

SEPTEMBER-OCTOBER 2021

True Brew

A Craft Beer Lifestyle Magazine



BYE-i BREWING
NAVIGATES OPENING DURING A PANDEMIC
BEER SCHOOL—
SUNY SCHENECTADY PRODUCES CAREER BREWERS
7 QUESTIONS WITH JOHN CARR
OWNER - ADIRONDACK PUB & BREWERY
INTRODUCING TRUE BREW AMERICA

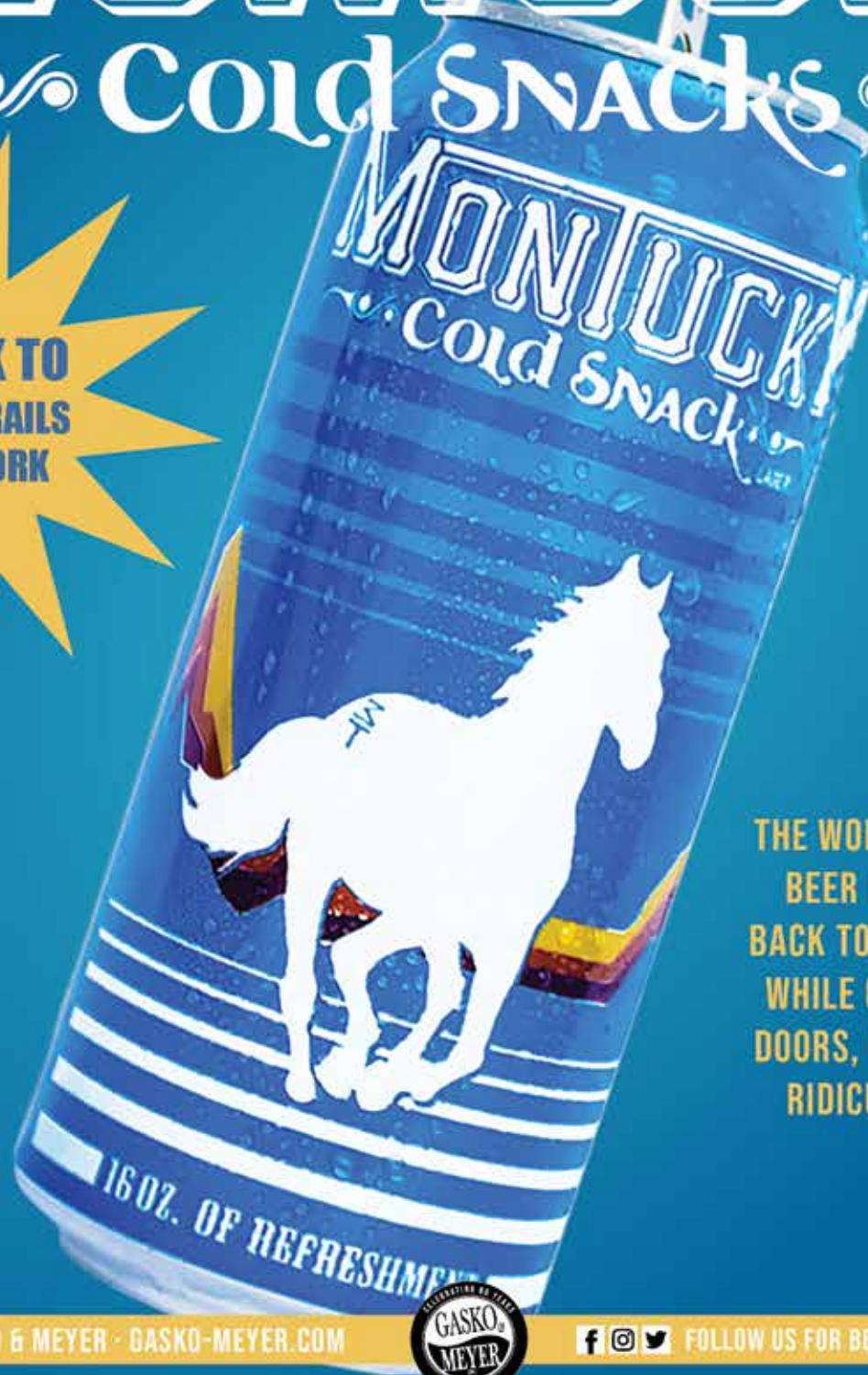


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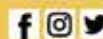
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*Beer Pairing: Unified Beer
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*Beer Pairing Style: Brewery
Ommegang Hennepin Saison*

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**Grilled Banana Salad,
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*Beer Pairing Style:
Real McCoy Beer Co.
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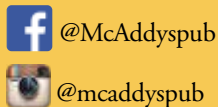
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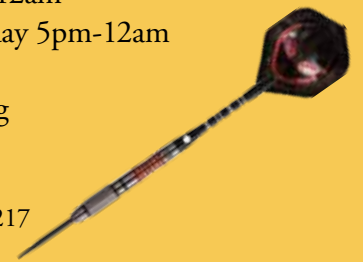


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True Brew Magazine September/October 2021

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OKTOBERFEST

GERMAN-STYLE MÄRZEN

6% ALC. BY VOL.

20 IBUS

AVAILABILITY: AUG-OCT

DESCRIPTION:

Blink and you'll think you're in Bavaria. We went all in on tradition with our Oktoberfest, using imported German malts and hops with a beautiful lager yeast for the finish. Pours a gorgeous copper hue with a rich, malty and slightly sweet backbone. Our version is akin to the beer poured in the early days of Oktoberfest and, yes, it adheres to the Reinheitsgebot. Prost!

ratebeer 99



TASTING NOTES:

BALANCED WITH CARAMEL, CEREAL, AND SLIGHT FRUITY NOTES. MALTY SWEETNESS AND A LIGHT BITTERNESS.

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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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Beer Style of the Month

OCTOBER (MUNICH DUNKEL)



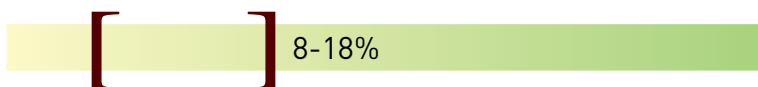
Capture for more beer styles



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

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beer recipes



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:

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BY KAREN LOGAN



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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:
Great Lakes Brewing
Oktoberfest





BYE-i BREWING

NAVIGATES OPENING DURING A PANDEMIC & IS CRUSHING IT

By Joanne McFadden

It takes the love of great beer and no small amount of determination to launch a brand-new business in the middle of the pandemic, but that is just what Bob Newberry and his business partner George Powley did on July 2, 2020 when they opened the doors of Bye-I Brewing Company in Cohoes.

Now open at full capacity, the pair brew about three batches of beer per week. Their beers have been so well-received that they are preparing to expand their brewing

capacity with the addition of a four-barrel system that they purchased from Fidens Brewing Company in Colonie. “Those guys over there have been great to us—very helpful,” Newberry said.

The establishment’s unusual name stems from an inside joke. Powley and Newberry worked together on many home-improvement and construction projects at friends’ homes and when Powley would ask Newberry if he had measured something, Newberry

joked that he cut it “by eye.” When it came time to name their brewery, they altered the spelling and adopted “Bye-i” as its name.

When they brew, however, nothing is done “by eye.” The pair pay close attention to ingredients and measurements as they experiment and perfect their offerings.

The brewery currently has 10 beers and one hard seltzer on tap. Each are brewed in its two-barrel brewing system with seven fermenters situated right across from the bar in its tasting room. There are a variety of styles to suit all tastes including the citrusy American “Bye”-iPA; the customer favorite BoozeBerry Blonde made with blueberries; the American pale watermelon wheat, 1 in A Melon; the Lime-A Sour—the brewery’s version of a margarita; the 131 Pale Ale, which is Newberry’s favorite and the first beer they ever brewed; and the Taylor Tot Chocolate Coffee Stout. A nod to Newberry’s daughter who inspired the whole venture by gifting her dad a home brewing kit for Christmas five years ago. The hard seltzer is not flavored and is intended to be infused with whatever flavor the customer prefers. The menu also features wines from Galway Rock Winery in Burnt Hills and Capoccia Vineyards & Winery in Niskayuna.



Customers can see an ingredient list for each beer in the taproom's tables. Newberry and Powley embedded the actual grains right into the surface of the tables, which they crafted from repurposed cable spools using pipes for legs. Roughly 85 to 90 percent of the ingredients they purchase come from local farms and are purchased through Convergence Craft, Inc. in Albany. "As we produce new beer, we make more tables," Newberry said.

A combination of customers' input, trends, market research and their own tastes is what dictates what beers they brew. Bye-i is Powley's full-time job while Newberry works developing software for his own web development company in addition to brewing.

FUNKY LIGHT FIXTURES WITH EDISON-STYLE LIGHT BULBS HANG OVERHEAD

Their construction experience came in handy when they were preparing to open the brewery and now they are renovating an adjacent garage to house the new brewing system. Except for some of the plumbing and electrical work, the pair did all the construction themselves creating a style Newberry dubs "an industrial farmhouse look."

In the front section of the taproom, there are seating areas with comfy black chairs and barrel tables. Funky light fixtures with Edison-style light bulbs hang overhead. The lighting style continues with pendant lights over the bar, hanging from a rough-hewn beam out of an old barn. Continuing with the barn theme, Newberry and Powley built a set of barn doors out of rough-cut wood they purchased at Valente Lumber in Averill Park. These doors open to a room where they can host private parties.

They built the bar themselves in a "river" style, with a section of blue pigment down



the middle, mimicking the Mohawk River. There is corrugated metal over the taps and below the bar area, where pipes serve as foot rails.

Even though they are housing the new brew system in another part of the brewery, they plan to keep the current brewing system in the taproom. "People like to see it," he said.

Another DIY project for the pair was its serving implement for flights of beer. It is L-shaped, crafted from two pieces of wood with an L-shaped black metal pipe perpendicular that serves as a handle.

The walls of the taproom feature chalkboard-style artwork depicting the patents of various beer-related items, such as a beer bottle, beer mug, keg, and beer cooler.

Men should be sure to check out the restroom. It illustrates in grand style the brewers' sense of humor with a urinal crafted from a beer keg and labeled "Beer recycling center."

The building has apartments over the brewery, and Bye-i gives tenants a \$1 discount off every beer.

Bye-i does not have its own kitchen yet, but Newberry and Powley have partnered with various restaurants in Cohoes to offer abbreviated menus from which customers can order. Bye-i places the order and picks up the food, bringing it to the brewery. Each night the taproom is open, Thursday through Sunday, it features a chosen restaurant. The mainstays of these partnerships are Joe's Tavern, Café Monacle, Café Con Mel, Anthony's Italian Restaurant, Signal 30, Lidia's Empanadas and during the last football season, Inferno Pizza.

OPENING AT THE HEIGHT OF THE COVID-19 PANDEMIC HAD ITS CHALLENGES

Opening at the height of the COVID-19 pandemic had its challenges, including checking the news every day to see what rules might have changed that impacted their business. The pandemic did, however, allow the brewery to have a long soft opening, which gave Newberry and Powley a chance to learn



about the business, which was new for both. They started out with four beers and have worked their way up to 11 on tap.

Customers can purchase crowlers which are filled on demand, and Bye-i has a signature double-insulated metal growler (think Yeti on steroids) that customers can purchase to take beer home with them.

In addition to coming to the taproom, customers can find Bye-i offerings at the Waterford Farmers Market on Sundays, where they sell out every week, as well as on the menus of Joe's Tavern in Cohoes, Farmhouse Tap + Tavern in Altamont, and Jack's Oyster House in Albany.

Through the first week of October, Bye-i participates in the City of Cohoes' "Eat in the Street," where the streets are closed off and establishments move their tables out into the street and serve customers there. Bye-i is also a popular place to grab a pint before or after the city's "Rock the Block

Concerts" where different bands play on five consecutive Thursdays in July and August. "They just have a lot of things going on for one of the smaller cities," Newberry said. The city's economic development and revitalization efforts are two of the reasons that Powley and Newberry chose Cohoes for their business.

Dealing with customers directly is Newberry's favorite aspect of the business, and part of what he believes makes Bye-i unique. "You can talk directly to the brewers—the creators—about the beer," he said, noting that he likes to hear customers' reactions when they take a first sip of a new beer. The atmosphere is relaxed and friendly, and between the great beer, interesting décor, and welcoming staff, Newberry and Powley seek to make a visit to their brewing company "an experience."

Check out Bye-i Brewing Company at 122 Remsen St., Cohoes, www.byeibrewing.com.



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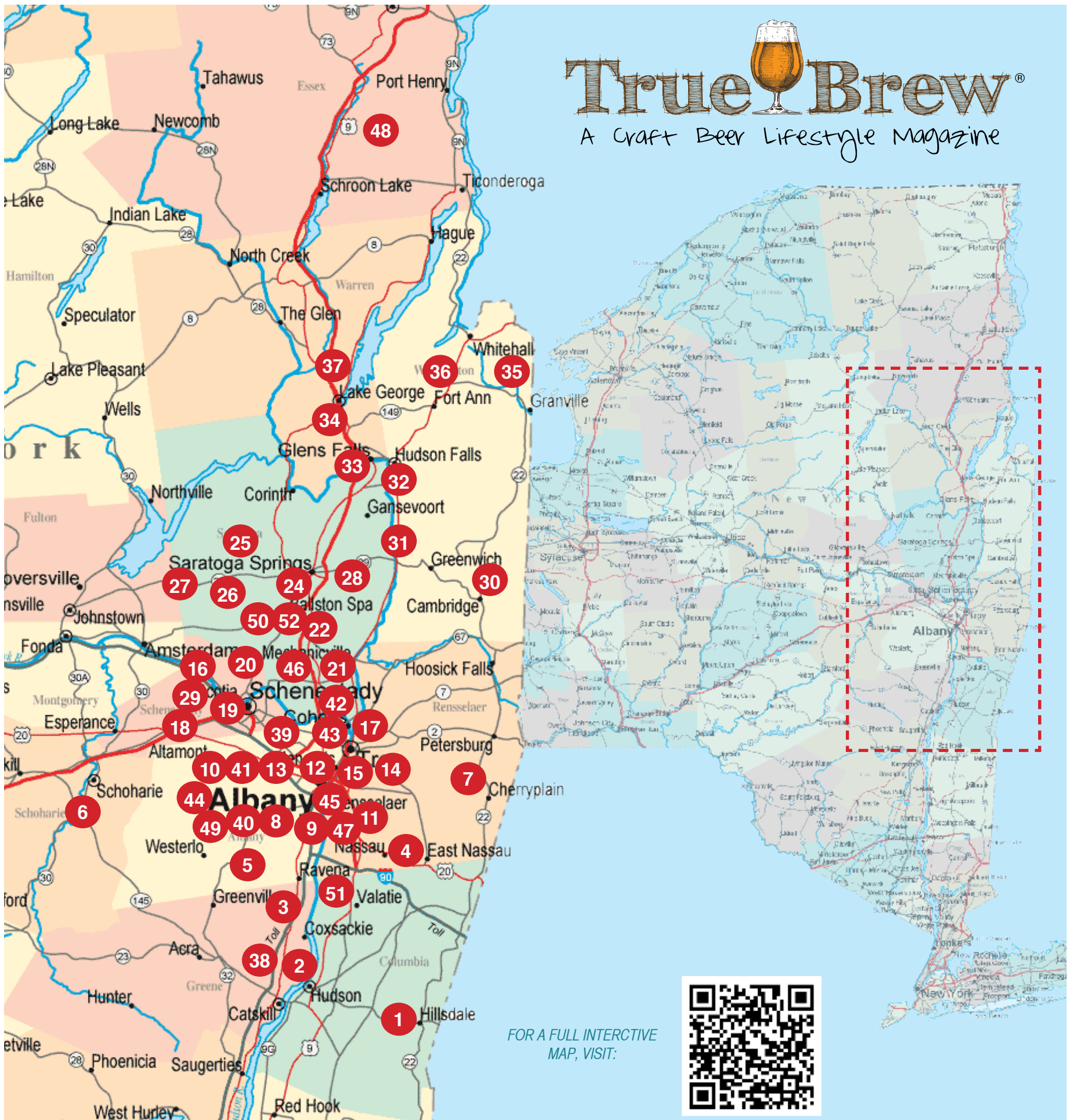
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12. Druthers Brewing - Albany

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14. Serious Brewing Co

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15. Rare Form Brewing Company

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www.rareformbrewing.com

16. Back Barn Brewing Company

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17. Table 41 Brewing

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18. Frog Alley Brewing

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20. Druthers Brewing - Schenectady

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21. Singlecut - North

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22. Hank Hudson Brewing

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CALENDAR OF EVENTS

Researched and compiled by Karen Logan

SUNDAYS

Slidin' Dirty Brunch 10am-2pm
Active Ingredient Beer Brunch
Saratoga City Tavern – Mug Day Fun Day 12pm
(\$1 off mugs)

MONDAYS

Saratoga City Tavern – BINGO 8pm
Tippy Moose – Mac n' Cheese Mondays
Nine Pin - Date Night

TUESDAYS

Frog Alley - Line Dancers w/ Aaron's A Team of Line Dancers
Beer Bones – Trivia 7pm
Keegan Ales - Trivia
Saratoga City Tavern – Trivia 8pm

WEDNESDAYS

United Beerworks – Food Trucks
Common Roots Brewing – Gears & Beers 6pm
Great Flats Brewing - Trivia

THURSDAYS

Indian Ladder Farmstead Brewery & Cidery – Bark & Sip (bring your dog to the biergarten)
Chatham Brewery – Trivia 7pm
Emporium Farm Brewery – Trivia 7p
Saratoga City Tavern – Karaoke 9pm
Fort Orange Brewing – Contactless Trivia

FRIDAYS

Unified Brewworks - Old Thyme Food Emporium Food Truck
Kings Tavern – Karaoke

SATURDAYS

Walt Whitman – brunch 10-2
Frog Alley Brewing – Live music
Helderberg Mountain Brewing – Live music
Unified Brewworks – Old Thyme Food Emporium Food Truck (12-9pm)
Fort Orange – food truck 3-7pm
Crossroads Brewing – live music
Plan Bee Farm Brewery – live music & food trucks

SEPTEMBER

1 June Farms – Summer Send Off / Food Truck Night 4pm

2 Rare Form Brewery – music by Tommy Stinson Solo 7pm

3 Wolf Hollow Brewing – 6th Anniversary Market 6-9pm

Nanola Dueling Pianos
Ledge Hill Brewing – Papa Duke's BBQ

4 Brewery Ommegang -BriteVibes Festival
Frog Alley Brewing – Official post half marathon party w/ Fritz's Polka Band (10am) & Marshall Tucker Band (7pm)

Unified Beerworks – music: Don Hoffman & Food truck: Old Thyme Food Emporium

5 Frog Alley Brewing – Reggae Brunch w/ Mixed Roots & brunch by Bountiful Bread

The Bull and Bee: Meadery & Tasting Room – Pig Roast & Cigar Release

6 Crossroads Brewing Athens - Trivia

7 National Beer Lover's Day
Nine Pin Cider Works - PINGO

10 Brewery Ommegang – Fire Pit Friday feat. Charlie & the Roomers

Lost & Found – Emo Karaoke Night 8pm

11 Good Nature Farm Brewing – 5th Annual Great Chocolate Wrecktoberfest (chocolate & beer parings) w/ Fritz's Polka Band

Wolf Hollow Brewing – Oktoberfest 12-8pm \$15 incl. stein

Riedlbauer's Resort Nussy's Biergarten – Oktoberfest 5pm

Old Factory Brewery – Cairo Bear auction w/ music by Chelsea Sulky

Troy on Tap 5-8pm

Unified Beerworks – Opens at 10am Malta 5k day. Music: Jim McArdle & Food truck: Old Thyme Food Emporium

9 Brewery Ommegang – Brunch BINGO
Wolf Hollow Brewing – Hair of the Wolf Brunch & Cosmic Donut Stout Release 11am-6pm
Hunter's on Jay – KBS 2017 Tapping 12:30pm

14 Nine Pin Cider Works – Karaoke Night w/ host Ritz Carlton

16 June Farms – Dueling Pianos

17 June Farms – New World Beer Dinner feat. Celebrity Chef Ric Orlando & Cicerone Erik Budrakey– 5 course beer pairing \$149 (all inclusive)

17-19 Whitman Brewing - Oktoberfest Celebration Weekend

18 Active Ingredient Brewing – Oktoberfest & Festbier beer release

Adirondack Pub & Brewery – Adirondack 5k

Rare Form Brewing – Crispy Cruise Lager Fest 1-4pm. \$50+

Mixed Breed Brewery – Oktoberfest Fest 2pm

Lionheart Pub & Brewery – Albany Hard Cider & Doughnut Fest 2pm

Pearl Palooza – 12-6pm

Unified Beerworks – music: Porch Rockers & Food truck: Old Thyme Food Emporium

19 Back Barn Brewing – 1st Annual Clam Bake 2pm

Brewery Ommegang – Brunch BINGO

Brown's Brewing – Bubbly Brunch w/ Kennedy Davenport \$46+

Fort Orange – Yoga 11:30am

21 Nine Cider Cider Works – Trivia 6pm
Fort Orange Brewing – Schitt's Creek Themed Trivia 6pm

24 Frog Alley Brewing – Frogtoberfest w/ Granger Smith Concert

25 Paradox Brewing – The Handlebarley (41 mile gravel bicycle tour) & after party. Ride & party \$125. Just the after party \$55

The Real McCoy (Ballston Spa) Oktoberfest 1pm. Music, food & steins

The Ruck – Brunch & Paint 1-3pm \$40

Beer Bones – Oktoberfest Celebration

Liberty Ridge Farms – Fall Fest & Bark & Brew 11am-3pm

Frog Alley Brewing – Paint & Sip followed by music from Patrick Sharrow

Unified Beerworks – music: Don Hoffman & Food truck: Old Thyme Food Emporium

26 Brewery Ommegang- Brunch BINGO

28 – Drink Beer Day

29 Fort Orange Brewing – Fall Cornhole League Kick-off (\$25/team)

30 June Farms – A Night of Magic & Hypnosis

OCTOBER

2 Unified Beerworks – 3rd Anniversary Party w/ special beer release. Music by Frank Murray (3-6pm & The North & South Dakotas (6:30-9:30)

Wolf Hollow Brewing – 80's Prom Night 6pm

Helderberg Brewery – Crazy Paws Dog Rescue Fundraiser

Chatham Oktoberfest – 11am-6pm

Real McCoy – Oktoberfest 1pm

3 Singlecut North – Oktoberfest 12pm

4 Crossroads Brewing Athens - Trivia

7 Frog Alley Brewing – Red “Not” Chili Peppers 7pm \$10

8 – 10 Adirondack Brewery & Lake George Village Oktoberfest

9 41 Sports Bar – 5th Annual Joseph G. Manupella Run (5k & 1 mile walk). Benefit for the Lansingburgh Boys & Girls Club. Block Party to follow.

Back Barn Brewery – Oktoberfest 3-7pm

Mohawk Taproom – 2nd Annual Bloktoberfest 1-10pm

Unified Beerworks – music: The Porch Rockers & Food truck: Old Thyme Food Emporium

16 Adirondack Pub & Brewery – Oktoberfest 1pm

Indian Ladder Farmstead Brewery & Cidery – Hawaiian Oktoberfest

19 Nine Pin Cider Works – Trivia

21 Northway Brewing – Oktoberfest w/ music by North & South Dakotas 3-7pm \$50

23 Electric City Trucks, Taps, Corks & Forks – (Viaport Rotterdam) 12pm

Singlecut North -Have a Drink on Me 5k 10am-2pm

25 Nine Pine Cider Works – The Cidermaker's Cellar (membership)

27 American Beer Day

30 Frog Alley Brewing – Halloween Drag Brunch w/ costume contest

Unified Beerworks – music: Jim McArdle & Food truck: Old Thyme Food Emporium

Fort Orange Brewing – Four Year Anniversary Celebration & beer release

31 Halloween



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SUNY SCHENECTADY'S BREWING PROGRAM

Turning Graduates Into Career Brewers

By Joanne E. McFadden

True to the spirit of a community college, SUNY Schenectady County Community College responded to potential students' interests and industry demand when it added a Craft Beer Brewing program to its School of Hotel, Culinary Arts and Tourism offerings five years ago.

Now in its sixth year, the program has graduated 40 students in their certificate and Associate of Applied Science programs, helping to meet the workforce needs of the nation's ever-growing craft brewery industry.

“We want to get the word out locally, regionally, nationally, and ultimately worldwide for those that want to be a part of something that is really expansive, collaborative, and awesome”

“With the rise and soon-to-be prominence of craft beverages, we realized there was an interest in that skill set,” said Jay Larkin, associate professor in Suny Schenectady's School of Hotel, Culinary Arts and Tourism. Larkin, an alum of the college who went on to earn a bachelor's degree in Hotel and Restaurant Management from Purdue University, authored the school's programs, which the college launched in 2015.

“Around the time that we developed these programs, we had quite a few breweries in the area,” Larkin said. “They couldn't find new and interesting talent. It was like a mad shuffle of talent around the industry,” he said, noting that the shortage of skilled brewers had breweries poaching each other's employees.



Kris Qua



The college's programs are designed to meet the desires of any student, whether he or she is looking to complete 64 credits for an associate degree, earn a certificate in craft brewing for 32 credits, or is interested in simply taking a few classes to learn more about beer and brewing. "It's really a program that is not defined by making you complete a certificate or associate degree," Larkin said. "It is about a student's journey."

THE PROGRAM IS WELL-ROUNDED, WITH A COMBINATION OF THEORETICAL AS WELL AS HANDS-ON INSTRUCTION

The Craft Beer Brewing program works hand in hand with a workforce development program that the college also developed, Larkin said. The school offers a four-month brewing boot camp for those who want to learn the process of brewing; for students who wanted to expand their knowledge of the industry beyond the brewing process to include areas like sales and marketing, merchandising, taproom operations, event management, human resources, and cost control, there is the associate degree program.

The program has one full-time and four part-time professors, including Larkin, who



teaches the bulk of the lecture courses. The part-time instructors work in the craft beer industry. The program is well-rounded, with a combination of theoretical as well as hands-on instruction. This school year, the beverage coursework will be held at Mill Lane, Frog Alley Brewing Company's production facility, located just a block from Suny Schenectady's campus. "We have instant access to the visual support or backup of any point of the process. The equipment utilized is right there for us to see and talk about," Larkin said.

Having instructors who work in the industry provides big benefits for students. "What stands out to me is that the instructors for some of the brewing-specific classes are extremely knowledgeable and good at teaching people," said James Hanley, a Clifton Park native who graduated in May 2018 with an A.A.S in Craft Beer Brewing. "The people that I was taught by had many years of experience and a wealth of knowledge to share."

Two months prior to the beginning of every semester, Larkin holds half-hour virtual information sessions about the program. Typically, these take place in mid- to late November, January, and August.

Students in the degree program complete a 135-hour internship with a brewery, where they are part of the brewing process, as well as learning the other aspects of running a brewery. For example, Verena Paparoto, an international student from Brazil, interned with Rare Form Brewing Company in Troy. "It was such a good experience," she said. "It was hands on—everything from cleaning kegs to cleaning the draft lines, learning how to do it properly because cleaning is such an important part of the process." She gained experience in brewing in addition to cellar work.

Paparoto had been working in logistics for a macro brewery in Brazil, but with an interest in microbiology, she wanted to work on the fermentation side. Since there are not many microbreweries in Brazil (they often get bought out by larger corporations, she said), Paparoto was excited to find a craft beer brewing program in the Capital District where her mother lives. "The craft beer scene there is great," said Paparoto, who has worked as a brewer for Terrapin Brewing Company in Athens, Georgia since May. "That goes along very well with us having a brewing school in Schenectady."



James Hanley, SUNY Schenectady success story.

ONE GRADUATE IS NOW A BREWER AT DOGFISH HEAD BREWERY

The internship proved to be highly valuable for Hanley also. "The program helped me by not only allowing me a formal brewing education to kind of set myself apart a little bit, but it also helped get my foot in the door with the internship I did at Rare Form Brewing in Troy," Hanley said. "It put me in contact with industry folks and really helped me get my foot in the door and start my career." Hanley worked for Old House Brewing in Culpepper, Virginia before starting as a brewer at Dogfish Head Brewery in Milton, Delaware in September of this year.

Paparoto believes that having the Craft Beer Brewing program as part of the School of Hotel, Culinary Arts and Tourism provides a big benefit for students. She cites the cost control class as an



Kris Qua



example. “You learn how to see if it’s viable for you to make a beer that might have a lot of different kinds of specialty malts—if it’s going to be too costly and if the customer is going to pay that price for a beer,” she said.

Larkin and his colleagues have made a few tweaks to the program. For example, instead of starting students, some of whom may never have brewed before, with a complete industry overview, including information about equipment, site selection, and dealing with local government, the program now begins with a fundamental brewing class and the overview class has been moved to the end of the program. “We want to be nimble and be responsive to what the industry is looking for as well as the needs of students,” Larkin said.

Larkin stresses that the Craft Beer Brewing Program is also for those who just want to learn a little more about beer in general. For example, the “Beers of the World” course, which is basically a flavor tasting sensory class, helping students get a feel for the nuances between flavors, compares styles from different parts of the world and explores beer and food pairings. He also cites a component of lifelong learner types who go through the Craft Beer program and then on to the Craft Spirit Distilling program.

He takes a personal approach with his students by learning what they want to do and helping them determine the program that is the best fit for them. The school schedules the majority of classes in the evenings to accommodate students who work full-time.

Suny Schenectady’s next step is to let potential students know about the program. “We want to get the word out locally, regionally, nationally, and ultimately worldwide for those that want to be a part of something that is really expansive, collaborative, and awesome,” Larkin said.

Two months prior to the beginning of every semester, Larkin holds half-hour virtual information sessions about the program. Typically, these take place in mid- to late November, January, and August.

To learn more about Schenectady County Community College’s Craft Beer Brewing Program and the upcoming November information session, visit www.sunysccc.edu.



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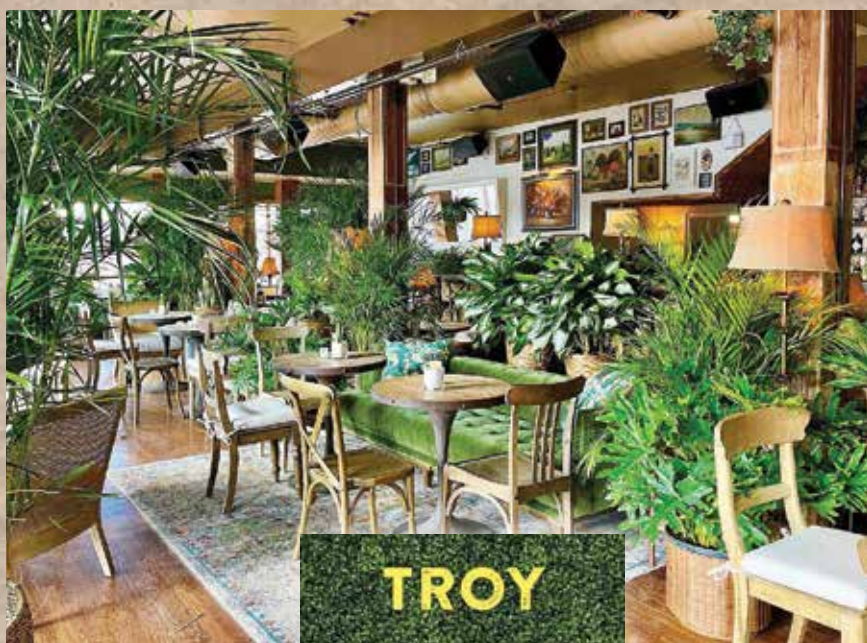
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Image: Albany Business Review

7 QUESTIONS WITH ADIRONDACK PUB & BREWERY'S JOHN CARR

By True Brew

When John Carr opened Adirondack Pub & Brewery in 1999, his goal was simple: brew innovative, all-natural, great tasting beer with the one stipulation that it had to be “drinkable on a hot, summer day on Lake George.” Both the pub and his beer quickly became hits with locals and tourists alike. Now in his 22nd year of brewing up great beer, we decided to cruise up to the pub, grab a beer, and ask John – 7 QUESTIONS:

TBM: “When you were getting started, was there a brewery that you looked up to as inspiration for Adirondack Pub & Brewing?”

JOHN: Because at the time in New York State it was very difficult to open a brewery, you had to open a brew pub with a full restaurant. Because of that I spent a lot of time looking at places that had a heavy food component, like the Vermont Pub and Brewery in Burlington and talked to the great Greg Noonan many times about what made his place so successful. I also spent a lot of time looking at brew pubs in places like Salt Lake City including Desert Edge and Squatters. I think this education in why these places were so successful today and 25 years ago is an important thing for any brewery to look at even today.

TBM: We are heading out on a road trip to a brewfest. You are driving. What are bands we listening to?

JOHN: really depends on the time of day and how many beers we had the night before, if it's in the morning it's most likely Keith Jarrett the cologne concert mixed in with a little cannonball adley. On a chill afternoon it might be a mix of Old and new.

Lately that is included Gregory Isakov, Lord Huron, Xavier Rudd mixed with cuts from the epic Grateful Dead Cornell concert.

TBM: What is your first memory of sampling a great beer?

JOHN: When I was living in Europe I was out with a bunch of friends who were from Germany and it was a special release of a much awaited beer that only comes out in the late fall, with all the zeal of an American beer drinker I grab the bottle and took a swig to the shock of everyone I was with. I quickly learned that great beer can only be consumed from a glass. I wonder what the Germans think of us American craft drinkers with our cans?

TBM: Dogs or Cats?

JOHN: Both! I love dogs enthusiasm for anything and I love how chill cats are.

TBM: Outside of brewing beer, what other hobbies or activities do you enjoy?

JOHN: I enjoy the camaraderie of competitive sailing, and also overnight at anchor, skiing in the winter and seeing happy customers at the brewery.

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

JOHN: 1. Winston Churchill (but I might want to have one of my malt whiskeys)

2. Thomas Jefferson because of his love of wine, and I'm sure beer.

3. Michael Jackson the beer connoisseur, because of his positive view of beer and the industry.

TBM: If you had 3 sentences to say whatever you'd like to Capital Region Craft Beer Enthusiasts, what would they be?

JOHN: Thank you for Supporting locally produced craft beer and helping it grow over the last 30 years. We've always had a great history of beer. Let's reach out and support all the new breweries that are opening and all the new and traditional styles we're making.



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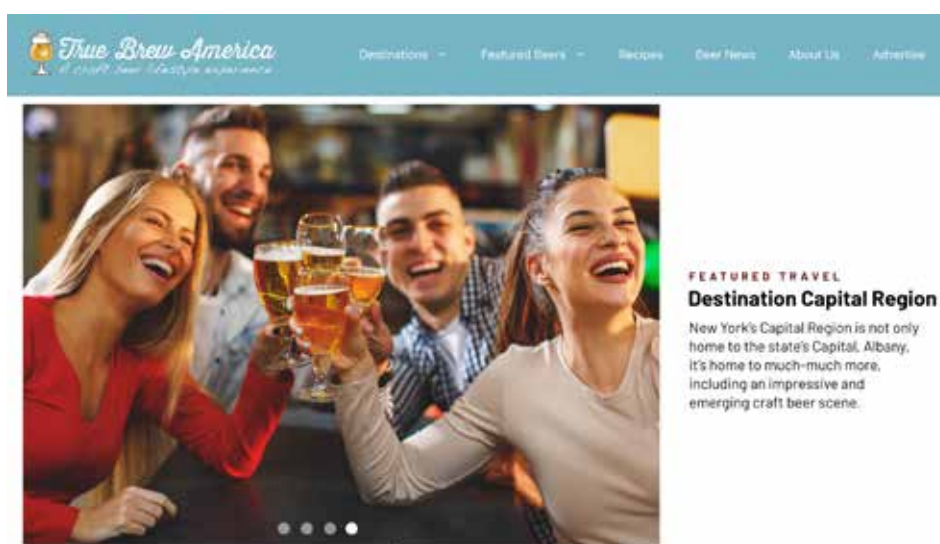
True Brew America

By Erik Budrakey

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

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

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



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FEATURED BEER STYLES

WHAT IS A BEER STYLE?

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



BRILLIANT AND CLEAR

German Pilsner

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



NOTABLE AND STRONG

Weissbier

While Bavaria has had a tradition of brewing wheat beer dating back hundreds of years, brewing wheat beer used to be reserved for Bavarian royalty only.

COOKING WITH BEER



Tex-Mex Beer Stuffed Peppers



Porter Caramel Sauce

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

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

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

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

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



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Craft Beer Local News & Notes September/October 2021 Issue

INTRODUCING THE 1ST ANNUAL BRITEVIBES FESTIVAL - AN UNPARALLELED NEW YORK EXPERIENCE - COOPERSTOWN, NY

A celebration of New York State craft beer, musicians and artists, the BriteVibes Festival™ brings together beer and music enthusiasts on Saturday, September 4th in the most picturesque venue in upstate New York – Brewery Ommegang. With BriteVibes, the New York State Brewers Association in partnership with Brewery Ommegang, is re-inventing the craft beer festival model. Throughout the day, attendees (21+) will have the opportunity to sample from 30+ breweries from every corner of New York State while immersed in an unparalleled festival environment including artisan vendors, experiential exhibitors, food trucks and live music. For the ultimate BriteVibes experience, attendees can purchase an on-site camping reservation on the festival grounds, a former hop farm. “We’ve been producing top tier craft beer tasting festivals for years and are excited to partner with Brewery Ommegang to offer a new and unique tasting experience,” said Paul Leone, Executive Director, New York State Brewers Association. Five local, New York artists are scheduled to perform: The Old Main, Dirty Blanket, Big Time Kitty, Los Blancos and the Oxymorrans. Delta Spirit, an indie rock band from California playing other major festivals throughout the US, will headline. Participating breweries include: 42 North, Aurora Brewing, Community Beer Works, Common Roots Brewing, DaleView Biscuits and Beer, Evil Twin Brewing, Fifth Hammer Brewing, Lake Placid Pub and Brewery, Paradox Brewing, Prison City Pub and Brewery, Sand City Brewing, Saranac, Strong Rope Brewery, Brewery at the CIA, and Zeus Brewing, to name a few. Tickets for the first annual BriteVibes Festival™ go are on sale now! Tickets, Lineups, and Information: www.britevibesfestival.com

ADIRONDACK PUB & BREWING ANNOUNCES THAT FALL SHOULD BE AN ABSOLUTE BLAST – LAKE GEORGE, NY

Adirondack Brewing’s Marketing Guru, Ian Quillinan explains, “With Fall right around the corner and a bunch of events going on in Lake George, September and October should be an absolute blast. We have a few of our own really fun events coming up to celebrate the harvest season, and some of our favorite wet-hopped beers. Our annual Oktoberfest Beer has just been released and will be hitting shelves locally. We have the ADK 5K Run coming up Saturday, September 18th at 10am which will be followed by games and music in our outdoor event space along with our beer trailer pouring our fresh brews. Then we have the Lake

George Village Oktoberfest (Columbus Day Weekend Oct. 8-10th). This is a free non-ticketed event open to the public and is a great time for the whole family. There will be all kinds of authentic German food, games & prizes, carnival rides, polka music, dancing, and a variety of local guest vendors with lots to offer. The following weekend we host one of our biggest events of the year, the Adirondack Brewery Oktoberfest (Saturday, Oct. 16th from 1-5pm). This is a 21+ ticketed event that includes plenty of German food & beer, guest breweries, music & dancing, keg throwing and stein-hoisting contests, and much more. People come from all over to celebrate the coming of Fall with us. We’re having our Pumpkin Chunkin’ event on November 6th starting at 1pm. This is a great way to dispose of your Halloween jack-o-lantern via catapults and slingshots. Watch your pumpkin explode on impact while enjoying family-friendly activities like, arts & crafts, carnival games & rides, music, food, and lots more. Both our covered patio and beer garden are open, so there’s plenty of outdoor seating to have a beverage while you enjoy the weather.

REAL MCCOY ANNOUNCES OKTOBERFEST – DELMAR, NY

Founder Michael Bellini tells True Brew Magazine, “We’d like to invite everyone out to the brewery for our Oktoberfest Celebration! The party is on Saturday, October 2 with the ceremonial Cask tapping at 3PM. We’ll have a German Uumph Band, Herbie Liebenhagen to start the day. Join us for a Pig Roast and enjoy a wide array of our beers including Oktoberfest Lager, Noname Hefeweizen, Schuyler Pils, and our Delmartian NEIPA. Live music continues with the Rumble Kings from 6PM -9PM. Come join us!

RARE FORM AND FRIENDS INVITE YOU TO ON THE CRISPY CRUISE – TROY, NY

Rare Form Founder/Brewmaster Kevin Mullen explains, “All aboard for the Crispy Cruise!! A lager-centric craft beer cruise on the Capital Region’s premier pleasure party boat, the Captain JP III! Join us on Saturday, September 18th as we set sail on the Hudson River for the inaugural Crispy Cruise. This event will feature fresh-brewed craft lagers from multiple breweries in the 518 and beyond. We’ll swap dry land for crisp, refreshing lagers as well as a few other craft beer treats on this can’t-miss late summer excursion. We’re excited to welcome aboard 20+ of the best lager brewers from either side of the Hudson -- including our friends and veteran beers on boats purveyors @sloopbrewing! Early bird tickets are \$50 and include tastings & light fare as well as a majestic three hour cruise on the Hudson

River. Purchase tickets by 9/4 to enjoy discounted admission.

CHATHAM BREWING HOSTING ANNUAL OKTOBERFEAST – CHATHAM, NY

Founder Tom Crowell tells us, “We are really looking to Oktoberfest! This year’s event will be on Saturday, October 2nd from 11am-6pm. It’s a block party with live music, food trucks, vendors and more! For music we will feature Beer Stained Fiddle (americana/new grass) and Shokazoba, and award winning nine piece horn driven new world funk powerhouse out of North Hampton. We will have our wet hop IPA- Hop Crop, and of course Oktoberfest Beer. It’s a village wide celebration-main street is closed off to vehicles, vendors in the street. So, get down here and have some fun with us!”

PARADOX BREWERY FALL EVENTS AND NEW BREWS - NORTH HUDSON, NY

At Paradox Brewery, we have been expanding our tasting area with an additional outdoor tent to join our outdoor pavilion, indoor tasting room, and adjoining deck. This expansion has been wonderful as our guests have been incredibly supportive during the transition out of Covid-19 regulations. As of August 19th, we require all guests to wear masks while standing indoors regardless of vaccination status. Additionally, our outside seated deck, pavilion, and tent do not require the wearing of masks, but we encourage social distancing and safety precautions. To make our guest experience more enjoyable, we have continued to host live music at our brewery every Saturday. In addition to live music, we also host food trucks every weekend in addition to our regular menu items. Alongside our pizzas, bratwursts, tater tots, and IPA pretzels, we have added locally sourced, black angus beef burgers ‘Marty Burgers’. Acquired from a local farmer who feeds his cattle our spent grain from our beer production, these new Paradox burg-

ers have been a hit! Throughout September and October, we will have four specialty brews making their way to our tasting room. On September 3rd, we will be reintroducing Leaf Peeper Supreme, our Traditional German Fest Lager. Similar to our 2020 release, we will be selling specialty Leaf Peeper Supreme, collectible mugs in conjunction with this new brew. On September 24th, we will be releasing Bad Wolf, our Barrel Aged Saison. Originally created as a half batch with our March release, Good Wolf – this tasty Saison was aged in Sauvignon Blanc barrels and will be sold in 12 oz. cans. Ironic Discovery, our newest Pale Ale, and Brass Bones, our newest Maibock brew will be released October 8th, just in time for the holiday weekend. We are actively hiring new employees for our tasting room and kitchen. Follow us on Facebook, Instagram, or Twitter @paradoxbrewery or check out our website www.ParadoxBrewery.com to sign up for our newsletter and be the first to know. Cheers!

ACTIVE INGREDIENTS BREWING COMPANY OKTOBERFEST AND NEW RELEASES – MALTA, NY

Co-Founder Nathan Rogers tells True Brew Magazine, “We have our Oktoberfest celebration on Saturday, September 18th from 2-7.

Tickets are available only in our taproom. We will have delicious German food and live music as well as our own Festbier that we brewed just for the occasion. Aside from the taproom we are bringing in a large outdoor tented event! As for new beers, will have a new iteration of Mom Genes, which our Double New England-Style IPA that is Biotransformed with Amarillo, galaxy, and zamba hop and clocks in at 7.5% ABV. The new iteration was just released and is called “Skinny Genes” with a lower ABV of 6.5%. Lastly, we will be releasing a new double NEIPA called “Chain Reaction” in a couple weeks, as well as brewing a pumpkin ale slated to come out in late September. Thank you!





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BELL'S BREWERY INTRODUCES RIND OVER MATTER WHEAT SERIES - COMSTOCK, MI



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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 in 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, Uberon, 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. Uberon 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 True Brew Magazine September/October 2021

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.

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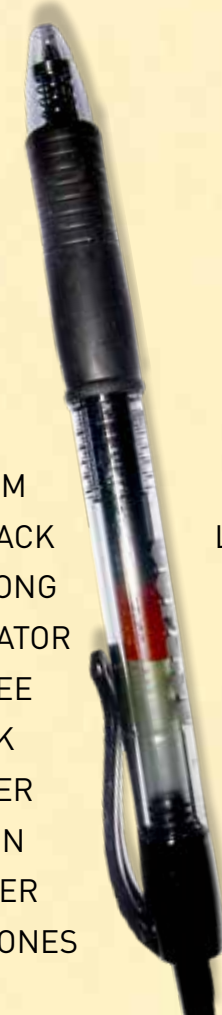
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L W W E L L P R W J H H F D E P R S Q R E I U R H Z Y T Q S W D K P Q
R I M L I O P A C C R S E L G T J G X O R O M M F C R W J T N E E M X
J Y M G R E I N S R Q R I X Y A T Y I T S R E J S K U C E P D W M P T G W
W V T J N R A J K P T C R W J A C H W B M A E Z N W C Z E 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
- LAMPSHADE
- LAPTOP
- LUNCHBOX
- NOTEBOOK
- PENCIL
- RAMEN
- TAPE
- TEXTBOOK
- TOGA





- TROY'S ONE STOP SHOP!
- GREAT FOOD
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- 38 DRAUGHT BEERS



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UPPER DEPOT

BREWING CO.

COMING SOON

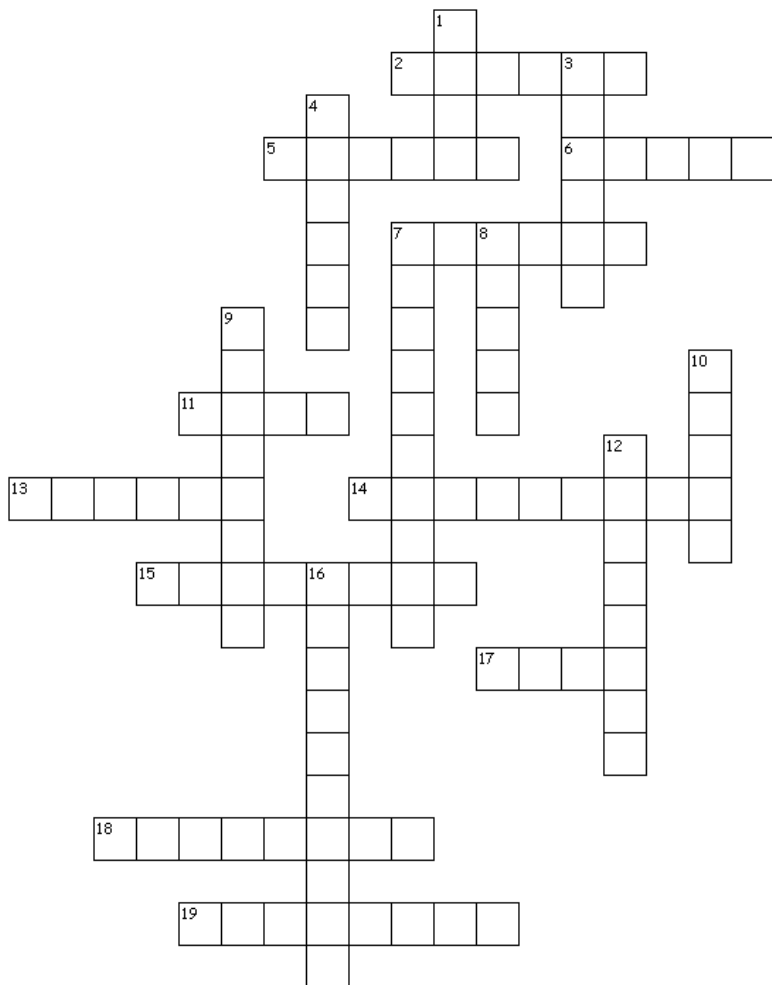
WE LOOK FORWARD TO SERVING YOU IN ONE OF HUDSON'S ORIGINAL TRAIN STATIONS.

8 beers on tap by award-winning brewmaster AARON MAAS

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Outdoor patio + park space

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BACK TO SCHOOL

ACROSS

- 1. BIN TO OVERFILL WITH LAUNDRY
- 2. PARTY WITH BEER ON TAP
- 3. SET THE _____ CLOCK
- 4. PRIMARY CAFFEINE SOURCE
- 1. CARVE YOUR NAME INTO IT
- 3. PORTABLE COMPUTER
- 4. SHIELDS LIGHT/PARTY HEADWARE
- 5. SNACK CARRIER
- 7. PARTY WEARING LINENS
- 3. FILLED WITH FACTS
- 7. 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
- 10. NOODLES FOR THE COOKING IMPAIRED
- 12. VESSEL FOR HAULING BOOKS
- 16. OUTSIDE NOISE OUT/MUSIC IN





DRINK UPSTATE



SARATOGA EAGLE
SALES & SERVICE

