

SEPTEMBER-OCTOBER 2021

# True Brew

A Craft Beer Lifestyle Magazine



## MAD PECKER BREWING

EXPANSION ON THE HORIZON

7 QUESTIONS WITH MIKE SIRENO FROM DOS SIRENOS

YUENGLING COMES TO TEXAS

INTRODUCING TRUE BREW AMERICA

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ERIK BUDRAKEY

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*Introducing*

**True Brew**<sup>®</sup>  
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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**Published by**

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

Jennifer Peyser, Artist/Designer  
Erik Budrakey, Content Manager  
Karen Budrakey, Events Manager  
Jeremy Banas, Contributing Writer  
Karen Logan, Contributing Writer  
[truebrewmagazine.com](http://truebrewmagazine.com)  
[erik@truebrewmagazine.com](mailto:erik@truebrewmagazine.com)  
[jenn@truebrewmagazine.com](mailto:jenn@truebrewmagazine.com)



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# TRUE BREW MAGAZINE PROUDLY INTRODUCES

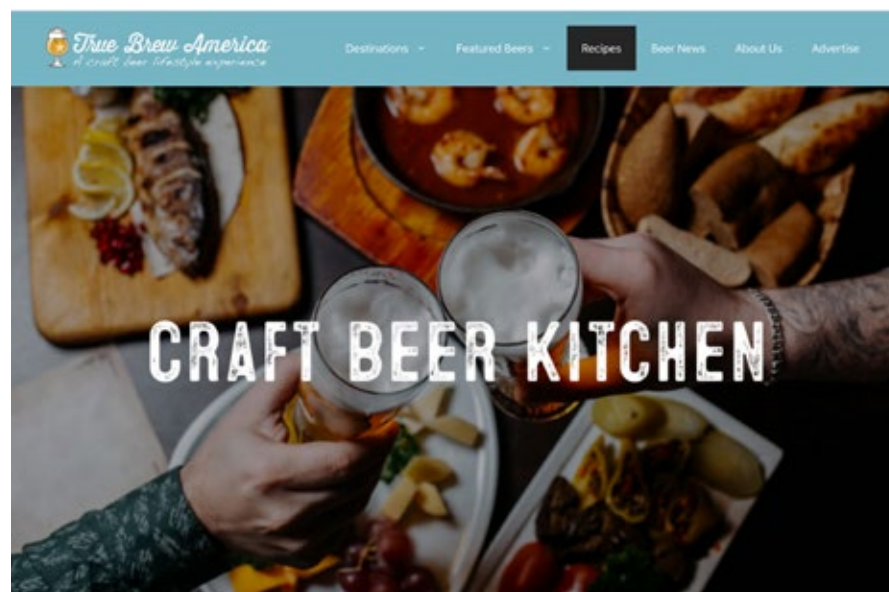
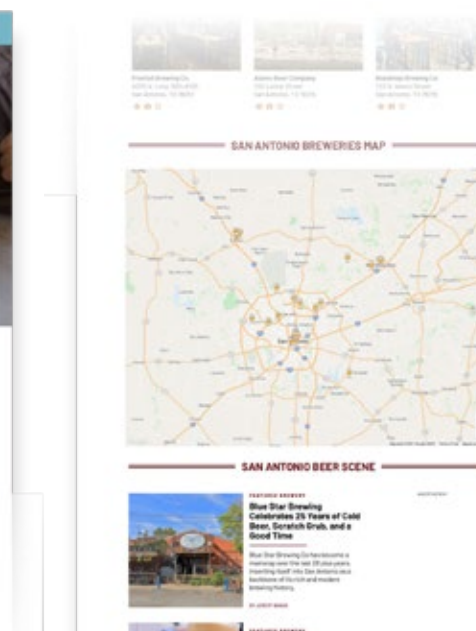
# True Brew America

By Erik Budrakey

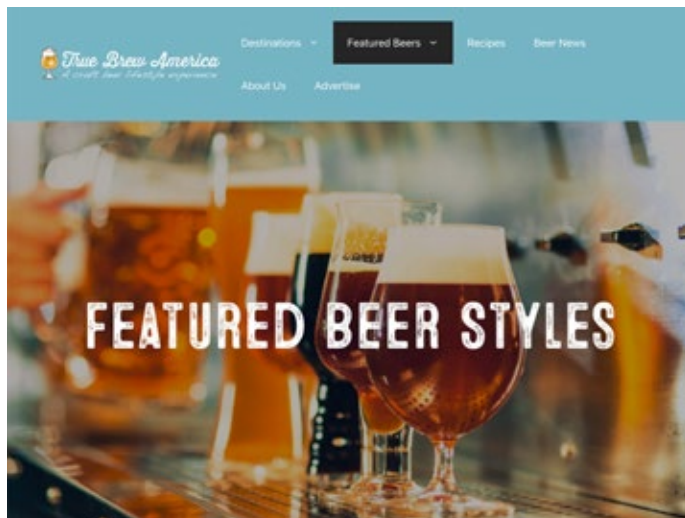
When we started True Brew Magazine back in 2016, we had a vision of promoting our local beer scene in Upstate NY by giving consumers a unique look at our breweries and better-beer-bars as well as a behind-the-scenes glimpse of the amazing brewers and proprietors that make up the scene. Never in our wildest 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 now 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 to you, which goes out digitally to more than 50,000 readers in that market. Based on its early 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 little read!

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



[WWW.TRUEBREWAMERICA.COM](http://WWW.TRUEBREWAMERICA.COM)



## 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, we became more aware that EVERYWHERE that we traveled, we were looking to explore their local breweries and the craft beer scene in that market. I generally 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 education beer-lovers about all thing’s beer. Only 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, consumers 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. 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 San Antonio Region, since we had already launched True Brew Magazine here. We also introduced Boston, Denver, and Saratoga NY, as they are cities that 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 U.S. cities within the next 5 years.

We’d like to invite you to check out our site, TrueBrewAmerica.Com and explore the San Antonio beer scene and beyond. Get to know our 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 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

**SEPTEMBER  
(MARZEN LAGER)**



Capture for more beer styles

8-17



SRM (Appearance) pale to dark

5.8 - 6.3%



ABV (Alcohol By Volume) low to high

18-24%



IBU (Bitterness) low to high

<i>Origin</i>	Munich, Germany 1841ish
<i>History</i>	Brewed in March as a stronger “March beer” and lagered in cold caves over the summer. Modern versions trace back to the lager developed by Spaten in 1841, contemporaneous to the development of Vienna lager. The German amber lager version (in the Viennese style of the time) was first served at Oktoberfest in 1872, a tradition that lasted until 1990 when the golden Festbier was adopted as the standard festival beer.
<i>Appearance</i>	Amber-orange to deep reddish-copper color; should not be golden. Bright clarity, with persistent, off-white foam stand.
<i>Aroma</i>	Moderate intensity aroma of German malt, typically rich, bready, somewhat toasty, with light bread crust notes. Clean lager fermentation character. No hop aroma. Caramel, dry-biscuity, or roasted malt aromas inappropriate. Very light alcohol might be detected but should never be sharp. Clean, elegant malt richness should be the primary aroma.
<i>Flavor Profile</i>	Initial malt flavor often suggests sweetness, but finish is moderately-dry to dry. Distinctive and complex maltiness often includes a bready, toasty aspect. Hop bitterness is moderate, and the hop flavor is low to none (German types: complex, floral, herbal, or spicy). Hops provide sufficient balance that the malty palate and finish do not seem sweet. The aftertaste is malty, with the same elegant, rich malt flavors lingering. Noticeable caramel, biscuit, or roasted flavors are inappropriate. Clean lager fermentation profile.
<i>Bitterness</i>	18 - 24 IBU's
<i>Commercial Examples</i>	Spaten Oktoberfestbier Ur-Märzen, Great Lakes Oktoberfest, Brooklyn Oktoberfest, Sierra Nevada Oktoberfest, Back Barn Oktoberfest
<i>Recommended Food Pairings</i>	Grilled Sausages and Chicken. Pizza with a variety of toppings. Richly flavored Gouda and Alpine cheeses like Gruyère, Fontina and Comté.



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{ Guests who come in and mention True Brew & say "Live Like Sam" receive a free Chicharonnes or Pretzel with a beverage purchase. }



## TAPROOM IS RE-RE-OPEN!

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Tues: Closed

Wed/Thurs: 4 - 10 pm

Friday: 4 - Midnight

Sat: Noon - Midnight

Sun: Noon - 8 pm

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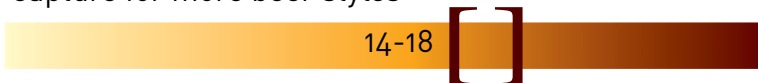
[ROADMAPBREWING.COM](http://ROADMAPBREWING.COM)

# Beer Style of the Month

**SEPTEMBER  
(MUNICH DUNKEL)**



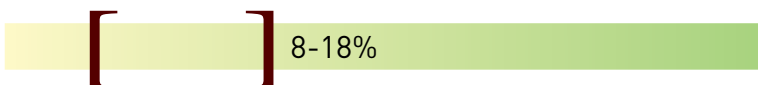
Capture for more beer styles



SRM (Appearance) pale to dark



ABV (Alcohol By Volume) low to high



IBU (Bitterness) low to high

<i>Origin</i>	Munich, Germany 1830
<i>History</i>	The classic brown lager style of Munich which developed as a darker, more malt-accented beer than other regional lagers. While originating in Munich, the style became popular throughout Bavaria (especially Franconia). Franconian versions are often darker and more bitter.
<i>Appearance</i>	Rich, elegant, deep malt sweetness, typically like bread crusts (often toasted bread crusts). Hints of chocolate, nuts, caramel, and/or toffee are also acceptable, with fresh traditional versions often showing higher levels of chocolate. Clean fermentation profile. A slight spicy, floral, or herbal hop aroma is acceptable.
<i>Aroma</i>	Rich, elegant, deep malt sweetness, typically like bread crusts (often toasted bread crusts). Hints of chocolate, nuts, caramel, and/or toffee are also acceptable, with fresh traditional versions often showing higher levels of chocolate. Clean fermentation profile. A slight spicy, floral, or herbal hop aroma is acceptable.
<i>Flavor Profile</i>	Dominated by the soft, rich, and complex flavor of darker Munich malts, usually with overtones reminiscent of toasted bread crusts. Mild caramel, toast or nuttiness may be present. Very fresh examples often have a pleasant malty-chocolate character that isn't roasty or sweet. Burnt or bitter flavors from roasted malts are inappropriate, as are pronounced caramel flavors from crystal malt. Hop bitterness is moderately low but perceptible, with the balance tipped firmly towards maltiness. Hop flavor is low to none; if noted, should reflect floral, spicy, or herbal Germantype varieties. Aftertaste remains malty, although the hop bitterness may become more apparent in the medium-dry finish. Clean fermentation profile and lager character
<i>Bitterness</i>	18 - 28 IBU's
<i>Commercial Examples</i>	Ayinger Altbairisch Dunkel, Hacker-Pschorr Alt Munich Dark, Dinkel Acker Dark. *If you find a LOCAL commercial version...BUY IT!
<i>Recommended Food Pairings</i>	Bratwurst, bockwurst, weisswurst. Rubeen sandwich or just about any sandwich containing bacon. Strong flavored vegetables such as Brussel sprouts.

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# Shredded BBQ BEER CHICKEN

BY KAREN LOGAN

Serves 10

Prep time: 10 minutes

Pressure cook time: 25 minutes



## INGREDIENTS:

- 2 lbs. boneless skinless chicken breast (cut into big chunks)
- 2 lbs. boneless skinless chicken thighs (cut into big chunks)
- 12 oz. Pilsner
- 1 tsp Better than Bouillon Roasted Chicken or bouillon cube (optional)
- 1/2 cup BBQ rub
- 1 cup BBQ sauce (1/2 cup for cooking)

## DIRECTIONS:

Mix all ingredients together in an Instant Pot, except 1/2 cup BBQ sauce. Pressure cook on high for 20 minutes. Natural release for

10 minutes and then quick release. Take chicken out and place in a serving dish or other container. Shred chicken with 2 forks. Ladle in 1/4 - 1 cup of remaining liquid into the chicken, to your preference. Mix until you reach your preferred consistency. Stir in remaining BBQ sauce. Serve on buns, top with additional BBQ sauce if desired. Add other topping if you wish, like cheese, coleslaw, or pickles. Crockpot? Cook on low 6-8 hours. Add more liquid after 4 hours (beer, chicken broth or water) during cooking if most of the liquid evaporates.

**Beer Pairing:**  
Sierra Nevada  
Hazy Little Thing



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BY KAREN LOGAN



# Sauerkraut BRATWURST STROMBOLI

10-15 appetizer servings

Prep time: 30 minutes

Bake time: 20 minutes

## INGREDIENTS:

3 Bratwurst  
8 oz. sauerkraut  
¼ cup Oktoberfest Bier  
¼ cup diced onion  
1 cup cream cheese or shredded muenster  
1 pizza dough  
1 tsp. everything bagel seasoning (optional)  
Egg wash (optional)

## DIRECTIONS:

Preheat oven to 400°. Remove casing from bratwurst. Break up bratwurst into crumbles while cooking in a fry pan. Once bratwurst is cooked through, add onion and cook for a few

minutes over medium heat until softened. Add beer and simmer for another 5 minutes. Strain off liquid. Put bratwurst into a mixing bowl and allow to cool slightly. Stir in well-drained sauerkraut and room temperature cream cheese. Roll and Stretch pizza dough to fit a rectangular sheet pan. Spread mixture evenly over the dough, leaving ½ inch border on all sides. Carefully roll the dough up long ways. Pinch the edges closed and cut a few slits on the top of the dough to vent. Brush egg wash over the top of the dough and sprinkle the seasoning on. Bake 20-25 minutes until golden brown

and cooked through. Allow to cool slightly before cutting into 1-2" slices. Serve with German mustard or sour cream.

**Tips:** Make sure sauerkraut is well-drained to prevent a soggy Stromboli. For a finer consistency, pulse sauerkraut and bratwurst in a food processor. If you do not have everything bagel seasoning, sprinkle on a little dehydrated onion, poppy seeds, caraway seeds, salt and/or sesame seeds.

**Beer Pairing:**  
Shiner Oktoberfest









# Mad Pecker Brewing

## EXPANSION ON THE HORIZON

By Jeremy Banas

[Mad Pecker Brewing Co's](#) story starts as a typical brewing origin story. A person gets a homebrewing kit from a friend, practices, and decides to open a brewery. Though this is indeed part of co-founder and brewer Jason Gonzales' story, it is not all of it.

"When I was brewing at home, I had no intention of starting a brewery", says Gonzales, whose brewpub is located in a cozy little neighborhood on San Antonio's Northwest side. "[Mad Pecker](#) was just the name I gave to my home brewery."

The name 'Mad Pecker' came from an unlikely source says Gonzales, who runs Mad Pecker with his wife Erika. Gonzales had been jogging on a trail one afternoon and noticed something following him "While I was out on a trail run, I kept coming across a woodpecker" says Gonzales "As I progressed through the trails it kept flying to the next tree. I thought to myself, I must really be pissing off this woodpecker."





## IT'S TIME TO OPEN A BREWERY

As time went on, Gonzales realized that he felt a true passion for the art behind the brewing process and he began showcasing his beers at places like the former Branchline Brewing Co, who hosted a 'Homebrew Happy Hour' once a month showcasing local homebrewers. "The reception of the beers was good," says Gonzales "I thought we were on the right path now, and let's start looking into opening a brewery."

Gonzales and his wife purchased a one-barrel Ruby brewing system with a few fermenters. Though the plan was not a brewpub at first, that is exactly what they opened. Cashing in savings, credit cards, and the like, the Gonzales' were able to open Mad Pecker in 2015 with no debt.

Mad Pecker typically keeps around four of [their beers](#) on tap, such as 'Red Blazer IPA' Red IPA (India Pale Ale) and 'Your Boy Nelson' an American IPA, as well as numerous guest taps. Though they have become known as the local 'Haze Dealer' in San Antonio, a phenomenon that Gonzales says resulted from a period when the only [Mad Pecker](#) beers on tap were hazy New England-Style IPAs like his 'Triangulum', 'Cloud Burst', and 'Johnny Haze'.

Their food menu boasts an eclectic mix of traditional bar food such as fried mushrooms, pizzas, and wings, to more signature dishes like Messy Pecker Fries which includes brewer cheese, mac n cheese, sausage, and green onions. Having EMS standing by may not be a bad idea with this scrumptious menu.



The brew bros, Jason & Rey



## EXPANSION

With six years under their belt now and a pandemic to work around, Mad Pecker has had time to work out the kinks and see what works well for them. Not one to grow just because they can, Jason Gonzales takes a more organic approach to Mad Pecker Brewing. Realizing their challenges in keeping up with the demand of their beers, Mad Pecker has recently purchased a 3.5-barrel brewhouse from [Forgeworks in Colorado](#). Gonzales expects to have this installed and brewing by year's end.

Increased production will allow mad Pecker to not only keep up with the demand of their beers, with the possibility of a very limited amount of local distribution. Gonzales was looking for space to open a second location with the new system. "We had actually put some lease offers down on a few places," says Gonzales "The problem was that the places we were looking at were going to cost too much. We decided to just take care of our backyard."

Located at 6025 Tezel Rd in San Antonio, [Mad Pecker](#) is open Weekdays Monday thru Thursday 4 PM to 10 PM, Friday and Saturday noon to 11 PM, and Sunday's noon to 10 PM.

# 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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[https://www.amazon.com/Jeremy-Banas/e/B075GRC835%3Fref=dbs\\_a\\_mng\\_rwt\\_scns\\_share](https://www.amazon.com/Jeremy-Banas/e/B075GRC835%3Fref=dbs_a_mng_rwt_scns_share)



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

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

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

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

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

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

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

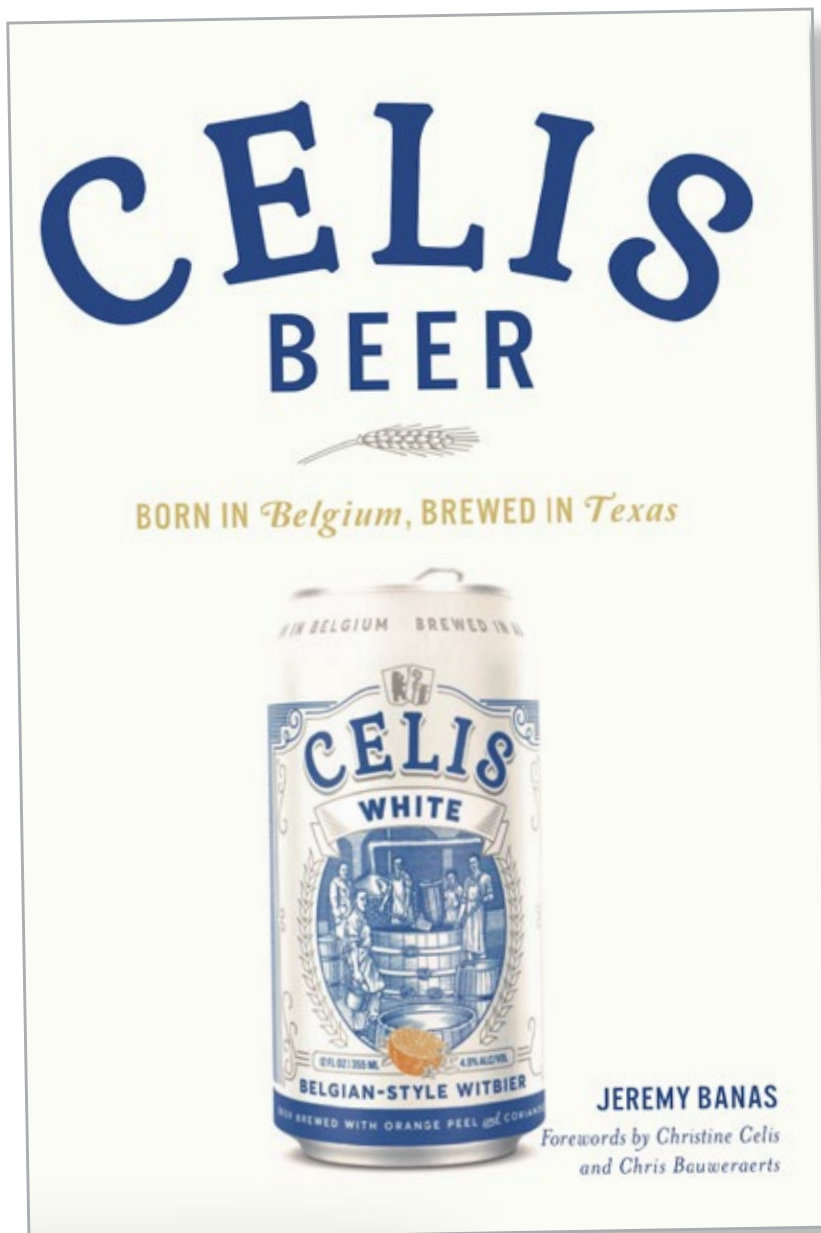
In addition to this event, community members will have the opportunity to meet and greet with author Jeremy Banas, at several upcoming book signing events throughout the city.

For a full list of upcoming events, please click here: [Celis Book Events](#)  
To purchase the publication for 21.99 +tax, visit <https://www.amazon.com/Celis-Beer-Belgium-Brewed-American/dp/1467144363>

[Jeremy Banas-\(210\) 317-0782](tel:(210)317-0782)

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

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



# Craft Beer Events

Researched and compiled by Karen Logan

## SEPTEMBER:

9/18

**Alamo Beer** – St. Baldrick's fundraiser

**Busted Sandal Brewing** – Beer Collaboration for Multiple Sclerosis

**Ranger Creek Brewing**– Friends theme trivia

9/16

**Guadalupe Brewing** – The Fellowship Jazz

9/17

**Ranger Creek Brewing** – Sip, Nibble & Nosh

9/20

**SOUR BEER DAY**

9/24

**Ranger Creek Brewing** – Beer & Bacon

9/25

**Roadmap Brewing** – 3rd Anniversary Party

**Busted Sandal Brewing Co.** – Oktoberfest

**Dos Sirenos Brewing** – Oktoberfest (9/25-10/3)

9/26

**Five Stones Artisan Brewery** – Braunfelser Fest 2021

9/28

**DRINK BEER DAY**

## OCTOBER:

10/2

**Black Laboratory Brewing** – Stein hoisting Competition Finals (qualifying prior weekends)

**Dos Sirenos Brewing** – Anthony Wright Live

10/3

**Cactus Land - Market Days** (over 20 vendors, food trucks & more)

10/6

**Black Laboratory Brewing** - Trivia

10/7

**Kunstler Brewing**– Beer Dinner (reservations w/ limited seating)

10/9

**BEER & PIZZA DAY**

10/9

**Back Unturned Brewing** - Oktoberfest/Backtoberfest 1pm

10/9-10/10

**Kunstler Brewing** – Oktoberfest (costume contest, stein hoisting & more)

10/20

**Black Laboratory Brewing** - Trivia

10/21 – 10/24

**Alamo Beer** - Oktoberfest

10/23

**Texas Craft Beer Festival** – Austin

10/27

**NATIONAL AMERICAN BEER DAY**

## NOVEMBER:

11/3

**Black Laboratory Brewing** - Trivia

11/5

**INTERNATIONAL STOUT DAY**

11/6

**Longtab Brewing** – Beer Release “Too Easy Stevie” German Rauchbier in honor of Green Beret SFC Stephen Cribben

11/13

**Kunstler Brewing** – 4th Anniversary (Renaissance Theme)

## WEEKLY EVENTS

### MONDAYS

**Back Unturned Brewing** – Monday Madness

### TUESDAYS

**Back Unturned Brewing** – Keg Killer Tuesdays

### WEDNESDAYS

**Mad Pecker Brewing** – Geeks who Drink Trivia 8pm

### THURSDAYS

**Mad Pecker Brewing** – Glass Night 6pm





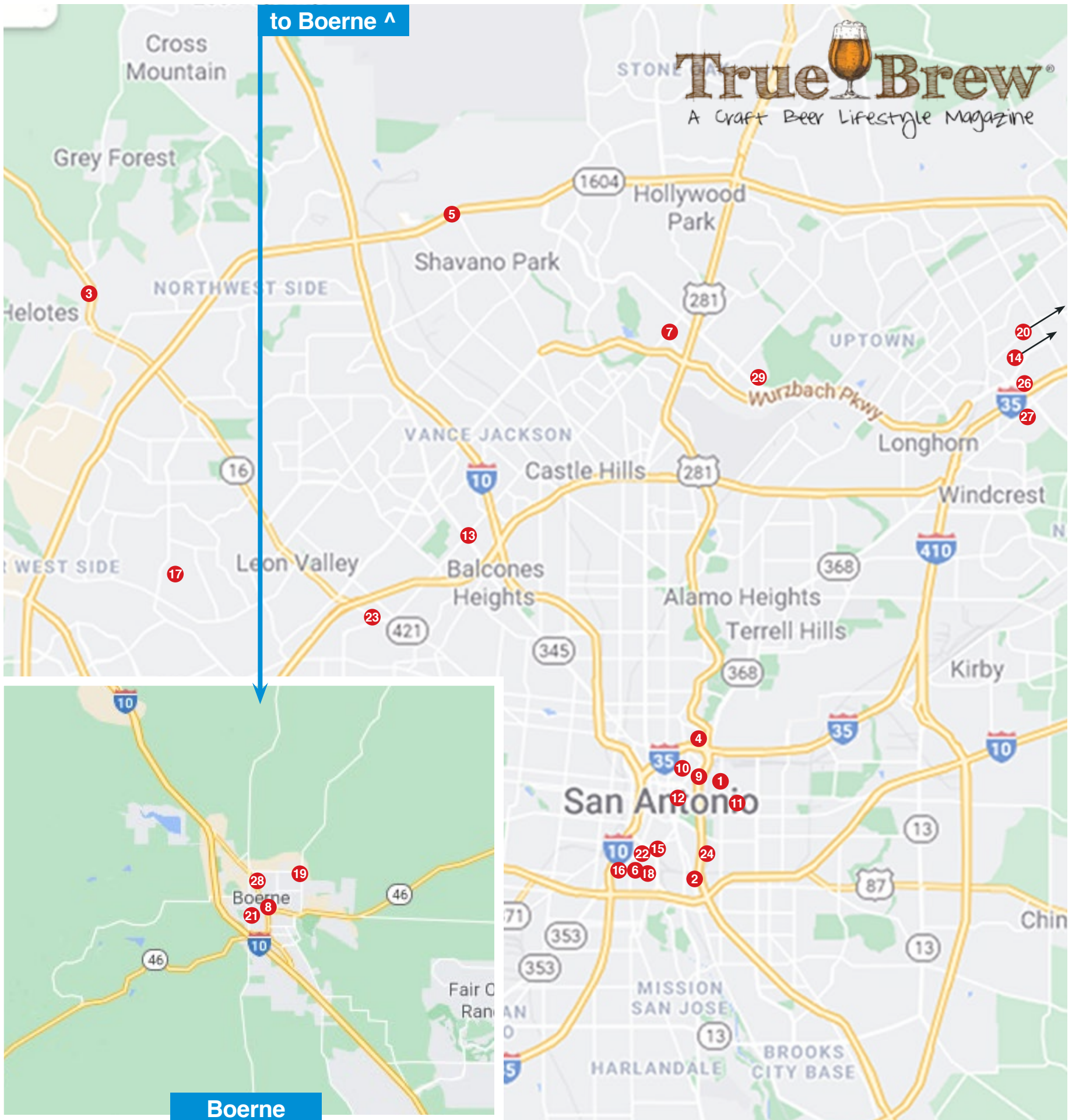
# THE SAN ANTONIO CRAFT BEER SCENE

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

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

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







# 7 QUESTIONS WITH DOS SIRENOS BREWING'S MICHAEL SIRENO

By True Brew Magazine

When Dos Sirenos Brewing poured their first beer, back in late December of 2019, nobody on the planet had anticipated that they'd be faced with a worldwide pandemic just a few months later. Still, the brewery, their kid-friendly brewpub, and its inviting outdoor patio have overcome the elements and really sprang to life this summer. Increasingly recognized for their delicious beer, eclectic

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

**MICHAEL:** I started brewing 23 years ago after going to a family reunion where two of my cousins brought some beers that they had brewed to share with everyone. I immediately jumped in headfirst and started brewing my own beers. I went to the only homebrew store in town and purchased a starter kit that included Charlie Papazian's book, *The Complete Joy of Homebrewing*. I wore the pages out on that book! So, I guess you could say it was my cousins Larry and Mark and Charlie that influenced me to start.

**TBM: We are hosting a big Thanksgiving-eve party at the brewery. You are the DJ. What 3 bands/albums are we listening to?**

**MICHAEL:** I am a big fan of blues and classic rock so we would have some Stevie Ray Vaughn for sure, probably Texas Floor or Soul to Soul. We would also be playing some ZZ Top Fandango. Then we would crank it up and throw in some Judas Priest and Led Zeppelin.

**TBM: Which Dos Sirenos brew is your favorite/are you most proud?**

**MICHAEL:** That is a tough question. It's like asking me who my favorite child is. Sometimes it depends on the day. But I would have to say that day in and day out I love our Weiss Guys Hefe. It is one of the beers that made us decide that we could open the brewery. We have won some awards with this beer, and it is a crowd favorite.

**TBM: Outside of brewing, what other hobbies/interests do you enjoy?**

**MICHAEL:** I enjoy getting outdoors and spending time hunting or fishing. Sometimes I spend more time just watching and listening to animals than I do actually hunting. It is good to be closer to nature and to relax by getting away from all the hustle and bustle. It's fun to get the grandkids out and teach them about all the different types of plants and animals and to respect nature. I also like to play golf when I get a chance.

menu, and live entertainment, Dos Sirenos Brewery has solidified much respect within the San Antonio craft beer scene. Intrigued by their early success, we decided to cruise down to their taproom to sit with co-Founder, Michael Sirenos, sample his beers, and ask him 7 QUESTIONS:

**TBM: What non-Dos Sirenos beers are in your fridge on the regular?**

**MICHAEL:** This will change up depending on the time of the year. Since we are in Oktoberfest season, I have Sam Adams Oktoberfest, Shiner Oktoberfest, and Franziskaner Weissbier as well as a few beers from some of the other local breweries.

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

**MICHAEL: #1. Billy Gibbons from ZZ Top.** Who wouldn't want to sit down and have a beer with Billy? He started ZZ Top in 1969, but had another band, Moving Sidewalks that opened for Jimi Hendrix. I have been listening to ZZ Top for so long it feels like I already know him.

**#2. Stevie Ray Vaughn** because he is one of the best blues guitarists ever and I think it would be cool to talk about some of the shows I saw him play and hear about some of the blues greats he has played with.

**#3. Charlie Papazian** would be right up there to drink a beer with. We did meet once and "shared" a toast at a conference in Portland, but it would be great to sit down and have a longer conversation.

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

**MICHAEL:** To paraphrase Charlie Papazian, "Relax. Don't worry, Have a craft brew". There tends to be a focus on negativity about 'I do not like this beer, or how can you drink that kind of beer?' I say, drink what you like! If you do not like something, don't drink it, but don't give someone a hard time because they do like it. I think most breweries get that, but we need to get consumers to relax a little and realize that we are all different and have many different likes and dislikes. That does not mean that we cannot all love beer. That is why I fell in love with brewing. There are so many varieties of beer, and everybody makes theirs just a little different. Enjoy the fellowship that goes with drinking beer and relax. There are plenty of other things to stress about. Beer should be fun! Prost!

# Craft Beer Local News & Notes September/October 2021 Issue

## [BACK UNTURNED TO HOST BACKTOBERFEST - SAN ANTONIO, TX](#)



Back Unturned Brewing Co. owner and brewmaster Ricardo Garcia tells True Brew, "On October 9th we'll be hosting our version of Oktoberfest. This will be an all-day event and will include our Backtoberfest Beer, food, kid's activities (face painting, etc.), Stein holding competition, additional games, live music, and local vendors for an exciting community event! Tickets available online through our Instagram link in the bio. Aside from Backtoberfest, we'd also like to welcome all to come down and enjoy Fall Brunch Menu. The October release of our brunch menu is set to match the season for fall and winter. Our Brunch is fire! In November, we'll host our 2nd Year Anniversary Party. This will take place the weekend of November 19th. Stay tuned to our social media for updated details on this big weekend! Lastly, for New Releases: We have Rio Reserve set for October release. This is our Rio De Leche milk stout at 10% abv aged in Balcones Whiskey barrels. Then, in November we'll release Nightmare Juice - and Imperial Hazy IPA made from our Dream Juice. Come on down!

## [NEW BRAUNFELS BREWING Co CHANGING HANDS](#)

After 10 years of operation, New Braunfels Brewing Co (featured in last month's issue) has changed ownership hands. Founder and brewer Kelly Meyer sold the brewery lock, stock, and barrel to Bryan and Jacklyn Hebert, veterans in the oil industry. When reached for comment before the sale, Meyer advised that his passion for the industry had changed since he opened the brewery 10 years ago "I committed to being available for 90 days to help with the transition, but only as needed after the first 30, but it's time I fell in love with beer again." Says Meyer "She (beer) and I have been fighting a lot and I almost hit her last week. It's time we see other people." According to Meyer, the Hebert's plan to keep the New Braunfels Brewing Co name and continue to operate the brewery and taproom at existing downtown location and open another brewery in one to two years in Canyon Lake under the name Mill Timber Hollow Brewing. Meyer advised that he is leaving the Hebert's with full barrels, tight recipes, and a solid plan to pivot back to the tasting room. "Working around beer and struggling so much makes going out a chore. Looking forward to changing



that," says Meyer "I'll still drink there-might even be able to enjoy it now." When asked what was next for him, Meyer advised "The bastion of creativity: Real estate land sales, and my podcast 'How NOT To Start A Damn Brewery' (named after his recently released book of the same name) that focuses on struggling breweries. I also have two more books I want to write." True Brew Magazine wishes best of luck to Bryan and Jacklyn Hebert, and safe travels to Kelly Myer. Cheers!

## [ALAMO BEER CO. ANNOUNCES NEW BRUNCH SERIES TO SUPPORT LOCAL SMALL BUSINESSES - SAN ANTONIO, TX](#)

Founder Eugene Simor explains, "Get yo' brunch on!" On September 26, Alamo Beer Co., home to San Antonio's legendary craft beer, will be hosting their monthly event, Brunch & Beertails! This brand new event series, partnered with San Antonio-based Twang, will occur the last Sunday of each month and will feature specialty beertails rimmed with Twang-a-Rita, a delicious brunch menu, local art and retail vendors, music and more. Admission is free for the day-long event from 11 a.m. to 5 p.m. CST and fun for the whole family and open to all ages.



## [LONGTAB BREWING ANNOUNCES UPCOMING TRIBUTE BEERS - SAN ANTONIO, TX](#)

Founder Dave Holland tells True Brew, "Here are our upcoming special releases and events:" **10/1** V42 Belgian Dubbel, named after the fighting knife on the Special Forces (and Longtab) crest. **10/8** Recondo Belgian Golden Strong Named after the Vietnam-based special operations school operated by the 5th Special Forces Group. **10/15** SOG Helles Wheat Bock Named after the Vietnam-era Special Forces unit called MACV-SOG (Military Assistance Command Vietnam - Studies and Observations Group). **10/22** Mike Force Belgian Pils Named after the Vietnam-era mobile strike force (MIKE=Mobile STRIKE) teams which usually consisted of Green Berets and Vietnam Special Forces. **10/22** The Originals Hefeweizen - Named after the original 10th Special Forces Group in the 50s. It was named the 10th to fool the Nazis there were 9 more Special Forces groups! **10/24** Flink Kaserne Märzen Festbier - Named after the facility the 10th Special Forces groups was located in Bad Tolz, Germany. **10/29** Tripel Volunteer Belgian Tripel



Named after the mantra that you have to be a triple volunteer to be a Green Beret.

**11/6** Beer Dedication for fallen Green Beret SFC Stephen Cribben "Too Easy Stevie" SFC Stephen Cribben died November 4th, 2017, in Logar Province, Afghanistan, as a result of wounds sustained while engaged in combat operations in support of Operation Freedom's Sentinel. Stephen was assigned to 2nd Battalion, 10th Special Forces Group, Fort Carson, Colorado. Portions of the proceeds of this beer will benefit the Special Forces Foundation.

**11/13** JFK Lager Named in honor of President John F Kennedy who was a staunch supporter of Green Berets. **11/19** GNBT Holiday Beer

Named after the fact that even Green Berets need naps too - Green Beret Nap Time!

**11/26** Bronze Bruce Named after the Green Beret Vietnam Memorial located at Ft Bragg, NC.

## [THE TIME HAS COME TO TURN OFF THE TAPS AT BOERNE BREWERY- BOERNE, TX](#)

Founder Fred Hernandez announced via Facebook on September 3rd, "Heavy Heart Stuff...The time has come to turn off the taps at Boerne Brewery. I love you guys more than

I can express here. Please know that the time in the tap room will live on in my heart and my memories. The last 7-1/2 years have been flat out amazing, and I would do it all over again. The sweat, hustle, back pain, late nights, mechanical issues, oddball retailers, "armchair brewers", uninvited consultants and on and on were all worth it. I stuck to my values and my belief in the product I put out. That said, this new retail environment has hit the brewery in a way that I couldn't have anticipated. The bottom line is that I'm tired of the struggle. We will continue to pour beer and sell 6-packs through the end of September. I'd love to see you all again before then. Come on in for another beer, laugh, and made-up fact of the day. Maybe I'll plan a last hoorah. Stay tuned. Much Love! Cheers, Fred." True Brew Magazine wishes Fred the best of luck in his future endeavors.



[Check out what's happening in the San Antonio craft beer world.](#)

Send us your News & Notes, it's a FREE service! [info@truebrewmagazine.com](mailto:info@truebrewmagazine.com)

# YUENGLING LAUNCHES IN TEXAS

POTTSVILLE, PA – [The Yuengling Company](#) announced that the brand's flagship beers are officially available across the state of Texas.

Millions of beer fans in Texas will now have their pick from a selection of Yuengling's renowned beers, including the iconic Yuengling® Traditional LAGER, Light Lager 99, Golden Pilsner, and FLIGHT by Yuengling, the Next Generation of Light Beer™. The diversified portfolio spanning its flagship beer, best-in-class light amber lager, modern pilsner, and upscale light beer with 2.6 carbs and 95 calories will offer consumers of all tastes and lifestyles Yuengling's distinct flavor and unparalleled craftsmanship.

"It's an important day for our brewery as we take this large first step in our Westward expansion," said Wendy Yuengling, Chief Administrative Officer and 6th generation family member, D.G. Yuengling & Son, Inc. "On behalf of our entire Yuengling family, we are humbled by the opportunity to bring the goods to the Lone Star State. The passion these fans have shown for our beer and our brand brings into perspective the nearly 200-years of hard work and perseverance that have brought us to this point in our company's history. We continue to be inspired by our fans and past generations to brew the best beer possible and look forward to continuing to do so in this amazing state."

Today's milestone rollout officially makes Texas the first state in [The Yuengling Company](#) joint venture of D.G. Yuengling & Son, Inc., and the [Molson Coors Beverage Company](#) to increase Yuengling's reach outside beyond its current 22-state East Coast footprint. In honor of the brand's launch in the Lone Star state, Yuengling will be making special deliveries today at

iconic destinations across Texas including the San Antonio River Walk and [Fort Worth Stockyards](#). Fans can be on the lookout for these quintessentially Texas deliveries and the experiential Yuengling 'Bring the Goods' Texas mobile sampling activation as they anxiously seek an opportunity to get their first sips from America's Oldest Brewery.

These deliveries speak to the brand's desire to connect with their fans around their passion points, like their love of the great state of Texas.

"This is a very exciting time for [Molson Coors](#) and Yuengling, as we see this tremendous growth opportunity for our businesses come to fruition with product on shelves," said Gavin Hattersley, CEO of Molson Coors Beverage Company. "We're looking forward to making a lot of beer drinkers throughout the state Texas very happy as they can now get their hands on another one of the nation's most beloved and iconic beers."



The Yuengling Company and Molson Coors have worked tirelessly to ensure Yuengling's family's recipes and tradition of brewing excellence for the past 192 years will be matched as they brew Yuengling locally in Fort Worth.

"We're excited to see how the country's largest beer market adds to Yuengling's growth trajectory over the coming months and years," said Pat Pikunas, General Manager, The Yuengling Company. "Now that we've officially launched in Texas, we're excited to be able to finally bring the goods to our passionate fans and give Texans the highest quality beer drinking experience."

The Yuengling Company will oversee future expansion into other western markets outside of Yuengling's existing 22-state Eastern footprint.

*Yuengling*®



*America's Oldest Brewery.*

Photo from Brewbound.com

## BELL'S BREWERY INTRODUCES

### RIND OVER MATTER WHEAT SERIES - COMSTOCK, MI

The sun is starting to set on this year's Oberon season, but fans of it and wheat beers will have a brand-new beer to add to their regular lineup. Rind Over Matter, the first official release in Bell's Brewery's new branded Wheat Series will debut this month in bottles, cans, and on draft across Bell's distribution footprint. "The first thing you are going to notice is this beautiful light color followed by very expressive notes of lemon and orange. People are going to love this, especially those looking for an alternative while Oberon is away for the winter," Andy Farrell, Brewing Innovation Manager, said. Rind Over Matter is a bright and refreshing American Wheat Ale, brewed with fresh lemon and orange zest, and a 5% ABV. It is easy-drinking, aromatic, and has a lighter malt profile than Oberon that allows those citrus notes to really shine. It will be available through October, while supplies last. "One of the things we do really well is wheat beers," Larry Bell, president and founder of Bell's said. "People have always been drawn to that style, they are very popular and approachable. It made sense for us to lean into that more and give our fans and customers a wide range of choices throughout the year," he said. Following Rind Over Matter, fans can enjoy Bell's Belgian-inspired Wheat, Bright White, in November. In mid to late December, a brand-new low-calorie option will follow in this series before Oberon returns in March 2022. Additional details on that new beer will be shared soon. Those who don't want Oberon season to end just yet can still find it on store shelves while supplies last. No new shipments will be heading out from the brewery until next year though (except for those destined for Florida and Arizona where Oberon is available year-round). One more big wheat announcement: For the first time ever, Oberon, a bourbon barrel-aged version of Oberon will ship in 12 oz bottles, packaged in 4-packs. At 11.3% ABV, it is the perfect beer for a special summer moment or for those long winter nights when you're longing for the return of Oberon. Oberon will start hitting store shelves and coolers around the beginning of September. It will debut at the Bell's General Store and Eccentric Café on Sept. 1.

### HARPOON AND DUNKIN' RELEASE THREE NEW FALL BEERS - BOSTON, MA

For the fourth year in a row, Harpoon Brewery and Dunkin' are giving fans a fresh way to celebrate fall. Joining fan-favorite Harpoon Dunkin' Pumpkin Spiced Latte Ale, three new beers are hitting stores this September all made with coffee, donuts or matcha tea from Dunkin': Harpoon Dunkin' Blueberry Matcha IPA, Harpoon Dunkin' Maple Crème Blonde Ale and Harpoon Dunkin' Midnight



American Porter. To mark the occasion, the brands aren't just stocking shelves with the new beers, but in Boston they're creating the first-ever Dunkin' Walk-Thru at Harpoon Brewery. Open for one day only –on August 30, 2021 from 10 a.m.-1 p.m. ET – the local pop-up experience will give fans a first taste of the new beers by ordering a pack to go. As an added treat, at the Boston event, anyone who orders the new beers at the walk-thru will also receive a free Dunkin' Harpoon IPA Donut filled with a Harpoon IPA jelly and topped with a candied malt crumble — made just for the occasion and the first Dunkin' donut to be made with beer as an ingredient\*. Attendees can also enjoy a cup of Dunkin' coffee while waiting for their orders. "Our collaborations with Dunkin' are highly anticipated by our fans each fall, so this year we wanted to help them crack a cold one open just a little earlier. Our Dunkin' Walk-Thru experience takes everything we love about ordering Dunkin' at a traditional Drive-Thru with the addition of a first taste of our new beers," said Dan Kenary, Harpoon CEO and co-founder. The four beers available this season include: Harpoon Dunkin' Pumpkin Spiced Latte Ale | Our new fall favorite returns! Inspired by Dunkin's Pumpkin Spiced Latte, this "Spiced Latte Ale" is brewed with Dunkin' coffee, pumpkin puree, cinnamon, and lactose for a delightfully autumnal beer that's equal parts creamy, roasty, pumpkin-y, and spiced. ABV: 5.2%. NEW Harpoon Dunkin' Blueberry Matcha IPA | This hazy IPA is inspired by Dunkin's Blueberry Matcha Latte. Brewed with blueberries, matcha, and a blend of traditional and modern hops, it's both tea-like and tropical with bright, juicy notes of mixed berry. ABV: 6.6%. NEW Harpoon Dunkin' Maple Crème Blonde Ale | Nothing says "fall in New England" quite like maple! Brewed with actual Dunkin' donuts and maple syrup, this easy-drinking Blonde Ale combines everything we love about Dunkin' Maple Crème donuts with a subtle, malty, not-too-sweet base. ABV: 5.5%. NEW Harpoon Dunkin' Midnight American Porter | The beer that started it all just got even better! This riff on our classic Dunkin' Coffee Porter is brewed with Dunkin's new Midnight Roast coffee for some extra roasty aromatics, dark chocolate notes, and an espresso-like finish. ABV: 6%. "We have elevated our collaboration with Harpoon this fall with three new beers, all made with Dunkin's iconic coffee, donuts and matcha tea," said Brian Gilbert, Vice President of Retail Business Development at Dunkin'. "Beer, matcha, coffee and donuts, we can't think of a better combination." Harpoon Dunkin' Pumpkin will be available on draft and in bottled 6-packs as well as in the new Harpoon Dunkin' Dozen mix pack, which features three cans of each seasonal beer flavor.

### RUN THE JEWELS PARTNER WITH BLACK CRAFT BREWERIES ON NEW BEER SERIES

Run The Jewels, the lauded duo of Killer Mike and El-P, have announced plans to once again expand their infiltration of the beverage industry via a new series of collaborative beers slated for Fall of 2021. In an effort to support and expand inclusivity within the craft beer community the duo have partnered with Black-owned craft breweries and events for a distinctive trio of offerings, with some slated to be debuted at festivals celebrating Black brewers and artists. The new line of beers includes the just-released "Never Look Back," a premium rice lager brewed in collaboration with nonprofit Beer Kulture at Green Bench Brewing Co in Florida, "All Due Respect," a molasses and corn grits strong ale brewed in collaboration with Proximity Brewing and Spaceway Brewing that will be released at Black Brew Culture's Blacktoberfest on October 8th in Durham, NC, and "Blockbuster Night, Pt. 1," a danky IPA with terpenes brewed in collaboration with Brew Gentleman Brewery of Braddock, PA that is set to debut at Barrel and Flow Fest on September 10th and will also be available for sale online, as part of a Barrel and Flow set, as part of DigiFlow, the virtual coverage of the fest. Putting money back into the communities where these beers were made is an important component for the duo: a portion of all proceeds from "Never Look Back" will benefit Beer Kulture, a nonprofit dedicated to promoting equitable hiring practices in the brewing industry, while a portion of proceeds from the sale of "All Due Respect" will support Blacktoberfest, and 50% of proceeds from "Blockbuster Night, Part 1" will benefit local Pittsburgh charities serving the children and the arts, including Steel City Arts Initiative. The new slate of beers underscores the continued growth of Run The Jewels' beverage ambitions, as they chart a course toward producing their first self-released beers in addition to other planned beer, spirit, and coffee collaborations. Among their other impending releases are a new IPA brewed in collaboration with Brooklyn's Interboro Spirits & Ales (one of the duo's early brewing collaborators, with whom they made the award-winning "Stay Gold" IPA), and a new collaboration with Cerveza Minerva in Mexico City slated for this November, the Oh Mama Juicy IPA. These all follow in the footsteps of their recent hard seltzer collaboration with Chicago's City Water "Ooh La La" and last year's ultra-ambitious global collaboration "No Save Point" IPA, for which the duo teamed with 13 esteemed breweries from across the world.

### STONE BREWING LAUNCHES STONE HAZY IPA - ESCONDIDO, CA

Stone Hazy IPA hits the market this week with a truly hazy glow. It is juicy, creamy and unlike any beer of Stone's past. This week, the 6.7% ABV



beer joins Stone's lineup of year-round offerings nationwide. Stone Brewing is notorious for its expansive portfolio of IPAs, and often credited with having kickstarted the West Coast IPA style with its iconic Stone IPA. Now, the brewery takes on the hazy IPA category with a masterful beer worthy of its place among the brewery's award-winning IPAs. While Stone has offered many expressions of the hazy IPA style, this is the one most conventional in style, yet astounding in execution. Stone Hazy IPA, described by its brewers as an "absolute juicy citrus bomb of a beer," is brewed with a unique combination of fruity and tropical hops. El Dorado and Azacca are the primary expressive hops imparting vivid orange, lemon and melon flavors. Sabro adds intense tropical mango and pineapple, creating memorable complexity. Its bitterness is meticulously balanced – perceivable, but predominantly smooth and easy to drink. Most notably, it has a deep golden opaque look hazier than most on the market. Kris Ketcham, Senior Manager of Brewing & Innovation – Liberty Station, and lead mastermind behind this brew explains, "We wanted a beer that still retained the juicy goodness of a blended East Coast and West Coast IPA style, but with a smoother body, lower bitterness, and lower ABV. We trialed many beers in this style, and although several were really good, it was this one that blew everyone away. It was a big hit at our taprooms." Stone Hazy IPA is now available nationally.

### FOUNDERS BREWING CO. ANNOUNCES ALL DAY HAZE AS NEXT ALL DAY IPA LINE EXTENSION - GRAND RAPIDS, MI



Founders Brewing Co. has announced the next All Day IPA line extension with the release of session hazy IPA, All Day Haze. The Founders

flagship beer reimaged as a hazy with a substantial amount of oats and wheat that lend a whimsical fogginess, while citra, simcoe and amarillo hops create an explosion of aroma. "I'm really happy with how this hazy turned out," said Founders Brewmaster, Jeremy Kosmicki. "It took a combination of everything we've learned about brewing session beers over the years, plus some newfound knowledge regarding brewing hazies to create this amazingly hoppy and supremely drinkable version of the style." True to its heritage, All Day Haze is a sessionable 4.9% ABV that packs in flavor; fruit cocktail aromas of orange, pineapple, and peach with subtle pine and floral notes. Light bodied with low bitterness and a glowing haze All Day Haze will be available in 15-packs of 12oz cans and 4-packs of 16oz cans across Founders' 50-state distribution footprint beginning in January 2022.

Send us your news and notes  
[info@truebrewmagazine.com](mailto:info@truebrewmagazine.com)

Craft Beer Brewed Here!  
Fresh Food--Steak to Vegan!



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## BACK TO SCHOOL

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

ALARM  
BACKPACK  
BEERPONG  
CALCULATOR  
COFFEE  
DESK  
ERASER  
FUTON  
HAMPER  
HEADPHONES  
KEGGER  
LAMP SHADE  
LAPTOP  
LUNCHBOX  
NOTEBOOK  
PENCIL  
RAMEN  
TAPE  
TEXTBOOK  
TOGA





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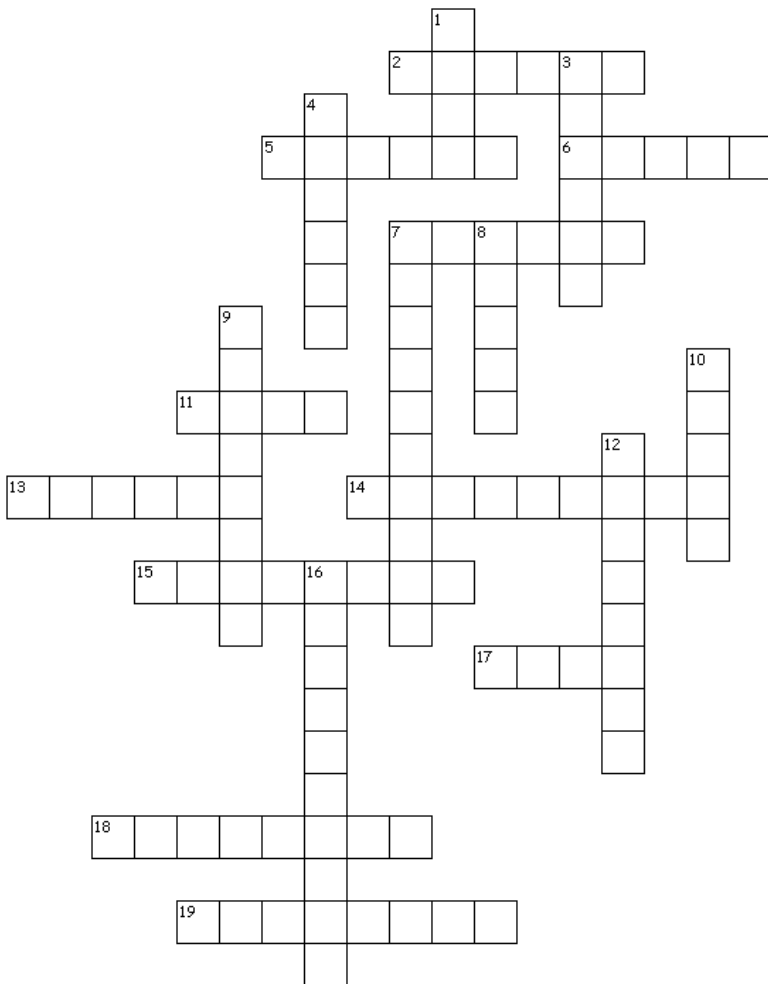
## BACK TO SCHOOL

### ACROSS

2. BIN TO OVERFILL WITH LAUNDRY
5. PARTY WITH BEER ON TAP
6. SET THE \_\_\_\_\_ CLOCK
7. PRIMARY CAFFEINE SOURCE
11. CARVE YOUR NAME INTO IT
13. PORTABLE COMPUTER
14. SHIELDS LIGHT/PARTY HEADWARE
15. SNACK CARRIER
17. PARTY WEARING LINENS
18. FILLED WITH FACTS
19. NOT JUST A SAPPY MOVIE

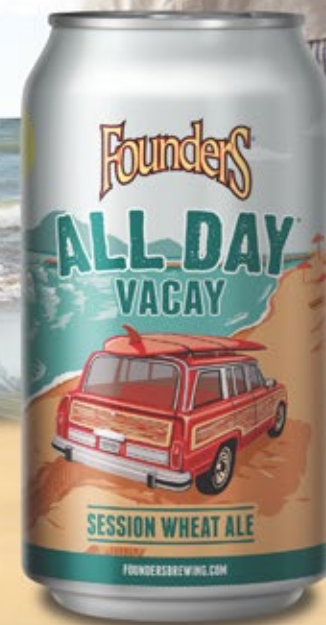
### DOWN

1. HANG POSTER/BOUND Y  
OUR ROOMMATE
3. GETS RID OF THE PAST
4. #2 WRITING UTENSIL
7. MATH CHEATING TOOL
8. UNCOMFY COUCH/BED
9. COLLEGE DRINKING GAME  
IMPAIRED
10. NOODLES FOR THE COOKING
12. VESSEL FOR HAULING BOOKS
16. OUTSIDE NOISE OUT/MUSIC IN



The Answers are the Word Searches :)

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