

NOVEMBER-DECEMBER 2021

True Brew

A Craft Beer Lifestyle Magazine

WEATHERED SOULS THRUST INTO THE NATIONAL SPOTLIGHT

INTRODUCING TRUE BREW AMERICA

WASHING DOWN THE FIRST THANKSGIVING

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7 QUESTIONS WITH AUTHOR JEREMY BARNAS



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Introducing

True Brew[®]
A Craft Beer Lifestyle Magazine

As we enter our sixth 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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TRUE BREW MAGAZINE PROUDLY INTRODUCES

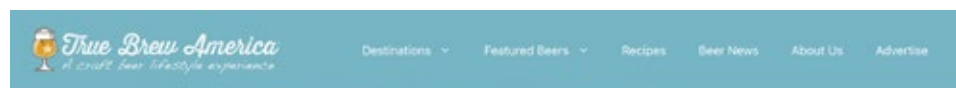
True Brew America

By Erik Budrakey

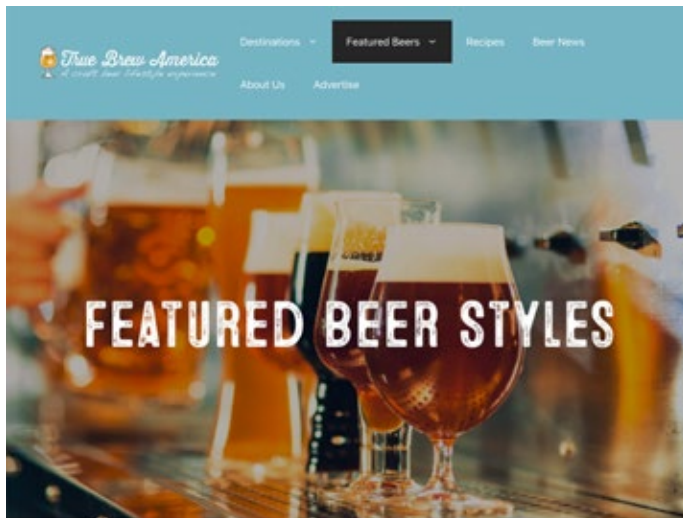
When Jenn and I started True Brew Magazine back in 2016, we had a vision of promoting the local beer scene by giving consumers a unique look at our breweries and better-beer-bars as well as a behind-the-scenes glimpse of the amazing brewers and proprietors that make up the scene. Never in our wildest dreams did we envision our little magazine growing up to what it has become.

In 2016 True Brew Magazine reached approximately 10,000 local readers with each issue. Now in our 6th year, True Brew reaches about 15,000 readers with our print magazine and more than 25,000 through our digital distribution with the Albany Times Union to their members benefit group. With data that shows strong and loyal readership, Hearst Media (who owns the Times Union) asked us to launch True Brew Magazine in other markets. In November we launched True Brew Magazine – San Antonio, which goes out digitally to more than 50,000 readers in that market. Based on its success, we are in discussions with Hearst to launch True Brew Magazine in San Francisco and Houston before the end of the year. Turns out our little baby has grown into quite the popular read!

"As our world opens back up, people are anxious to travel, explore, and get back to experiencing new as well as tenured breweries."



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WHAT IS A BEER STYLE?

Beer style is a term used to categorize and differentiate beers. Beer styles offer a wide range of flavors, colors, strengths, balance, and other attributes.



BRILLIANT AND CLEAR
German Pilsner

Adapted from Czech Pilsner to suit brewing conditions in Germany, particularly water with higher mineral content and domestic hop varieties.



NOTABLE AND STRONG
Weissbier

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.

COOKING WITH BEER



Tex-Mex Beer Stuffed Peppers



Porter Caramel Sauce

As our discussions with Hearst evolved, I became more aware that EVERYWHERE I traveled, I was looking to explore their local breweries and the craft beer scene in that market. I frequently found myself googling “breweries near me” and then sifting through websites and maps to decide where I wanted to visit. We saw an opportunity to promote the local beer scene of American cities across the country while also educating beer-lovers about all things craft beer. On July 1st, we proudly launched TrueBrewAmerica.com nationally!

True Brew America is a full-service publisher and agency serving both local and national brands. At True Brew America, 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. True Brew America is about consumers enjoying the craft beer lifestyle. As our world opens back up, people are anxious to travel, explore, and get back to experiencing new as well as tenured breweries. At True Brew America, craft beer lovers can explore and plan their next craft beer experience, educate themselves on different beer styles, learn to cook with beer, and stay up to date on local, regional, and national craft beer news. Most importantly, enjoy and support the Craft Beer Lifestyle.

We started with highlighting the Capital Region of New York because that’s where we are from, and that’s where True Brew was born. We also introduced Boston, Denver, San Antonio, as they are cities we are familiar with and already do business in. Our plan is to introduce a new major metropolis every two months with NYC, Philly, San Francisco, and Houston coming on board before the end of 2021. Our goal is to feature more than 50 cities within the next 5 years.

We’d like to invite you to check out our site, TrueBrewAmerica.com and explore the Capital Region beer scene and beyond. Get to know the site and visit us as you plan your next craft beer experience. “Like” True Brew America on Facebook and Instagram to stay up to date on what’s happening in our backyard and across the country. Let us know what you think.

Lastly, we would like to thank YOU, our loyal readers! Your support of True Brew Magazine has brought our brand to the next level. We could not have done that without you.

Cheers!



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Beer Style of the Month

**NOVEMBER
(WINTER SEASONAL)**



<i>Origin</i>	A long, long time ago
<i>History</i>	Throughout history, beer of a somewhat higher alcohol content and richness has been enjoyed during the winter holidays, when old friends get together to enjoy the season. Many breweries produce unique seasonal offerings that may be darker, stronger, spiced, or otherwise more characterful than their normal beers. Spiced versions are an American or Belgian tradition, since English or German breweries traditionally do not use spices in their beer.
<i>Appearance</i>	Medium amber to very deep brown (darker versions are more common). Usually clear, although darker versions may be virtually opaque. Some chill haze is acceptable. Generally, has a well-formed head that is often off-white to tan.
<i>Aroma</i>	Any combination of aromatics that suggests the holiday season is welcome. The base beer style often has a malty profile. Hop aromatics are often absent, subdued, or slightly spicy. Some fruit character is optional. The overall aroma should be balanced and harmonious and is often fairly complex and inviting.
<i>Flavor Profile</i>	Spices and optional fermentables should be supportive and blend well with the base beer style. Rich, malty and/or sweet malt-based flavors are common, and may include caramel, toast, nutty, or chocolate flavors. May include some dried fruit or dried fruit flavors. Bitterness and hop flavor are restrained. Generally, finishes rather full and satisfying, and often has some alcohol flavor.
<i>Bitterness</i>	will vary depending on the underlying base beer. ABV is above 6%, and most examples are dark in color.
<i>Commercial Examples</i>	Goose Island Christmas IPA, Harpoon Winter Warmer, Longtab Brewing Winter Beer, Second Pitch Krampus, Alamo Holiday IPA
<i>Recommended Food Pairings</i>	Charcuterie and cheese plates, Holiday desserts



SRM (Appearance) pale to dark



ABV (Alcohol By Volume) low to high, depending



IBU (Bitterness) low to high depending on base beer

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Beer Style of the Month

DECEMBER (BALTIC PORTER)



<i>Origin</i>	London, England, late 1700's
<i>History</i>	Traditional beer from countries bordering the Baltic Sea, developed indigenously after higher-gravity export brown or imperial stouts from England were established. Historically top-fermented, many breweries adapted the recipes for bottom-fermenting yeast along with the rest of their production.
<i>Appearance</i>	Dark reddish-copper to opaque deep brown (not black). Thick, persistent tan-colored head. Clear, although darker versions can be opaque.
<i>Aroma</i>	Rich malty sweetness often containing caramel, toffee, nutty to deep toast, and/or licorice notes. Complex alcohol and ester profile of moderate strength, and reminiscent of plums, prunes, raisins, cherries, or currants, occasionally with a vinous Port-like quality. Some darker malt character that is deep chocolate, coffee or molasses but never burnt. No hops. No sourness. Exceptionally smooth.
<i>Flavor Profile</i>	As with aroma, has a rich malty sweetness with a complex blend of deep malt, dried fruit esters, and alcohol. Has a prominent yet smooth Schwarzbier-like roasted flavor that stops short of burnt. Mouth-filling and very smooth. Starts sweet but darker malt flavors quickly dominates and persists through finish. Just a touch dry with a hint of roast coffee or licorice in the finish. Malt can have a caramel, toffee, nutty, molasses and/or licorice complexity. Light hints of black currant and dark fruits. Medium-low to medium bitterness from malt and hops, just to provide balance. Hop flavor from slightly spicy hops (Lublin or Saaz types) ranges from none to medium-low.
<i>Bitterness</i>	35-40 IBU's
<i>Commercial Examples</i>	Zywiec Porter (Poland), Freetail Snap Yo Baltics (San Antonio), Künstler Brewing Nulli Secundus (San Antonio)
<i>Recommended Food Pairings</i>	Aged Gouda, Prime Rib, Deconstructed Smores





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BY KELLY KFM MEYER

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BY KAREN LOGAN



BEER BRAISED *Meatballs*

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Serves: 6-8 appetizer

Prep time: 15 min

Cook time: 35 minutes

INGREDIENTS:

1 pound ground beef
½ cup Italian breadcrumbs
½ cup grated parmesan
¼ cup minced onion
2 cloves garlic, minced
1 cup amber lager
1 can tomato sauce (14.5 oz)
3 tbsp tomato paste
1 cup chili sauce (or ketchup)
½ cup brown sugar
2 eggs, beaten
Salt & pepper to your liking
(¼ - ½ tsp)

DIRECTIONS:

Preheat oven 400°F. Mix beef, breadcrumbs, cheese, onion, garlic, salt & pepper. Shape into 1" balls (makes about 20 meatballs). Bake meatballs about 10 - 15 minutes (browned). In a large pot add beer, tomato sauce, chili sauce, sugar. Bring to a boil and then reduce to low simmer. Add the baked meatballs to the sauce. Cover and simmer for 20-30 minutes, stir occasionally.

Crockpot? Mix the liquid ingredients in the crockpot instead of pot. Add baked meatballs to the sauce. Cook on low for 4-8 hours (the longer = thicker sauce)

Beer Pairing:
**Blue Star
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BY KAREN LOGAN

Pilsner PARMESAN POTATOES

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Serves 6-8

Prep time: 20 min

Bake time: 50 min

INGREDIENTS:

4 lbs. Yukon Gold potatoes,
peeled and thinly sliced
1 cup beer pilsner
1 cup minced sweet onion
1 garlic clove, minced
1 cup parmesan
½ cup heavy cream
1 tbsp flour
1 tsp paprika
Pinch Salt & pepper
1 tbsp butter (optional)

DIRECTIONS:

Preheat oven to 350°F. Butter
(or coat with cooking spray)
13x9" baking dish. Add the
potatoes in layers. Sprinkle
potatoes with minced onion.
Mix cheese, cream, beer,
flour, paprika, salt & pepper
together. Pour mixture slowly
over potatoes and gently stir so
all potatoes are evenly covered.
Cover dish with foil and bake
for 30 minutes. Remove foil and
bake for 15-20 more minutes.
Let dish rest for 10-15 minutes
before serving.

Tips: Freshly grated parmesan
is best. Sprinkle some
seasoning into mixture to
elevate the dish. Try thyme or
hot pepper flakes too.

Beer Pairing:
Alamo Pilsner



WASHING DOWN THE FIRST THANKSGIVING

BY BRIAN PETRO COURTESY OF The Alcohol Professor

Before 1609, the history of the Mayflower had been lost. When a group of investors, including captain Christopher Jones, purchased the ship in 1609, it became a trading ship. Its typical day became delivering wool and other textiles to France and picking up Bordeaux wines and Cognac to bring to England. It did have a few adventures outside of that route, like the time it went to Norway to deliver hemp, hops, and hats and pick up wood and tar. That ended poorly, with the cargo being ditched to save the ship in the

middle of a North Sea storm. There were a few trips to the Mediterranean as well, and one rumored adventure to the coast of Greenland for some whaling. After a run to France in 1620, Captain Jones brought the ship back to London and was hired for a different type of transportation: bringing a group of Protestant separatists to the New World.

They began to stock provisions for the long trip, including beer, wine, and “aqua-vitae,” most likely whiskey or brandy. Hops were just starting to find

their way into brewing as a flavoring element in England. It was so new that the end result was referred to as an “ale” if it did not have hops in it, and “beer” if it was hopped. This was an important element of the trip. We may think that the Puritans did not drink, but they loved their liquor. Many of the writings about arriving in the New World revolved around lamentations concerning the lack of taverns to welcome them after the long journey.

The trip overseas was a rough one. So rough, that one of the main masts broke. There was a serious discussion on turning back to England and calling it off. They were able to fix it with the help of tools that were brought for the new intended settlement near the Hudson River, at that point considered part of Virginia. Including the crew, over 130 passengers set sail. Most of them made it to Cape Cod, where a rough sea and impending winter made them stop there. They set foot on land on November 11, with Captain Jones leading the way.



Over the next month, they made several excursions into the frozen woods, finding buried pots of beans and corn used to supplement their dwindling rations. They got lost on their first excursion, forced to spend the freezing cold night with a makeshift shelter, their “victuals” being “only biscuit and Holland cheese, and a little bottle of aquavita.” It is fortunate for them they did not encounter anything more deadly than the cold and snow. The local tribesmen, part of the Wampanoag Confederacy, would not have been pleased to find their stored food for spring had been raided. They were looking for the best place to start a settlement in this chilly landscape. By Christmas of 1620, they had decided on Plymouth for their colony and started to build.

THOSE WHO COULD AFFORD BEER DRANK IT BECAUSE IT WAS SAFER THAN THE WATER

The general disdain for water that the British had was cultural. In England, only the poorest of people drank water. Even middle class workers could afford beer, cider, or at the very least milk and tea. People that could afford beer drank it because it was safer than the water, especially in cities. This was well before landfills, recycling, and water treatment. Anything that was dumped in the street or thrown out the window could end up in the local water source. The sources of water in the New World were considerably cleaner than the ones in London. One even wrote that it could be considered a suitable replacement for the beer or wine. Those sources were still not spotless. Sickness was starting to creep into the ranks of the settlers, as well as the crew of the Mayflower.

Illness and rough seas kept the ship anchored there until April of 1621, when the crew sailed for home port. On the ship, there was only beer, and the crew was going to protect that for the journey home. Even with so many sick men and women on the ship, settlers were allowed water only. Sailors went as far as to declare that when Protestant leader William Bradford asked for beer, “it was answered that if he was their own father, he should have none.”

Though half of their number died in that hard winter, they were able to start planting the crops they brought along with



Massasoit (of The Wampanoag) meeting English settlers.

them. The Wampanoag helped them with their planting, introducing them to some of the edible native plants in the area. The tribe aided in hunting and fishing, expanding the diets of the Protestants, and keeping them alive through the harvest. Fortunately for the English, one of the fruits they were provided were apples. Without barley or any other grains to spare for brewing, and with their initial stocks of liquor long gone, hard cider became a staple drink. It was relatively weak, clocking in around 2-4% ABV, but it was something other than water or tea.

Water and tea were the two things the Wampanoag enjoyed drinking. There is some debate, but by and large there is no evidence that northern tribes drank alcohol until it was introduced by colonists. Tribes in what is now the southwest United States and all of Mexico enjoyed a variety of fermented beverages, like pulque (a wine made from the agave plant) and tiswin (beer made from corn). There are some mentions of large pots of wine that tribes drank from, but if it was fermented it was accidental. No technology was available to prevent the fermentation process from happening, so low levels of alcohol were most likely present. There is some mention that tribes in Georgia and other southern states fermented beverages, possibly due to a climate more conducive to the process.



The First Thanksgiving by Jennie Augusta Brownscombe



BY HARVEST TIME THEY HAD SETTLED IN WITH THEIR NEW NEIGHBORS

By harvest time, they had settled in with their new neighbors and were planning on having a feast to celebrate their first successful, but meager, harvest. They invited the Wampanoag to the feast, which lasted for three days. In addition to what the settlers provided, which involved local birds, wheat, peas, and corn, the tribe brought clams, mussels, raspberries, strawberries, local nuts, and at least five deer. There is no record of it, but it is thought there was three to five gallons of cider provided by the Protestants to drink. Or about as much as my family may go through on Thanksgiving Day.

Want to replicate what the Pilgrims could have enjoyed at their feast? Hard ciders are where to start. Try sips like **Adirondack Brewery Farmhouse Craft Hard Cider** (Silver Medalist of the 2021 New York International Cider Competition), **Strongbow Gold Apple** (Silver Medalist at the 2016 New York International Beer Competition), **Original Sin Extra Dry** or any other cider on the drier side. With the settlers having very little sugar on hand,

the naturally fermented cider would have been dry to our tastes. Most American ciders are going to have some sugar added. For those who would rather reach for a beer, go for something with a low ABV and low IBU to last the meal.

Fuller's London Pride would be an excellent consideration for the table with its malty backbone and light hoppiness. **Goose Island Honkers Ale** is a high quality English bitter that offers a malty/hoppy balance. And I cannot ignore the Pilgrim's hometown brewer, **Mayflower Brewing Company**, and their **Golden Ale** that would be a great addition for craft and non-craft beer drinkers alike. When in Plymouth, right?

Sitting down with close family and friends, for any reason, is an occasion to be thankful. Towards the end of any year is a good time to sit back and reflect about what the year has brought to you, taken out of you, and how you are going to build on both of those experiences. As you get ready to dine with those near and dear, bask in the warmth of the season. Remember the hardships that the Pilgrims experienced to get to their new home, and how these two different groups of people came together in friendship over a meal. Happy Thanksgiving!

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Impress Your Guests

CREATE YOUR OWN HOLIDAY BEER DINNER

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

CHEESE & CRACKERS - (various cheeses) – Beer Pairing: Farmhouse Style Ales/Saison – Beer and cheese are both traditional farmhouse products. Both are fermented and aged and both balance sweetness and acidity with earthiness and fermentation flavors. Local Recommendation: *Common Roots In Bloom Saison*
SHRIMP COCKTAIL -Beer Pairing: Witbier – light enough to compliment even delicate seafood, the citric notes and tartness of Witbier enhance the natural shrimp flavors. Local Recommendation: *Longtab Surprise-Kill-Vanish*

BAKED HAM - Beer Pairing: Marzen/Oktoberfest – The slight hop presence cuts through fat while the juicy malt profile of the beer mingles perfectly with baked ham's juices and flavors. Local Recommendation: *Dos Sirenos Ares Marzen*

TURKEY - Beer Pairing: American Amber Lager – Amber Lagers have enough caramel flavors to link up nicely with the roasty/caramel flavors in any roasted poultry dish. Local Recommendation: *Blue Star Apache Amber Lager*

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

Local Recommendation: *Dodging Duck Zaners Old Geezer Pecan Brown Ale*

SIDES - Stuffing, Mashed Potatoes, Green Bean Casserole – Seriously? No need to worry about pairing beer with your side dishes. That would be waaaay too geeky. But rest easy, the beer you choose to pair with your main course will work just fine with whatever sides you decide to crowd your plate with.

VANILLA ICE CREAM – Beer Pairing: Sour Fruit Beers – Fruity Sourness works beautifully in contrasting the flavors of the vanilla and adds new complexities based on what fruit beer style you choose. Local Recommendation: *Cibolo Creek Weiss's Blackberry Sour*

PUMPKIN PIE – Beer Pairing: Oatmeal Stout – Big roast character coupled with chocolate and coffee notes make this pairing the perfect ending to any holiday meal. Local Recommendation: *Alamo Brewing SA Beer Festival Stout*



Recommendations by:
Erik Budrakey, Certified Cicerone

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.

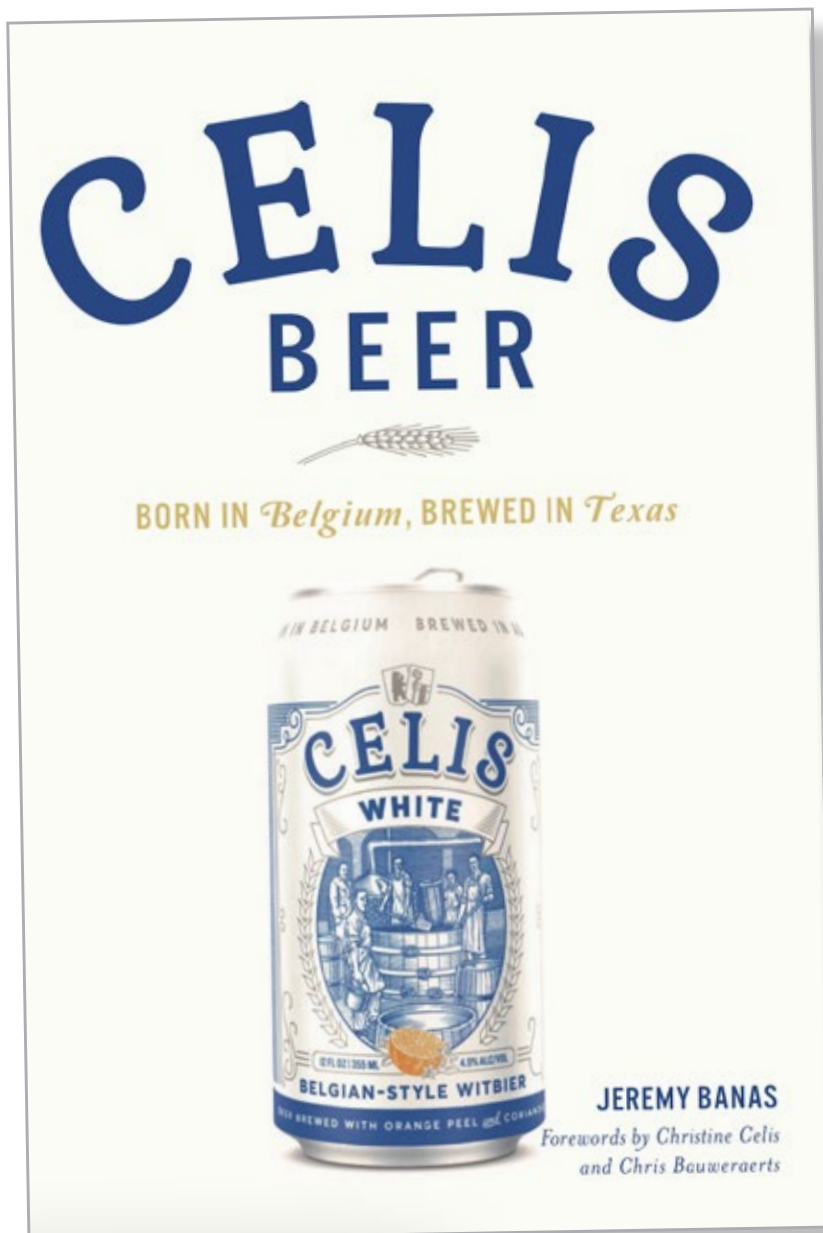
In addition to this event, community members will have the opportunity to meet and greet with author Jeremy Banas, at several upcoming book signing events throughout the city.

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](tel:(210)317-0782)

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WEATHERED SOULS BREWING

THRUST INTO THE NATIONAL SPOTLIGHT

For All the Right Reasons

By Jeremy Banas

Weathered Souls Brewing, located at 606 Embassy Oaks on the city's Northeast side, was co-founded by longtime San Antonio resident and businessman Mike Holt, and head brewer/co-founder Marcus Baskerville who met in 2014 at San Antonio's Busted Sandal Brewing Co. The two meshed right away, soon after began planning for a brewery of their own.

Though finding a location that would allow them to realize their dream was not easy at first. Though nothing worthwhile ever is. After driving down a plethora of streets looking for potential spots, the Weathered Souls crew found that most everything was either sold or not available. It was an unexpected meeting with Santikos Real Estate to provide just what they were looking for.

"At first, we were only looking for one space," says Baskerville. "When they offered us the adjoining space, we had to take it." The décor is simple: glossy concrete floors stained brown that matching the marble style countertops, bar, and walls.

Food options are handled by South BBQ, whose unique take on Texas BBQ focus is a hit with patrons.

Weathered Souls has more than 16 taps of their own beer, including core beers Malterial Girl, an American blonde ale; Dalé Shine, an American light lager Mexican

lager, Hardwood Classic, a hoppy pilsner; and West Coast IPA, a...you guessed it, West Coast-Style IPA. Weathered Souls also boasts a popular small-batch program putting out experimental stouts, IPAs and sour beers, as well as barrel-aged offerings that will surely satisfy the beer geeks and craft beer novices.

Holt and Baskerville wanted to have as much contact with consumers as possible, making the brewpub model the obvious choice. "The goal in the beginning is to stay as close as possible to the customer and expose them to as many choices as possible," said Baskerville. This approach has allowed for organic growth, though the last 18 months have been a challenge.



Marcus Baskerville, photo by Hop Culture

THE HEAD BREWER WAS THRUST INTO THE INTERNATIONAL SPOTLIGHT

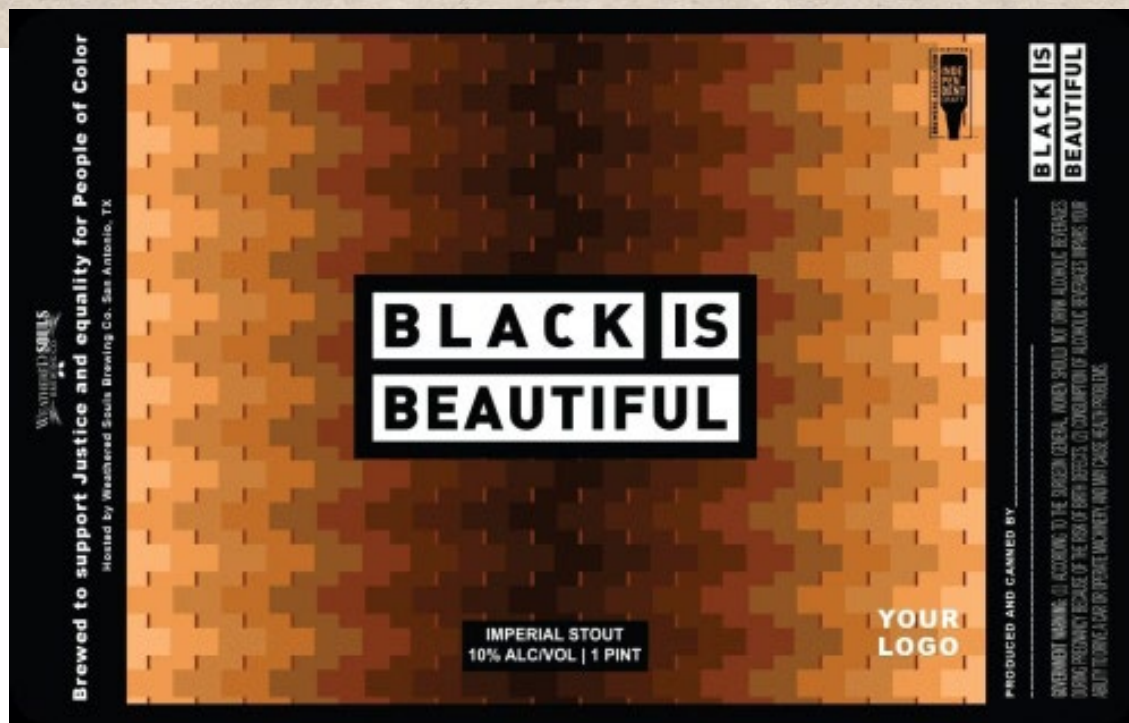
2020 was harsh on much of the planet, with Covid-19 taking the limelight, as well as many racial injustices faced by people of color in the United States. Baskerville wanted to do something about these injustices and felt that as a brewer he had a unique platform. The head brewer and co-founder was thrust into the international spotlight in June of 2020 when he launched his Black is Beautiful initiative, with the intent to bring attention to social injustices faced by people of color through beer.

To go along with the name, Baskerville chose a stout as the base beer and gave other brewers the freedom to put their own spin on it from there. Baskerville reached out to other brewers to see if they were interested in participating with the catch: breweries needed to commit to donating 100 percent of the proceeds from their Black is Beautiful beer to organizations that promote equality. Organizations like Know Your Rights Camp, 100 Black Men of San Antonio, and African American Dream Maker Fund.

What resulted was nothing less than phenomenal. In the first two days alone, 250 brewers signed up to brew Black is Beautiful, with more following daily. Over the last year and a half, more than 1,200 breweries in 50 states and 22 countries have participated.

The spotlight the campaign has brought Baskerville has been nothing short of phenomenal, largely as he still sees himself as a “newbie” to the industry. To put this into perspective, Weathered Souls is about to celebrate its fifth year, and Baskerville got into brewing professionally just a little more than six years ago.

It has been a long road for Baskerville, who hails from Sacramento, California, who originally started brewing at home with his brother and the ever-popular Mr. Beer



kit they acquired nearly 10 years ago. He recalls how awful the first couple of batches were, “The first one was bad. The second one was palatable,” he says.

Not long after arriving in San Antonio in 2013, Baskerville used money he received from a car accident to elevate his homebrewing equipment, and not his car. Priorities, right? Though not long after he almost gave up brewing all together. What changed his mind?

Baskerville had listened to a podcast on the Brewing Network with homebrewer Annie Johnson “She had just won the American Homebrewers Association’s 2013 Homebrewer of the year award,” says Baskerville. She was from Sacramento, and she was a Black woman. I looked at that and was like, ‘Wow, there is somebody that looks like me and somebody literally from the same city as me that just achieved the pinnacle of homebrewing.’”

Despite feeling like he would never be able to measure up to her success, something inside spurred him to keep brewing. After a successful homebrew tap takeover at Busted Sandal Brewing Co. in San Antonio, Baskerville was offered a job as assistant

brewer there. He worked that along with his full-time job, though his mind was now focused on how he could perfect his brewing.

Mike Holt, who was an investor at Busted Sandal at the time, approached Baskerville about a new venture. The two launched Weathered Souls in 2016 on San Antonio’s Northeast side.

As with many businesses, 2020 threw Weathered Souls for a loop, and was by far their toughest year, but Baskerville says Black is Beautiful also made it the most rewarding for them

BLACK IS BEAUTIFUL IS MEANT TO BE A FOCUS OF CONVERSATION

He’s hopeful the initiative is affecting more than just beer. Baskerville wants it known that the label for Black is Beautiful and fundraiser do not go hand-in-hand with Black Lives Matter, at least not organizationally. Black is Beautiful is meant to be a focus of conversation, and a project that gives breweries the flexibility to support equality initiatives that speak to them. “It’s a blanket statement,” Baskerville says. “‘Black is beautiful’ is more of a message

that you don't have to be afraid of other skin tones."

Many breweries in the United States have aligned with Black Lives Matter, and the organization has actually reached out to Weathered Souls, but Baskerville has worked hard to ensure his initiative is not political. "I've tried to keep this out of the political field because to me equality doesn't have anything to do with politics," he says.

Many of San Antonio's breweries participated by brewing their take on Black is Beautiful, as did numerous Texas breweries. "As far as the brewing scene in San Antonio goes, it has been amazing," says Baskerville.

This past February, Wal-Mart added Black is Beautiful, to shelves in more than 300 locations as part of Black History Month. The coast-to-coast release required Baskerville to partner with a few other breweries around the country to meet production demands. Now Wal-Mart carries not only Black is Beautiful, but Hardwood Classic as well.

WEATHERED SOULS WAS NAMED BEST BREWERY IN THE U.S. IN 2020

The project has also brought other accolades. Weathered Souls was named best brewery in the U.S. in 2020 by Hop Culture magazine. This past December, Baskerville was elected to the board of directors for the Brewers Association, the trade association that represents the majority of independent breweries in the United States.

"It's very interesting," says Baskerville. "Four years ago, I never would have thought that I would come this far in my career and to be able to represent people like myself within the board. It's a monumental occasion in that sense, as there are not a lot of young Black males in the industry." The position started in January and Baskerville hopes he'll be able to use the platform to help bring more diversity, equity, and inclusion to the brewing industry.

Baskerville, Holt, and the entire crew at Weathered Souls, have taken the challenges of the last year—from the ongoing Covid-19 pandemic to racial unrest and police brutality—and turned

them into reasons to hope for years to come. To that end, they have recently announced a second location in Charlotte, North Carolina, a location that Holt and Baskerville had always intended to open.

"It was always in the back of our mind to open a second location. With Mikes 23+ years in Charlotte and the emerging, welcoming craft scene there. We thought it be a perfect fit to bring Weathered Souls Brewing to Charlotte," says Baskerville "With the second location, besides releasing more barrel aged projects and traditional beers in the location, we will also be starting the Harriet Baskerville Incubation program."

Baskerville stated they will be partnering with other industry leaders, so that the incubation program can be the one stop shop for Black, minority, and women brewers in planning, who wish to perfect their craft before open a brick-and-mortar location. "It's an honor to be able to open this type of program, as there were none of its kind when I got into brewing. But to also see the next steps of Black is Beautiful take fruition." Says Baskerville

Prost to that, and all thanks to the power of beer.



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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.

Available on Amazon Prime:

https://www.amazon.com/Jeremy-Banas/e/B075GRC835%3Fref=dbs_a_mng_rwt_scns_share



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Craft Beer Events

Researched and compiled by Karen Logan

NOVEMBER

11/17

Alamo Beer – Brewer's Barrel

11/19

Longtab Brewing – Beer Release: GBNT- spiced Belgian Quad Holiday Beer

Ranger Creek Brewing & Distilling – Donation Yoga & Drinks 7:30pm

Dedication beer release—GBNT - Spiced Belgian Quad 10.2%

11/20

Alamo Beer – 1st Annual Pub Pedal Charity Event

11/21

Alamo Beer – Bulldogs on the Turf

Black Laboratory Brewing – Pints & Poses
Yoga 11am

11/24

Busted Sandal Brewing – Pie & Beer Pairing- 5 beers paired with 5 beers \$20. \$3 pint specials

Longtab Brewing – Beer Re-Release: Jedburgh Belgian Blonde

11/26

Longtab Brewing – Beer Release: White Star Robust Porter

Cibolo Creek Brewing – A Dickens Celebration: Dickens on Main (Boerne)

Roadmap Brewing – Black Friday Barrel Age Release (Imperial Stout aged 16 months in Garrison Brothers Barrels)

Dedication beer release— White Star - Robust Porter 5/8% ABV

11/27

Alamo Beer – UTSA Watch party 1pm & Live music by Red Line 57 6-9pm

Cibolo Creek Brewing – A Dickens Celebration: Dickens on Main (Boerne)

DECEMBER

12/3

Ranger Creek Brewing & Distilling – Whisky & Sweet Treats Pairing Class 7pm

Cibolo Creek Brewing – A Dickens Celebration: Weihnachts (Boerne)

Dedication beer release —Bronze Bruce Dunkel 5.3%

12/4

Cibolo Creek Brewing – A Dickens Celebration: Weihnachts (Boerne)

12/8, 12/10, 12/11

Cibolo Creek Brewing – A Dickens Celebration: A Toast of Olde Town (Boerne)

12/10

Dedication beer release Tripel —Volunteer - Belgian Tripel 9.3%

12/16

Dos Sirenos Brewing – Beer Release: Rye barrel aged Morpheus

12/17

Roadmap Brewing – Cousin Eddy's Hot CoCo – Christmas Vacation inspired stout

Dedication beer release— Kill for Peace - Belgian Stout 8%

12/17, 12/18, 12/19

Cibolo Creek Brewing – A Dickens Celebration: Kinderfest (Boerne)

12/31

Dedication beer release— MKII - Doppelbock 7.9%

WEEKLY EVENTS

Tuesday

Back Unturned Brewing – Keg Killer Tuesdays

Blue Star Brewing – Jazz night

Wednesday

Alamo Beer – Wing Wednesday

Mad Pecker Brewing – Geeks who Drink Trivia 8pm

Back Unturned Brewing – Waffle & Wing Wednesday

Thursday

Alamo Beer – Beer, Bacon & BINGO

Mad Pecker Brewing – Glass Night 6pm

Back Unturned Brewing – Dinner for 2

Friday

Alamo Beer – Karaoke

Dos Sirenos – live music

Saturday

Back Unturned Brewing – Brunch

Dos Sirenos – live music

Longtab Brewing – Bends & Brews
Yoga 10:30am

Ranger Creek Brewing & Distilling –
Brewstillery Tours 1 & 3 pm

Sunday

Back Unturned Brewing – Brunch



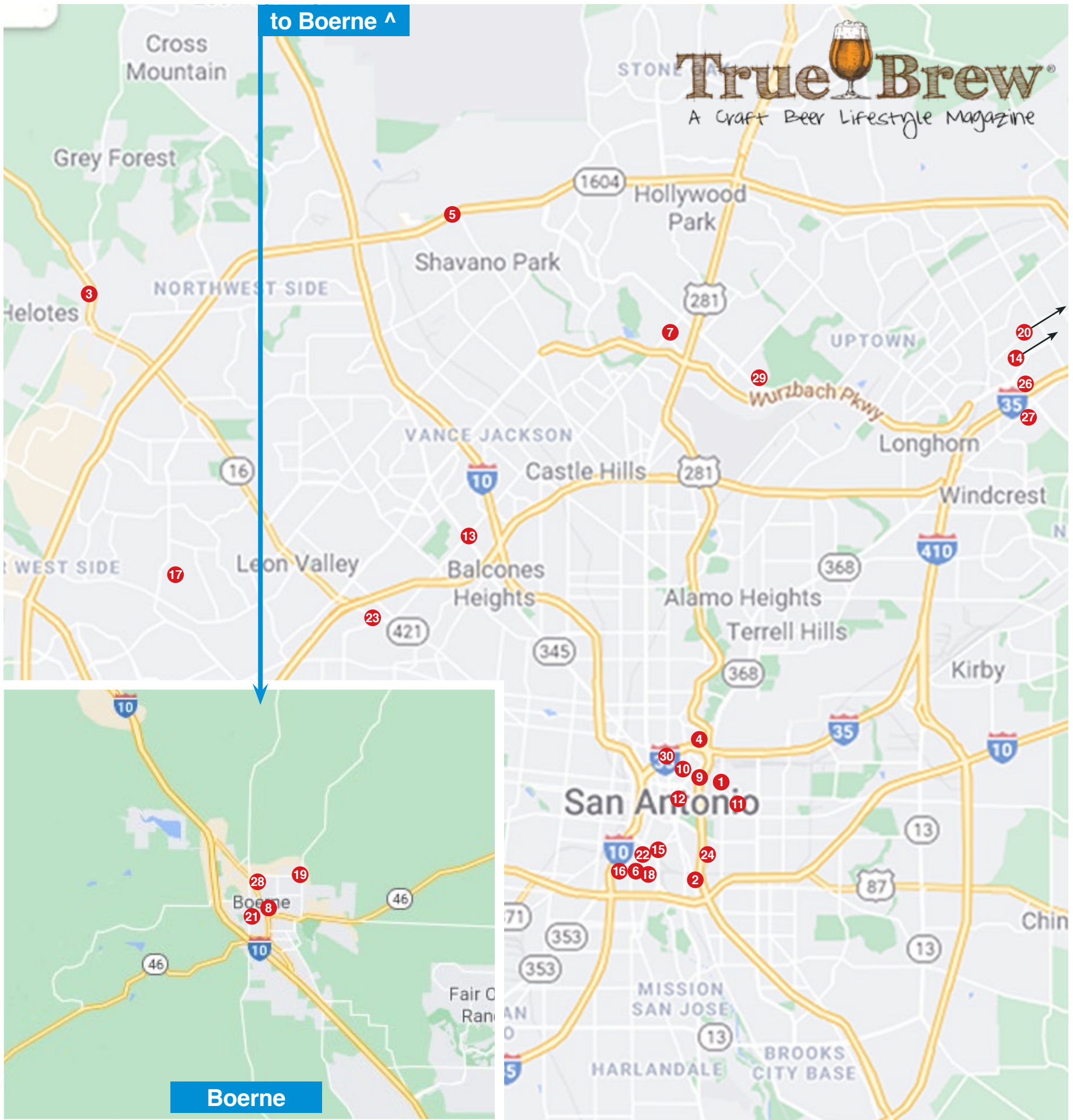


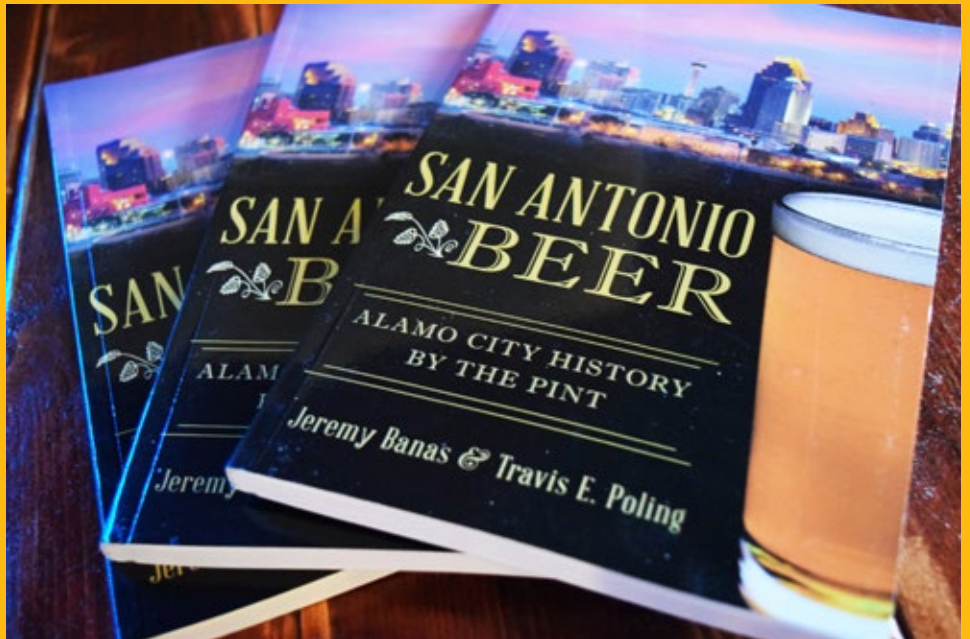
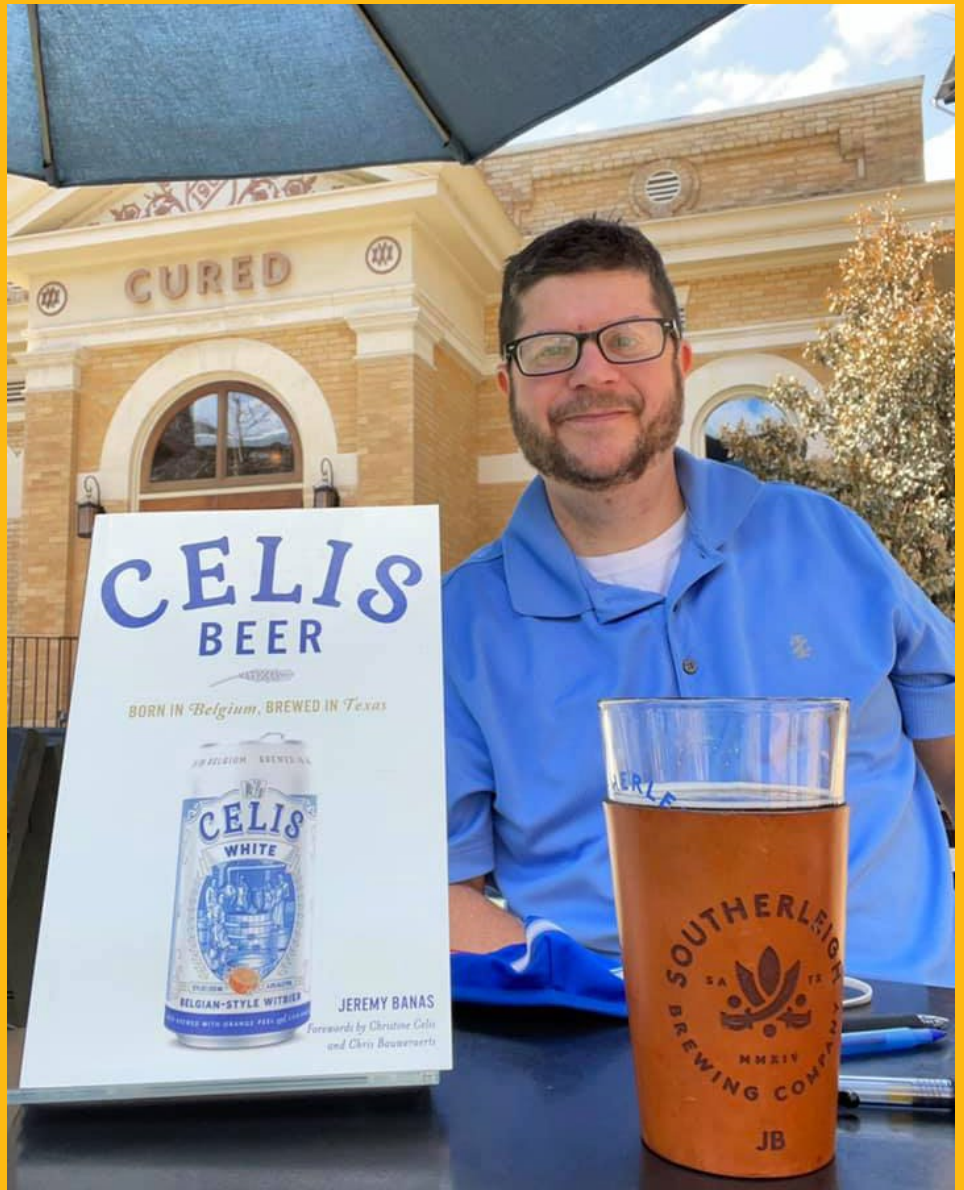
THE SAN ANTONIO CRAFT BEER SCENE

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
2. Freetail Brewing Co.— www.freetailbrewing.com
3. Freetail Brewing Co.— www.freetailbrewing.com
4. Southerleigh Fine Food and Brewery— www.southerleigh.com
5. Busted Sandal Brewing Company — www.bustedsandalbrewing.com
6. Dorcol Distilling + Brewing Co. — www.dorcolspirits.com
7. Weathered Souls Brewing Co.— www.weatheredsouls.beer
8. The Dodging Duck Brewhaus & Restaurant — www.dodgingduck.com
9. Roadmap Brewing Co.— www.roadmapbrewing.com
10. Back Unturned Brewing Co. — www.backuntuned.com
11. Black Laboratory Brewing — www.blacklaboratorybrewing.com
12. Maverick Whiskey Distillery & Brewery — www.MaverickWhiskey.com
13. Busted Sandal Brewing Co.— www.bustedsandalbrewing.com
14. Ranger Creek Brewing & Distilling — www.drinkrangercreek.com
15. Blue Star Brewing Co.— www.bluestarbrewing.com
16. Dorcol Distilling + Brewing Co.— www.dorcolspirits.com
17. Mad Pecker Brewing Co. — www.madpeckerbrewing.com
18. Künstler Brewing — www.kuenstlerbrewing.com
19. Mike-Ro-Brewery — www.mike-ro-brewery.com
20. Islla Street Brewing Company — www.isllastreetbrewing.com
21. Cibolo Creek Brewing Co.— www.cibolocreekbrewing.com
22. Dos Sirenos Brewing — www.dossirenosbrewing.com
23. Longtab Brewing — www.longtabbrewing.com
24. Viva Beer — www.vivabreweryswag.com
25. Boerne Brewery — www.boernebrewery.com
26. Faust Brewing Company — www.faustbrewing.com/brewery
27. New Braunfels Brewing Co. — new-braunfels-brewing-company.mybigcommerce.com/
28. Tusculum Brewing Company — www.facebook.com/tusculumbrewingcompany
29. Second Pitch Beer Co. — www.brewmonkeybeerco.com/
30. [Man Overboard Brewing Company](#)





7 QUESTIONS WITH JEREMY BANAS

By True Brew Magazine

Jeremy Banas is a freelance beer writer who writes for us here at True Brew Magazine as well as other local publications such as the San Antonio Current, San Antonio Magazine, TheFullPint.Com, and the Brewers Association's craftbeer.com. He is also the author of three books 'San Antonio Beer: Alamo City History by The Pint' (co-authored with Travis Polling), 'Pearl: A History of San Antonio's

TBM: "You've got 3 books out now that focus on great beer, what inspired you to write about beer?"

JEREMY: Pretty simple, I love beer and I love history. History has been a passion of mine since high school. The history of anything to be honest. When you factor in my love of beer, it was really a no-brainer and took a bind the two. It also didn't hurt that my family were the last owners of the iconic Tivoli brewing company in Denver Colorado. It opened in 1859 and closed in 1969, my family owned it from 65 to 69. Recently re-opened in its original brewhouse under new ownership after decades of being closed, the new ownership had to go through my family for the rights.

TBM: "We are at a Thanksgiving Eve House Party. You are the DJ. What bands/artists are we listening too?"

JEREMY: I love combining good music with good beer, so all would be having a great time. I listen to a lot of genres, and a lot of artists. I'm always looking for new music, and I love listening to listening to my favorites for the past. That being said, Wu-Tang Clan easily. Though I absolutely would play Eric Clapton, Muddy Waters, Robert Johnson, Rancid, The Distillers, Flogging Molly, Bad Brains, Led Zeppelin, Charlie Parker, Durand Jones and the Indications, the Notorious B.I.G., Eminem, and so many more I couldn't even name. It would be quite the house party.

TBM: "Is there favorite brewery or beer that lives in your fridge on the regular? If not beer, something else?"

JEREMY: I've been known to carry quite a lot of Hans Pils from Real Ale Brewing in the fridge. If I'm not having a beer, chances are it's a cocktail involving gin.

Iconic Beer' and his latest offering, 'Celis Beer, Born in Belgium – Brewed in Texas.' We wanted to learn more about Jeremy's love for the local craft beer scene and get to know him a bit better. So, we met him out at Roadmap Brewing to shoot the breeze, have a few beers and to ask him...

TBM: "Spouse? Kids? Pets?"

JEREMY: I have 3 boys, Quinn 23, Jack 20, and Max 16. Two cats and a dog. I also have the most wonderful woman, Heidi. All of them together make for a pretty nice family.

TBM: Outside of writing about and enjoying the occasional beer, what other hobbies or activities do you enjoy?

JEREMY: When I have the chance, I do enjoy brewing beer as well. Though I also love spinning records. I still have a turntable and a lot of vinyl at home. Over the last year, I've been known to hang out at Second Pitch Brewing Co on Sunday nights helping run their B.Y.O.V. night.

TBM: "If you could invite 3 historical or iconic characters to share a beer with at your Holiday Dinner, who would they be and why?"

JEREMY: If we're talking historic or iconic characters, then these three would be at the top of the list:

1. Billy the Kid (William Bonney/William McCarthy)
2. President John Adams
3. Charles Degan, San Antonio's first commercial brewer
"Understand that I could easily interchange a plethora of other names into the top three"

TBM: If you had an opportunity to explain the San Antonio Craft Beer Scene to an out-of-towner, what would tell them?

JEREMY: San Antonio was the birthplace of the first licensed commercial brewery, right next to the iconic Alamo. San Antonio is also the only city in Texas to continuously have a brewery in operation since 1855. The history of the city is intertwined with the history of its beer. In modern times we have quite the eclectic collection of badass brewers and brewsters brewing styles from all over the world, reflecting people from all walks of life. San Antonio beer reflects its 300 year history and its residents.



FLYING DOG RELEASES 18.6% TRIPLE DOG TRIPLE IPA - FREDERICK, MD



From the brewery that produces big-ABV favorites – like The Truth Imperial IPA (8.7% ABV), Gonzo Imperial Porter (10% ABV) and Double Dog Double IPA (12% ABV) – comes Triple Dog Triple IPA, an all-new epic beast with a so-big-you’ll-need-to-clear-your-calendar-that-night-high ABV to match. Maryland’s Flying Dog Brewery is releasing their highest-octane beer this October in 4-packs of 12 oz. bottles. Citrus and resinous hop notes dominate the aroma and flavor profile in this triple brew with a Citra and Simcoe hop blend. The beer ends with a touch of alcohol sweetness and a dry finish, making it incredibly drinkable for a big brew. Triple Dog’s ABV will clock in at 18% however, due to the nature of brewing such a big beer, this number could vary batch to batch. When consumers reach for a 4-pack of Triple Dog they will be faced with the fun opportunity to scan the package’s QR code to find out that batch’s final ABV. The first batch being released in early November, has clocked in at 18.6% ABV. “We’re always looking to push the boundaries of what an IPA can be, so when one of our salesmen dared us to see how far we could push the ABV on Double Dog we had to accept the challenge,” said Ben Clark, Brewmaster at Flying Dog Brewery. “The result is a super drinkable monster of a beer that’s perfect for enjoying around the bonfire as fall evenings continue to cool down.” To complete your evening with Triple Dog, pair this big beer with a big meat and cheese plate. Throw together some salty charcuterie and sausages with a sharp cheddar and stinky Stilton for a feast fit for a beast. Triple Dog will be sold in 4-packs of 12 oz. bottles and will start appearing on shelves by the end of October. Consumers are encouraged to visit the brewery’s Beer Finder to locate inventory near them.

TRÖEGS’ MAD ELF GETS FESTIVE NEW LOOK - HERSHEY, PA



Independent Brewing announces the release of its iconic holiday ale, Mad Elf. Created in collaboration with Florida-based illustrator Joshua Noom, the festive new label art is the fourth iteration of the beloved – and mischievous – Tröegs character since 2002. “We have a history of reimagining the Elf,” says Tröegs brother Chris Troegner. “Mad Elf is a beer that really captures the holidays for so many people. And not just beer lovers. A lot of people who don’t regularly drink beer have a special connection with Mad Elf. This new

art really captures what people love about it – it’s festive, nostalgic, and a whole lot of fun.” The essence of this once-a-year holiday ale, along with its ruby red glow, is born from five varieties of tree-ripened cherries. Bing, Lambert, Van and Royal contribute a bright and juicy sweetness, while Montmorency adds a touch of tartness. Aside from cherries, honey is the other integral ingredient in Mad Elf. Each year, Tröegs sources 25,000 pounds of local wildflower honey from The Happy Beekeeper in Carlisle, PA. “We like to say that it’s not the holidays until you’ve had your first Mad Elf,” says Tröegs brewmaster John Troegner. Mad Elf releases today in 12-oz. bottles and cans throughout Pennsylvania, New Jersey, and Delaware, followed by everywhere else Tröegs is sold over the next few weeks. Look for Mad Elf on draft beginning in mid-November.

2021 GABF FRESH HOP CATEGORY WINNERS ANNOUNCED - BOULDER, CO



The Brewers Association (BA) has announced the top beers in the Fresh Hop Beer category for the 2021 Great American Beer Festival (GABF™) competition. Gold, silver, and bronze medal winners in the Fresh Hop Beer category bring the 35th edition of the world’s largest commercial beer competition total count to 293 medals awarded to 267 breweries. This year’s GABF judging began earlier than ever before in order to host the GABF awards ceremony during the Craft Brewers Conference® in Denver in September. To include the Fresh Hop category in the competition, judging was pushed to October to allow for the fall hop harvest and beer production. Judges from Colorado evaluated 83 entries submitted by 69 breweries from 14 states during three consecutive elimination rounds in a single day with health and safety measures in place. The Fresh Hop Beer category entries at GABF have grown in recent years following an uptick in consumer interest in the seasonal brew. Conventionally, hops are dried and stored to be used throughout the year. Conversely, a fresh, wet hopped beer is made with whole hops harvested only hours before being dropped in the kettle. “Brewers love the connection with their hop growers, and drinkers enjoy these unique hop-driven ales and lagers, which are becoming harvest season staples within the year-round cycle of beer styles,” said Chris Swersey, competition director, Great American Beer Festival. “Congratulations to this year’s winners. These beers were worth the wait.” Fresh Hop category Winners: Category 98: FRESH HOP (83 entries). GOLD: Energy Cone – Single

Hill Brewing Co., Yakima, WA. SILVER: Fresh Hop Green Battles – Pinhouse Pizza North, Austin, TX. BRONZE: Seems So Long Since We Walked in the Moonlight – Burke-Gilman Brewing Co., Seattle, WA. The 2021 GABF competition was the largest judged to date with 9,762 beers judged, including the 83 Fresh Hop Beer category entries. In total, 2,191 breweries from all 50 states plus Washington, D.C., and Puerto Rico entered the competition. As previously announced, the Great American Beer Festival will celebrate its 40th anniversary October 6-8, 2022, at the Colorado Convention Center in Denver.

21ST AMENDMENT BREWERY BREWS UP WINTER WONDERLAND BEER FOR THE 2021 HOLIDAY SEASON - SAN FRANCISCO, CA



21st Amendment Brewery rings in the 2021 holiday season with their beloved winter spiced ale, Fireside Chat (7.9% ABV, 12 oz. cans in 6-Packs, Draft). Christmas comes a little early every year with the much-anticipated mid-October 2021 nationwide release of Fireside Chat to retailers, bars, and restaurants in 33 states. A flagship beer recipe of 21st Amendment’s San Francisco brewpub that’s evolved into an annual limited-edition winter warmer favorite, Fireside Chat is the perfect sipper at the Thanksgiving dinner table or while nestled up fireside with loved ones during the December holidays. Lush and flavorful Ghana cocoa nibs from TCHO Chocolate (San Francisco, Calif.) add a deep layer of texture to Fireside Chat for a beautiful malt character of eight different malts. The English-style strong ale is well-balanced by Shaun O’Sullivan’s (Co-Founder and Brewmaster, 21st Amendment Brewery) select winter spices. It’s no wonder Fireside Chat took home a Silver Medal from Great American Beer Festival, and Men’s Health magazine ranks it #1 of the “10 Best Christmas Beers 2020.” O’Sullivan notes, “Fireside Chat has a wonderful warming amber color, bright toffee foam head, soft spice profile, and a rich chocolate layer on the finish that’s quite elegant. We made some slight tweaks to the 2021 recipe that I think our beer fans will enjoy. I’m excited to see what they think. Also, the packaging features President Franklin D. Roosevelt (who signed the 21st Amendment to the U.S. Constitution into law) having a jovial fireside conversation with an elf. Why not be like FDR and enjoy a Fireside Chat of your own this holiday season. I don’t think it gets much better than that.” Since 2000, 21st Amendment Brewery has brewed innovative limited-edition holiday beers for people to enjoy and be

a part of unforgettable memories. Holiday Food Pairing Suggestions with Fireside Chat: Hearty Beef Stew; Oven Roasted Turkey; Creamy Risotto; Apple Crumb Pie; Pumpkin Cheesecake; and Tiramisu.

TRULY HARD SELTZER CELEBRATES INTERNATIONAL PRONOUNS DAY WITH THE LAUNCH OF TRULY YOU CUSTOMIZABLE CAN INSULATOR - BOSTON, MA



In honor of International Pronouns Day, Truly Hard Seltzer, a leader and innovator in the hard seltzer category, is launching its TrulYou customizable can insulator that allows drinkers to display their pronouns right on their Truly can. The use of personal pronouns in email signatures, social media profiles and resumes is on the rise, but normalizing in-person pronoun introductions is something everyone could use help with after nearly two years of virtual interactions. The unique, colorful can insulator was designed by artist Stephanie Medeiros (@stephaniemadeit) and inspired by the global LGBTQIA+ community. The artwork is representative of the beautiful, vibrant community and celebrates the different facets of ourselves that make each and every one of us special. Intended to be customized, drinkers simply use a permanent marker to write their pronouns in the blank space. “It’s important for people to understand that normalizing the use of personal pronouns goes beyond the LGBTQIA+ community,” said Medeiros (they/them). “Working on this project with Truly in honor of International Pronouns Day is a reminder of how amazing it is to feel seen and empowered to share my truth.” “Our drinkers are always at the forefront of what is happening in culture. Disclosing one’s pronouns has become normalized in everyday virtual settings, but we wanted to create a convenient, comfortable way for drinkers to share their pronouns in real life,” said Lesya Lysyj, Boston Beer Company CMO. “As a brand, we’ve always believed our differences make us stronger and this is another way for us to help our drinkers express their individuality.” The TrulYou can insulator will be available beginning November 1, 2021, and sold exclusively on TrulyOriginals.com for \$20. One hundred percent of proceeds will go to Truly’s long-term partner, GLAAD. “As a continuation of our partnership with Truly, we are ecstatic to work on the TrulYou can insulator to raise awareness about the important topic of pronoun introductions. We look forward to the positive changes we will continue to drive for the LGBTQ community with the proceeds generated by this wonderful project,” said John McCourt, Senior Director, GLAAD.

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HAPPY HOLIDAYS

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

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CAROLING
CHIMNEY
CHRISTMAS
DONKEY
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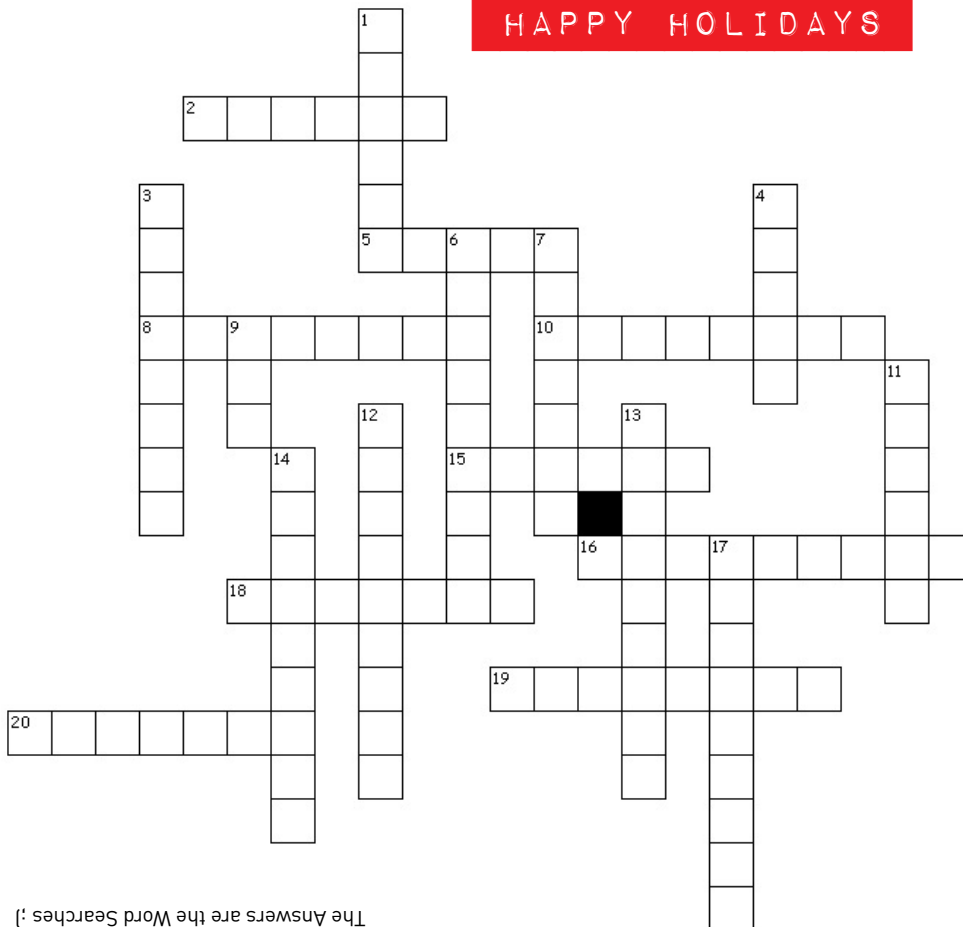


www.freetailbrewing.com

2000 S Presa St,
San Antonio, TX 78210



HAPPY HOLIDAYS



The Answers are the Word Searches ;)

ACROSS

2. MARY RODE THIS
5. RELIGIOUS SONGS
8. GIFTS
10. PULL SANTA'S SLED
15. FESTIVE DRINK
16. HUNG BY THE CHIMNEY
18. SANTA SLIDES DOWN IT
19. SINGING
20. HAS A SHINY RED NOSE

DOWN

1. HANGS ON DOOR
3. TENDS SHEEP
4. SANTA'S HELPERS
6. KISS UNDER IT
7. GRUMPY BOSS
9. NIGHT BEFORE
11. SANTA'S SLED
12. DECORATIONS
13. WHERE SANTA LIVES
14. JESUS BORN HERE
17. DECEMBER 25TH





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