

SEPTEMBER/OCTOBER

FREE

True Brew

A Craft Beer Lifestyle Magazine



Featuring:

Oh BCTC, You've Done It Again
Troy Beer Week
Hello Hop Harvest
Druther's Path to Bottles



Hofbräu Oktoberfest



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A Craft Beer Lifestyle Magazine

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Erik Budrakey, content manager

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It's usually the first or second Sunday in August that I find myself licking my wounds, shaking my head, and saying "Oh BCTC, you've done it again!" You see BCTC, short for Belgium Comes to Cooperstown, usually falls around the first or second weekend in August. And BCTC is not just your average brewfest. Nope, BCTC is more than a brew fest. It's a spectacle! Recognized annually as one of the most exclusive and must-attend festivals in America, BCTC is an event that all beer lovers should make a point to put near the top of their *Craft Beer Bucket List* as something that they should experience within their lifetime.

Belgium Comes to Cooperstown is Brewery Ommegang's annual summer beer fest that celebrates (and samples) the best in Belgian and Belgian-style beers. Over the past decade, BCTC has grown from

a modest gathering to a full-fledged festival with weekend camping, staged live music, a 700-person VIP dinner, late night movie screenings, receptions and lectures. Annually, over 100 breweries from around the world participate with more than 3,000 guests attending.

Every year BCTC has a different theme which adds a playful background to the event and provides guests the added fun of identifying all of the little jokes and accents integrated into the event. Themes in years past have ranged from *Caddyshack* to *The Big Lebowski*, from *Seinfeld* to *Spinal Tap* and many more. Craft beer lovers get into the vibe by dressing up as their favorite characters, or coming in full-fledged costumes that support the theme of the year. This year's theme was *Big Top BCTC*— a circus themed event. And a circus, it was!

Friday Night Beer Dinner

Arriving at the VIP beer dinner on Friday felt like arriving at the circus. The entry to the giant, big-top tent was graced with thematic, circus freak-show advertisements touting attractions such as “Frog Boy” and “Fire Eater”. Inside the tent was decorated like a three-ring circus with hoops and drapery hanging from the ceiling and 3 “rings” of appetizer stations spread out across the tent. The vibe is upbeat and festive as VIP attendees and guests of the brewery are ushered to their seats by energized and friendly greeters. The band *Danke Baby* pushes out gentle “yacht rock” vibes as the five-course beer dinner begins to roll out, with each course named after a circus act. My favorite was the second course “Strongman” which consisted of Abbey Ale Meatball Barbells with roasted eggplant ravioli and chimichuri paired with Ommegang’s delicious Abbey Ale. The overall meal is delicious with some courses being more favorable than others. That said, when you get five or six different Belgian and Belgian-Style beers put in front of you over two hours while paired with a variety of foods, it’s hard not to have a great time.



When you venture out of the big top and wander out onto the spectacular property surrounding the brewery, you’ll find a virtual tent world coming to life. In the fields out back you see miniature “villages” dotting the landscape. Excited campers with elaborate set-ups are filtering in and claiming their space for the weekend. There are small parties going on across the fields and if you close your eyes, the air is filled with the sounds of laughter and joyous revelry.

Circle around to the front of the brewery and you’ll find a slightly different vibe. Here, participating breweries and craft centric bar staff have set up a winding village of a who’s-who in the local and regional craft beer world. Many of the breweries have their own pouring stations set up with their beers on tap. It feels sort of like back stage at a music festival with all of the various musicians wandering around. Except here it’s the brewers and brewery staff. I stop to enjoy a beer with some old friends at the Sierra Nevada “compound” before squeezing between tents and venturing over to the see the Empire Brewing posse. Across the way I spy groups huddling around the City Beer Hall pop-up tent. Logoed pop-up tents from dozens of breweries are visible, each with their own little celebrations going on around them.

Behind the brewery at 10:30pm begins a *Three Ring Circus Afterparty* which features delicious brews by Brewery Ommegang, Firestone Walker, and Boulevard. Many of the brewery’s management and brewers are there as the seemingly endless beer flows. A huge bonfire fills the night and sets the tone for a chill rest of the evening. As 11pm turns to midnight, I make my way back to my tent. I can see the movie *Larger than Life* coming on a giant inflatable movie screen overlooking the meadow behind the brewery, but

I know that Saturday will be a long day of indulgence and I'll need my rest. I drift off to sleep with the sounds of the movie and, seemingly, scores of parties going on all around me.

Saturday Shenanigans

Seven a.m. the next morning comes way too quickly for me. But not for my neighbors, whom I hadn't met the night before. They were up with a fresh pot of coffee, a round of Bloody Marys, and loud recollections of their last night's debauchery. We say friendly hellos as I lumber up to join the 15-minute line to take a shower. There is a six-stall shower trailer that sits in the main parking lot behind the brewery which Ommegang is nice enough to bring in for the event. Surprisingly, the showers are warm and, yes, clean! Refreshed, I am ready to take on the day. I wander back to my tent where I make friendly and share breakfast with my new neighbors.

At noon, the doors open to Saturday-only guests. I sit at my camp site and marvel at the



literally hundreds of people pouring in, looking for just the right spots to pitch their tents. The space gets crowded fast, but not too crowded. Just enough to be neighborly, festive and fun.

By 3pm all the day's guests have arrived and the tasting is under two big top tents. Each tent has a giant ring of more than 50 breweries and literally hundreds of beers

to sample. As the festival starts, the vibe is already joyful and jubilant. I always make the Ommegang booth my first stop, just to make sure that I say thank you, and to sample their latest and greatest brews. In this case, I try their new year-round offering called *Fruition*. It's a refreshing 5.3% ABV dry-hopped wheat ale that, as their website describes, begins with their award-winning Witte as the base beer and is then given a tropical twist with the addition of mango, kiwi, and passion fruit juices. The result is a slightly tart and fruity, hop-forward beer that's exceptionally drinkable. It's the perfect beer to start the day with!

I wind my way around both tents, hitting my favorite breweries while being sure to sample some new ones. One thing that is noticeable is the wonderful camaraderie amongst the breweries. The "infields" of each of the tents are filled with brewery owners, brewers, and sales staff. Each laughing and sharing with their neighbors as they too soak up the fun of the festival. There





is lots of trading and bottle swapping going on amongst the brewers and it's fun to see them enjoying each other's crafted beers.

Outside of the big top tents is just as much of a spectacle as inside. There are pop up circus performances by the Karnevil Freak Show with sword swallers, Cosmic Karma Fire performers, jugglers, and clowns all working the crowd throughout the day. There are also live reptile demonstrations, magic shows by Magician Jim Okey and live music all day on the main stage. The circus theme is in full affect!

Just on the near-side of Ommegang's sexy hop farm are a row of food trucks and other vendors. I stop by The Dutch Udder which makes artisanal ice creams infused with beer, wine, and cider ingredients. I try a scoop of *The Wit* which is made with wheat malt, orange peel, and coriander. It's delicious and perfectly refreshing as I stroll up towards the massive stage that has a hair metal cover band pumping out tunes from the likes of Motley Crue, Poison, and the Beastie Boys. The place is rockin' and everyone is having a great time.

Craft Beer Pity Party

As 7pm nears and the beer fest portion of BCTC comes to a close, Puddles Pity Party graces the main stage as the headline act. This seven-foot tall very sad clown does not really speak, but man, he can sing! He dives into a set of operatic versions of cover tunes from bands like Cold Play, Jonny Cash, The Who, Elton John and many more. He delivers an emotional performance that resonates very well with the now-plenty-tipsy crowd of revelers that have been brewfesting all day. The crowd really responds to him and sings along to every note. There's something about a giant, sad, singing clown that is comforting at a brew fest. He lets us know that it's ok to show our feelings in this sad and beautiful world, and that we're all in it together, even when we're totally alone.... or in a crowd of 2,000+ beer lovers!



By 10pm the dozens of samples of Belgian-inspired beers that I have indulged in are certainly catching up to me. I am thankful that I only have to wander a couple of hundred yards back to my tent. The party will continue for most, but for me, it's time to hit the air mattress. I drift off to sleep to the very loud beats of DJ Goldee Dust that fill the air from the mainstage. Parties rage on across the fields. I was told that there were fireworks later that night too, but apparently, I slept right through them. Turns out copious amounts of beer works very well as a sleep aid!

Seven a.m. seems to come much quicker on Sunday morning than it did on Saturday. It's relatively quiet as I poke my head out of my tent. The air is cool and the ground is damp. My headache is only a six out of 10, which I immediately determine is pretty good. As I break down my camp site over the next hour, the whole place comes back to life. But this time it's quieter. If you listen closely you can hear the groans of hundreds of hang-overs. They are slowly overtaken by the laughter of groups recalling the night as they too break down their camps. It takes me four trips to my truck but eventually I am loaded up and about to hit the road. As, I turn to look out over the brewery and see the tent village slowly coming down, I can hear the voice inside my head telling me to get the hell outta here. I catch myself whispering out loud, "Oh BCTC, you've done it again!"

Can't wait til next year!



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BEERS OF THE MONTH

SEPTEMBER- MÄRZEN BEER

By, Dom Weisberg

Oktoberfest was originally a festival to commemorate the marriage between Prince Ludwig of Bavaria and Princess Therese of Saxony-Hildburghausen in 1810. At that time, the fest was a fair with horse racing, where beer was not at the center of it. There were vendors selling beer on the outskirts of the fair, but beer was not the focus. Beer became more important at these festivals as years went by and the first beer tents were raised in 1896. Beer's popularity at the festival was probably due to the event falling at the beginning of the brewing season.

Before refrigeration was available to brewers, brewing was influenced by the seasons, where temperature defined what and when to brew. Fall and winter were the primary brewing seasons since the temperatures were ideal for brewer's yeast (both ale and lager).

Märzen was made at the end of the brewing season in March, hence Märzen, to be consumed in the spring and summer. The beer would be stored in barrels often in dark and cold lagering caves. The word lager is German for "storeroom" or "warehouse". So, the Märzen has a long, cold, storage period. These cooler temperatures for fermentation and storage result in a cleaner tasting beer because yeast creates far fewer flavor by-products at cooler temperatures, which is a major difference between ales and lagers.

The first Oktoberfest beers were stronger, fuller bodied and malty. In the mid 1970's, the Paulaner Brewery decided to brew an alternate beer to be served at Oktoberfest. This new beer was lighter in both color and body but still malty. The goal was to make a beer that was more drinkable and sessionable than the traditional Oktoberfest beer, which Paulaner felt was too filling. The new beer type has dominated the festival since 1990.

A good representation of the Märzen style is Gordon Biersch Märzen. It has a clean aroma and is balanced in that the caramel flavor isn't too sweet. It's almost like a lagered version of a brown ale. It is dark colored, easy drinking with some caramel sweetness, and a bit of hop bitterness as well.

Märzen extract recipe.

5 gallon

OG = 1.060

FG = 1.012-1.014

SRM = 13

IBU = 25

ABV = 5.8-6%

- 6.75 lbs amber dme
- 1 lb dark Munich malt (20° L)
- ½ lb crystal malt (60° L)
- 5.6 AAU Hallertauer or Mt. Hood hops bittering hop for full hour.
- 0.6 oz. Tettnanger hops (flavor) flavor hop for last 15 min of boil.
- 0.3 oz. Tettnanger hops (aroma) 1 minute.
- Wyeast 2206 (Bavarian Lager), Wyeast 2308 (Munich Lager), White Labs WLP838 (Southern German Lager), or White Labs WLP920 (Old Bavarian Lager) yeast
- 1/2 cup DME or corn sugar for priming

Steep the grains in 2 gallons of 160° water for 20 minutes. Rinse grains with 2 quarts of 170 F water and add to brew pot. With the fire off, completely dissolve the DME in the brew pot. When fully dissolved bring to a boil.

Follow the hop schedule above and boil for 1 hour.

Cool to lagering temperature, which in this case is as close to 48 F as possible. Ferment for one week, transfer to secondary, and leave in fermenter for at least 6 weeks at the same lagering temperature. Bottle when final gravity is reached.

Wait two weeks. Have a homebrew. Repeat.



OCTOBER - PUMPKIN BEER

By, Roger Savoy

Pumpkin beer is a staple of autumn. Most people either love it or hate it. Some might even think it's something new since it was a style of beer that their dad likely didn't drink it when he was younger. But pumpkin beers have a long history in the United States.

Pumpkins are a native plant, one completely unknown to most Europeans before the 16th century. References going back to the 17th and 18th centuries show pumpkin beer's popularity. Pumpkin was a readily available ingredient and a fermentable sugar. Good malt was not so readily accessible and fermentable sugars had to be found where they could. Pumpkins filled in for the malt needed to make beer. For colonialists, brewing ales with a local ingredient such as pumpkin was just more proof of their hardiness and innovative spirit.

By the nineteenth century traditional beer ingredients became more accessible, and ales made from pumpkins lost their caché. Pumpkin beers made a semi-comeback in the mid-1800s, but as beers flavored with the gourd rather than directly made from it.

Pumpkin beer has recently made a comeback along with the rise in popularity of craft beer. Now they are nearly inescapable from September to October. Homebrewers making Pumpkin beer have two choices: canned or fresh. If using canned product be aware that 85% of canned pumpkin is made from Dickinson gourds, *Cucurbita moschata*, which has more of a resemblance to a butternut squash. That's partly because *Cucurbita pepo*, pumpkin, doesn't really have much taste. When real pumpkin is used in pies the taste one associates with pumpkin pie is the combinations

of cinnamon, nutmeg, and other spices. If one is making a beer showcasing just pumpkin, the canned or butternut squash would be used, but no spices. With spices either can be used.

Once you make pumpkin beer you can make Flip, a colonial era drink, first mentioned in 1695 to describe a mixture of beer, rum, and sugar, heated with a red-hot iron. For a recipe for flip see <https://www.homebrewersassociation.org/how-to-brew/4-flip-cocktail-recipes/>

This 5 gallon recipe is from Randy Mosher's book, *Radical Brewing: Recipes, Tales & World-Altering Meditations In A Glass*. Mr. Mosher is a brewer and author of numerous books about beer and brewing.

- 8 lbs 6-row lager malt
- 4 lbs. pumpkin, baked 90 minutes a 350F, till soft, added to mash.
- 2 lbs. pale crystal malt
- 1.5 lbs. wheat malt
- 1 lb. dextrine malt
- 2 lbs. mild honey
- .5 lbs. rice hulls
- .5 oz. cascades, 6%, 60 minutes
- .5 oz. Kent Goldings, 5%, 60 minutes
- .5 oz. cascades, 6%, 10 minutes
- .5 oz. Fugggle, 4.4%, 10 minutes
- .5 oz. coriander, crushed
- .5 oz. allspice
- .5 oz. pumpkin pie spice
- .5 oz. cinnamon
- .25 tsp. nutmeg
- Wy1056

DIRECTIONS

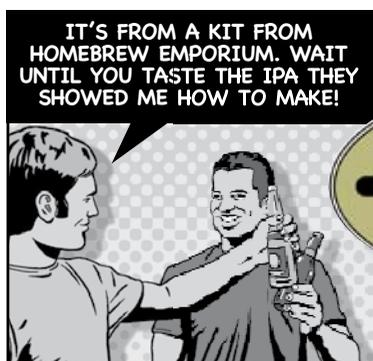
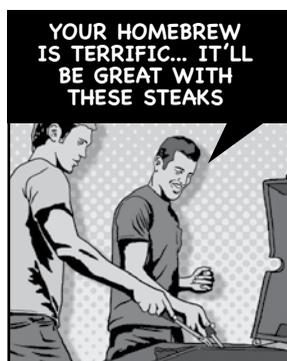
Mash at 154°F (68°C) for 60 minutes then sparge. Collect roughly 6 gallons of runoff and bring to a rolling boil. When boiling, add 0.5 oz. of Cascade hops and 0.5 oz. (14 g) of Goldings hops and allow them to boil for the full 60 minutes. With 10 minutes left in the boil add 0.5 oz. (14 g) of Cascade hops and 0.5 oz of Fugggle hops. At flame out add spices.

Cool your wort and transfer to your fermenter. Aerate the wort and pitch the yeast. Ferment at 68F for one week. Transfer beer into a carboy to condition. Age 3 to 4 weeks. Prime and bottle. Drink in 2 to 3 weeks.

Original Gravity: 1.079,

Final Gravity: 1.012, **ABV:** 8.8%, **IBU:** 27

Note: Keep in mind the pumpkin should be soft/mushy. Smash it up and mix well with all of the grains. Also, consider the temperature of the pumpkin going into the mash, as heat will be exchanged between the grains, pumpkin and strike water.



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STYLES OF THE SEASON



DUNKELWEIZEN

taste: low to moderate banana and clove

geography: Germany

characteristics: medium to full bodied

aroma: medium to strong phenols (clove)

color: light copper to mahogany brown

ABV:
4.3-5.6%

IBU:
10-18



SOUTHERN ENGLISH BROWN ALE

taste: malty, sweet, deep. Caramel and toffee

geography: UK

characteristics: medium body, low carbonation

aroma: Malty, sweet caramel, toffee, fruity

color: light to dark brown, almost black even

ABV:
2.8-4.1%

IBU:
12-20



OATMEAL STOUT

taste: medium sweet to dry, oats, chocolate

geography: Germany

characteristics: medium to full bodied, smooth

aroma: mild roasted grain, coffee, chocolate

color: medium brown to black

ABV:
4.2-5.9%

IBU:
25-40



AMERICAN AMBER ALE

taste: moderate to high hop, citrus

geography: US

characteristics: medium-full bodied, smooth

aroma: low to medium hop aroma, citrus

color: amber to copper brown

ABV:
4.5-6.2%

IBU:
25-40



NORTHERN ENGLISH BROWN ALE

taste: gentle malt sweetness, nutty, dry

geography: UK

characteristics: medium light to medium bodied

aroma: light sweet, toffee, caramel

color: dark amber to reddish brown

ABV:
4.2-5.4%

IBU:
20-30



GERMAN PILSNER

taste: crisp and hop bitter, low malt

geography: Germany

characteristics: medium to light body

aroma: light spice, grain, clean

color: straw to light gold

ABV:
4.4-5.2%

IBU:
25-45



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HELLO HOP HARVEST

Have you ever wandered through a hop field? Strolled amongst the tall, lush, green bines?

The aroma of ripe, ready to harvest hop cones is intoxicating. The most amazing smells drift amidst the warm, late summer breeze. The whole experience really is wonderful. For me, even tranquil. As the sweet summer days begin to grow shorter, farmers across the world prepare for the annual hop harvest. From August through September, hops of all kinds will be plucked from their bines, and prepared for a noble cause. The making of delicious beer. Hops are an integral part of the brewing process. While they are grown all around the world, the state of New York once played a prominent role in the U.S. brewing scene. Due to some help from local legislation, the industry is back and on the upswing.

Anatomy

Hops are one of the most amazing plants on Earth. Each strain has its own unique flavor, aroma, and shape. Although all hop varieties share similar qualities, much like snowflakes, no two cones are exactly the same. The body of the hop cone is composed of 3 main parts. The bracteoles make up the leafy outer shell. The strig is the stem which runs through the cone. Arguably the most important, delicious part of all, are the lupulin glands. Lupulin glands are what give us all the juicy, piney, resinous, floral, bitter flavor.

Fun fact, hops share a striking resemblance to another fun plant, marijuana. Hops and

pot are actually cousins. I'd hang out at that Christmas party! Much like great marijuana, the same rules apply with hops.: The stickier and stinkier the better.

marijuana bud



Brewing

Hops are an integral part of the brewing process. The bitterness that hops provide helps to balance the sweetness derived from malted barley. Hop lupulin is the ying to malt's yang. Both ingredients work in harmony to create a well-rounded beer.

Hops are used for two things in the brewing process. Bittering hops are added early on in what's called the boil of the brewing process. The longer boiling time extracts the desirable alpha acids from the cones that give beer its bitter characteristic. Aroma ,or finishing hops, are added later on and for a much shorter duration. As you'd expect from the name, these second addition hops are used mostly for their aromatic qualities. However, they also provide some flavor as well.

Essentially, every type of beer uses hops. The exception being less prevalent styles like gruit, which were most popular around the Middle Ages and the Targareon Dynasty. Gruit uses a special blend of herbs and spices, ala Colonel Sanders, to provide bitterness.

Hops by Region

Technically, hops can grow just about anywhere. However, the most suitable regions fall geographically between the 35th and 55th parallels of the Earth. The average amount of sunlight, temperature, and precipitation make these regions ideal.

By Albert Mangus

If you're familiar with wine, then you'll understand the concept of terroir. Terroir is the characteristic taste and flavor imparted on an ingredient by the environment in which it is produced. This is why for example, Cascade hops grown in Idaho will taste similar to, but be unique from, Cascade grown in New York.

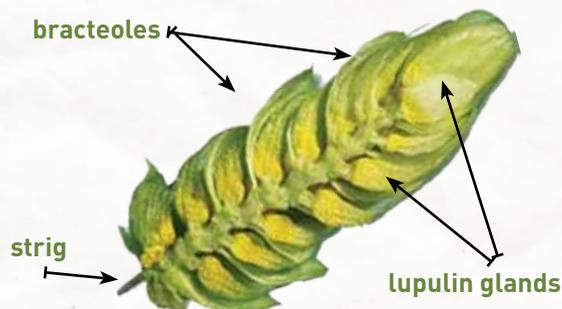
Most hops have historically been grown in Germany, United Kingdom, United States, and recently, South Pacific nations like Australia and New Zealand. (The Southern Hemisphere harvest is actually in March and April. I assume this is for the same reason that their toilet water spins in the opposite direction than ours. Science!)

Farming

Hop farming is a patient mans (or womans) game. It typically takes 3 to 4 years of growing before bines start to yield quality cones. If the bines are healthy, they'll grow all the way to the tops of the poles from which they're strung. Poles range in height, but at commercial farms they're typically around 14 feet tall.

In the Northern hemisphere, cones are at their peak between mid-August through September. Which means it's time for harvest! At harvest time, the hop bines are cut, loaded up, then sent off to be dried. Most hops are dried, pelletized, and refrigerated as quickly as possible to maintain freshness so they can be used throughout the year. The advantage of using pelletized hops is that they are typically more cost effective and easier to preserve. Most brewers use pelletized hops.

Some specialty beers, like Harvest ales or 'Wet Hop' beers use whole cones. Whole cones are also often used for dry hopping. Brewers like Sierra Nevada, use whole cone hops for ALL of their beers throughout the year. Research shows that a pelletized hop only contains about 70% of its original useful compounds, compared to whole cones which retain 100%



USA	South Pacific	Germany	UK
Cascade	Nelson Sauvin	Saaz	Fuggles
Citra	Galaxy	Hallertau	East Kent Goldings
Mosaic	Motueka	Tettanger	Admiral
Pine, resin, citrus	Passionfruit	Spalt	Challenger
		Spicy	Earthy, Floral

DRY HOP- Method of adding hops directly to fermentation to increase hop aroma without adding bitterness.

WET HOP- Hops that are used fresh off the vine without being processed. These can only be used immediately after harvest.

History of New York Hops

While hop-growing conditions have never been as ideal in New York as it is in areas like the Pacific Northwest, at the turn of the 20th century the state of New York was one of the premier hop growing regions in the country. Hops have been grown commercially in New York dating back to 1849. However, factors like the mismanagement of crop killing diseases such as downy mildew, coupled with Prohibition, crippled the industry, essentially wiping out the New York market completely.

Fast forward to today and the Upstate hop scene is blooming once again. In total, there are about 400 acres of hops growing in the state. To put that into perspective, Washington state, which is the largest hop growing state in the US, grew about 32,000 acres in 2015. So, there's still a ways to go before New York becomes a major player

again. But hop farmers like Dietrich Gehring of Indian Ladder Farms in Altamont, NY, believe the future of local farms will rely heavily on niche, proprietary strains.

"What we need now is support from the state and universities to start some breeding programs," says Gehring. "Something unique, so that we can have our own proprietary New York state hops. We don't have Amarillo, Citra, Simcoe, or Galaxy like they do out west." While it's clear the state must do more in order to keep the momentum for hop farmers going, some measures have already been taken to help stimulate growth.

Farm Brewers Law

In 2012, Governor Andrew Cuomo passed the New York State Farm Brewery Law. The law was put in place as a means of creating jobs, boosting the farm industry, and contributing to local tourism. Brewers licensed as 'farm brewers' benefit financially if they comply with the laws parameters. To maintain the farm brewer designation, 20% of a brewer's ingredients must come from New York farms until the end of 2018. In 2019, the percentage goes up to 60%, then eventually 90% by 2024. There are approximately 130 farm breweries currently operating in the state.

On the surface, the farmers bill is a great idea. It promotes local business, creates jobs, and diversifies farmer's crops. But alas, there seem to be a few problems. The most glaring is that the opening of new breweries

is greatly outpacing the yield of farmers.

The way the bill is currently written, most brewers will not be able to stay compliant because there simply won't be enough local ingredients to source.

Secondly, the lack of innovative varieties limits brewer's creativity. New York state predominantly grows, Cascade, Centennial, Nugget, and Brewers Gold. These are quality, traditional American varieties. They're also strains that are some of the least susceptible to disease. As admirable as they may be, they aren't the niche, proprietary hops that Dietrich Gehring had referred to earlier.

To that end, Gehring had some choice words for brewers complaining about the lack of "innovative hops" at their disposal. "Oh wha, wha, wha. Then show more creativity. You can make really good beer out of the hops available in New York state. I'm not saying every single farm is producing the highest quality ingredients, yet. But there are plenty of crops available right now from high quality growers. It takes a good brewer too."

The harvest season is reason to celebrate. Fall is upon us, and so are some of the best beers you'll have all year. Dust off your flannels, visit a local hop farm, and drink freshly brewed harvest beers to taste what American hops are all about. If you can't make it to a farm in time for harvest, keep your eyes peeled for wet hop and harvest beers available during the season.

Harvest Beers to Try

- Sierra Nevada Northern Hemisphere
- Founders Harvest
- Troegs Hop Knife
- Indian Ladder Farms Anniversary

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BREWERS ASSOCIATION MID-YEAR RESULTS SHOW STABLE CRAFT GROWTH - Boulder, CO

- Small and independent craft brewers demonstrated continued, but slowed, growth, according to new mid-year metrics released by the Brewers Association (BA)—the not-for-profit trade association dedicated to small and independent American brewers. American craft beer production volume **increased five percent** during the first half of 2017. “The growth pace for small and independent brewers has stabilized at a rate that still reflects progress but in a more mature market. Although more difficult to realize, growth still exists,” said Bart Watson, chief economist, Brewers Association. “The beer world is highly competitive and there is certainly a mixed bag in terms of performance. Some breweries are continuing to grow, whereas others are having to evolve their position and nurture new opportunities to ensure they keep pace. Many brewers are benefiting from on-premises and taproom sales, and recent state-based reforms have the potential to help brewers in new regions capitalize on this growth.” As of June 30, **there were 5,562 operating breweries in the U.S.**, an increase of 906 from the same time period the previous year. Additionally, there were approximately 2,739 breweries in planning. Craft brewers currently employ an estimated 128,768 full-time and part-time workers in a variety of roles including numerous manufacturing jobs, all of which contribute significantly to the U.S. economy. “Craft brewers are beacons of innovation, revitalization and collaboration,” added Watson. “Their contributions to not only the brewing community, but the overall economy, are significant and invaluable. From reforming the federal excise tax to ensuring the right to free and fair market access, opportunities exist to help craft brewers continue to thrive.”

Cheers to continued growth!



BROOKLYN BREWERY, 21ST AMENDMENT, FUNKWERKS ANNOUNCE JOINT SALES & DISTRIBUTION PLATFORM – Brooklyn

Brewery (Brooklyn, NY), 21st Amendment Brewery (San Leandro, CA) and Funkwerks Brewing Company (Fort Collins, CO) are launching a new sales and distribution platform effective January 1, 2018. The combined sales organization includes a field sales and key accounts team of **70 salespeople and 90 Brand Ambassadors** covering 38 states. “The changes in the competitive landscape demand creative new go-to-market strategies” says Robin Ottaway, President of Brooklyn Brewery. “We consider ourselves incredibly fortunate to have found partners who share our passion for beer, want to remain independent, and hold a long-term view.” According to Dave Duffy, VP of Busi-

ness Development for Brooklyn, who’ll lead the new platform, “**The three breweries and sales teams really fit together well.** We’re aligned where we need to be, complementary where we need to be, and have a lot of domestic and international territory to grow into together. We can’t wait to start adding value to our retail and wholesale partners in a compelling new way.” “Each of us brings something different to the table,” adds Dave Wilson, President of 21st Amendment. “From the diverse beers we produce to our unique perspectives, origins and brand personalities, we’re thrilled to band together with **Brooklyn** and Funkwerks and bring great beer to more craft drinkers across the US.” Brad Lincoln, co-founder of Funkwerks, adds: “What attracted **Funkwerks** to this platform is gaining access to a large and well-trained sales team and top-quality brewing skill. From there we get to stay independent, control our destiny, and focus on doing what we truly love to do—make creative, compelling, and delicious beers.” Brooklyn Brewery has made minority investments in both **21st Amendment** and Funkwerks in support of the partnership. The three partners will co-develop annual sales & marketing plans and together look for additional beverage companies to join the fun. “American craft brewers need to stick together and find new ways to meet the challenges of the 21st Century marketplace,” said Brooklyn founder Steve Hindy. “We are excited to work with 21st Amendment and Funkwerks to ensure the spirit of independence that built the craft beer revolution continues to lead that revolution.”



STONE BREWING TO RE-LEASE TANGERINE EXPRESS IPA IN CANS - Escondido, CA –

In February, Stone Brewing unleashed a juicy and tropical IPA brewed with whole tangerine and pineapple named **Stone Tangerine Express IPA**. Now the hugely flavorful and aromatic Stone Tangerine Express IPA has made its debut in six-packs of 12-ounce cans. “We brew beers we like with hopes that our fans will like them too,” said Dominic Engels, Stone Brewing CEO. “In this case our co-founder Greg Koch had fallen in love with an experimental batch of Stone Tangerine Express IPA and insisted we bring it to market. Turns out our fans have loved it too, so that leaves us with the important task of making this beer as widely available as we can. There’s nothing quite like cracking into one of these cans and drinking in that complex tangerine aroma before the first sip.” **Cans now make up 30 percent of Stone’s package sales** and the brewery now offers four of its year-round core beers in cans as well as select special releases. Stone Tangerine Express IPA pours light golden in color with an aroma that’s bright, juicy and tropical. Stone’s brewers used whole tangerine puree to capture the essence of the bright flavors of the fruit with the addition of whole pineapple for a subtle, yet lingering tropical backnote. Neither the hops nor the

fruit dominate, yet together they create several **complex fruit layers**, which can only be achieved by brewing with the entire fruit. Eight different hops give this beer its marked dankness overtones and refreshing bitterness. It’s an express ticket to a beach hammock getaway with refreshing drink in hand, complete with punchy tropical fruit character and Stone’s signature **bold hop bitterness**. Twelve-ounce six-pack cans will first be available throughout California in August, eventually rolling out nationally in January 2018.



SIERRA NEVADA’S LATEST OKTOBERFEST COLLABORATION –

Chico, CA/Mills River, NC-

Sierra Nevada Brewing has been

partnering with different German breweries for the past three years on its annual Oktoberfest beer release. This year’s partner is **Brauhaus Miltenberger**. In an attempt to give beer drinkers and authentic fest beer, this year’s collaboration is a deep golden lager from one of Germany’s most highly regarded craft brewers and you can find it in 12oz bottles and cans. “Cornelius and his team from Brauhaus Miltenberger **embody the spirit and tradition of Oktoberfest**,” says Brian Grossman, second-generation brewer for Sierra Nevada. “It was a great to host them at our brewery in Mills River, NC, for the creation of this year’s fest beer. They brought literally centuries of family brewing experience to the mix and helped us create the ultimate festival beer.” “We tried to re-create a classic Oktoberfest beer in the true German tradition,” says Cornelius Faust, fourth-generation brewmaster for Brauhaus Miltenberger. “We used traditional techniques to create layers of rich malt notes that remain light and crisp to the taste. That’s the secret of an authentic fest beer—complex malt flavor in a lager that remains easy to drink while you are celebrating the Oktoberfest season.” Sierra Nevada Oktoberfest is a deep golden lager weighing in at **6.1% ABV** with an authentic, rich, and layered malt flavor balanced by traditional German-grown hops. New for 2017 is **Oktoberfest in 12-ounce cans**, in addition to 12-ounce bottles and draught offerings. Together with the launch of this year’s fest beer, Sierra Nevada today announced the dates for its Oktoberfest event series at the Mills River, NC, and Chico, CA, breweries. Named one of **America’s best Oktoberfest** festivals, it’s an epic celebration of German culture and tradition, with live music, dancing, costumes, contests and, of course, beer. Mills River welcomes guests Saturday, September 30, 2017, and Chico will host four fests over two weekends: Friday and Saturday, September 29-30 and October 6-7. For more information and for tickets, please visit www.sierranevada.com/oktoberfest.com. PROST!

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FERMENTATION

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Thursday	4-9PM
Friday	4-9PM
Saturday	1-9PM
Sunday	12-5PM

www.ninepincider.com



CALENDAR OF EVENTS

September

September 6

Wolf Hollow Brewing Co. Oktoberfest Ale Release Party

West Glensville, NY - www.wolfhollowbrewing.com

Fall Tree Oktoberfest - Oktoberfest Style Ale Release Party

\$20/adults (includes food & 1 drink ticket), \$10/kids

4:00 - 10:00pm

September 7

Nine Pin Ciderworks Cider and Sliders: Cider Season

Kickoff with Slidin' Dirty and Dutch Udder at Nine Pin

Ciderworks 925 Broadway, Albany ninepincider.com

September 14

Saranac Beer Dinner at Appertivo Bistro 4 Course dinner

www.aperitivobistro.com/promotions

Appertivo Bistro, Schenectady, NY 7:00pm - 10:00pm \$60

September 15

Collar City Beer Invitational-Rare and Unique beers and

ciders from local, national and international breweries

For tickets, visit our site and follow the link.

www.troycraftbeerweek.com/collarcitybeerinvitational

Takk House, 55 3rd Street, Troy NY \$65 - 7:00-10:00pm

September 16

Troy On Tap River Street Field www.troyontap.com

Brown's Brewing Company - Covered Bridge Tour

Wallomsac Tap Room, North Hoosick, NY

<http://brownsbrewing.com/event/>

20, 30, 50 mile rides (\$45, \$60, \$75) starting at 10:00am - includes lunch and 1 beer (+21)

Common Roots Pop-up Foot Truck: Moby Dick's Fish Fry

Saratoga Ave, South Glens Falls, NY commonrootsbrewing.com

September 16-17

Oktoberfest at Six Flags The Great Escape, German food

& dancing and brews all day in the German Fest area of the

park. Fee: park admission-Lake George, NY

September 11-16

Downtown Troy Restaurant and Craft Beer Week

See Websites for list of participating venues and schedule of

events. www.troycraftbeerweek.com/

www.downtowntroy.org/restaurant-craft-beer-week/

September 13

Nine Pin Ciderworks Live Music with Frank Murry

925 Broadway, Albany ninepincider.com

September 21

Nine Pin Ciderworks Fire, Cider, and Za with DeFazio's

925 Broadway, Albany ninepincider.com

September 23 Common Roots Fall Fermentation Festival

Huge celebration of all things wild and mixed fermentation.

Food, music, guest bottle list, beer releases, etc. 2-8pm 58

Saratoga Ave, South Glens Falls, NY commonrootsbrewing.com

September 23-24

Oktoberfest at Six Flags The Great Escape, German food

& dancing and brews all day in the German Fest area of the

park. Fee: park admission-Lake George, NY

Hunter Mountain Oktoberfest -11:00am - 6:15pm - rain or

shine. Free-Authentic German entertainment & food.

www.huntermtn.com/summer/festivals/oktoberfest

September 27

Nine Pin Ciderworks Craft and Draft with Collar City Candle

925 Broadway, Albany ninepincider.com

September 29

Nine Pin Ciderworks NINEFin - Seafood Pop Up with fin your

fishmonger 925 Broadway, Albany ninepincider.com

Brown's Brewing Co. Special Release of Intonation

417 River St. Troy brownsbrewing.com

September 30

The North Albany Oktoberfest -Wolff's Biergarten (Broad-

way between Ferry and Thatcher block party) 10:15am 5k run

kickoff, 1:00 Weiner Dog Races \$15/presale, \$20/day of event

- free 1.0L stien for the 1st 3000 tickets purchased

Common Roots Pop-up Foot Truck: Moby Dick's Fish Fry

Saratoga Ave, South Glens Falls, NY commonrootsbrewing.com

Harpoon Oktoberfest (Boston) - 9/29 & 9/30

5:30pm - 11:00 (on 29th) - \$15 for Friends of Harpoon

1:00pm - 7:00pm (on 30th)

Saratoga Harvest Fest -Saratoga Race Course, Saratoga

Springs, NY 1:00pm - 7:00pm Saratogaharvestfest.com

\$8/presale, \$20/ presale (includes 4 drink tokens), \$12/day

of event. Variety of craft beers, ciders, wines, live music, food

trucks and local craft vendors.

October

October 7-8

Hunter Mountain Oktoberfest -11:00am - 6:15pm - rain or shine. Free-Authentic German entertainment & food.
www.huntermtn.com/summer/festivals/oktoberfest/

October 7

Big Tupper Brewing Co. The Magic Trunk - a world class ventriloquist show. We will be doing an afternoon kids show and an evening adult show.

October 5

Nine Pin Cider and Sliders: - Fall Finale with Slidin' Dirty and Dutch Udder at Nine Pin Ciderworks 925 Broadway, Albany ninepincider.com

October 8

Nine Pin Ciderworks Cider Sunday at Samascott Orchards
Harpoon Oktoberfest - Riverbend Taps & Beer Garden (Windsor, VT) 10/7 (11am - 6:pm) & 10/8 (1pm - 7pm)

October 13

Nine Pin Ciderworks NINEFin - Seafood Pop Up with fin your fishmonger 925 Broadway, Albany ninepincider.com



October 14

12th Annual Adirondack Brewery Oktoberfest, Adirondack Brewery, Lake George, NY - 1:00 -5:00pm \$40/presale, \$45/day of event. Variety of Guest Breweries & Cideries, Polka music, German foods, keg tossing, stein hoisting (proceeds go to the Ben Osborne Fund)

5th Annual Craft Beer Festival at Bethel Woods-1:00pm Woodstock, NY <http://www.bethelwoodscenter.org/events/detail/2017craftbeerfest>

October 14-15

Hunter Mountain Oktoberfest -11:00am - 6:15pm - rain or shine. Free-Authentic German entertainment & food.
www.huntermtn.com/summer/festivals/oktoberfest/

October 19

Nine Pin Ciderworks Fire, Cider, and Za with DeFazio's 925 Broadway, Albany ninepincider.com

Submit your events to jenn@truebrewmagazine.com

Hit The Road

Feel like taking in some scenery & catching some fall foliage...
Worth the drive...

9/16- Steeple Market Brewfest - (Fairfax, VT)

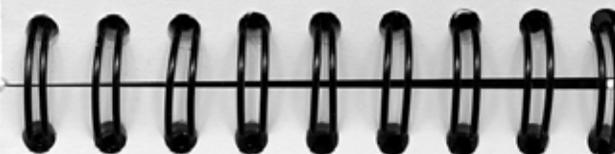
9/24- Siptemberfest (Moretown, VT)

10/7- Central Vermont Brew Fest - (Randolph, VT)

10/7-Stratton Harvestfest & Craft - Brewfest (Stratton VT)

10/7- Swine & Stein Oktoberfest - (Gardiner, Maine)

10/7 -10/8-White Mountain Oktoberfest (Loon Mountain, Lincoln, NH)



For the latest events, be sure to follow us on facebook!

facebook.com/truebrewmagazine

TROY CRAFT BEER WEEK

HITS ITS STRIDE



By Erik Budrakey

If you ventured out in Troy even 15 years ago looking to find a bar or restaurant with a diverse craft beer selection, you likely would have faced bitter disappointment. Sure, Brown's Brewing Company had been down on the banks of the Hudson River for more than 10 years at that point, and a few downtown bars carried some craft beers like Sam Adams or Saranac, but for the most part there was a draft line up that had probably six (or less) beers on tap. And most of those beers were the same: yellow, fizzy, pale lager. And, they all pretty much tasted the same: bland. Most were produced by then-American owned macro-breweries such as Budweiser, Miller, and Coors (now all foreign-owned breweries). If you were lucky, you might find a full-flavored import on tap such as Bass Ale or Newcastle. But, if you needed a default beer that wasn't yellow and bland, Guinness was likely the only friend that you could count on.

True, this wasn't just the Troy beer scene back then...it was really a snapshot of what you saw across many American cities in the early 2000's. It was soon after that, though, that craft beer consumers and retailers across the nation began to get more acquainted and fall in love with full flavored, locally crafted beer. And by 2013, the nation had grown to 4,000+ craft breweries. Versus just 15 years ago, man have times changed!

Fast Forward

Now, in 2017, we have more than 5,000 craft breweries in the United States, including 3 in downtown Troy alone. So, finding a great-tasting craft beer is no longer an issue. And, as the still emerging craft beer scene continues to flourish across the country, more and more American cities are hosting week-long celebrations of the tasty potables. Most notably, the Brewers Association hosts American Craft Beer Week, a national celebration, usually in mid-May, that encourages craft breweries and retailers across the country to feature special events centered around delicious, local, craft beer while also encouraging craft beer consumers to come out and support them. While American Craft Beer Week is still catching on in some areas of the country, other cities such as Seattle, Denver, and most notably Philly have elevated Beer Weeks to a new level with top-of-the-line craft beer events featuring some of the country's most sought-after brews. And Troy Craft Beer Week is one of them!

Now going into its fourth year, Troy Craft Beer Week is gaining a reputation of a must-attend series of craft beer centric events that draws beer lovers from across the region and beyond. This year the week runs from September 11-16 and coincides with Troy Restaurant Week. It just makes sense to combine the two focus weeks and allow consumers to experience the best food and beer that Troy has to offer thinks Katie Hammon, Executive Director of

the Downtown Troy BID. Beer-lovers aren't locked into things and they're able to visit the entire district throughout the week, no longer planning a single stop each night. It ends up being a full week of fun experiences!

The Action Plan

One driving force behind Troy Craft Beer Week not to be overlooked is a focus group called the Troy Craft Beer Committee: Greg Back and Kevin Mullen from Rare Form Brewing, Dave Gardell from the Ruck, and Frank Sicari from the Takk House. Back, the President of the committee explains that the group's goal was to reach out and engage with Troy's business and craft beer-appreciators. "Beer Week means showing off the work many business owners have already done, while also opening the floodgates a bit to give the many other business owners who are hesitant or wary a taste of the potential." This, the 4th year, promises to be the best yet, he says. "Troy is a small city, but with events like the Invitational, we are punching well beyond our weight class."

To kick off the celebration, the committee collaborated with the brewers from Brown's and the Beer Diviner to brew an "All-Troy" collaboration beer, with the team assembling in early August to discuss what kind of beer might be good for this year's collaboration and to decide on the specifics of the recipe. A few weeks later they got together to brew the batch using the 7-barrel brewing system at Brown's Troy brewery. The beer is a hoppy Blonde Ale called Helen. Troy Craft Beer Week will officially kick off with a pub crawl to release the beer on Monday, September 11, involving each of the locations that will carry the TCBW brew. The official schedule was still in the works at the time we went to print but we do know that it will be starting at

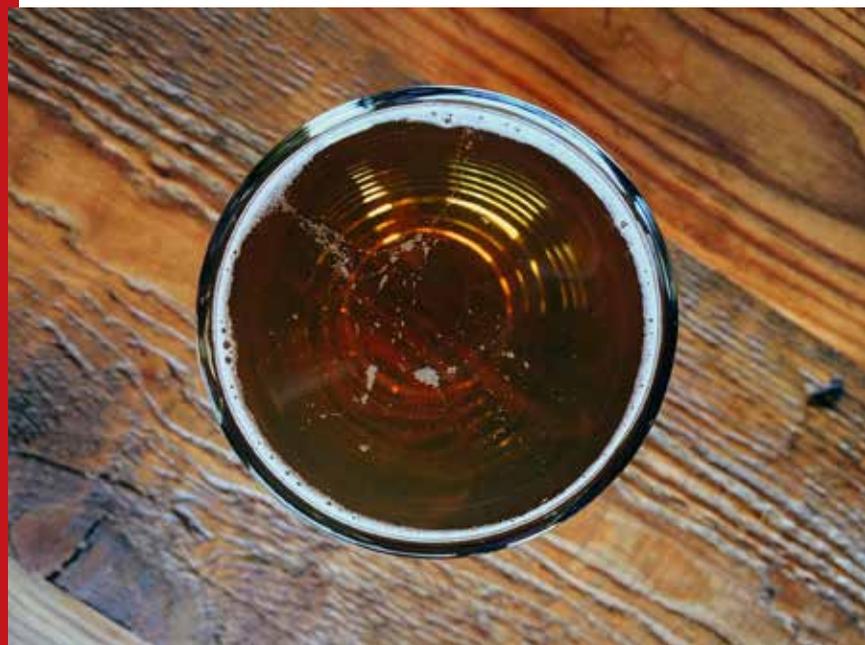
The Ruck at 5pm. Check out the Troy Brewer's Collaboration Beer Pub Crawl! events page on Facebook for more details.

Beyond the collaboration beer and throughout the week, Troy's brewers and top craft beer bars will also offer craft beer lovers all kinds of fun things to do. It's all about getting together to celebrate craft beer, Kevin Mullen explains. "It's such a cool scene down here now and I'm excited that so many Troy retailers and restaurants will be participating." Kevin's Rare Form Brewing Company, at 90 Congress Street, will be pouring the collaboration beer throughout beer week. They are also putting out a special bottle release of their barrel aged Satan's Gutt during Troy Beer Week. The 10% ABV, barrel aged, Imperial Stout will go on sale in their taproom on Thursday, September 16. Tune into their social media too see what else they have going on.

Pearson Constantino, Brown's Brand Manager, informs us that Brown's plans on releasing a new beer in their Troy Taproom each day throughout TCBW. "On Monday we will be kicking off with Helen and will also be one of the stops on the pub crawl. On Tuesday, we're pouring the 2016 version of the TCBW collaboration brew, which has been cellaring since last summer. Then, from Wednesday through Friday there will be more special releases each day. Each new beer will have a recommended food pairing from our menu so consumers can come in and get creative with their experience."

About a week after the collaboration beer was brewed, the Troy Craft Beer Committee team is back together, this time at 10 am on a Tuesday at Rare Form. The Troy BID has called for a gathering of any/all downtown Troy businesses to come in and discuss the opportunities that they have for Troy Restaurant and Craft Beer Week. The committee welcomes retailers with an overview of the week and talks about running beer promotions, hosting beer dinners, tap take-overs, and other events that they may consider putting on over the course of the week. More than a dozen retailers are present and there's a general feeling of collaboration in the air.

Newcomers to the Troy Beer scene, The Beer Diviner looks forward to participating in Troy Craft Beer Week this year. The Cherry Plains-based brewery opened a taproom at 461 Broadway just last year, so this is really their first chance to showcase themselves. Their Troy location is still catching on with craft beer lovers. "Many are just discovering that we are here," says founder Jonathan Post. He's hoping that their participation, paired with the attention that Beer Week brings, will tempt beer lovers to stop in and give it a try. The Beer Diviner will be rolling out some of their specialty beers as well as serving Helen beer throughout the week. Check out their Facebook for taproom hours.



“One of the best things about Troy Craft Beer Week is that we all set aside the competitive nature of business and come together in the spirit of craft beer,” explains Dave Gardell. “This is sort of our Superbowl down here in Troy and we all can benefit from it. As the proprietor of a downtown business, I want to see all businesses thrive. This is why we work so hard to try to get everyone on board.”

Another one of the cooler things that gives Troy Beer Week a leg up over other beer weeks is that everything in downtown is within walking distance. You can park your car pretty much anywhere downtown and literally hit more than a dozen establishments with strong craft beer line-ups. Park behind Brown’s and make your way over to Ryan’s Wake, Wolff’s Biergarten, or Dinosaur BBQ and at each location you’ll find more than a dozen craft and specialty beers to choose from. Just around the corner, Slidin’ Dirty, Lucas Confectionary, Superior Merchandise, and Bootleggers all have beer offerings that are crafty, yet not intimidating, to novice craft beer drinkers that maybe are still learning what they like. “At Bootleggers, we take pride in having a diverse craft beer line up. We have a lot of the ‘name brand’ crafts available but we also have some rotating lines where we put on rare and specialty brews. We try to have a great craft beer selection but still be a bar that is approachable and fun. It’s well thought out, but we don’t take ourselves too seriously.” Continue up around the corner over to Broadway and you can pop into Finnbar or The Beer Diviner. Around the corner just to the south you’ve got Rare Form, the Troy Kitchen, and of course, The Ruck. Dave Gardell explains, “We take great pride in having unique craft beer events at The Ruck and we have a full week of activities planned. We’ll kick off beer week as the official starting spot for the Troy Craft Beer Week Pub Crawl and we’ll be featuring the collaboration beer. On Tuesday we will feature Barrier and Magnify Breweries. Farmhouse Night will be on Wednesday featuring Kent Falls and Suarez Family Brewing. Thursday we’re featuring Springdale and Jack’s Abbey and on Friday, September 15 we’ll host ‘Firkin Fest’ with a 10 different breweries bringing in firkins of some of their rare beers”.

Capping It Off

The week -long celebration will end with a pair of brew festivals, one on Friday night and one on Saturday. Friday night from 5-10 pm at the Takk house is the Collar City Beer Invitational hosted by the Troy Craft Beer Committee and focused on featuring quality before quantity. While many brew fests work to feature as many breweries as they can, the Collar City Beer Invitational focuses on the connection within the beer community including brewers, wholesalers, bar owners, and craft beer enthusiasts. The festival will play host to

brewers and representatives from more than 30 local, regional, and national breweries. Tickets are \$65. Check out their Facebook for more info.

On Saturday is “Troy on Tap” which takes place from 2-5 pm at River Street Fields. Hosted by national powerhouse America on Tap, according to their website: “In the (slightly altered) words of Uncle Sam, we want you to try our beer! We will be pouring up to 130 styles of beer from over 65 of America’s best craft breweries to put you in the patriotic spirit! Plus, enjoy live music, fun games & activities, local vendors and food available for purchase as we serve up amber waves of grain to your sampling glasses all day long.”

Obviously, the days of not being able to find a full-flavored craft beer are long gone. But, Troy Craft Beer Week, with all its cool events, doesn’t have to be the only thing going on for you to enjoy all that the city of Troy has to offer. If you can’t make it down during Beer Week, come on down anytime...the Troy craft beer scene is on point year-round! Cheers to Troy!



- 1 Brown's Brewing Co.
- 2 Wolff's Biergarten
- 3 Ryan's Wake
- 4 Dinosaur BBQ
- 5 The Ruck
- 6 Rare Form Brewing

- 7 Slidin' Dirty
- 8 Finnbar's Pub
- 9 The Beer Diviner
- 10 Bootlegger's on Broadway
- 11 Luca's Confectionery
- 12 The Shop

TROY CRAFT BEER WEEK EVENTS

Editor's Note: Troy Beer Week is going to be rockin' and many more craft beer events were still in their planning stages when True Brew Magazine went to print on August 30th. For the most up-to-date listing of Troy Craft Beer Week events please refer to your favorite establishment's social media or check out www.downtowntroy.orgrestaurant-craft-beer-week. Here is what we know:

Monday 9/11 - Collar City Collaboration Pub Crawl - 5pm starting at the Ruck; other confirmed locations include: Hudson-Chatham Winery, Rare Form Brewing Co, The Beer Diviner, Brown's Brewing, Slidin' Dirty, Elixir 16, Bootlegger's The Shop, O'Briens, The Ale House, Wolff's Biergarten, Mud Daddy Flats and the Collar City Craft Invitational. More locations will be added after time of print. Check out Facebook for evolving details.

The Beer Diviner - Live Music, Cornhole Carnival (win a free pint!).
Beer Pairing: Blueberry Grit & Dinner Demon Gourmet Sandwich

Browns Brewing Co. - Special Draft Release - 2017 Troy Collaboration Brew paired with feature menu item

Tuesday 9/12 - The Ruck - Barrier x Magnify Brewing Night

Rare Form Brewing Co. - Pop-Up with New World Bistro

The Beer Diviner - Muddaddy Flats Pop-Up. Beer Pairing: Hop Recusal Session Ale & Dinner Demon Gourmet Sandwich

Browns Brewing Co - Special Draft Release - 2016 Troy Collaboration Brew (Brewed by Brown's, Rare Form, The Ruck)

Slidin' Dirty - Star Trek Trivia with Dan from EQX, featuring craft beer from Shmaltz Brewing Star Trek series.

Wednesday 9/13 - The Ruck - Farmhouse Night featuring Kent Falls and Suarez Family Brewing

Rare Form Brewing Co. - Pop-Up with a Friend

The Beer Diviner - MVP Pale Lager Can Party! Beer Pairing: MVP Pale Lager & Dinner Demon Gourmet Sandwich.

Browns Brewing Co. - Special Draft Release - 2015 Whiskey Barrel-Aged Old Ale

Slidin' Dirty - Baxter Brewing Tap Takeover - "The critically acclaimed Maine-based brewery is one of the hottest brews in New England."

Ryan's Wake - Shmaltz Slingshot Night - featuring Shmaltz beers and fun slingshot game with prizes!

Thursday 9/14 - The Ruck - Party like it's 1999 featuring Springdale and Jack's Abby

Rare Form Brewing Co. - Special Release - Satan's Gutt Bottles!
Muddaddy Flats Pop-Up

The Beer Diviner - Movie Night: "How Beer Save the World" Beer Pairing: Very! Brown Ale & Dinner Demon Gourmet Sandwich.

Bootleggers Bar & Grill - Battle of the Brands! - New York (Ithaca) vs Vermont (Long Trail & Otter Creek) 12 Rounds - Whoever sells the most pints wins the round. Starts at 6:30.

Browns Brewing Co. - Special Draft Release - Peach/Mango Hefeweizen (brewed with peach puree & Peach/Mango tea)



Slidin' Dirty - Take It To The Can for Charity: After the destruction from Harvey, team Dirty has found a way we CAN all help the victims in Houston. Individual and bucket craft beer can specials until the end of Thursday Night Football (Cincinnati Bengals vs. Houston Texans) Slidin' Dirty will proudly donate \$1 for every can sold to the American Red Cross

The Ale House - Sierra Nevada Oktoberfest featuring live music, German beer & food

Ryan's Wake - Craft Beer Karaoke Night - Shipyard Pumpkin Bowling!

The Bradley - Craft Kan Jam! \$4 cans of Shmaltz518 & Founders All Day IPA

Friday 9/15 - The Ruck - Firkin Fest - featuring 10 brews from 10 breweries!

Takk House - Collar City Beer Invitational

Hudson-Chatham Winery - \$15: Pizza & 2 Craft Draft Beers

Rare Form Brewing Co. - Glassware Giveaway

Muddaddy Flats - 15% off for Ticket Holders from the Craft Beer Invitational at Takk House

The Beer Diviner - Live Music. Beer Pairing: Too-Wit Belgian Wit & Dinner Demon Gourmet Sandwich.

Bootleggers Bar + Grill - Magic Hat Tap Takeover - 10 specialty beers that rarely make it to the Capital Region

Browns Brewing Co. - Special Draft Release - Breakfast Pale conditioned on Applejack-soaked Apricots and an additional Amarillo dry-hop. Pouring at The Ruck Firkin Fest, and at the Collar City Beer Invitational at Takk House

Slidin' Dirty - Vending sliders at the -Collar City Beer Invitational at the Takk House.

Elixir16 - Friends with Different Area Codes! A speed dating event with Shmaltz 518 and Shmaltz 838 10-Digit Double IPA

Saturday 9/16 - The Ruck - Nerd Night 2.0: Revenge of the Nerds

Troy on Tap Brewfest - River Street Field

Rare Form Brewing Co. - Pop-Up Restaurant with Field Moks Farm

The Beer Diviner - Live Music, Cornhole Carnival! Win a Free Pint.
Beer Pairing: Fresh Hopped Divinator & Dinner Demon Gourmet Sandwich.

Bootleggers Bar & Grill - Skee Ball with Empire Brewery and 1911 Cider noon-2)

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COMMON ROOTS BREWING CO. S GLENS FALLS, NY
COMMUNITY BEER WORKS BUFFALO, NY
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FOUNDERS BREWING CO. GRAND RAPIDS, MI
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HUDSON-CHATHAM WINERY GHENT & TROY, NY
INDUSTRIAL ARTS BREWING CO. GARNERVILLE, NY
NEW BELGIUM BREWING CO. FORT COLLINS, CO
NINE PIN CIDER ALBANY, NY
PARADOX BREWERY SCHROON LAKE, NY
RARE FORM BREWING CO. TROY, NY
ROYAL MEADERY DELMAR, NY
SHMALTZ BREWING CO. CLIFTON PARK, NY
SLOOP BREWING CO. ELIZAVILLE, NY
SIERRA NEVADA BREWING CO. CHICO, CA
SKEWED BREWING, WATERTOWN, NY
STUMP CITY BREWING GLOVERSVILLE, NY

SWIFTWATER BREWING CO. ROCHESTER, NY
THE BEER DIVINER PETERSBURG & TROY, NY
THIN MAN BREWERY BUFFALO, NY
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A Brief History of Märzen and Oktoberfest

By Gotbeer.com

As the air becomes crisper and the leaves begin to change, beer enthusiasts turn their attention from summer quenchers to darker and maltier beers. The beer that best represents the autumn season in both taste and appearance is the copper colored, malty lager known as the Märzen.

The Märzen originated some time during the 19th century. As the name implies, Märzen, or “March beer,” was typically brewed in March and lagered in cold caves during the summer months. Before refrigeration, the brewing season began from the onset of fall until the cool days of early spring. The idea behind the Märzen was to use up the last of the remaining hops and malts before brewing ceased for the summer. The traditional Märzen was brewed at a slightly higher gravity and fermented at lower temperatures for an extended period of time. This would prevent spoilage, resulting in a cleaner, more stable beer.

The Märzen is commonly referred to as an “Oktoberfest” beer since its release coincides with the famous fall festival held in Munich, Germany, each year. The first

Oktoberfest celebrated the marriage of Crown Prince Ludwig and Princess Therese of Saxony-Hildburghausen. The marriage occurred on October 12, 1810, and the wedding festivities lasted for five days. The timing was perfect, as the new Prince and Princess tapped that year’s locally brewed Märzen, which became the drink of choice for fall consumption. An example of a traditional Märzen is Paulaner Oktoberfest.

The beer served at the royal wedding, and for about the next sixty years of Oktoberfest celebrations, was a traditional Märzen. That was until Josef Sedlmayr of Spaten Brewery introduced his own rendition of this amber lager. **Spaten** produced the first modern Märzen and the staple at all Oktoberfest celebrations thereafter, as this style was quickly adopted by many other German breweries. **Spaten Oktoberfest** is available every fall at your local beverage center.

Today, the majority of beer served at Oktoberfest in Munich is Festbier. Originally, Festbiers were made for export to the United States. Paulaner was the first to create a golden version of the modern Märzen in the mid-1970s because they felt the traditional Oktoberfest

was too filling. Other German brewers quickly followed suit and began making Festbiers in order to provide a lighter, more drinkable, but still malty option for Oktoberfest attendees.

A great example of a Festbier is **Sierra Nevada Oktoberfest**. Each year, Sierra Nevada partners with a different German brewer to reproduce Germany’s famous Oktoberfest beers. This year, they collaborated with **Brauhaus Miltenberger** to produce a Festbier, deep golden in color with a deceptively rich malt flavor that is balanced by German whole-cone hops. Sierra Nevada Oktoberfest can be found where you purchase beer.

So, there you have it. A brief history of Märzen and Oktoberfest. This fall, when you’re yearning for something darker and maltier to complement the autumn season, reach for a hearty Märzen or refreshing Festbier.



Prost!





Chatham Brewing Fall Seasonal — Chatham Brewing, Columbia County's first brewery in New York's upper Hudson Valley, has released their Oktoberfest German-style lager.

Chatham Oktoberfest is a Marzen style that harkens to its roots of the Bavarian region of Germany. Malt forward, but with the optimal hop bitterness that makes for a truly exceptional balanced beer. "As the days of summer begin to cool down and fall begins to set in here in **New York's Hudson Valley**, nothing beats the sight of fall foliage and the crispness of the Autumn air except for our Oktoberfest lager.

A seasonal treat that's ready for leaves to come down. Prost!" said Tom Crowell, co-founder and owner, Chatham Brewing. Chatham Oktoberfest lager has a 5.5% ABV and is **available in 16 oz.** cans and on draft at bars, restaurants, and retailers proudly carrying Chatham Brewing products. Additional company information can be found online at ChathamBrewing.com, on Facebook, Twitter and Instagram.



Shmaltz Brewing Releases Star Trek Symbiosis Ale Nationally - Clifton Park, NY — In August, Shmaltz Brewing Company nationally

rolled out its unique Collector's Edition release **Star Trek Symbiosis®** to commemorate the 30th Anniversary of Star Trek: The Next Generation. With an incredible debut at Comic-Con International (San Diego) and official launch at the "Star Trek Las Vegas" convention, Star Trek Symbiosis® is now nationally available in 4-packs at stores and on draft at select bars in 35 states across the country. 2017 marks 30 years since Star Trek: The Next Generation premiered in September 1987, and **CBS Studios has teamed up with Shmaltz Brewing** for the only officially licensed Star Trek beers in the United States. In 2016, Shmaltz debuted two critically acclaimed Star Trek Golden Anniversary Ales to celebrate the 50th Anniversary of the iconic franchise, Star Trek. 2017 brings triple the excitement with the limited release of three Star Trek specialty beers rolling out throughout the year. Under license by CBS Consumer Products, the first extraterrestrial elixir of 2017 was Star Trek Klingon Imperial Porter® (7.3% ABV). Star Trek Symbiosis® transports itself to retail outlets and bars within Shmaltz's expansive distribution network. Look for it at your favorite retailer.



The Homebrew Emporium Celebrates 20 Years - The Homebrew Emporium, located at 472

North Greenbush Road, Rensselaer, NY **celebrates its 20th anniversary** during September. The Homebrew Emporium proudly offers ingredients and equipment to make beer, wine, cheese and other food products at home. When Roger and Anita Savoy purchased the store in September 1997, along with friend Bruce Lucier, it was limited to about 500 sq. ft. of display

space. Today, The Homebrew Emporium is the largest homebrew supply store in New York State. They also have three locations in Massachusetts and one more in New Rochelle, NY. Over the past twenty years The Homebrew Emporium has taught tens of thousands of people to **brew beer, ferment wine and make cheese**. They have also assisted dozens of breweries and wineries start up and grow. To celebrate their anniversary Homebrew Emporium has special offers for new brewers and wine makers. Stop by and learn with the experts at Homebrew Emporium. For information go to beerbrew.com or call them at 518-283-7094.



Brewery Ommegang, Cooperstown's Farmers' Museum team up with local hospitality to host Harvest Weekend Experience (Cooperstown, NY) Brewery Ommegang and The Farmers' Museum,

both visitor favorites in Cooperstown, NY, have teamed up for a Harvest Weekend Experience in the village from Friday, September 15 until Sunday, September 17. The multi-faceted event includes a **New York State Farm to Table Dinner** at the brewery on Friday night from 6-9:30 PM and a harvest festival at the museum on Saturday and Sunday. The dinner will also serve as the launch event for *Hopstate NY 2017*, an IPA brewed with 100% NYS-grown hops. Several local lodging properties have created packages to host out-of-town visitors for the weekend. The brewery's NYS-inspired, grown, and raised dinner is an all-inclusive, three-course, family-style beer pairing experience on the brewery lawn bookended with charcuterie and dessert hours. Guests will have the opportunity to wander in the Ommegang hop yard, and **mingle with NYS hop growers and farmers** who contributed ingredients for night's meal. Each course of the meal is paired with a different Ommegang beer including the brand new *Hopstate NY 2017*. Each guest will also receive a discount voucher for the brewery store for redemption that weekend. Tickets for dinner are \$135/person (includes tax) and attendees must be 21+ to attend. For ticket links and information about weekend lodging packages that include tickets to the dinner and the festival, please visit Ommegang's website.



Paradox Releasing Hop-Focused Series -WEATHER, a new beer series from Paradox Brewery, is focused on the hops. **The style of beer will change** as well as the hop blend each release

but the focus remains the same, the hops. According to their website, "It gives us a chance to play with all of the new and exciting hops everyone enjoys drinking and each iteration will be different to keep you coming back for more. This will be packaged in **16oz 4-packs** primarily at the brewery with very limited distribution." Pay attention to social media for release updates and information about the beer since they will be identified by the date code on the can. The first beer being released

in the **WEATHER** series is a Hoppy Helles. This will be an unfiltered lager with exciting German hops in the kettle as well as the dry-hop and fermented with the Paradox house lager yeast. Hops used are Mandarin Bavaria, Hallertau Blanc, and Ariana. Stay tuned to their Facebook page for a release date "**towards the end of summer**".



Brown's Brewing Co's Releasing "Intonation"

— (Troy/N. Hoosick, NY)

Brown's Brewing Company announced the release of a brand new, first-time canned, **Double India Pale Ale** called Intonation. According to Brown's Brand Manager, Pearson Constantino, "The word Intonation means the rise and fall of the voice in speaking and the accuracy of pitch in playing a musical instrument or singing. For Brown's, **Intonation is an entirely accurate iteration of a true and beautiful double IPA**. Being a righteously independent brewery for the last 24 years, Brown's has experienced the craft beer industry's rise and fall of many styles, many trends, many breweries, and so many great beers. In the end, what stands the test of time is the liquid, and for Brown's, Intonation Double IPA rings true." He explains "For Brown's there exists an alignment of **craft beer and music**. As brewers and artists, Brown's honors both craft pursuits by seeking harmony and balance between earth-born ingredients and highly practiced brewing techniques. The approach is similar to musicians perfecting their abilities to make the music that inspires some of the best moments in people's lives." Intonation is released within Brown's Revolution Series of specialty small-batch beers. Within this series, the brewers are given free range to innovate and experiment with new techniques and ingredients to generate bold concoctions. All of the beers in the Revolution Series are limited in production. With Intonation, only 100 cases will be sold in Brown's taprooms and about 300 more through local retailers. Intonation will go on sale with a special VIP Release Party on September 29th. Check their website for more details. **Get some while you can!**



Nine Pin Fall Seasonal On The Way-

(Albany, NY) Nine Pin Cider proudly announced that they will be releasing their fall seasonal cider called "Hunny Pear". The pear cider is fermented from

Barlett, Bosc, Potomac, and Seckel pears grown at Samascott Orchards in Kinderhook, NY. It is an off dry sparkling cider with a crisp, bold, and refreshing taste. The 5.4% ABV Cider which is finished with honey and cinnamon will be released in early October. Stay tuned to their social media for the exact release date.

Submit your November/December News and Notes by October 15, to jenn@truebrewmagazine.com

Brewmasters Cellar

Notes from Druther's Brewer George de Piro

The Path to Bottles

Many people get to a point in their careers where they can put it on cruise control at least some of the time. Life becomes a bit less stressful and there's more time to relax. Just as we start to get close to that point at Druthers, we decide to start a new major project. A kind evaluation would say that we don't like being bored, but it might also be fair to say there is a bit of masochism at play.

We opened our Albany brewpub with its 60 BBL/brew capacity two years ago. We had gotten into a groove, brewing draft beer for consumption both on and off premises. Work was getting pretty comfortable, so we had to shake things up a bit. I knew that purchasing, commissioning and learning to use a \$700,000 packaging line would be challenging, but my imagination really failed to paint a proper picture of the endeavor.

We had one goal in mind: maintaining quality so that packaged beer at the store tasted as fresh and delicious as draft beer at our pubs. The two major factors that hurt a beer's shelf life are *oxygen* and *unwanted microbes*. While many packaging lines can offer good sanitation, keeping oxygen out of the beer requires really skillful engineering. It was this specification that quickly limited our options.

Many people have questioned our choice of bottles rather than cans;



cans are so trendy today, why use glass? We put a lot of consideration into cans but ultimately had to go with bottles. The bottling line we bought is capable of excluding oxygen to a very high degree; we've been seeing levels less than 25 parts per billion (ppb) even as novice operators.

Only one canning line we looked at could deliver numbers similar to that. It happens to be made by the same people who made our bottling line but it cost 40% more. At \$1.2 million, we just couldn't do it.

Bottles also offer another benefit: they are made of inert, easily recycled material - glass. Aluminum cans, while recyclable, have their interiors coated with plastic to prevent alcohol from reacting with the metal. The plastic may or may not be a health and environmental

concern; I prefer the material with centuries of usage data to validate its lack of reactivity.

Once the decision was made to order a bottling line things started to get somewhat difficult. The quoted lead time was six to eight months. In this age of instant gratification that was tough to accept but we had little choice. It gave us time to get all of the other things in order: art for the packaging materials, vendors to produce those materials, utility upgrades to the facility...all the kind of things you take for granted until you think about it a little bit.

The bottling line ended up being delivered about five months later than originally quoted. That wasn't too surprising (I've found that it's pretty normal for vendors to miss deadlines). What did surprise us was how long it took to get good art for

our packaging. In the end, it was a race to see what would end up being the rate-limiting factor: packaging materials or packaging equipment.

Once the line was delivered, we had to coordinate the schedule of the technicians from the filler and the labeler manufacturers and have beer ready to bottle while they were on site. That beer couldn't be ready too soon, though; it would be taking up precious tank space. There were just too many variables out of our control, and uncertainty induces stress.

Aside from needing to produce beer that people will spend money to obtain, you need to ensure it has a shelf life measured in months rather than hours.

I should mention that this whole time the retailers were anxious to get our beer on their shelves. It turns out that supermarkets actually plan their shelf space out months in advance - who knew? We were supposed to be ready to ship in the spring but missed by quite a lot. There were some stores that had shelves labeled for us but had no product on them. More stress.

It took about six weeks from the time the bottling line was delivered until the technicians could arrive but they wouldn't give us a solid date until about a week in advance. We kept the brewing schedule on a dry-erase board for that period so we could keep amending it, and we certainly didn't regret that. We were planning on bottling a special, dry-hopped version of our Pilsner as one of the initial batches but because of all the delays we ended up not dry-hopping the initial batch. We just put it into kegs as Golden Rule Pilsner and

then brewed a new batch destined to become Broken Rule.

When we ordered this bottling line in the middle of 2016 I had not thought that its commissioning could possibly interfere with a trip to the Oregon Brewers Festival in late July of 2017. We were invited to participate in the event and I eagerly accepted.

Druther's Brewing Co. bottling line



That turned out to be a somewhat costly miscalculation on my part. The commissioning began just five days before my flight was scheduled to depart. I planned to turn it into a working vacation, bringing the family along to see the Pacific northwest and its many breweries.

After the first two days of bottling went somewhat less than stellar, I realized I couldn't leave. I broke the news to my wife that she would have to take the kids across the continent without my help. I would join them two days later, just in time for the festival. I had to pay the airline a change fee but at least I wouldn't miss the entire trip.

That initial week was grueling, with friends and non-brewery staff pressed into service. It took way too long to package way too little beer, but we did it and learned a lot. A month later, we still have a lot to learn. We also need the technicians to come back and help tweak the line for optimal performance. I'm hopeful that in about two years, we'll be solidly in the "intermediate" category of packaging line operators.

As an aside to all the homebrewers out there that think commercial brewing is just HomeBrew Plus: it's not. Aside from needing to produce beer that people will spend money to obtain, you need to ensure it has a shelf life measured in months rather than hours. **This is not trivial.** An oxygen analyzer (\$25K) and well-engineered packaging line are essential tools to meet this goal. One must also possess the knowledge to fix procedures that don't deliver acceptable results; gathering data for data's sake isn't enough. Just be sure to budget for these things in your business plan.

Cheers!

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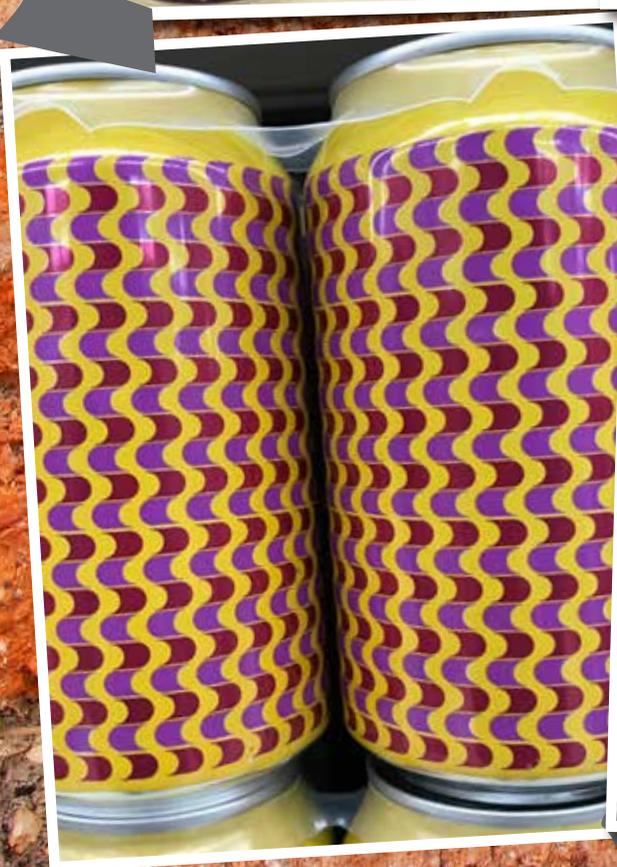
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TROY BEER WEEK

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B	C	O	R	A	B	N	N	I	F	R	I	R	S	A
E	K	B	R	W	V	M	F	G	Z	F	M	L	T	H
E	T	I	H	W	N	A	I	G	L	E	B	F	S	T

BELGIANWHITE
 BOOTLEGGERS
 BROWNS
 DINOSAURBBQ
 FINNBAR
 IMPERIALSTOUT

INDIAPALEALE
 LAMBIC
 PORTER
 RAREFORM
 RYANSWAKE
 SLIDINDIRTY

SUPERIORMERCH
 THEBEERDIVINER
 THEHILLATMUZA
 THERUCK
 TROYKITCHEN

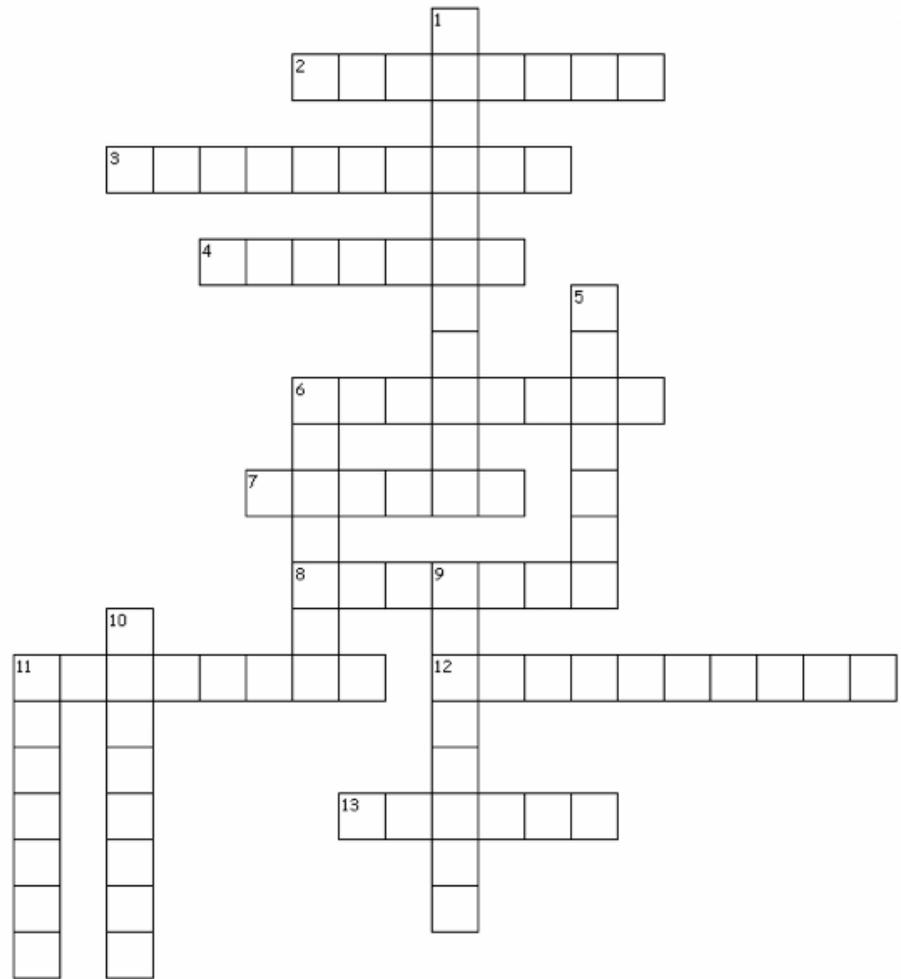


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- 1. WHISKEY PEDDLERS
- 5. _____ ST BEVERAGE
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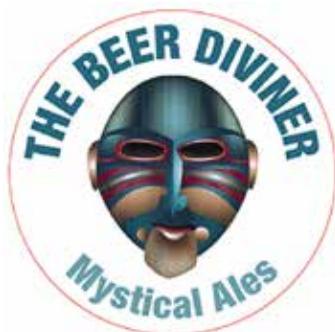
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