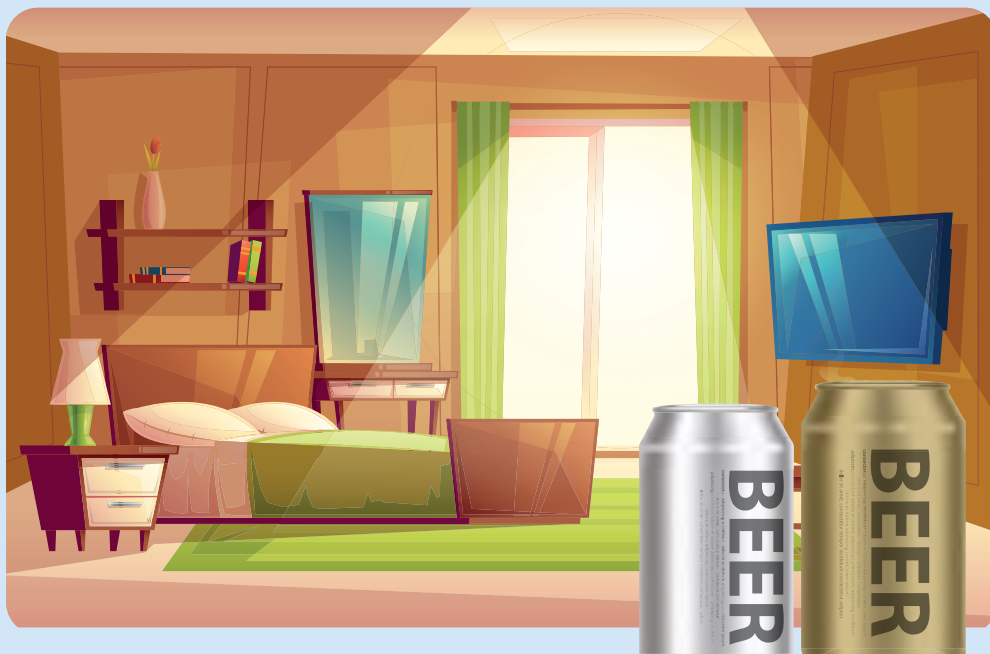
5:25pm Bathroom

time to empty the bladder, so that we can begin to refill it again. If you sit down during this step, be sure to go on Facebook and let everyone know what you're doing. If your live facetimeing with friends during this happy hour, be sure to be mindful of where you point the camera.



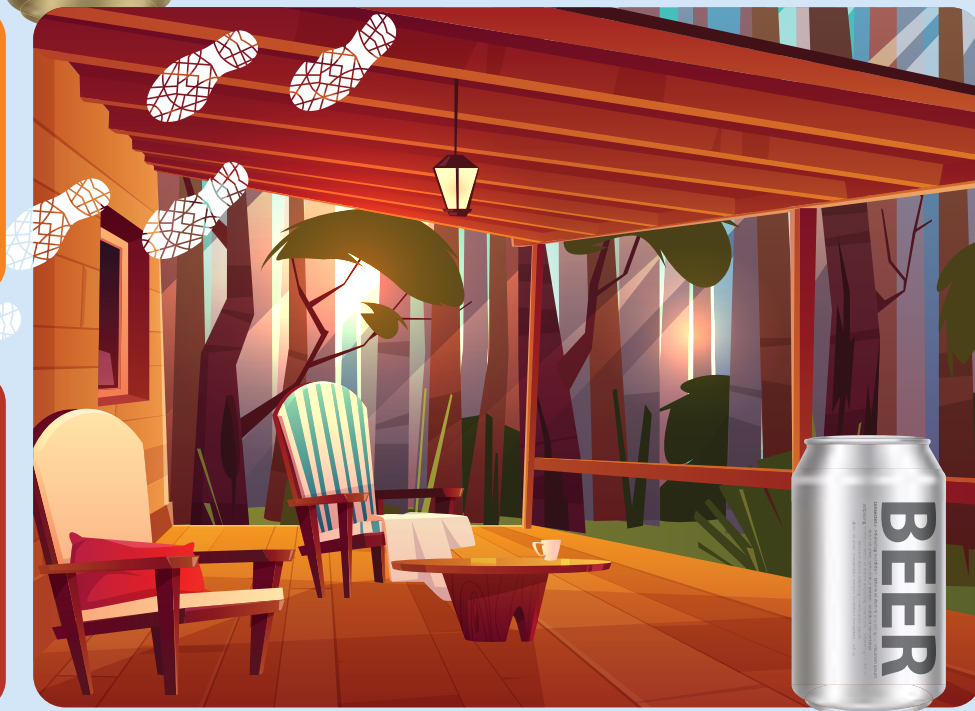
5:27pm Bedroom

Bedroom Beers! Just 5 minutes in here. Don't fall asleep. Stay standing for this beer, it's your 3rd one! Have a look out the window. Put on some cologne or perfume, hand lotion maybe. Feel cute. (Note, if you are in quarantine with a "friend", you may allow yourselves 7 minutes in the bedroom, instead of 5) Oh, yeah, on the way out the door, remember to do that shot that you put in there earlier!



5:35pm Bonus Room

Deck, Office, Laundry Room, Garage, with the door open, or just on your stoop. Find your favorite spot for 15 minutes. Get some fresh air with your next beverage. Perhaps a Saison. Even if it's chilly outside, the fresh air is good for the soul and especially important these days. Wave and hold your drink up to cheers your neighbors, if applicable.



5:50pm Back to the Kitchen

If you timed it out properly, your pizza and wings should be showing up any minute now. The beers from the bucket are gone, so pull a freshie out of the fridge. Crank up your tunes get ready for dinner! Throw back one more shot. (you know you can sleep in tomorrow!)

After you eat, sit back and marvel about how much money you just saved by not having to call an UBER. Cheers!

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JANUARY 24TH

By Erik Budrakey

BEER CAN APPRECIATION DAY

On January 24th, Beer Can Appreciation Day recognizes the fine day in 1935 when beer was first sold in cans.

Krueger Brewing Company of Richmond, Virginia was the first brewery in the US to can their beer. These first canisters opened with a church-key and were made of steel, weighing almost 4 ounces. While Krueger was the first on

their beer, it was the American Can Company that made canning drinkable beer possible. Just weeks before the repeal of Prohibition, Krueger's took the risk with American Can Company. Quickly, loyal Krueger's drinkers favored the can over the bottle 9-1.

Significant Dates in Beer Can History

- 1935 - Cone-Top – G. Heilemann Brewing Company – La Crosse, WI – Introduces cone-top cans. These fit existing bottling lines and were convenient for small brewers with small budgets.
- 1963 -the Pull Tab – The Pittsburgh Brewing Company revolutionizes the beer can when it introduces Iron City Beer in self-opening cans with pull tabs, also known as pop tops. The pull tabs, due to their sharp edges, became the feared litter at beaches, parks, backyards and anywhere beverages were consumed.
- 1975 – Stay Tab- Falls City Brewing Company - Louisville, KY introduces the “Stay Tab” removing the pull tab’s environmental impact.

cone top cans

wBeer Can Appreciation Day provides people with the opportunity to enjoy and appreciate the many different kinds of beer cans. Collectors seek rare, novel, and unique varieties from all around the world. Some collectors have hundreds of beer cans in many different ages, sizes, and types.

How To Observe #BeerCanAppreciationDay

Enjoy a beer from a can. Be sure to explore the art behind the beer can. Craft beer can labels have become as much an art the beer itself. Take time to learn about more about beer making and the types of craft beer. Visit your local breweries and ask them about their canning process. Explore their canning process. As always, bring a friend, and use **#BeerCanAppreciationDay** to post on social media.



CRAFT YOUR *Super-Sunday Party*

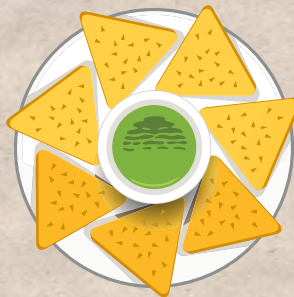
Superbowl Sunday is one of the best days of the year to host a house party. Even casual football fans venture out on that Sunday every year to witness the big game, watch the commercials and frolic with friends over great food and great beer. This year Americans will consume more than 51 MILLION cases of beer on Super Sunday. That's a lot of suds! (No coincidence that more than 6% of the American work force will be calling in sick the next day...)

So, why so much beer? Well it's likely because beer is delicious! But we also need all that beer to wash down the more than 1.3 billion Chicken Wings, 14 billion hamburgers, 11 million pounds of potato chips, 4 million pounds of pretzels,

8 million pounds of tortilla chips, and 139 million pounds of avocado's that will be consumed on or around Super Sunday. Oh yeah, don't forget the pizza! Per Domino's Pizza, they alone will sell more than 12 million pizzas that day.

So, if you are hosting a party where any of these traditional tailgate dishes might be consumed, let's make sure that you have the right mix of beer in the cooler for your guests. Shall we? To assure that your party has the right mix of great food and great beer, here are some recommended beer styles and regional brands to consider pairing with your spread:

NACHOS: Recommended Beer Pairing: **American IPA** – IPA's are a great go-to beer with any Mexican or spicy dishes. The citrusy/spicy hop flavors of the beer stand up beautifully to the complex flavors of chilies, cumin, citrus, cilantro and other bright flavors that you'll throw on top of your nachos. Recommendation: **Victory Hop Devil IPA**



PIZZA: Recommended Beer Pairing: **American Pale Ale** – Pale Ales, with their bright and citrusy aromatics and robust bitterness combined with a slightly sweet and malty backbone, pair perfectly with a variety of food. Since pizza flavors can go in so many different directions, depending on your toppings, Pale Ale is always a safe choice. Recommendation: **Sierra Nevada Pale Ale**

RIBS: Recommended Beer Pairing: **Altbier** – The combination of full malt flavor, hop bitterness, and slight fruitiness make Altbier a very versatile beer to pair with many foods. The caramelized malt flavors latch on to similar flavors in the ribs while the hops give the beer the cutting power to handle even the spiciest BBQ sauces. Recommendation: **Long Trail Double Bag**

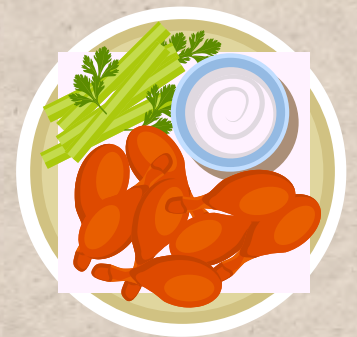


Corn Dogs: Recommended Beer Pairing: **Standard American Lager** – Come on man! It's just a corndog. Let's not over think it here! Keep it simple with a crisp, tasty American Pale Lager. Recommendation: **Pabst Blue Ribbon**



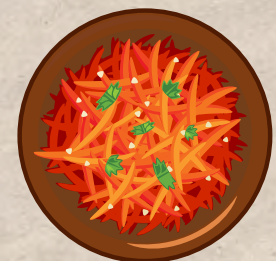
Recommendations by:
Erik Budrakey, Certified Cicerone

BUFFALO CHICKEN WINGS: Recommended Beer Pairing: This depends on what you want the beer to do for you. Want it to cut through the heat and cool your mouth a bit? Then go with a malt forward style such as an **Amber Ale**. The snappy bitterness with a touch of caramel sweetness will cut through the spice of your hot wings and cool your palate, just a little bit. Regional Recommendation: **Switchback Ale**. Want to crank the spicy heat up? Go with a big **Double IPA**. The hop flavors and bitterness of the IPA accentuate the hot spices of the wing sauce and kicks them into overdrive. Have some extra napkins for this pairing...to wipe away your tears! Recommendation: **Two Roads Road 2 Ruin Double IPA**.



BURGERS: Recommended Beer Pairing: **American Brown Ale** – The full bodied, roasty, caramelly flavors found in American Craft Brown Ales are the perfect complement to the roasty, fatty flavor in any burger. The slight hop notes round out the slight salt-n-pepper spice flavors. Recommendation: **Brooklyn Brown Ale**

CHILI: Recommended Beer Pairing: **Sweet Stout** – Sweet Stouts pair nicely with meats such as beef, lamb, and venison that you may use in your chili. The roasty, sweet, full bodied characteristics of the stout dance nicely with the intense spice, slightly sweet flavors of the meat and savory sauce. Recommendation: **Left Hand Milk Stout**



CHOCOLATE CHIP COOKIES: Recommended Beer Pairing: **Porter** – The sweet, chocolaty, coffee-like roast character found in Porters make them the perfect pairing for Chocolate Chip Cookies or pretty much any chocolate dessert that you present at your party. Recommendation: **Harpoon Vanilla Bean Porter**

Box of Chocolates

This year for Valentine's Day, give your love what they really want. **A BOX OF CHOCOLATES!** By that we mean, a mixed six pack of delicious beers that have rich, chocolatey flavors. Best bet is to hit up your local retailer where you can make your own six packs. Compliment this gift with an actual box of chocolate candy and you both win! Here's some suggested beers to get you going:

BROOKLYN BLACK CHOCOLATE STOUT - Brewed since 1994, Brooklyn Black Chocolate Stout has become a modern classic, heralded the world over. It achieves its dark chocolate aroma and flavor through the artful blending of six malts and three distinct mashes. Properly kept, it will improve in the bottle for many years. This stout is the toast of the winter season in many countries, and there is nothing better to enjoy with chocolate desserts.

FOUNDERS BREAKFAST STOUT - The coffee and chocolate lover's consummate beer. Brewed with an abundance of flaked oats, bitter and imported chocolates, and two types of coffee, this stout has an intense fresh-roasted java nose topped with a frothy, cinnamon-colored head that goes forever. At 8.3% ABV, it won't take many to get you going.

SAM ADAMS CHOCOLATE BOCK - Brewed with Cocoa nibs used in from Madagascar, Ghana, and Ecuador, allow for notes of honey, chocolate, and vanilla. With a sweet malt flavor and added vanilla, this beer definitely takes on a milk chocolate quality. Add that to the crisp lager character of Samuel Adams' bock beers and this is definitely a beer to try at least once.

ROGUE CHOCOLATE STOUT - Rogue Ales is known as one of the most prestigious beer companies in America, and its Chocolate Stouts is one of the few American beers to win an award at the Mondial de la Biere Festival in Strasbourg, France. This beer, ebony in color with a rich, creamy head and flavors of oats, hops, and a rich chocolate truffle finish makes for the perfect beer geek's chocolate beer.

OMMEGANG CHOCOLATE INDULGENCE - Few things are more indulgent than Belgian beer and Belgian chocolate. Chocolate Indulgence is a brew that combines both. Introduced at the Ommegang Brewery's 10th-anniversary party back in 2007, Chocolate Indulgence is probably the most indulgent chocolate beer on the market.

YOUNG'S DOUBLE CHOCOLATE STOUT - Based out of England, Young's Brewery produces a Double Chocolate Stout that perfectly combines a roasted malt with cocoa in the style of a sweet stout by using a proprietary blend of sugars instead of lactose. This results in a richer, sweeter beer with sharp chocolate and vanilla accents.

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Celebrate Your Favorite Bartender World Bartender Day

By Erik Budrakey

Each year on February 24th World Bartender Day celebrates one of the world's oldest professions, the bartender. It's also a day for bartenders to show off their unique talents and creations.

Being a bartender may seem like a modern profession, but bartenders have been around since the mid-1400s. The first known bartenders lived in Europe as innkeepers, serving spirits and ales to

countries throughout the world. That said, here are some ways that foreign bartenders are different from those in the U.S. Some of these differences include:

Australian bartenders offer some of the best customer service in the world as they love to interact with their customers.

Bartenders in other countries might not know some of the classic cocktails that American bartenders make.

London bartenders tend to know more about gin cocktails than bartenders in other countries.

European bartenders aren't as chatty. All business. French ones especially may come off as rude.

German bartenders eyeball it, never use jiggers. Australian bartenders always do.

No matter the many differences between bartenders of different origins,

one thing remains the same:

Bartenders can make a big difference towards your overall experience while enjoying a night out on the town.

HOW TO OBSERVE #WorldBartenderDay

Bartenders work hard to meet the needs of their customers and make them happy. So, on World Bartender Day this year, be sure to thank your favorite bartender for all the work they do. Maybe even buy them a drink.

Other ways to participate:

Approximately 55% of a bartender's salary comes from their tips. On this day, be sure to give them a little extra.

Learn about the history of bartending in the United States and throughout the world.

Watch movies like *Cocktail*, *Coyote Ugly*, *The Drop*, *Casablanca*, and *Lost in Translation*.

Read about world-famous bartenders like Tom Philips in Sydney, Marian Beke in London, and Mario Kappes in Hamburg.

Binge watch the classic television show, *Cheers*. NORM~

Be sure to share this day on social media with #WorldBartenderDay



their guests. In 1862, popular American bartender, Jerry Thomas, published *The Bar-tender's Guide*, the first drink book ever distributed in the United States. Even during the prohibition in the 1920s, bartending was a popular profession in this country.

According to the most recent statistics, there are over 480,000 bartenders in the United States. About 58 percent of the bartenders in the country are female. Of course, there are also bartenders in

DOS SIRENOS BREWING ANNOUNCES UPCOMING EVENTS – SAN ANTONIO, TX – Owner/Head Brewer



Mike Sireno tells True Brew Magazine, “For our winter hours, we will be open Wednesday-Saturdays from 11am to 10pm and Sundays from 11am to 8pm. Delicious food is available for dine-in

or carry out, check out our menus on our website. Open for lunch at 11:00 am on Wednesday – Friday and brunch on Saturday & Sunday from 11am - 2pm. For entertainment, we try to keep it fun! We host Trivia every Wednesday night starting at 7pm. Then, we have live music every Friday & Saturday night. Stay tuned to our social media for frequent updates. Finally, we are proud to announce our 1 YEAR ANNIVERSARY PARTY! We are still putting the details together, but local craft beer lovers can count on it being a great time. We will be putting out updates on our Facebook and website in the coming weeks. For now, put a Save the Date on your calendar for February 13, 2021.” Cheers to 1 Year!

FRETAIL BREWING WOKING HARD TO MAKE SURE 2021 IS BEST YET - SAN ANTONIO, TX -



Anthony Turner, Director of Technology and Media Relations for Freetail eludes “2020 was

a rough year but all of us at Freetail Brewing Co. have been working hard to make sure 2021 is the best year yet. We’ve taken the opportunity presented by the closures to do some much needed renovations and improvements at both the 1604 Brewpub and the S. Presa Taproom. We’re just about ready to redo our entire tap and line system at the Brewpub so we can make sure that every pour is up to the same quality level as the beer flowing through it. We’ve been busy creating a steady stream of new and delicious brews at the normal 15bbl batches thanks to our brewer Derrick taking the reins. After having to pare down our menu, due to the shutdowns, we’ve been bringing new menu items out regularly. Down at the S. Presa Taproom, we’ve done quite a bit of work including adding a pet-friendly deck and outdoor seating area as well as adding some of our most popular small plate appetizers from the 1604 brewpub to the menu including our warm soft pretzel plates and cheesy bread. And we’re just getting started! In the back of the house, we added 4 new fermentation tanks including 2 new 60bbl horizontal lagering tanks and 2 more 60bbl vessels. All in anticipation of the world starting back up again this year and some of our upcoming releases which we can’t wait to get into the hands of everyone across Texas. Speaking of, we’ve put a lot of effort over the last few months to bring our newest year round beer ¡PURO! Pickles. The next installment in our ¡PURO! Line after Pils, Pickles started as a beautiful kettle soured traditional Gose with coriander. We then added only all-natural ingredients starting with cucumber puree, dill seed and black peppercorn spices from Fiesta here in San Antonio. To round it out we then added some pickle juice from The Pickle Juice Company up in Mesquite, TX. We wanted to make the first drinkable, sessionable pickle beer and in order to do so Jason and Cody had to create an amazing beer to start with. Pickles is hitting shelves January 18th all

across Texas! We’ve expanded our distribution network to include every major city in the Great State of Texas and we can’t wait to get our beer into the hands of our fellow Texans.”

KÜNSTLER BREWING ANNOUNCES WINTER UPDATE – SAN ANTONIO, TX – Co-Founder, Vira Eckered



explains, “Künstler Brewing is now serving lunch! We are open from 11am to 10 pm. In addition to our regular menu, we also always have

rotating daily features: Monday is all day Happy Hour, and our house smoked Brisket sliders. Tuesdays is Lobster Rolls at cost, Wednesday is Schnitzel Day, Thursday is Sauerbraten Sliders, Fridays we have Chicken Schnitzel Sandwich. Saturdays we serve Potato Pancakes until 3pm, after that we offer our Künstler Burger, and our Build your own Burger. Sundays we offer Chef Andrew’s amazing Brunch until 3 pm. In other news, we have just brought back our popular Black Berry Streusel Sour IPA, and it is moving quick. For upcoming releases, look for Puro Southtown - our Mexican Lager, which we can’t ever seem to keep on draft for a long time. Also, Chale, which is our Mexican Lager gently spiced with chile peppers, lime, and salt. Another comeback kid will be our Matcha Milkshake IPA. Yes, it is an East Coast IPA, brewed with Matcha Green Tea. Finally, for Saint Patrick’s Day, we are excited to bring back our Irish Red, and we will be releasing an Irish Stout. Watch our social media for more details on that.” Cheers Vira! Will do!

THE DODGING DUCK BREWHAUS INTRODUCES NEW PLASTIC GROWLERS – BOERNE, TX – Own-



er, Keith Moore tells TBM, “Our talented Brewer, Ian Richmond, is brewing up a batch of our unique ‘Cedar Fever Ale’ this week (1/15), so relief is almost here! Due to popular demand, another batch of Ian’s East Coast hazy I.P.A., ‘Duck Juice’ is coming soon. We’re stocked up on our new plastic ½ gallon growler, and we love it! It’s shatterproof, and weighs a lot less than glass, yet incorporates excellent UV, light & oxygen barrier characteristics (something to think about while floating the Guadalupe with a safe growler of your favorite brew)!”

GUADALUPE STAYS FOCUSED DURING RESTRICTIONS – RESERVATIONS REQUIRED

- NEW BRAUNFELS, TX – Co-Founder, Keith Kilker explains to True Brew, “With Covid-19 restrictions we are open, but require reservations. This allows us to assure that we are providing our guests an enjoyable experience in the safest manner possible.



Beer lovers can make their reservations online our website www.GuadalupeBrew.com, our Facebook page or our Google business page. As we take extra steps to assure that all of the necessary safety precautions are met, our focus also remains on our full-flavored, well balanced, and approachable Craft Beer with the use of natural ingredients. Consumers should also be aware that we offer a selection of 16 different beers now available to go in 12 oz bottles.” Good Stuff!

ROADMAP BREWING ANNOUNCES WINTER NEW RELEASES – SAN ANTONIO, TX - Founder Dustin



Baker explains, “We’ve got a couple “bigger” releases coming out Jan/Feb. and a few other smaller ones. On January 1st we released ‘Late Night Polka Party’ - After a late night celebrating, there is no better way to relax than with a solid traditional

lager. This Munich style Dunkel was brewed for every occasion, clean, crisp, and full of flavor. It’s the best way to keep the party going. On January 15th we’ll launch ‘Fruits and Ladders Release’ - A fruited sour packed full of Pineapple, Passionfruit and Mango - Packaged with fun interactive labels that will make any game night a hit. Each four pack comes with four unique labels that combine to make one large, playable, board game. Once you’ve removed the labels and placed them together, simply scan the QR code to take you to a dice randomizer/game rules. Only thing left to do is crack open a can and let the good times roll. Finally, at a date to-be-determined (Mid-February) we’ll release ‘Somoa’ - Our yearly Girl Scout inspired beer brewed with real cookies, coconut and chocolate will be released for the third year running in Mid-February.

SOUTHERLEIGH FINE BREWER MOVING ON – SAN ANTONIO, TX - Les Locke, Head Brewer for South-



erleigh Fine Food and Brewery in San Antonio, is moving on to other opportunities. Locke, who cut his teeth at the now defunct Branchline

Brewing Co, helped open Southerleigh seven years ago inside the iconic Pearl brewhouse. Known for producing great examples of traditional styles, as well as creative off-the-cuff varieties, Locke it is set to work for a brewery in Upstate New York later this spring, though he will depart Southerleigh and San Antonio next month. Locke’s replacement is yet to be chosen. Cheers to growth!

BLACK LABORATORY BREWING LAUNCHES JANUARY JACKET DRIVE - SAN ANTONIO, TX



- Co-Founder, Tim Castaneda tells us, “We’re doing a jacket drive at the brewery through the end of January that I wanted to share with your readers! We’re collecting new and gently worn (and freshly laundered) jackets, hats, scarves, gloves, mittens, and blankets. We’ve partnered with Martinez Street Women’s Center, a local group only a few blocks away, that will then hand out the items to people in need in the downtown San Antonio area.” Beer and Charity?? We’ll Drink to that!



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ATHLETIC BREWING CO. LAUNCHES DRY JANUARY SURVIVAL PACK - STRATFORD, CT & SAN DIEGO, CA

The 12-months of 2020 were certainly 365 days to forget. Flipping the calendar often means renewing an annual commitment to pursuing a healthy and active lifestyle. For some, this means beginning the New Year with a Dry January and for others, it means elevating their inner athlete to a new level. Regardless of the motive, January is viewed as the month of giving things up – going on diets, cutting back on socializing, and reducing or eliminating alcoholic beverages. Too often Dry January is viewed as full of compromise and for many hard to sustain. Athletic Brewing Company, America's first brewery dedicated solely to brewing nonalcoholic beers, is changing that thinking with "athletic" beers that are great tasting, low in calories, all-natural, refreshing, and just happen to be nonalcoholic. In 2019, an estimated 69 million Americans (20 percent) went "dry" during January. According to Nielsen, 66 percent of U.S. adults, 21-34, are consciously reducing their alcoholic consumption. Athletic Brewing is offering the Dry January Survival Pack, which will feature five six-packs of Run Wild IPA, Upside Dawn, Free Wave Double Hop IPA, All Out Stout, Cerveza Atletica, and a branded Athletic Brewing glass. The Dry January Survival Pack will be available at Athleticbrewing.com while supplies last. Each beer features fewer than 90 calories, the full-flavored refreshment of craft beer, all-natural ingredients, and no alcohol or hangover. To receive the Survival Pack for the start of Dry January, consumers must order it by December 20, retails for \$49.99. The nonalcoholic beer market in the U.S. surged to \$132 million in 2019 and, despite the pandemic, the nonalcoholic craft beer market is up 298 percent year-to-date. Athletic Brewing surpassed its 2019 brewing levels in May of this year and its sales are up 500 percent year-over-year. In just its third year of operation, the company has outgrown the 12,000 barrel capacity of its brewery headquartered in Connecticut and expanded its capacity by adding 125,000 barrels in its new San Diego facility. Named by Fast Company magazine as one of the "World's Most Innovative" companies in 2020, craft-beer fans can find Athletic Brewing's revolutionary Upside Dawn Golden Ale and Run Wild IPA at major retailers in the U.S. They also ship directly to consumers at www.athleticbrewing.com where craft beer lovers can purchase Athletic's full portfolio of flagship, seasonal, and specialty beers plus join the brewer's subscription offering – The Athletic Club. Athletic Brewing proudly donates two percent of all sales to trail and park cleanups through their "Two for the Trails" program and expects to contribute more than \$500,000 to trails and other charities across the nation this year.



FOUNDERS BREWING ANNOUNCES 2021 BRAND CALENDAR - GRAND RAPIDS, MI



Founders announced its 2021 brand calendar, confirming changes and additions to the brewery's lineup, including several new beers, a brand-new beer series and new package types. Beginning in April 2021, Founders Brewing will launch the Bottle Shop Series, a series created as a tribute to the early days of craft; when beer enthusiasts sought out innovation through big flavor, in-your-face complexity and revered quality above all else. This series will kick off with the release of Nemesis, a barley wine-style ale brewed with roasted malts and no shortage of hops for a pleasantly bitter, booming flavor (11.2% ABV). It will hit shelves across the country in 4-packs of 12oz bottles in April. "Shaking things up a bit is somewhat of the norm at Founders," said Co-Founder and President Dave Engbers. "It's not just taking the path less chosen – it's bushwhacking a new trail altogether. This year's brand calendar has us exploring multiple new styles, revisiting some of our favorite beers from the past, highlighting those who truly helped define our industry and jumping headfirst into the hard seltzer category – approaching it all with the fury only craft brewers like us know by highlighting real fruit flavor and quality above all else. It's going to be a great year." The 2021 Barrel-Aged Series will kick-off with Panther Cub, a robust porter in March 2021. Panther Cub (9.2% ABV) is aged in the finest bourbon barrels available along with a kiss of maple syrup and vanilla extract. The aroma of maple and vanilla combine with a surprisingly deep character to make this rare creature one to gaze upon fondly. The Barrel-Aged Series will also see two popular brands return in May 2021: Más Agave Clásica Lime (10% ABV) and Más Agave Clásica Grapefruit (9.7% ABV). A yet-to-be-announced Más Agave Clásica variant will also be released in May 2021. All three Más Agave Clásica brands will be available nationwide in 4-packs of 12oz bottles and on draft. The brewery will also be adding 4 Giants IPA (9.2% ABV), a mashup of four of their favorite imperial IPA recipes, to its year-round lineup. Previously released in bottles as a 2020 limited release, it will be available in 4-packs of 16oz cans and on draft beginning in March 2021. Beginning in Spring 2021, Founders will roll out Más Agave Premium Hard Seltzer nationwide. The premium hard seltzer is currently available in ten markets (MI, IL, AZ, TX, FL, PA, NJ, MA, CO and Las Vegas, NV). Más Agave Premium Hard Seltzer is available in 6-pack cans in two flavors: strawberry and lime. It's also available in a variety 15-pack which includes lime, strawberry and grapefruit flavors. Want more? Additional beers, including the remaining Barrel-Aged Series beers, Limited Series beers and Mothership Series beers will be announced throughout the year, closer to their release dates.

ROGUE ADDS COLOSSAL CLAUDE IMPERIAL IPA TO YEAR-ROUND LINEUP - NEWPORT, OR



Rogue Ales & Spirits is starting 2021 strong with the release of Colossal Claude, a new year-round Imperial IPA. This robust, Northwest IPA offers citrus and floral hop aromas on the nose and finishes a touch on the bitter side with plenty of soft pine and resinous hoppy notes. "As our newest Imperial IPA, Colossal Claude is an incredibly exciting addition to our family," says Dharma Tamm, Rogue President. "This monstrous brew is full of hops and packs a punch worthy of the most awesome monster living off the coast of Newport. Colossal Claude completes Rogue's year-round IPA portfolio, which also includes Batsquatch Hazy IPA and Outta Line West Coast IPA." "It's been a few decades since a Colossal Claude sighting has been reported, but we're fairly certain the massive sea monster has been laying low off the coast of his favorite brewery," says Joel Shields, Rogue Brewmaster. "Word has it that after years of terrifying sailors and feasting on salmon he acquired a taste for hops. So we brewed this Imperial IPA with a colossal dose of Cascade, Chinook, Citra and Strata hops in hope of coaxing Claude out to join us for a pint." This spring, Rogue's two monstrous brews, Batsquatch Hazy IPA and Colossal Claude Imperial IPA, will be dueling in the Monsters of IPA campaign. Stay tuned for more information in 2021. Use the Rogue Finder to find Colossal Claude near you. Learn more at Rogue.com. About Rogue Ales & Spirits Rogue Ales & Spirits was founded in Oregon in 1988 as one of America's first microbreweries. Rogue has won more than 2,000 awards for taste, quality and packaging, and is available in all 50 states as well as 54 countries. Proudly rooted in Newport Oregon, Rogue's beers, spirits, cocktails, seltzers and sodas are a liquid ode to Oregon and the endless inspiration that its land, its sea and its people provide.

LEFT HAND BREWING RELEASES 2021 BEER LINEUP - LONGMONT, CO



Left Hand Brewing Company, one of the original pioneers in craft beer, is announcing their 2021 Beer Lineup packed with 12 new beers plus the long-anticipated return of two fan favorites. Highlighting the lineup, the brewery is reintroducing Bittersweet Nitro Imperial Coffee Milk Stout as a seasonal this January, and St. Vrain Tripel Belgian-Style Golden Ale as a year-round this March. Both beloved brands will be available for the first time ever in cans, and fans are already sharing their excitement. In addition, the leaders in Nitro beer and technology showcase their continued innovation in the space with Key Lime Pie Nitro, a Nitro sour coming for a limited time this spring, and Black Forest Nitro debuting as a seasonal in late fall. Year-Round -St. Vrain Tripel is one of Left Hand's most critically acclaimed brews. The last release of their Belgian-Style Golden Ale was rated the #1 American Tripel in a blind tasting by Paste Magazine. Named after the river that winds alongside the brewery, St. Vrain is designed to pay homage to classic Belgian Tripels while adding a uniquely local twist. Colorado barley creates a subtle malt sweetness, and American hops bring rich herbal and floral aromatics, both



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perfectly complimenting the warm spice and fruit character of the Belgian yeast. Previously only sold in bombers, St. Vrain Tripel starts shipping this March in 6-packs of 12oz cans. The 6-pack package will give consumers great value for such a well-received beer at 9.3% ABV. Wook Bait brings a new hop-forward addition to Left Hand's year-round portfolio. A kaleidoscope of bright citrus and tropical fruit from Lotus, Galaxy, Cascade, and Azzaca hops, Wook Bait is inspired by the rich music culture of Colorado. Debuts summer 2021 in 6-packs of 12oz cans. Limited and Seasonal Nitro - Rich and robust, Left Hand's first seasonal offering of the year is Bittersweet Nitro Imperial Coffee Milk Stout. A special blend of dark roast coffee weaves rich berry notes with spicy undertones into the 8.9% Imperial Milk Stout. Bittersweet Nitro is the single most requested archive beer from Left Hand, inspiring a social media campaign by fans for the brewery to re-release the brand. Their request has been answered with bold new artwork and new packaging. Previously only available in bottles, Bittersweet Nitro will now be available in 4-packs of 13.65oz widget cans. Key Lime Pie Nitro is a 7.3% sour ale with lactose and lime, vanilla and cinnamon. Super smooth and silky, the beer is modeled after the citrusy, velvety dessert. Tartness and baking spice combine with a creamy Nitro mouthfeel, each sip mimicking a spoonful of Key Lime Pie. This limited time Nitro beer ships this May in 4-packs of 13.65oz widget cans. Also new in Nitro seasonals this year is Black Forest Nitro. Real cherries and chocolate combine with a rich roasted malt backbone, reminiscent of a Black Forest cake. This Cherry Chocolate Stout comes to market in Q4 in 4-packs of 13.65oz widget cans. Gettin' Tiki With It Nitro will return in the spring and White Russian Nitro abides again in late summer, rounding out the Nitro seasonal lineup. Seasonal CO2 - Left Hand's additions to the CO2 seasonal lineup include Found Fortune Double IPA in January, Moscow Mule Pale Ale in the spring and S'mores Milk Stout in late fall. - Found Fortune showcases El Dorado hops, inspiring its name. The 8.7% Double IPA is dry-hopped with El Dorado, Galaxy, and Citra, resulting in a wealth of candied orange, juicy tropical fruits, and notes of fresh-squeezed grapefruit. Check out Left Hand's beer finder for brand options nearest you.

OTHER HALF BREWING BEGINS SHIPPING TO 26 STATES VIA TAVOUR - BROOKLYN, N.Y. —

Few craft breweries inspire awe from beer aficionados like Other Half Brewing. Widely recognized as one of the most exciting breweries in New York, Other Half attracted beer tourists from all over the country and beyond, waiting in long lines and even camping out on the sidewalk for new releases. Then, COVID-19 forced the brewery to close their taprooms in Brooklyn and the Finger Lakes. Fortunately for craft fans, some of the brewery's offerings are now available in 26 states through online retailer Tavour. The move represents a significant pivot for the brewery, which previously relied largely on brick and mortar locations. "When everything first started happening, our number one priority was keeping our employees and customers healthy and safe," Joy Reichenbach, Other Half's Manager of Operations and Communications

OTHER HALF

says. "Now, we want people to get our beer in whatever way is most convenient for them." The brewery immediately began curbside pick-up for to-go beer, as well as home delivery in NYC. Fans can still pick up beer at the original Brooklyn location, as well as the Finger Lakes taproom in Broomfield, NY, and a recently opened taproom in Washington DC. In addition, Other Half will open a second Brooklyn production facility and taproom in the Domino Park neighborhood in the coming months. To reach out-of-state customers who can no longer travel to the brewery, Other Half also began shipping beer via UPS to customers in New York, New Hampshire, Pennsylvania, and Virginia. But, logistical difficulties have kept out-of-state shipping fairly limited. So, working with an established direct-to-customer service like Tavour made sense. "A good amount of our customers have traveled from other states and countries to get our beer. But with COVID, that all stopped," Reichenbach explains. Now, instead of traveling to the Empire State, many craft beer drinkers can scoop up Other Half's celebrated beers via the Tavour app. For the first time, some of these highly-rated beers are available to customers in California, Illinois, Texas, and Florida, among many other states. So far, the brewery has offered an assortment of hazy, hoppy beers through Tavour, including their Double Dry Hopped True Green IPA and Green City IPA. All have sold out within hours.

YUENGLING & AMERICAN EAGLE FOUNDATION EXPAND PARTNERSHIP TO PROTECT U.S. NATIONAL SYMBOL - POTTSVILLE, PA – D.G.



Yuengling & Son, Inc., America's Oldest Brewery, announces today that it will continue its partnership for a second year with the American Eagle Foundation (AEF), a leading nonprofit organization focused on the care and protection of the U.S. National Symbol, the Bald Eagle. Throughout the first year of the partnership, AEF has been able to advance their mission of education, conservation, and rehabilitation for the Bald Eagle.

"As America's Oldest Brewery, we trace our traditions back over 190 years to when we were first founded as the Eagle Brewery. The eagle has become a symbol of our inspiration and quality, and we are committed to preserving this special bird for future generations," said Debbie Yuengling, Employee Engagement & Culture Manager and 6th generation family member, D.G. Yuengling & Son, Inc. "We are proud to build upon our partnership with the American Eagle Foundation for a second year to grow their successful programs and make a sustained impact. We look forward to helping them expand educational opportunities and support their efforts in building an Eagle hospital."

To build upon the year-long partnership, Yuengling will continue taking part in the following initiatives:

Eagle Nest Cam: Yuengling will sponsor the AEF's Northeast Florida Bald Eagle Nest Cam for a second year. Every year, thousands of viewers tune in to AEF's high-definition, live-streaming nest cams to watch eaglets hatch and grow into magnificent Bald Eagles ready to take their first flights into the wild. The webcam offers unprecedented insight

into the entire Bald Eagle nesting process and witness with great anticipation as two new eagles, Samson & Gabrielle, occupy the Bald Eagle nest, known as "The Hamlet." To encourage education and curiosity around eagle preservation, the eagle cam webpage features a platform for viewers to ask questions and learn from knowledgeable experts.

Eaglet Release: Yuengling will be a "proud sponsor of" one eaglet and will partner with AEF's breeding and rehabilitation programs to host a second annual eaglet release in 2021 to honor a fallen service member. Through AEF's breeding and rehabilitation programs, hundreds of Bald Eagles have been cared for and released into the wild, contributing to the conservation success story of the American Bald Eagle. In 2020, Yuengling's sponsored eagle was named "Lager." Fans can follow the brewery and AEF on social media to learn about the 2021 eaglet releases. Donations: From December 1 to December 24, 2020, Yuengling will support AEF by encouraging consumer donations to support AEF's mission when purchases are made at the Yuengling Gift Shop or the online store at Yuengling.com. Additionally, Yuengling will make a \$25,000 donation to AEF to go towards expanding their educational programs.

National American Eagle Day: On June 20, 2021, Yuengling will celebrate National American Eagle Day at its historic brewery in Pottsville, PA. Visitors will have the opportunity to witness a live Bald Eagle and connect with an eagle handler about the bird's history and symbolism as well as its wildlife behaviors and role in the ecosystem. Fans can also participate in free brewery tours and learn about Yuengling's 191-year-old history, including its beginnings as the Eagle Brewery. They can also explore the brewery's hand-dug fermentation caves from the 1800s. AEF will also host a nationwide habitat cleanup initiative to ensure Bald Eagle habitats remain safe nesting areas for future generations. Additional information can be found on americaneagle.org.

"For more than 30 years, the American Eagle Foundation has been dedicated to protecting the Bald Eagle through conservation, education and rehabilitation programs," said Jessica Hall, Executive Director, American Eagle Foundation. "This second-year partnership with Yuengling allows us to live out our mission in a sustainable way. The Bald Eagle has played a prominent role in Yuengling's 190-year history and it feels like a natural fit to continue this partnership."

In 1829, the Yuengling Brewery, originally named the Eagle Brewery, debuted the iconic eagle on its label and it has remained a prominent part of brand imagery ever since. Learn more about the Yuengling brand at Yuengling.com or by following @Yuengling on Facebook, @Yuengling_Beer on Twitter and @YuenglingBeer on Instagram.

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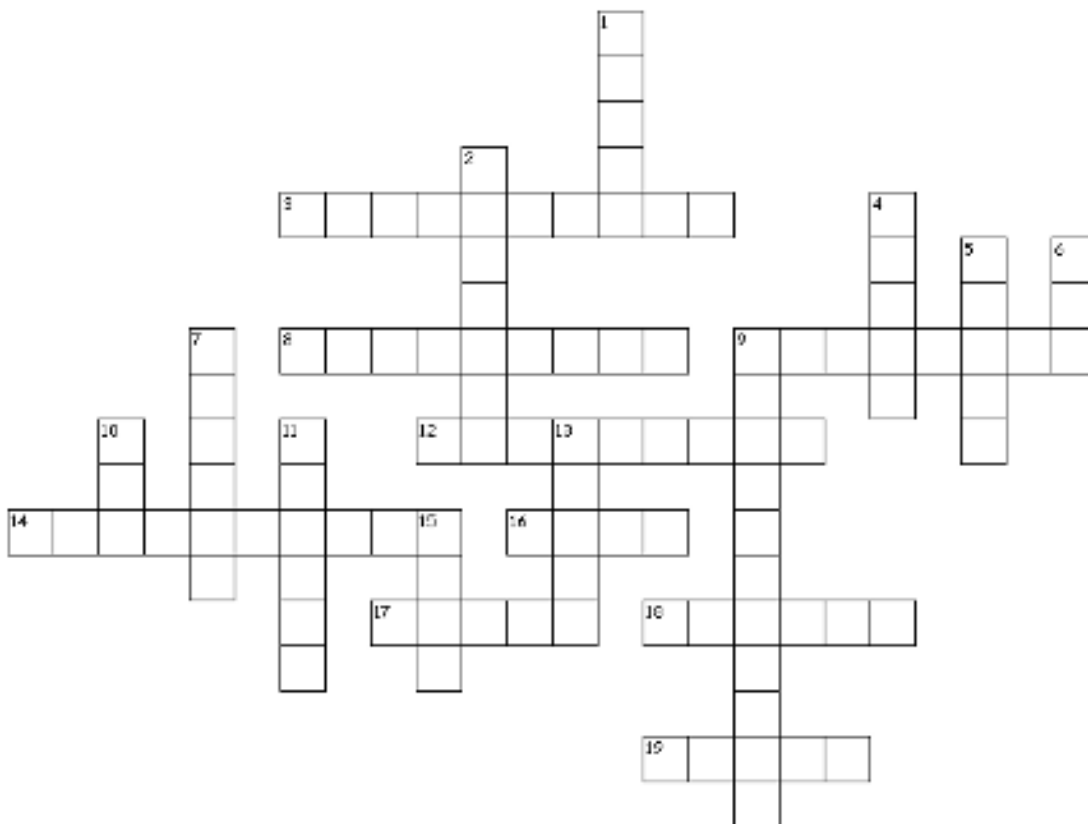


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18. AROMA + TASTE
19. SNIFF IT

DOWN

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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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