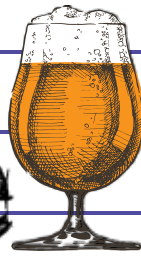


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Jennifer Peyser, Artist/Designer
Erik Budrakey, Content Manager
Karen Budrakey, Events Manager
Roger Savoy, Contributing Writer
Dom Weisberg, Contributing Writer
Kory Rahrle, Contributing Writer
Gotbeer.com, Contributor
George de Piro, Contributing Writer
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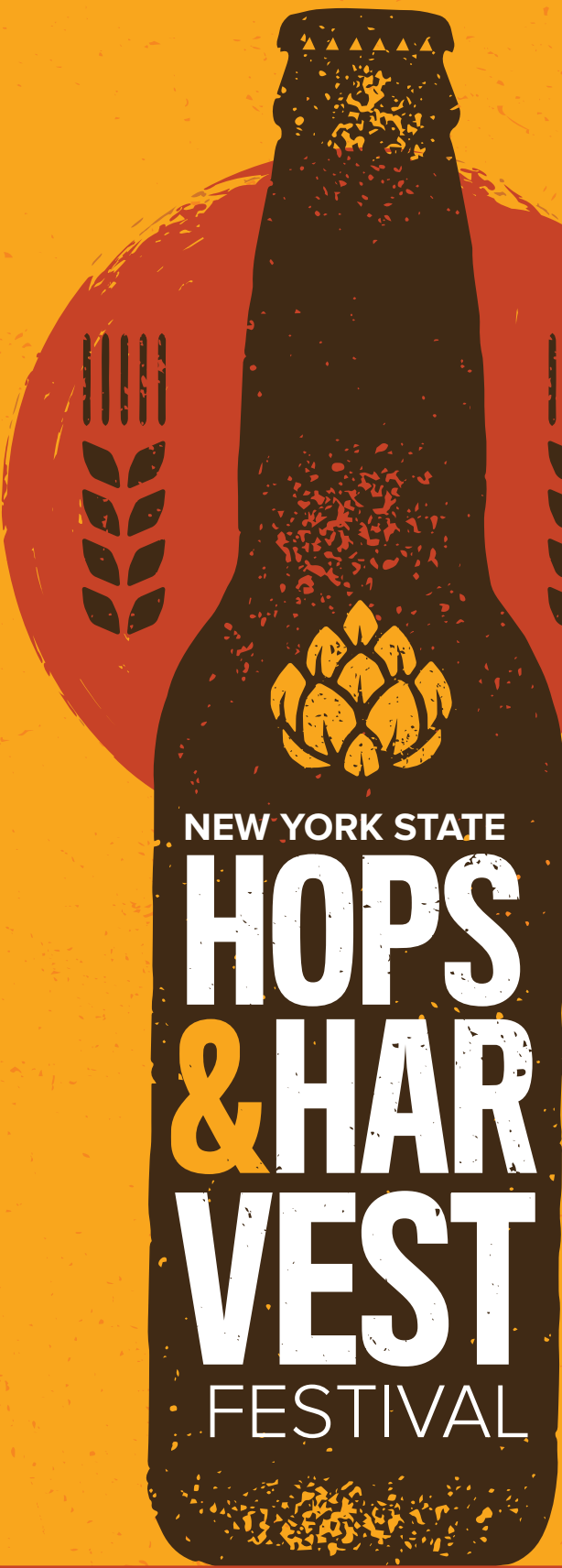
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CHILI PAIRS PERFECTLY WITH FOOTBALL (AND PORTERS)

By Erik Budrakey

When it comes to football Sundays, who doesn't love having your friends over for the game? Nothing better than cooking up some great game-day eats and indulging in a beer or three (4) with your family, neighbors, and friends. While we tend to put great thought into the foods that we are putting out, how much time do we spend thinking through what beers we should present that will match up with the game, the atmosphere, and the food? Fact is, you don't need to put too much thought into it. But if you put in just a little effort, you'll create some great matchups and leave your guests wanting more.

When it comes to pairing beer with food, there are a few principles to keep in mind. Most important, find harmonies. Match lighter flavor profile dishes with lighter flavor beer flavors. Match more flavorful foods with equally flavorful brews. A traditional light American Lager is a perfect intro to the game with some pretzels or chips and dip. But when the real dishes start to roll out, take the time to consider their flavor and what beer might work well with it. Presenting a great beer paring to your guests is something that you can do subliminally by simply having the right beers available the right time and leading by example. Switch it up throughout the game.

As Autumn begins, we love to serve chili on football Sundays. The slightly sweet, hearty, meaty flavor profile pairs perfectly with cool autumn Sundays, friends, and football. Chili also pairs perfectly with beer! My recommendation is to go with a PORTER. Although Porters are dark in color, they are actually quite drinkable and very enjoyable, especially with the right food. Don't be afraid of the dark (beers). Scarf a mouthful of your chili. Chase it with a swig of Porter. Enjoy. Repeat. You're welcome.

LOGAN'S CHILI BY KAREN LOGAN

INGREDIENTS:

Measure ingredients to your liking.

1 lb. ground beef, season with salt & pepper

1 yellow onion, diced

1 green pepper, diced

2 14.5 oz. cans diced tomatoes, do not drain

2 cloves garlic (minced)

½ finely diced jalapeno

1 can kidney beans, rinsed (to prevent toots)

1 can tomato paste (6 oz)

1 bottle chocolate stout or dark beer

1.5 tbs. each: cumin powder, chili powder, unsweetened cocoa powder

½-1 cup water or coffee

Finishing Touches: shredded cheddar, scallions, hot sauce & crackers

DIRECTIONS:

Brown ground beef. Add onion, green pepper, garlic, jalapeno, spices & tomato paste. Simmer & stir occasionally for 10 minutes on medium-low heat (soften veggies). Add tomatoes, beer and beans. Cover and simmer 30 minutes on low heat, stir occasionally. Serve with your favorite toppings & beer. TOUCHDOWN. BTW- chili is always better the next day.

Beer Pairing Recommendation: While we are not big on judging beers on their ratings, Founder Porter is rated 100 (Ratebeer.com) for a reason. Because it's awesome! Locally: Rare Form Karass Porter

Serves: 6-8 Ready in: 1 hour



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OKTOBERFEST BEER & FOOD PAIRINGS

You've probably noticed the beer selections on store shelves and on tap at your favorite tavern, shifting over the past couple of weeks from light, crisp, sometimes fruity Summer Seasonal Brews to a multitude of Oktoberfest offerings. Well, that's because Oktoberfest is right around the corner! But what is this Oktoberfest? Why is it celebrated? And what should we eat and drink?

On October 17, 1810 the Crown Prince Ludwig (later to become King Ludwig) of Bavaria was married to Princess Therese of Saxony-Hildburghausen (good luck saying that out loud) and all of the citizens of Munich were invited to attend the weeklong festival to celebrate. They were held in a field in front of the Munich city gates. That same field, known to the locals as the "Weis'n", is where the festival is still held

every year. As the Prince required, only beer brewed under the German Purity Law called "Reinheitsgebot" (using barley, hops, water, and yeast) and brewed within the Munich city limits, may be served at the festival.

To make a 200+ year old story short, Oktoberfest became an annual tradition and the entire city of Munich rallies around it. Eventually they prolonged the festival and moved it ahead to September to take advantage of better weather conditions. Today, the festival lasts for 16 days with last day always falling on the first Sunday in October. Tourists flock from all over the planet to attend, dressing in Lederhosen and Dirndls, drinking great German beer, and basically "getting" their German on" for a hell of a party.

Meanwhile, over here in 'The States', while

By Erik Budrakey-Certified Cicerone.

we've been quick to embrace throwing house parties for holidays such as the Superbowl (let's face it, it's a holiday) St. Patrick's Day, and Halloween, it seems that Oktoberfest has been slow to catch on. But it has caught on over recent years and more-and-more folks are hosting annual Oktoberfest parties, inviting guests to dress up in their lederhosen and dirndls, swig some German-style brews, listen to oompah music and enjoy Oktoberfest some cuisine. If you are considering hosting an Oktoberfest there are a lot of foods and beers to consider. To get you started, I recommend some classics: Bratwurst paired with a Marzen/Octoberfest Lager. Our spin on it, Beer Bath Brats paired with delicious Spaten Oktoberfest. Try this on your guests, and they will leave impressed!

BEER BATH BRATS

INGREDIENTS:

large onion, sliced
clove garlic, crushed
package bratwurst, uncooked (if using precooked, reduce cook time)
2 bottles Spaten Oktoberfest beer (go with Sam Adams Oktoberfest if you can't find it)
1 cup water
tsp each: coriander seed, caraway seed, mustard seed (these are optional)
Finishing touches: buns, German-style mustard, sautéed onion & peppers, sauerkraut (your choice)
Serves 4

By Karen Logan

DIRECTIONS:


Poke a few holes in brats.
Throw all ingredients in a pan.
Simmer brats (covered) for 15 minutes, flipping a few times.
Remove pan from heat and let sit for 10 minutes.
Remove brats from beer bath and sear off in pan or grill until cooked through-about 10-15 minutes. (160 degrees).
Serve it up in buns or sliced with your favorite toppings. Serve with a German Beer.
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BEER OF THE MONTH SEPTEMBER

Roger Savoy

HOP HARVEST PALE ALE

This time of the year offers a unique opportunity for brewers: the making of fresh-hopped Harvest Ale. In the United Kingdom sometimes small breweries would do special wet hop beers for festivals and that they would get hop aroma and oil qualities that gave a remarkable taste to their beer. Sierra Nevada appears to be the first US company to make this style with their beer *Harvest*. A harvest beer takes on the underlying characteristics of the style being brewed.

In this case our beer is a Pale Ale. Pale ale as a style came from Britain in the late 1700s. Typically, amber or copper in color they included styles such as English Bitter and India Pale Ale. The area of Burton on Trent in England, well known for pale ales, has water that rich in calcium sulfate, or gypsum, which boosts hop flavor in beer. The English versions of these more hop-forward beers have a softer more subdued hop bitterness and flavor and usually lower in alcohol compared to its American counterpart. As craft beer grew in popularity in the United States in the 1970s and 1980s, pale ales began showing up with increasing frequency. The style was more balanced than the even hoppier versions brewed today. Wet Hop Pale Ales are only brewed at hop harvest time. The hops are picked and before there is a chance for the hops to dry, they are added to the beer cooking process “wet”, and are usually added in the flavor addition later in the boil, and



in the secondary Dry Hop stage, adding a grassy flavor especially flavors of green, almost chlorophyll-like or other fresh hop characters to the beer.

The Emporium Farm Brewery brews a Wet Hop Harvest Pale Ale. The recipe we use to brew this is also brewed at other times of the year when dried hops are used. It is also used to brew our Yeast Project ale, which is an excellent experiment that local homebrewers join in on the brewing process with us to see how different yeasts bring a wide variety of flavors to the beer recipe equation.

OG: 1.048, FG: 1.015, IBU: 43, SRM: 5, ABV: 4.9%

Food Pairing: Toasty, bready malt and aromatic hops paired well with tangy, and Cheddars, Pizza & Mexican Food. Strong hops American Pale Ales complement spices like cumin, jalapeño and cilantro,

and cut through rich avocado and sour cream.

Commercial Examples: Emporium Farm Brewery Harvest Pale, Sierra Nevada Harvest Ale

THE FOLLOWING IS EFB'S HARVEST PALE ALE RECIPE:

8.4 lbs. US 2 row, 7.2 oz. honey malt, 7.2 oz. Munich, 2 oz. 20°L crystal. Mash at 152°F for 45 minutes. Collect 6 gallons of wort. Boil 60 minutes. Add 0.9 oz. galena hops, 13 oz., for 60 minutes, 0.5 oz. cascades for 30 minutes, 2 lbs. freshly picked hops for 15 minutes and 0.3 oz. at flameout. Cool to 65°F and ferment with S-1\$. After 7 days transfer to carboy and add 0.9 oz. cascades. Condition for 1 week. Prime and bottle. Age for 3 weeks. Cool, open, pour, drink.

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Beer pours by Druthers

Music Performance by Joe Barna's Sketches of Influence with special guest Stacy Dillard

Sept. 13: Celebrating 70 Years of Sage in Albany

Beer pours by Rare Form Brewing Co. • Music Performance by Zan and the Winter Folk

Sept. 20: Albany Neighborhood Block Party

Beer pours by C.H. Evans Brewing Co. • Music Performance by The Magdalens

Sept. 27: Students of New Scotland Avenue

Beer pours by Single Cut Beersmiths • 5 Kill Records Band Showcase

Oct. 4: Beer Lovers' Night

Beer pours by a variety of local nanobreweries

Musical Performance by Justin Henricks Boogaloo with special guest Amanda Case

BEER OF THE MONTH OCTOBER

Dom Wiesberg

ORDINARY BITTER

Up until the 1600's all beer and ale in the United Kingdom was made with herbs such as mugwort and yarrow. When beer made with hops was introduced it was called bitter due to its bitter taste. Over the years, hops replaced these herbs so beer, ale or bitter, it's all made with hops.

Ordinary bitter was one of the lighter bitters, with lower alcohol and hops levels. Pale to light copper, it should be clear with a low to moderate white head. Taste gives medium bitterness, and possibly fruity esters with biscuit notes. Typical English hops are present with a dry finish.

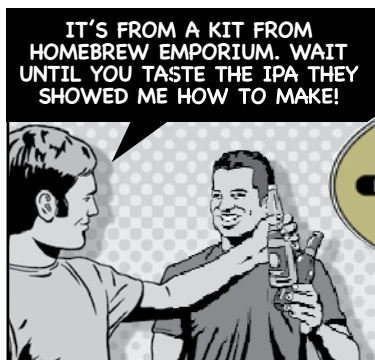
Ordinary Bitter is a perfect partner with fish and chips. The malt sweetness goes with any kind of shellfish you can find. Roasted chicken or pork is also a great choice to have with bitter, along with grilled meats, as long as they're not too spicy. Thai food, as long as it's not overwhelmingly hot is good. For the cheese, the milder English cheeses such as Lancashire or Leicester work well.

Vital Statistics

OG: 1.030 - 1.039, FG: 1.007 - 1.011, ABV: 3.2% - 3.8%

IBU: 25 - 35, SRM: 8 - 14

Commercial beer: Adnams Southwold Bitter,
Emporium Farm Brewery Ordinary Bitter, Fuller's Chiswick Bitter,
Sierra Nevada Best Bitter



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CHEERS TO 3 YEARS!

By Erik Budrakey

“What do you think of starting a craft beer magazine that showcases the Capital Region’s emerging beer scene?”

It was a question I did not see coming. It was March 14th, 2016 and my life-long friend and soon-to-be business partner, Jennifer Peyser, had asked me to come to Troy to meet with her and another colleague for a cup a coffee so that she could “throw an idea past me.”

At that point, I had worked in the craft beer business for more than 20 years. From working as a manager of a brew pub in Ft. Collins, Colorado, to brew store manager, brewing instructor, craft beer division manager for a local beer distributor to VP of a local brewery, I’d been in the game for a long time. Traveling much of the US and throughout Europe to learn about beer history, beer origins, and beer culture – I became

a bit of a beer nerd. I had been hosting beer dinners at local restaurants, teaching tasting beer and beer sensory classes, and writing a beer blog for several years at that point. I had even dabbled in a web-tv type video series called GOTBEERTV. I loved to talk about beer to pretty much anyone who would listen. And, having spent so much time on the scene, I personally knew, or had connections at, pretty much every local brewery and many others from around the region and nation. The notion of starting a craft beer magazine certainly sounded intriguing. Especially with the local craft beer scene emerging as it was at the time.

Jennifer had been the art director at *Conservationist Magazine*, with the NYS DEC for over a decade, as well as having several of her own freelance clients. I knew that she had serious

design chops because she and I had already worked together on several projects over the past 5-6 years for local breweries and distributors. She was very talented at designing things like brand logo and can graphics, wearables, event posters, truck wraps and more. The idea of combining our talents to promote the local craft scene was one that certainly was worth taking a deeper look at.

It’s hard to believe now, that that little coffee-shop conversation turned into True Brew Magazine. Within a week we had carved out a business plan for the magazine as well as a company that would provide marketing and design consultation for small breweries and better-beer bars. We called our company Collar City Craft Media. We applied for our LLC and wrote our mission statement. It looked like this, see sidebar (still does)

MISSION STATEMENT

At True Brew Magazine, craft beer is our lifestyle. From the places we visit to the food we eat and even the music that we listen to, craft beer always seems to play a role. For the craft beer brewers, retailers, and consumers we would like to use our combined knowledge to enhance the appreciation of the local craft beer experience.

True Brew Magazine's mission is to be recognized by the Craft Beer Breweries, Retailers, and Consumers as the premier craft beer magazine in the region. Our goal is deliver to the consumer all of the latest craft beer news, unique brewery offerings, beer dinners, events, festivals, and special releases in the Capital District and beyond. Through our printed magazine we will reach more than 10,000 local craft beer consumers, doubling our efforts through our website and social media campaigns. Our goal is to introduce the consumer to the passionate people who create these unique brews (and ciders), take them on a virtual tour of local, regional, and national breweries, offering a behind-the-scenes look and appreciation of their operations by providing a first-hand feel for their culture and unique local products.

The craft beer lifestyle is a personal journey. True Brew encourages you to have your own adventure! Take a road trip to a brewery or better beer bar. Ride your bike to a craft beer festival, share your unique beer experiences and build upon your love of genuine craft beer and the lifestyle that it has to offer. Then, share your experience with True Brew Magazine and the world.



Coffee shop in Troy March 14, 2016

Within a few months I resigned from my roll at the distributor and began writing articles, reaching out to breweries and organizing content. Jenn and I hatched a plan to personally visit every brewery in the region and to speak to their people about the concept for our magazine. Amazingly, we found that almost all of them loved the idea and were on board with advertising with us. It began to take shape that we would be capable of going to print with our first edition in September of 2016.

We worked hard, brought in other writers and contributors, met with owners of better-beer-bars and beverage centers, met with each of the local beer distributors, and lined up enough resources to bring our first issue to life. On August 31st, 2016, we met at the Times Union to pick up our new magazine and distribute stacks of 25-50 to roughly 200

locations around the region. We had done it! *TREW BREW – A CRAFT BEER LIFESTYLE MAGAZINE!* Finally, a craft beer magazine that support the craft beer umbrella that covers the local scene!

Now, after 18 issues and continued growth and expansion, we look back and reflect on just what has happened in the local craft beer scene over that same three years. The scene is booming! What has happened right here in our neck of the woods is impressive and speaks volumes to the support and fan base that craft beer has here in the Capital Region.

THREE YEARS, & COUNTING

Let's look at some numbers. When we went to print with our first issue in September of 2016, there were 15 breweries listed on file with the New York State Brewers in the area that they classify as the Capital Region. Fast forward to today and we now have more than 35 breweries right here in our back yard! That's right, in just 3 years the number of local craft breweries has more than DOUBLED! Breweries such as Unified Beer Works, The Real McCoy, Racing City Brewing, and Fort Orange didn't exist in 2016. Not to mention, there are about ½ dozen more breweries-in-planning in our region right now (that we know of!).



It's not just the breweries that contribute to the local craft beer lifestyle, it's the "better-beer bars", taverns and restaurants that enhance the scene as well. When True Brew Magazine first went to print in September of 2016, the Topsy Moose in Latham had just opened. Slidin' Dirty had gone from just a food truck to having a restaurant in downtown Troy. Druthers only had two locations. There was no Lost & Found, no Beer Bones, the Ale & Oyster was called The Beer Belly and The Ruck's kitchen was still out next to the bar.

Now there are two Topsy Moose, two Slidin' Dirty locations, 3 Druther's taprooms, and a plethora of new craft beer bars, bottle shops, and craft-forward restaurants for us to all enjoy. Not to mention a dozen+ new brewery taprooms, craft distilleries, cideries, and beer gardens. It's safe to say that the Capital Region has become a viable craft beverage destination.

And, with Albany being the state capitol and Saratoga and the north country being rich with tourism, the region is gaining the respect with the locals and beyond.

Across New York State, the surging brewery growth began in the early 1990s, but in 2012, the numbers of breweries really started to take off, more than doubling since then to well over 400 breweries. While the growth was spurred by enthusiastic entrepreneurs with a passion for beer, it was aided by millions of dollars in grants, tax benefits, licensing changes and other incentives offered by the state.

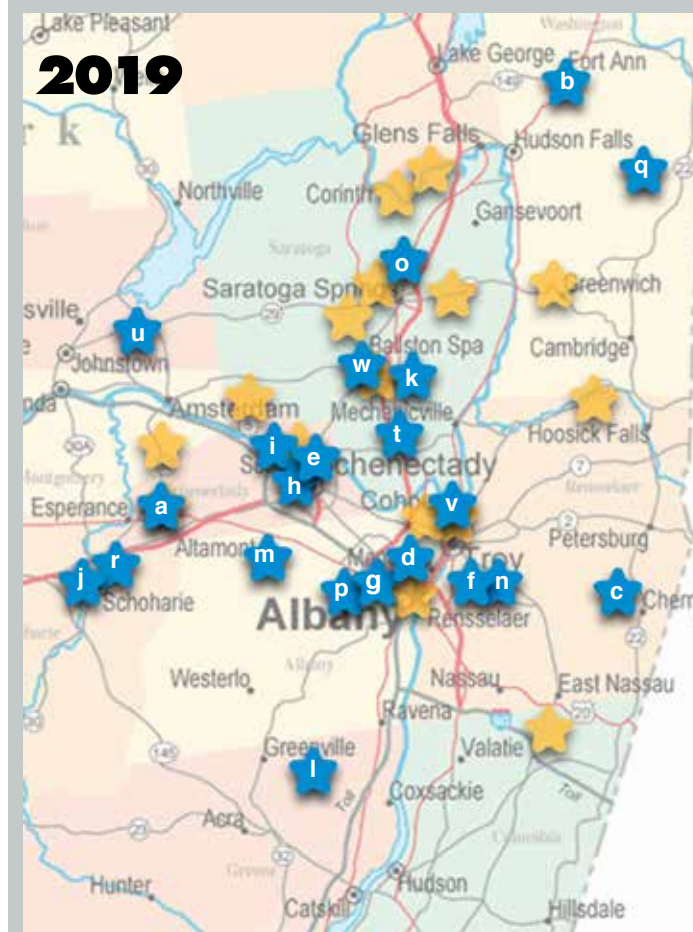


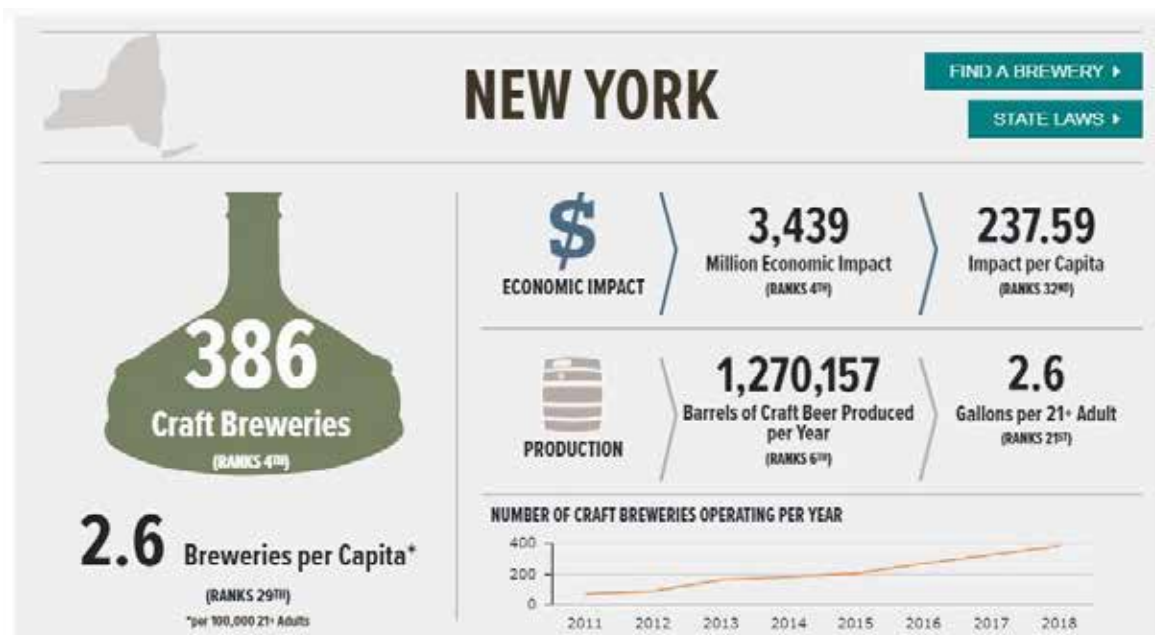
2016

- a. Argyle Brewing Co.
- b. Artisanal Brew Works
- c. Brown's Brewing Co. (Troy & Hoosick)
- d. C.H. Evans Brewing Co.
- e. Common Roots Brewing Co.
- f. Davidson Brothers Brewing Co.
- g. Druthers Brewing Co. Saratoga
- h. Helderberg Mountain Brewing Co.
- i. Helderberg Brewery
- j. Mad Jack Brewing Co.
- k. Olde Saratoga Brewing Co.
- l. Rare Form Brewing Co.
- m. S&S Farm Brewery
- n. Shmaltz Brewing Co.
- o. Wolf Hollow Brewing Co.

2019

- Argyle Brewing Co.
- Artisanal Brew Works
- a. Back Barn Brewing Co.
- b. Battle Hill Brewing Co.
- c. The Beer Diviner
- Brown's Brewing Co.
- C.H. Evans Brewing Co.
- Common Roots Brewing Co.
- Druther's Brewing Co. Saratoga
- d. Druther's Brewing Co. Albany
- e. Druther's Brewing Co. Schenectady
- f. Emporium Farm Brewery
- g. Fort Orange Brewing
- h. Frog Alley Brewing Co.
- i. Great Flats Brewing Co.
- j. Green Wolf Farm Brewing Co.
- k. Hank Hudson Brewing Co.
- Helderberg Mountain Brewing Co.
- Helderberg Brewery
- l. Honey Hollow Brewing Co.
- m. Indian Ladder Farms Brewery
- Mad Jack Brewing Co.
- n. Perfect World Brewing
- o. Racing City Brewing Co.
- Rare Form Brewing Co.
- p. The Real McCoy Beer Co.
- q. R.S. Taylor & Sons Brewery
- r. Serious Brewing Co.
- s. Slate Town Brewing Co.
- t. SingleCut Beersmiths
- u. Stump City Brewing
- S&S Farm Brewery
- v. Table 41 Brewing
- w. Unified Beerworks
- Wolf Hollow Brewing Co.





IN NEW YORK, WE ARE OPENING 1 NEW BREWERY ABOUT EVERY NINE DAYS

To gauge how the Capital Region beer scene was performing, we recently grabbed a beer with Paul Leone, director of the NYS Brewers Association, and asked about his views on the local scene over the past few years.

TBM: “How does the growth of breweries in the Capital Region compare to what you have seen across the rest of the state?”

Leone: “A few years ago the Capital Region was lagging behind the rest of the state. We were seeing big growth in the Finger Lakes, Hudson Valley and Long Island first, but as we begin to see areas like Troy and Schenectady transform and come alive again, we see the growth of breweries opening up in those areas and now that’s spreading north to Saratoga. It’s really becoming an exciting area for beer in New York State.”

TBM: “Do you see a tipping point to where there is only so much shelf-space to go around and breweries will need to rely even more heavily on their own taprooms to survive?”

Leone: “The largest area of growth right now are small breweries relying on tap room sales, crawlers and maybe a mobile canning run or two each month,” says Leone. “Shelf and tap handle space are tough to get at this point so we advise anyone thinking of opening a brewery to lower

2018 NYS Stats. Source: NYS Brewers Association

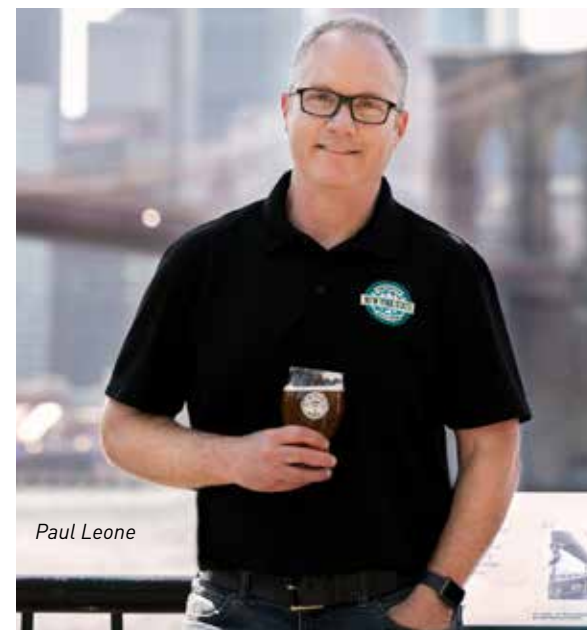
their expectations in terms of distribution, start small, and most importantly make great beer... not good beer, great beer.”

TBM: “How many breweries are in the state today and how many do you forecast opening over the next 2-3 years?”

Leone: “Today [8/23] there are 448 breweries in New York, and we are still opening a brewery about one every 9 days in the state. At this rate we feel like we’ll hit 500 or more breweries by the end of 2020 which would put us #2 in the country in terms of total number of breweries.”

TBM: “Any ‘watchouts’ that breweries or consumers should be aware of?”

Leone: “I think it’s important to note that there will be breweries that will close, and that this is not a sign of a bubble bursting. These are businesses like any other and some will not make it. The consumer plays the ultimate role in this in terms of choice, supporting local is critical to these small family run breweries and right now, many New York breweries are making beer as good if not better than any other state in the country. We’ve started a Think New York, Drink New York™ program to bring awareness to New York craft drinkers to support local. Right now, only 7% of the craft consumed in New York State is made in New York State, so we have some work to do and plenty of room to grow.”



Paul Leone

SUPPORTING LOCAL IS CRITICAL TO THESE SMALL FAMILY RUN BREWERIES

Indeed, we do! Not that not drinking local makes you a bad person. Fact is, those national and regional craft beers that you see on tap at your favorite pub and on your grocers’ shelves have earned that space. Those breweries started out small too. Most of them in the owners’ basements or garages. These breweries produced great beer and became the “big guys” of the local craft beer scene in their own back yards. They expanded and tactfully grew their distribution within their own states. They invested in sales and marketing teams and eventually did the right things to grow and end up here for us in this region to enjoy. If we want to grow the local scene, we as consumers need to hold our local breweries to high standards when it comes to quality beer and when it comes to their sales and marketing tactics. I have worked with a handful of local breweries that have a naive and cocky approach to their plan. “Our beer is awesome, so we don’t need to do any marketing!” I’ve heard it many times. Only to shake my head when I hear the same breweries complaining that they weren’t invited to a brewfest or included in an event. I find these breweries tough to support, not because their beer isn’t good, but because their spirit seems off. The consumer will decide these breweries ultimate fate.



That said, with so many new breweries emerging onto the scene over the past three years, our local beer options have more than doubled. Now as local consumers we can go to pretty much any town in the region and find a local favorite. “Most of these breweries are starting small, and almost all of their revenues are coming from what they can sell out of their tasting rooms,” Leone says. “Then, if they’re successful and they make good beer, they tend to have a problem keeping up with the demand. So, they have to figure out how to grow.”

This is what makes being a craft beer lover in the Capital Region so much fun. We get to enjoy these breweries and the ambiance of their taprooms. We get to know their owners, their brewers, and their stories. We get to attend their events and support their causes. Best of all, we get to enjoy their beer and the resurgence of local small businesses.

THE LOCAL BEER SCENE GOES BEYOND THE BREWERIES

Speaking of small business, our local breweries also bring new jobs into the market. With more than 35 locally that employ anywhere from 2 employees to 120 employees, I’m guessing that there are more than 600 local jobs created by these small breweries. Heck, Brown’s Brewing alone employs more than 120! Add those number to all of the employees that work in your favorite better-beer-bars and restaurants and you’ll see just how much of an impact local beer is having on our work force and our economy.

The Topsy Moose, a better-beer-bar with locations in Latham and Troy contributes about 45-50 employees to those numbers. We recently caught up with GM/Partner, Seth Sanger, for a couple of beers and a chat about changes to the local beer scene over the past 3 years. It went a little something like this:

TBM: “The Topsy Moose in Latham opened in June 2016, just a few months before the first True Brew Magazine came out. What changes have you noticed in the local beer scene since your first locations opened?”

Sanger: “The most noticeable change is definitely with the consumer. The consumer is more educated about beer than ever. More access to great beer equals more conclusions. But our brand was brought up in Tess’s Lark Tavern and we share the perspective that was ever-present there, ‘No Judgement’. That’s what a bar should be. So, while we offer a wide array of great craft beer on tap and in cans, you’ll also find brands like Truly Hard Seltzer on tap next to Grimm, Pabst Blue Ribbon in cans next to Bells, and Genny Cream Ale sharing space with Guinness. Any customer that comes in here will be able to find a beer that they can enjoy in a judgement free environment.”

TBM: “This Troy location opened earlier this year, what convinced you to open a new location? Also, True Brew is a Troy based company and we love Troy. What made you guys decide on Troy?”

Sanger: “Latham was too small for the amount of business that we were getting and the fact that we are in one of the town’s oldest buildings means that it has some physical limitations. It makes it difficult with such high volumes of business. So, we opened the location primarily to accommodate consumer demand. As far as why Troy? We love Troy! I feel like Troy is a pioneer city for the arts, music, and cool restaurant ideas. Surprisingly, we found ourselves servicing an entirely different community than we were servicing in Latham. We have made some changes to our menu accommodate the different consumer over here.

TBM: “Topsy Moose has 25 beers on tap in Troy and 20 in Latham, how do you decide which brands to carry?”

Sanger: “We like to represent a multitude of styles so there is something for everyone. Consumers do their homework and that certainly influences our staff and what we carry. We listen to the consumer, but we also work to make sure that we don’t alienate anyone. The fact is, we have great access to the best beers available. We have strong relationships with each of the local distributors and with the breweries themselves. They are great at letting us know what is in the pipeline and we are usually one of the first to

get a crack at their seasonal and specialty one-offs. You’ll always find some gems here, but you’ll also find many of your favorite nostalgia beers. It’s a nice line-up.”

It is a nice line-up, and the Topsy Moose is just one of scores of bars, restaurants, and taverns that local craft beer lovers have access to that have smart, eclectic beer selections. Between the breweries themselves and all of these great taverns, the Capital District is officially on the map as a great beer destination in the State of New York.

We started True Brew Magazine because we wanted to bring you, the consumer, all of the latest and greatest news surrounding the great craft beer scene here in the region. We believe that what is good for the umbrella that covers that Capital District craft beer scene, is good for all of the breweries underneath it. Our goal is to continue to entertain you and bring you educational and insightful news surrounding these great breweries in a fun and non-judgmental way. We feel that a beer should not be judged, only enjoyed. Enjoy the craft beer lifestyle. Try the flight. Ride your bike to a brewfest. Soak up the rich and vibrant craft beer spectacle that is sprinkled all across the region. Stay True.

CHEERS TO THREE YEARS!

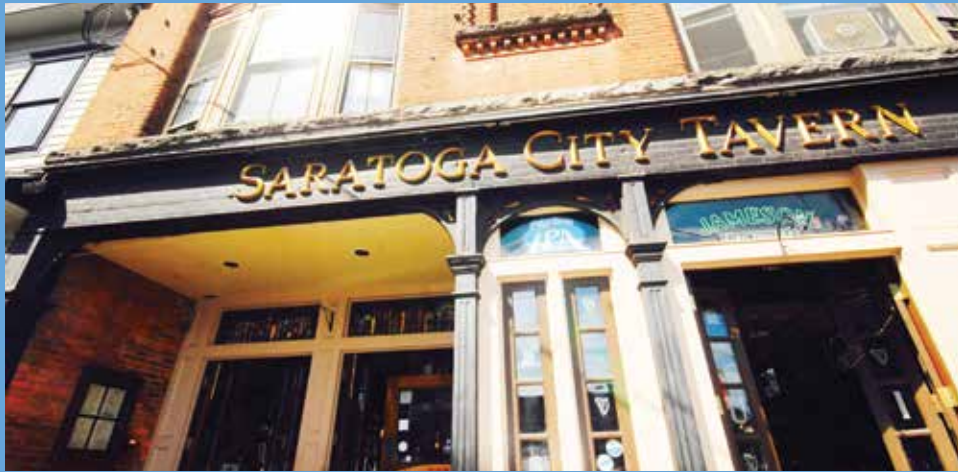


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10/13 The Fleshtones
10/20 Dale Watson
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Frog Alley Brewing Co.
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Great Flats Brewing
151 Lafayette Street
Schenectady, NY 12305

Mad Jack Brewing Co.
237 Union Street
Schenectady, NY 12305

Druthers Brewing Co.
221 Harborside Drive
Schenectady, NY 12305

7 QUESTIONS - WITH BREWMASTER, SAM PAGANO

By TBM

C.H. Evans and the Albany Pump Station have been brewing fresh beer and serving great food since 1999, but since Sam Pagano came on board as their brewmaster, they have seen an upswing of respect for both his innovation, and his true-to-style brews.

Sam went to the University at Albany where he played football and got a degree in English. He then went on to coach college football at Trinity College in Hartford, CT. Now home, he had no idea what to do, but he loved drinking beer. "I began my career at Browns Brewing Co. in Troy, NY

as their first brewery sales rep," Pagano explains, "It was a great first step in the industry and a big foot in the door for my future as a brewer. From there, I was actually an assistant here at C.H. Evans under Ryan Demler. Ryan made me hands on with everything, so I was able to see how recipes applied to a larger scale as well as develop some of my own. After a couple years here, I moved on to be the Head Brewer at Mad Jack Brewing/Van Dyck in Schenectady. Great experience running the entire show by myself, everything from recipe development

to taxes and sales". Pagano then took a big step up and moved to Hartford, CT where he was only the second Head Brewer in City Steam Brewery's 20-year history. "I got to carry on some legacy brands as well as develop my own and learn how to manage quite a bit of contract brewing as well. About a 1.5 years ago, I was beckoned back home to C.H. Evans. Being an Albany guy at heart, I knew I needed to come home and help get this great old dog back on the map."

We caught up with Sam recently to grab a beer and ask him...

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

SAM: The first beer I ever brewed was a solo homebrew. I went for a hoppy amber, I enjoy that style, but I messed up big time. Pretty sure I added a pound instead of an ounce for bittering hops! To give you an idea, some beers I currently bitter with a pound (that's 310 gallons vs 5!)

2) TBM: If we were to get in your car right now, what music would be on?

SAM: "I'm a big fan of Mark Kozelek. He's the front man from bands such as **Red House Painters** and **Sun Kil Moon**. Always a fav. I also listen to a ton of talk radio. There are so many stupid people out there on BOTH sides of the aisle, I try to digest as much as possible to ween myself out of the Sea of Stupid."

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

SAM: "It's hard to say. Honestly, Homebrewers are what made me really want to take the leap, but professionally I'd have to say it was Brown's

Brewing Company in Troy. I started there as a Sales Rep only shortly after a large portion of the brewers did. It was great being there and watching them think through things, and even helping in that process. That's when I knew I was on the right path."

4) TBM: Wife? Kids? Pets?

SAM: "No wife, kids or pets. But I do have my beautiful girlfriend of over 4 years, Jessie, and lots of plants. I also have a couple classical guitars, a new electric and my coveted Fender Jazz Bass. All about dat funk, baby!"

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

SAM: "Right now, I have **Let's go Pils** from Community Beer Works. Also holding on to some Barleywine from Revolution brewing (arguably the best in the country). When I'm done sucking down yellow beer, I like to take things to the next level! Usually have a couple bottles of red wine, particularly from the Rhone region of France floating around, too.

6) TBM: Favorite sports teams?

SAM: "NFL- Buffalo Bills. MLB - NY Mets. NHL - NY Rangers. NCAA- Notre Dame. NBA - No thanks! It is a stupid sport that belongs in the garbage!"

7) TBM: Which of the brews that you've created at CH Evans are you most proud of?

SAM: I'd have to say either my redevelopment of **Quackenbush Blonde**, now **Quackenbush Kolsch**, or the **Ditch Digger IPA**. The Kolsch is such a beautiful beer using the highest quality German ingredients and time. While it will never get above 3 stars on untappd because it isn't a hype boi, it is elegant and delicious. Gotta show love to **Ditch Digger**. I brewed this NEIPA shortly after coming on board and it quickly became our number one selling beer in-house by literally thousands of pints. People wonder where the name come need to look no further than the construction that has surrounded us for the past 5 years and probably forever.



BONUS QUESTION!

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

SAM: 1.) Don't review a beer online if it's just not your style. Giving a 1 of 5-star review for an IPA, because you don't like IPA's, is a douche move. 2.) If you do review beers online, don't be a dick. I don't come to your shitty cubicle and tell you what poor decisions you've made in your life, and that your kids will never be successful, so don't come to mine and do the same. Brewers have feelings and we do look at these. 3.) Go in with a clean slate. This is the third brewery I've run that has been around for a while. Sometimes people have had previous experiences that were not-so-good. New hires can make a huge difference. Old dogs CAN be taught new tricks (dogs > people).

SEPTEMBER CALENDAR OF EVENTS

Researched by Karen Budrakey

September (all month long)

Back Barn Beer Release- Amber KCA (kickin Cancers Ass) on tap. Percentage of proceeds donated to cancer research

September 1

Nine Pin Production Floor Tour. 12:30-1:30pm

September 3

Goat Yoga @ June Farm. 6pm

September 5 & 6

Argyle Brewing Company Eastbound Throw-down Music Festival. Irwin Farm, Salem.

September 7

Erie Canal Beer & Wine Fest. Partial proceeds benefit Albany Housing Coalition for Homeless Vets. St. Johnsonville. \$40

Ithaca Beer Co. 2019 AIDS Ride for Life. 1:30-2:30pm

Fiddlehead Brewing Co. (disc)Golf Tourney @ Magic Mountain Ski Area

Common Roots Darling Donuts beer pairing. 6-8pm

September 7 & 8

RS Taylor & Sons Brewery -The Cheese Tour. Washington County. 10am

September 8

Ft. Orange Yoga & a Pint. 11am

Captain Lawrence Brewing Co. Sour'd N' September. 1-7pm

September 9

C.H. Evans & Albany Pump Station – Too Many Chiefs Food & Beer Pairing. 6-9pm. \$65

September 13 & 14

Fiddlehead Brewing Co. & Citizen Cider-Smugg's Fall Fest. Smuggler's Notch Resort

September 14

Common Roots Brewing Company Brews for Booties. 5pm

City Beer Hall – Girls Pint Out Dinner & Dancing. 8:30pm

Troy on Tap. 2-5pm. \$35+

Albany Hard Cider & Doughnut Fest. Lionheart Pub. 3-9pm. \$17+

Harvest Moon Dinner featuring Honey Hollow Brewing Company. Fundraiser for Cornell Cooperative Extension. Limekiln Farm, Cox-sackie. 6-8pm. \$80

IPA Fest (by Beer Advocate). Brooklyn, NY & Boston, MA. 12pm. \$65+

September 15

Taps & Tees Craft Beer Golf Outing. Saratoga Lake Golf Club. 10am-Golf. 5pm-Beer tasting

Wolf Hollow Brewing Company Bark N' Brew. 2-5pm. \$60

September 18

677 Prime Cooking with Beer. 6-9pm. \$75

Hops & Harvest @ Empire State Plaza

September 19

Historic Neighborhood Brew Tour-Downtown Albany. 6-8pm. \$10

September 21

Ft. Orange 140.6 miles for JoJo-fundraiser for Galactosemia Foundation

SIPtember Fest. Mad River Glen, Waitsfield, VT. \$45

September 22 & 23

Whiteface Mountain Oktoberfest

September 24

World of Beer Oktoberfest Trivia Night featuring Jack Abby's. 7pm

September 25

Crossroads Brewing & Dutch Ale House Beer Pairing Dinner. Saugerties. \$65

September 27

Nine Pin features Nosh Food Truck

September 28

Wolf's Biergarten & Albany Warehouse District – 11th Annual OKTOBERFEST 11am-7pm. \$15

Northway Brewing Co. 1st Annual Cornhole Tourney. 12pm

Musta Wine Grape Co. Vineyard Grape Stomp 4. 2pm @the Hill at Muza, Troy

Juicy Brews Hudson Valley (by Hopculture). Beacon. 1-5pm. \$65+

September 28 & 29

Ciders in the Catskills Oktoberfest Weekend. Hunter Mountain. 11am. \$35+



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OCTOBER CALENDAR OF EVENTS

October 3

Corks, Forks & Brews benefit for Saratoga Center for the Family. \$65

October 4

Saratoga City Tavern – Albertson & Co. 8pm
Bites & Brews 3rd Annual Fall Festival benefit for SEAT center. Rivers Casino. 5:30-9pm. \$50

October 4 & 5

Harpoon Oktoberfest. Boston

October 5

The Real McCoy Brewing Oktoberfest. 11am
Schenectady Wing Walk. 12-5pm

Common Roots Darling Donuts beer pairing. 6-8pm

October 5 & 6

Indian Ladder Farm Cidery & Brewery
Hawaiian Oktoberfest. 11am

Captain Lawrence Brewing Co. Oktoberfest.
Elmsford

October 7

Wolf Hollow Brewing Co. Oktoberfest &
Fall Tree Oktoberfest Beer Release Party.
12-6pm

October 10

Main Street Cooptoberfest. Cooperstown.
4-8pm

October 11

Nanola Dueling Pianos. 7pm

October 12

The Real McCoy Brewing “Real Men Wear
Pink” breast cancer awareness fundraiser.
12pm

Ithaca Beer Co. Hoptoberfest. 2-8pm. \$15+
7th Annual Craft: Beer, Spirits & Food
Festival @ Bethel Woods, Woodstock.
1-5pm. \$40

4th Annual NYS Cask Ale Festival @ Wood-
land Farm Brewery. Utica. 3-6pm. \$10+

October 12 & 13

Harpoon Riverbend Taps & Beer
Garden Oktoberfest. Windsor, VT.

October 13

Troy ChowderFest. 12-4pm

October 17

Hudson River Craft Beer Festival.
Beacon. \$45

October 19

Adirondack Pub & Brewery
Oktoberfest. 1-5pm. \$35

Ft. Orange 2 Year Anniversary Bash. 5pm

October 25

Old Klaverack Brewing Co, Halloween
Party. 4pm

October 26

Hops on the Hudson Harvest Beer
& Cider Festival

Helderberg Brewery: Funky Fermentation
Brewing Series. 10am-4pm. \$65

October 28

Druther’s Saratoga Rock of Ages
Halloween Party w/ Radio Junkies. 9pm

October 29

Power’s Pub 8th Anniversary

RECURRING EVENTS: FOOD, MUSIC, FUN & GAMES

Mondays:

Browns Brewing (Troy) - Trivia 7:30pm
Common Root Temporary Tap Room -
trivia 7pm

Tuesdays:

The City Beer Hall - Trivia 8pm
Saratoga City Tavern - Trivia 8pm
Beer Bones - Trivia 7:30pm

Wednesdays:

McAddy’s Pub - Trivia 7pm
Great Flats Brewing - Trivia 7pm
Rare Form Brewing Company - Trivia 7pm
Big Slide Brewery- Sour Hour (BOGO
sours) 5-10pm
Mohawk Taproom – burger & beer night
Racing City Brewing -After Work Trivia
Night 6:30pm

Thursdays:

Fort Orange Brewing - Trivia 6:30pm
Mohawk Taproom & Grill - Trivia 8pm
Chatham Brewing - Trivia 7:30pm
Adirondack Brewing – Trivia 7pm
Racing City Brewing - Cornhole
(all welcome) 6:30pm

Fridays:

Racing City Brewing Co. – Live Music
Unified Beerworks – Music & food trucks
King’s Tavern Karaoke 9pm

Saturdays:

Unified Beerworks – Music & food trucks
Hunter Mountain Oktoberfest (through
10/20)
Six Flags Great Escape Oktoberfest

Sundays:

City Beer Hall: Beer Brunch 11am-3pm
Topsy Moose: Brunch 10am-2pm
Lost & Found Brunch 11am
Hunter Mountain Oktoberfest
(through 10/20)
Six Flags Great Escape Oktoberfest
Racing City Brewing – NFL Sunday Ticket

HEADING OUT THIS FALL?

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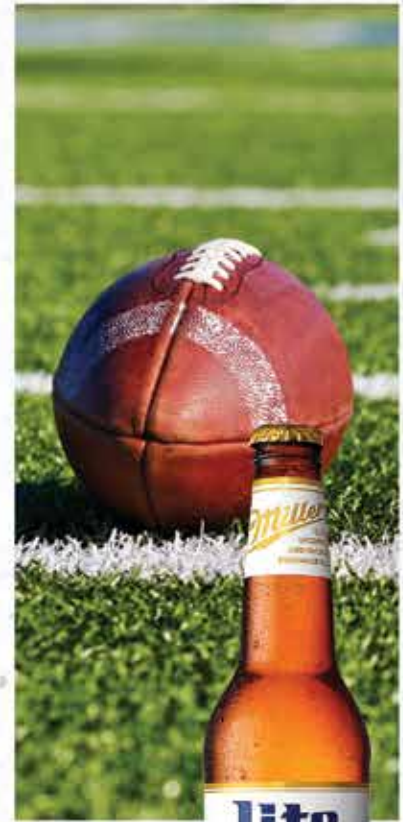
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BEER STYLES FOR FALL

Crisp fall nights call for darker, maltier and more complex beer. Luckily, there are lots of great brands producing seasonal offerings. From sweet and coppery Märzen-style brews to dark and malty brown ales, here are some fall beer styles you should definitely try.

PUMPKIN ALE

There is no way we can have a fall beer list and not include this specialty beer. One of the most popular fall seasonal beers is the pumpkin ale. Whether it's brewed with fresh pumpkin or pumpkin puree, many craft brewers add spices typically found in pumpkin pie, like cinnamon, nutmeg and clove. Sweet and toasty, this is the brew you need to drink during sweater-weather season.

Our Picks: Brooklyn Post Road Pumpkin Ale, Leinenkugel's Harvest Patch Shandy, New Belgium Voodoo Ranger Atomic Pumpkin, Saranac Pumpkin Ale & UFO Pumpkin Ale

MÄRZEN / OKTOBERFEST

A Märzen or Oktoberfest beer is a sweet, malty lager that originated in Germany. While all Oktoberfest beer is Märzen, not all Märzen beers can be called Oktoberfest. Traditionally the term Oktoberfest was reserved for beer that was produced within the Munich city limits for consumption at Oktoberfest. Today, many breweries use the moniker to describe their fall seasonals.

Our Picks: Adirondack NYS Oktoberfest, Harpoon Oktoberfest, Samuel Adams Oktoberfest, Sierra Nevada Oktoberfest & Yuengling Oktoberfest

IPA

Fans of the IPA will say that this beer can be enjoyed year round and we agree, but the kick that comes from hops is perfect to combat the colder weather that comes with the fall season. The first known IPAs were said to have been developed with extra hops to withstand the long commute to India. When it comes to IPAs, we say the hoppier the better!

Our Picks: Fiddlehead IPA, Harpoon IPA, Long Trail Vermont IPA, Saranac Hop Harvest Haze IPA & Sierra Nevada Hazy Little Thing

BROWN ALE

The brown ale was cleverly named after its color, which is derived from the use of chocolate and caramel malts. Like most American beers, the American brown ale is similar to the English style but with more hops. While the warm days of summer may be over, the frigid days of winter have yet to arrive (thankfully). The brown ale is the perfect transitional beer to get you through the crisp days of fall.

Our Picks: Artisanal BB Brown, Brooklyn Brown Ale, Druthers Fist of Karma, Newcastle & RS Taylor & Sons Nut Brown Ale

CIDER

Cider is fermented alcohol made from the unfiltered juice of fruits. The juice of most varieties of apple can be used to make cider, but cider apples are best. Ciders range from clear to brown and dry to sweet and all ciders are gluten free! They make the perfect fall beverage, and pair nicely with savory cheeses, roasted pork and most desserts. This fall, enjoy a glass of refreshing hard apple cider.

Our Picks: Angry Orchard Crisp Apple Unfiltered, Bad Seed Original Dry Cider, Blue Toad Harvest Fest, Lake George Cider Project & Woodchuck Amber

Check out gotbeer.com for a full list of different pumpkin ales, Oktoberfests, IPAs, brown ales, ciders and much more!



No matter the time, place or occasion... we have a beer for that!

WE HAVE A WIDE ARRAY OF JUICY IPAS



FIDDLEHEAD
FIDDLEHEAD IPA
American IPA with bright citrus and pine aroma
6.2% ABV | 53 IBU



SIERRA NEVADA
HAZY LITTLE THING
A hop-heavy, unfiltered, hazy little thing called IPA
6.7% ABV | 40 IBU



ARTISANAL
DAILY DOUBLE
Hazy, juicy double IPA with hop notes of citrus and pine
7.3% ABV



GALAXY
CLOUDED PERCEPTIONS
A unique twist on the hazy, juicy Northeast-style IPA
6.3% ABV | 35 IBU



LONG TRAIL
VT IPA
Hazy, hoppy, Vermont AF
6.0% ABV | 30 IBU



OTTER CREEK
FREE FLOW IPA
A hazy, mind-melting IPA with citrusy and fruity hop flavors
6.0% ABV | 60 IBU



NEW BELGIUM
VOODOO RANGER JUICY HAZE IPA
Bright citrus hop flavor and a pleasantly smooth finish
7.5% ABV | 42 IBU



DRUTHERS
NO EXCUSES IPA
NEIPA with resinous hops and bold citrus notes
6.2% ABV



SAM ADAMS
NEW ENGLAND IPA
New England IPA with big citrus and tropical notes
6.8% ABV | 35 IBU



ADIRONDACK
LAKE GEORGE'S IPA
Hazy, juicy east coast IPA with a rotating series of hops
7.0% ABV



SARANAC
HOP HARVEST HAZE
Easy-drinking, hazy IPA with Citra, Mosaic & Galaxy hops
6.0% ABV | 40 IBU



CAPTAIN LAWRENCE
TEARS OF GREEN
NEIPA dry hopped with Vic Secret and Citra hops
7.5% ABV

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FRONHOFER DESIGN - A FAMILY FORGED BY STEEL

By Korey David

Most of the chatter in the beer business revolves around specific beers and the breweries that make them. What gets less attention is the work that goes on behind the scenes. All the elements that make the beer in front of you possible like hop farmers, equipment builders, and packaging experts play a vital role in the process. While you're less likely to see them on Instagram, these are the people that help turn brewer's dreams into reality.

Founded in 2015, Fronhofer Design is a small, family owned business based in the town of Glens Falls, NY. They build custom equipment for breweries and other craft beverage companies. Like most great ideas, it's a unique business that came about by happenstance. What started as a fun side project helping out a local brewer turned into a viable business opportunity.

According to company CEO, Melanie Fronhofer, it's impossible to talk about their company without mentioning Common Roots Brewing Company. When Common Roots opened their doors in South Glens Falls, locals like Melanie were excited by the proposition of having a local brewer around the corner. What she and her family didn't realize was that this would also lead to the birth of a new division of their company.

It's a great amount of responsibility and joy. It doesn't really feel like work when you're with your family every day in the building you grew up in.

The parent company of Fronhofer Design is Fronhofer Tool. While Fronhofer Design has only been in business for four years, Fronhofer Tool is a 40-year-old manufacturing and fabrication company founded by Melanie's father. One day Common Roots came knocking when they needed help repairing some of their pre-existing equipment. Having a team of expert welders down the road comes in handy when they're willing to work for beer. Up to this point, Fronhofer had never even touched brewing equipment. While they'd dabbled in a variety of industries, most of their work came from the pulp and paper business. The folks at Common Roots were so impressed with the repairs that they asked their neighbors to take on a bigger challenge. Build a new 20-barrel fermenter from scratch. As you can imagine, there were a lot of questions. What surfaced was an opportunity to innovate.





Common Roots owner, Christian Weber, showed them the ins-and-outs of the brewing process. His proposition was both complicated and simple. Help him find the most efficient way to get to the final product. The beauty of working with experts from a different field is that they assess the process differently than a traditional brewing designer would. It's a fresh set of eyes on an old tradition. The end result? Brewing equipment that far exceeds industry standards and expectations.

Fronhofer equipment is so efficient, regional energy provider National Grid offers financial incentives to brewers that use it. That's a big deal, but it doesn't stop there. New technology like their 801SW canning line is a revolutionary introduction to the market. Its most

impactful feature is the patent pending custom weigh station. I know that doesn't sound sexy, but get this: On every canning run, brewers anticipate around 10% beer waste due to underfills and spillage. Fronhofer's weigh station is so precise, it helps cut waste down to approximately 2% per run. That means more beer in cans instead of drains. I'll cheers to that.

What truly separates Fronhofer from the pack is their ability to custom build exactly what a brewer needs. Competitors might offer cheaper prices, but that's because their products are mass produced to be exactly the same. The issue is that breweries aren't cookie cutter. Most have similarities, but when's the last time you walked into different breweries that looked identical? It's rare. From the brewer's perspective, it's frustrating to spend so much money on equipment that's not exactly what they want. Seems fair. That's why clients like Common Roots, Argyle Brewing (NY), Ravenous (RI), Unified Beer Works (NY), and Indian Ladder Farms (NY) trust the American made steel from Fronhofer.

A major component to the company's success is the fact that it's a small, family business. Melanie and her team of 3 engineers make everything come to life. Lead Designer, Ben Ketchum, has a mechanical mind and knack for brewing beer. Two other engineers deliver the intricate drawings and customization work. While Melanie may be CEO, she made it clear that nobody works for anybody. They all work together. Each member brings vital skills to the table. The business wouldn't be a success if they didn't see each other as peers.

In addition to working with family, Melanie's also very proud to be a champion for other women in business. According to her, "I've never been afraid to get my hands dirty." It's no secret that the beer industry in particular is dominated by men. When she steps back to look at the bigger picture, she admits there aren't enough women running the show. She thinks that should change. Whether it's as brewers, owners, or CEO's, she's happy to lead the way as a role model for others.

What does carrying on a family tradition mean to you? "It means everything," she says. "Everything. It means everything to come home." Everything to play a crucial role in the legacy her father started. Everything to work in the same shop she played in as a little girl. Everything to pass the baton to her nieces and nephews when they're ready. Everything. "It's a great amount of responsibility and joy. It doesn't really feel like work when you're with your family every day in the building you grew up in," she says. "I don't see it as a job. It's passion. It's meaningful work."

Local Craft Beer News & Notes September October 2019 Issue

OPALKA GALLERY ANNOUNCES POP-UP BEER GARDEN SERIES -



Featuring Local Brewers And Musicians Will Transform The Grounds Of Opalka Gallery At Sage College Of Albany Into A Gathering Space For The Neighborhood, City, And Region To Enjoy 'Art + Craft Beer + Neighbors' - ALBANY, NY - Opalka Gallery announced today the details of an innovative and collaborative initiative that will transform the gallery and its outdoor spaces into a gathering space, musical venue and beer garden, encouraging residents of nearby neighborhoods, the City of Albany and the Greater Capital Region to come together to enjoy "Art + Craft Beer + Neighbors." The Pop-Up Beer Garden Series will be held on the Opalka Gallery grounds at Sage College of Albany on Friday evenings starting in September and running into October. More than a tasting event, a concert, or an art exhibition, the Pop-Up Beer Garden will be focused on bringing people together and fostering new experiences among neighbors. "Opalka Gallery is surrounded by beautiful and historic neighborhoods that don't have an obvious community gathering place. One of the objectives of the Pop-Up Beer Garden will be to invite nearby residents to gather here and meet with one another, fostering a sense of connection and community that can only be had through the sharing of space and experience. We hope to demonstrate the depth of resources right here in Albany - not only through the art at Opalka Gallery, but in our neighbors," said Opalka Gallery Director Judie Gilmore. As part of every installment of the Pop-Up Beer Garden, Opalka Gallery will remain open for extended hours. Each event will feature a musical guest, a featured local brewer, food trucks, lawn games, and innovative programming. The events are free and open to the public. Sponsors include Discover Albany and the Albany County Convention & Visitors Bureau Foundation, Pepsi Co., Sano-Rubin Construction Services, and Gramercy Communications. The concurrent art exhibition, In-faux-structure, is made possible by the New York State Council on the Arts under Governor Andrew M. Cuomo's Regional Economic Development Council Initiative. The first Beer Garden will take place on September 6 and will coincide with the reception for In-faux-structure (#infauxstructure), an all-new group exhibition co-curated by local artists Madison LaVal-

lee, Julie Casper Roth, and Melissa Sarris. The installation will be open to the public starting August 13. For more information on Infaux-structure, visit Sage.edu/Opalka. All Pop-Up Beer Garden installments will run from 6 - 9 p.m. Full schedule: September 6: In-faux-structure Reception / Jazz Night Featured Brewer: Druthers Music by Joe Barna's Sketches of Influence with special guest Stacy Dillard September 13: Celebrating 70 Years of Sage in Albany Featured Brewer: Rare Form Brewing Co. Music by Zan and the Winter Folk September 20: Albany Neighborhood Block Party Featured Brewer: CH Evans Brewing Co. Music by The Magdalens September 27: Students of New Scotland Ave. Featured Brewer: Single Cut Beersmiths Musical Showcase by Five Kill Records bands October 4: Beer Lovers Night Featured Brewers - variety of local nanobreweries Music by Justin Henricks Boogaloo with special guest Amanda Case. In case of rain, the event will move to the Sage Armory at 130 New Scotland Ave. -30- About Opalka Gallery: An inviting and innovative gallery on the campus of the Sage College of Albany, Opalka Gallery showcases outstanding contemporary art and design from both national and international artists. An important part of the cultural life in New York's Capital Region, the gallery frequently hosts lectures, films, performances and other events in conjunction with exhibitions. Sage.edu/Opalka

RACING CITY BREWING GEARING UP FOR FALL EVENTS - SARATOGA SPRINGS, NY -



The racing season in Saratoga may be over, but the action at Racing City Brewing Co. is just getting out of the gate. A wide variety of events and specials will keep you coming back again and again during the Fall. While horse racing defines the tasting room -- as it does the town of Saratoga Springs -- Racing City Brewing Co. truly is the perfect destination for all sports fans and casual competitors alike. Grab a group of friends and test your trivia knowledge on Wednesday nights or step into the spotlight and play cornhole on Thursday nights. Just looking to witness the action? Racing City Brewing Co. will have football on all weekend for college and NFL action. While Racing City Brewing Co. supports all college football teams, it is THE place to watch Penn State in Fall. And, of course, you can always be sure to catch the races from Belmont! Opened in March 2018, Racing City Brewing Co. is still new to the scene, but

it has begun to build a reputation. In the most recent Saratoga TODAY's Best of Saratoga Region contest, Racing City Brewing Co. tied for 1st place in the 'Best Locally Brewed Beer' category. Additionally, they were voted 2nd place in 'Best After Track Party,' 'Best Beer Selection' and 'Best Local Neighborhood Bar'. Offering up 14 beers on tap and wine that is made on the premises to go along with a versatile assortment of locally distilled products and a complementary food menu, Racing City Brewing Co. has something to offer for anyone. The brewery, located just 1.5 miles away from downtown, is unique and set up for any occasion. A large, yet cozy tasting room is only the beginning. If you want to sit outside there are picnic tables available and, on certain dates, if you desire a more active experience, there is an open space in the back to play cornhole and darts. Oh, and plenty of parking available! The people have spoken...this is a place you need to check out. Want to stay current? Follow Racing City Brewing Co. on Facebook or Instagram (@racingcitybrew) to get the latest on other special events. Win. Place. Flow.

FORT ORANGE BREWING TO HOST A 2ND ANNIVERSARY BASH - ALBANY, NY -



Fort orange brewery has announced that they will be hosting a 2-Year Anniversary Bash. The event will be held at the brewery, located at 450 N Pearl St, Albany, NY, on Saturday, October 19, 2019. The party rages from 5 PM - 9 PM. Co-Founder, Jim Eaton tells TBM, "Hard to believe we are coming up on our second anniversary already! There is a great lineup of events we currently have planned including: our Special 2 Year DIPA and Sour Releases. Great eats will be served up Gourmeli's Taste Food Truck 5-9 p.m. We are featuring Live Music with Colin McCarthy 6-9 p.m. Balloon Animals for the kids from 5-7 p.m. Plus, a few other surprises that we will announce as we get closer to the event." Stay tuned to Ft Orange on Social Media or via their website for up-to-date details.

UNIFIED BEERWORKS ANNOUNCES ONE-YEAR ANNIVERSARY CELEBRATION - BALSTON SPA, NY -



Beerworks has announced that they will be hosting their One-Year Anniversary Celebration on Saturday, October 5th. The event is an all-day affair, from noon - 10pm, at their brewery located at 7 Stonebreak Rd #4, Malta,

NY. The event features Live Music from The Porch Rockers from 2pm-5pm, followed by Ryan Clark from 5:30pm-8:30pm. Delicious food will be served up by Local Food Vendors Burger 21 and Electric City Eats. More is being organized as we go to print, so check out their Facebook for more details.

THE HILL AT MUZA TO HOST VINEYARD GRAPE STOMP 4 - TROY, NY

THE HILL



- The Hill at Muza, located at 379 Congress Street in Troy will be hosting their 4th Annual Grape Stomp on Saturday, September 28, 2019 from 2:00 PM- 6:00 PM. The venue will be open noon to midnight, so don't be afraid to get there early and grab a beer. There will be a rain date on Sunday, Sept. 29, 2019 from 12 p.m. to 4 p.m. For Parking Info hit up <https://www.thehillatmuza.com/directions-parking/> According to their press release, "How will you kickoff fall? Apple picking? Drinking pumpkin beer? Searching for your favorite sweater? How about STOMPING 900+LBS OF GRAPES and TASTING AMAZING WINES at The Hill at Muza? Join us for our FOURTH ANNUAL Vineyard Grape Stomp! We will have thousands of 'crushable' vineyard grapes courtesy of Musto Wine Grape Company, LLC.. We will be offering "speed tasting" for you to find the wine you've always been waiting for. (Speed tasting is like speed dating, but with wine, where you go on a mini date with each wine on our list.) Voluntary Donations for 'Stomping' benefit Joseph's House and Shelter! #stompandsupport." We couldn't think of any reason not to jump into this event! ALSO - Transport Troy is hosting the 2019 Collar City Ramble the morning of the grape stomp. Check it out if hiking, biking and kayaking through the city before stomping through our grapes sounds like the perfect day to you! Editors Note: We love Craft Beer, Spirits and Wine! Try something new!

BACK BARN BREWING BREWS FALL NEWS - DELANSON, NY -



Head Brewer, Peadar Cleary, tells TBM, "We have been super-busy and we have a ton going on this fall. For starters, we have a new Amber called KCA, which stands for KICKIN CANCERS ASS. It's on tap now and we'll be donating a percentage of the proceeds from the sales to go towards cancer research. In the meantime,

*Local News
Continued on pg. 56*



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HOPS ON THE HUDSON LLC PRESENTS "HARVEST BEER & CIDER FEST" - COLD SPRING, NY - Hops on the Hudson is proud to announce their second craft beer festival in 2019, The Harvest Beer & Cider Fest, featuring 50 plus Hudson Valley, New York City, and Capital Region Rock-Star breweries and cideries. Meet the brewers/owners and or sales managers from the breweries. The Harvest Beer & Cider Fest will be held at Mayor's Park, Cold Spring, NY on Saturday, October 26th. VIP tickets allow access to the taps, from 12n to 5p, while General Admission tickets grant access 1:30p to 5p. Food trucks, live music, games and Artisans/vendors will continue until 5:30. The event is for 21 years of age and older. With an emphasis on New York Autumnal beers and a seasonal selection of indulgent libations, we invite you to spend a day with our Brewers and Cider masters, while listening to music by Kathleen Galgano of Long Island and Mike Antonelli and his band of Walden, New York. An artfully and hand-curated list of 50+ purveyors of New York craft breweries and cideries will be sure to have you tilting your glass for the last drop. 12,000 square foot of tent space provides great coverage from the elements. Come throw hatchets, show love to local not-for-profits, doodle on our Graffiti tables, and shop some of the featured New York Artisans while taking in the breath-taking views of Storm King Mountain and the Hudson Valley on a crisp fall foliage day. Hops on the Hudson offers a great FREE Raffle during the event to all of its guests. All VIPs receive 2 free tickets and all general admission receive one. Here are some of the prizes: \$150.00 gift card for a private party with Hudson Valley Hatchet of Newburgh, Gift cards at local Cold Spring restaurants and boutiques, kayaking trips by Hudson River Expeditions, Magazzino Italian Art book, table to farm dinner gift cards and much more. Finally, we truly try to make our VIPs feel like VIPs. Here is what VIPs receive: noon to 5 pm sampling, Hops on the Hudson Sampling glass, FREE Hatchet Throwing till 1:30, one \$5.00 food voucher for our food trucks, Gift from Hops on the Hudson, 2 FREE raffle tickets, special selection of beer from some of our brewers, and a chance to meet our amazing Rock-stars, the brewers themselves. Tickets are on sale at www.HopsontheHudson.com. Look for the PROMO code at our website to save



money on ticket price. For more information or to inquire about our event please email HopsontheHudson@gmail.com. This is a Rain or Shine. Thank you from The Hops on the Hudson Team!

SWITCHBACK BREWING'S 2ND ANNUAL FLYNN ON FIRE FESTIVAL TAKES LAST YEAR'S INAUGURAL EVENT TO THE NEXT LEVEL! - BURLINGTON, VT - Join us at the Switchback Brewery for a full day of smoke and fire themed art, music, food and beer with art demos, a mini makers fair and a live fire performance from Cirque De Fuego. Music acts include, Nico Suave & the Bodacious Supreme, The Wormdogs and Jacob Green. A full lineup of smoked beers from the brewery's Flynn on Fire series will be available plus an exclusive barrel-aged beer release. Raffle to benefit the Lake Champlain Land Trust whose mission is to save the scenic beauty, natural communities, and recreational amenities of Lake Champlain. You can't make delicious beer without clean water! EVENT INFO - WHEN: Saturday, September 28th, 2019 | 3-8PM, WHERE: Switchback Brewing Co., 160 Flynn Ave, Burlington Vermont. ABOUT: \$12 Day-of-Children 12 and under are free but will still need a ticket so we can keep track of guest numbers. MUSIC & ENTERTAINMENT: Nico Suave & the Bodacious Supreme, The Wormdogs, Jacob Green. Live fire performance from Cirque de Fuego. FOOD VENDORS: Bluebird BBQ, Snowcap Cold Brew, Lake Champlain Chocolates Ice Cream Truck. BEER: Pop up barrel room & educational tent, Exclusive barrel-aged beer release, A full lineup of Switchback's Flynn on Fire Smoked beer series, Non-smoked beers available as well. MAKERS & DEMOS: Orwell Glass live glass blowing (DEMO), New Duds onsite screen printing (DEMO), Heilig Art performance painter (DEMO), zobirdpottery(DEMO), Kataiia Hand-Engraved Wood Burnings (DEMO) VT Ironworks, Gerald K Stoner Sculptures at Underhill Ironworks, sculpture garden Tiny Gang Designsm Django Wood Designs, Soap Kettle Creations LLC, The Vermont Butcher Shop, The Topsy Pickle, LLC, Grooves&Grain, The Vermont Truffle Company. FOR KIDS: Green Mountain Henna Designs, Bubble Station. RAFFLE: to benefit Raffle to benefit the Lake Champlain Land Trust whose mission is to save the scenic beauty, natural communities, and recreational amenities of Lake Champlain. More info at: www.lclt.org



money on ticket price. For more information or to inquire about our event please email HopsontheHudson@gmail.com. This is a Rain or Shine. Thank you from The Hops on the Hudson Team!

VERMONT CIDER COMPANY RELEASES WOODCHUCK PUMPKIN - MIDDLEBURY, VT - Woodchuck Hard Cider is excited to announce that fan favorite Pumpkin is being released for a limited time to celebrate Fall the proper way. Woodchuck Pumpkin was previously a part of the Woodchuck Private Reserve line, and they are bringing it back with a slight twist. Pumpkin has been one of the ciders that fans consistently ask for when they tease other releases. Woodchuck's Pumpkin had a true pumpkin taste different from the more familiar spiced pumpkin, this year's pumpkin stays true to that with the addition of oak aging. The naked pumpkin profile and oak aging plays perfectly against the red culinary apple varieties used in this cider. The cider is a light copper with aroma notes of oaky squash and butterscotch. Pumpkin has an earthy taste with hints of vanilla and caramel. "When we look at our limited release plans each year, we listen to what our customer partners and fans are asking for," said Bridget Blacklock, Vice President of Marketing. "Pumpkin has been a style that everyone requests so we wanted bring back the original pure pumpkin taste with new complexity to give our fans something special." Available in East and Central regions beginning now, Pumpkin (5.5% ABV) 12oz 6 pack can. It will also be available in kegs. Enjoy a new take on this fan favorite from the brand that started the American cider revolution.



fruition in 12oz sleek cans. Muse has the body, mouthfeel and foam of a beer and is combined with the fruity, clean character of a wine delivering the best of both worlds. The refreshing flavor and low ABV ale pairs well with occasions throughout all seasons – from everyday refreshment to celebratory dinners with friends. It will be in market mid-August in 12oz 6pk sleek cans. About Southern Tier Brewing Company - After several years of professional brewery experience in Chicago, founders Phineas and Sara DeMink had a vision of bringing craft beers to a region rich in brewing heritage, but essentially devoid of production breweries. Southern Tier Brewing began in 2002 with second-hand equipment in the rural countryside near Lakewood, New York. By 2005, STBC covered most of the state as well as Pennsylvania. Demand soon outgrew capacity, and in 2009 a new brewery was built on adjacent property. Several additions later, a new 110-barrel brewhouse was constructed in late winter of 2013 and by autumn a 45,000-sq-ft distribution center, and a water treatment facility were opened. Continuous investments in quality, team, tools, and technology have helped STBC grow into one of the top breweries in the country.

SOUTHERN TIER BREWING COMPANY RELEASES MUSE ROSÉ ALE - LAKEWOOD, NY - Southern Tier Brewing Company announces the launch of a new year-round brand to add to its portfolio. Muse means "a source of inspiration." As summer sets and the weather turns, the inspiration of this beer was to bring a crisp and refined flavor that blends the styles of wine and beer. With effervescent body and a refreshing crisp finish, this hybrid is perfect for wine and beer fans alike. "Muse is our latest innovative ale that was inspired by Rosé Wine. We've spent two years perfecting this liquid link between beer and wine," said Jason Hitchcock, Head Brewer. "The ale balances tart and sweet flavors derived from South American White Grapes and Raspberries. It pours bright with a pink rose hue and finishes with a dry effervescence." The two years of research and testing to craft a liquid with the benefits of both beer and wine has come to



fruition in 12oz sleek cans. Muse has the body, mouthfeel and foam of a beer and is combined with the fruity, clean character of a wine delivering the best of both worlds. The refreshing flavor and low ABV ale pairs well with occasions throughout all seasons – from everyday refreshment to celebratory dinners with friends. It will be in market mid-August in 12oz 6pk sleek cans. About Southern Tier Brewing Company - After several years of professional brewery experience in Chicago, founders Phineas and Sara DeMink had a vision of bringing craft beers to a region rich in brewing heritage, but essentially devoid of production breweries. Southern Tier Brewing began in 2002 with second-hand equipment in the rural countryside near Lakewood, New York. By 2005, STBC covered most of the state as well as Pennsylvania. Demand soon outgrew capacity, and in 2009 a new brewery was built on adjacent property. Several additions later, a new 110-barrel brewhouse was constructed in late winter of 2013 and by autumn a 45,000-sq-ft distribution center, and a water treatment facility were opened. Continuous investments in quality, team, tools, and technology have helped STBC grow into one of the top breweries in the country.

BREWERY OMMEGANG AND HBO ANNOUNCE MY WATCH HAS ENDED, A BEER TO CELEBRATE THE END OF GAME OF THRONES - COOPERSTOWN, NY - Together with HBO Licensing & Retail we are pleased to announce the 15th and final offering in our multi-year, multi-beer partnership inspired by HBO's award-winning drama, Game of Thrones. My Watch Has Ended, an imperial brown ale brewed with maple syrup and fenugreek, will be available this fall, expressing the state of Westeros after eight seasons of bloody battle. "We've brewed an amazing array of different beers over the course of this partnership, and it's been our pleasure to be part of this phenomenal story," said our president Doug Campbell. "A tribute to fans everywhere, My Watch Has Ended is a fitting end to the series, and a reflection of the mindset of fans now that this epic story has come to a close. We hope it's something they'll enjoy with friends as they reminisce about their favorite episodes and characters." "Fifteen beers and six years later, we've now arrived at our aptly named final beer, My Watch Has Ended," said Jeff Peters, VP of Licensing & Retail. "What



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BREWERS ASSOCIATION REPORTS CONTINUED GROWTH FOR SMALL AND INDEPENDENT BREWER - BOULDER, CO. • August 6, 2019—

 Growth for small and independent craft brewers remained steady for the first half of 2019, 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. Production volume for the craft segment increased four percent during the first half of 2019. “Growth continues to follow a similar pattern we have seen in the past few years, with steady rates in the low-to-mid single digits,” said Bart Watson, chief economist, Brewers Association. “The majority of growth continues to come from microbreweries, taprooms, and brewpubs, whereas the distribution landscape remains more challenging for regional craft brewers.” As of June 30, there were 7,480 active craft breweries, up from 6,464 during a comparable timeframe last year. An estimated 2,500 to 3,000 breweries are in planning, based on active Alcohol and Tobacco Tax and Trade Bureau (TTB) licenses. “Overall demand for beers from small and independent brewers continues to increase, but at levels that make it difficult for all breweries to grow simultaneously,” added Watson. “This is a sign of a maturing market that will likely continue in the coming years.”
Craft brewer definition: An American craft brewer is a small and independent brewer. Small: Annual production of 6 million barrels of beer or less (approximately 3 percent of U.S. annual sales). Beer production is attributed to a brewer according to rules of alternating proprietorships. Independent: Less than 25 percent of the craft brewery is owned or controlled (or equivalent economic interest) by a beverage alcohol industry member that is not itself a craft brewer. Brewer: Has a TTB Brewer’s Notice and makes beer.
About the Brewers Association - The Brewers Association (BA) is the not-for-profit trade association dedicated to small and independent American brewers, their beers and the community of brewing enthusiasts. The BA represents 5,000-plus U.S. breweries. The BA’s independent craft brewer seal is a widely adopted symbol that differentiates beers by small and independent craft brewers. The BA organizes events including the World Beer Cup, Great American Beer Festival, Craft Brewers Conference & BrewExpo America, SAVOR: An American Craft Beer & Food Experience, Homebrew Con™, National Homebrew Competition and American Craft Beer Week. The BA publishes The New Brewer magazine, and Brewers Publications is the leading publisher of brewing literature in the U.S. Beer lovers are invited to learn more about the dynamic world of craft beer at CraftBeer.com and about homebrewing via


the BA’s American Homebrewers Association and the free Brew Guru mobile app. Follow us on Facebook, Twitter and Instagram.

JAMESON PARTNERS WITH BALE BREAKER BREWING AND REVOLUTION BREWING ON 2 LIMITED-EDITION CASKMATES BEERS - NEW YORK, NY -

One brewery from Logan Square, Chicago, IL. One brewery from the hop fields in Yakima, WA. One whiskey from Midleton, Ireland. That’s the intercontinental collaboration Jameson unveiled with the launch of Jameson Caskmates Bale Breaker Limited Edition and Jameson Caskmates Revolution Brewing Limited Edition. As a brand that grew up in neighborhoods across the country, Jameson has always celebrated the unique places, sounds, and tastes found only in those neighborhoods. The partnership with Bale Breaker Brewing Company and Revolution Brewing has been taken to new heights with the launch of the two Jameson Caskmates Limited Editions. “Jameson’s commitment to local neighborhoods is the cornerstone of our connection with whiskey drinkers and local tastemakers, across the country. Having the opportunity to highlight a shared passion for artistry, with two breweries that have been a part of the Jameson family since the inception of Drinking Buddies program in 2015, is a great feat for everyone involved,” said Paul Di Vito, Vice President, Jameson Irish Whiskey, Pernod Ricard USA. “Jameson Caskmates Hyperlocal Editions allow us to put the spotlight on these local breweries, devising a spirit that embodies the taste of our neighborhoods.” The Jameson Caskmates Hyperlocal Limited Editions were conceived when Bale Breaker Brewing and Revolution Brewing traveled to Ireland to brew their signature beers to season Jameson casks. The process resulted in Jameson Caskmates Bale Breaker and Revolution Brewing Limited Edition—tripled-distilled, blended Irish whiskey that has been patiently finished in local craft beer-seasoned barrels. “Going to Ireland to collaborate with Jameson is a brewer’s dream. Our Topcutter IPA embodies where we’re from, and bringing a taste of our neighborhood to the Jameson distillery to create our very own Caskmates Limited Edition was quite incredible,” said Kevin Smith, the head brewer at Bale Breaker Brewery. “When we came together, it was about making something new and different. Chicago has a strong Irish history and now we have an Irish Whiskey of our own,” said Jim Cibak, the head brewer at Revolution Brewing. The Jameson Caskmates series was born from a bar top conversation, touting the evolution of beer and whiskey’s role at the bar. For years, the two have coexisted on menus and shelves, but not under one cap until the launch of Jameson Caskmates in 2015. When Jameson Caskmates was

thought up, no one anticipated such an exceptional result, confirming that it couldn’t be stopped at just one. Both, Caskmates Editions should be served neat, on the rocks or alongside a craft beer, we recommend Topcutter IPA or Fist City Pale Ale. Jameson Caskmates Bale Breaker Limited Edition (Bale Breaker Brewing Company, Yakima, WA) Tasting Notes & Product Information: Nose: Rich in hops with delicate floral notes. Taste: Citrus notes with some spices and vanilla throughout. Finish: Rich, lasting finish with hints of hops fading to notes of oak and spice. ABV: 40% Alc./Vol. (80 proof). Jameson Caskmates Revolution Brewing Limited Edition (Revolution Brewing, Chicago, IL) Tasting Notes & Product Information: Nose: Delicate fruits, grapefruit and lingering sweet notes. Taste: Full bodied and smooth with hints of both hops and vanilla. Finish: Spice character and hops fade slowly into lingering fruit notes and toasted oak. ABV: 40% Alc./Vol. (80 proof). Find Jameson Caskmates Revolution Brewing Limited Edition and Jameson Caskmates Bale Breaker Limited Edition at select retail locations and neighborhood bars for a limited time. Follow along at @Jameson_US and JamesonWhiskey.com for the latest happenings or to find out more about Jameson Caskmates. Editor’s Note: Jameson always pairs well with your favorite craft brew!

PAIRED® UNITES THE BEST OF BEER AND FOOD AT THE GREAT AMERICAN BEER FESTIVAL - BOULDER, CO -

 When the Great American Beer Festival® returns October 3-5 to Denver, beer connoisseurs and epicureans alike will have the opportunity to experience PAIRED, the ultimate culinary and craft beer experience. PAIRED unites independent craft brewers and acclaimed chefs in celebrating the endless possibilities of pairing beer and food. Attendees will meet the Michelin Star and James Beard Award-winning chefs and chat with today’s most creative brewers while food is being plated and beer poured. This year PAIRED welcomes 10 new chefs, thus bringing the lineup to 29 chefs designing mouth-watering delicacies to pair with 48 exclusive beers. The pairing menu will be available in September; chef bios and brewery lineup are posted on PAIRED. This year’s lineup of acclaimed chefs includes: Alex Seidel of Fruition Restaurant and Mercantile Dining & Provision in Denver. Seidel was awarded 2018 James Beard Foundation “Best Chef Southwest.” Michael Galen of Dusek’s in Chicago. Dusek’s has been awarded a Michelin Star in 2016, 2017, 2018, and 2019. Tim Rattray of Granary ‘Cue & Brew in San

Antonio. The Granary has twice been named one of Texas Monthly’s top 50 barbecue joints, called “the future of barbecue” by Esquire, and one of the “changing faces of Texas barbecue” by Food & Wine. Dana Rodriguez of Work & Class in Denver. Dana was hired as Executive Chef at Work & Class after being promoted through the ranks from dishwasher to prep cook to sous chef. She received nominations in the “Best Chef Southwest” category by the James Beard Foundation in 2015 and 2016. John Tesar of Knife in Dallas. Tesar worked alongside Anthony Bourdain at Vine and Supper Club in New York and is a four-time James Beard “Best Southwest Chef” semifinalist, two-time contestant on Bravo’s “Top Chef” and winner of Food Network’s “Extreme Chef. This year’s lineup of independent craft breweries includes: Allagash Brewing Company of Portland, Maine. Founder Rob Tod received the 2019 James Beard Award for Outstanding Wine, Beer or Spirits Professional. Lawson’s Finest Liquids of Waitsfield, Vermont. Brewers of highly sought-after beers, such as Sip of Sunshine IPA and Super Session series IPAs. St. Elmo Brewing Company of Austin, Texas. The small community-focused brewery was named one of the “10 Best Breweries in Austin” by Condé Nast Traveler. Stone Brewing of Escondido, California. The ninth-largest craft brewer in the U.S., Stone has been called the “All-time Top Brewery on Planet Earth” by BeerAdvocate magazine twice and has been listed on the Inc. 5,000 Fastest Growing Private Companies list 11 times. “We always want to push the palate by developing a menu that demonstrates how food and beer can enhance each other,” said Adam Dulye, executive chef of the Brewers Association and curator of PAIRED. “What makes PAIRED unique is the experience—attendees can speak with the chefs plating food and the brewers who made the beer that’s being served. I’m particularly excited about this year’s mix of acclaimed chefs and brewers and look forward to revealing the full PAIRED menu soon.” A limited number of PAIRED tickets remain available for Thursday, October 3, 5:30 p.m. to 9:00 p.m. and can be purchased on their website. A special entrance, two-ounce samples of exclusive beers, plus mountainside views make PAIRED a more intimate gathering than the general session making it a must-experience event! PAIRED tickets also include admission to the Great American Beer Festival general session (5:30 p.m. to 10:00 p.m.), featuring one-ounce samples of more than 4,000 beers from an anticipated 800 breweries.

GREAT AMERICAN BEER FESTIVAL® 2019 ADDS NEW EXPERIENCES FOR ATTENDEES – DENVER, CO – What? For the 38th consecutive year, beer lovers will gather in Denver, Colorado, at the Great American Beer Festival (GABF), the coun-

try's preeminent beer festival and competition. This year's GABF will offer 62,000 attendees the opportunity to choose from more than 4,000 beers from an anticipated 800 breweries. When? Thursday, October 3: 5:30 p.m. – 10:00 p.m. Friday, October 4: 5:30 p.m. – 10:00 p.m. Saturday, October 5*: 12:00 p.m. – 4:00 p.m. *Brewers Association and American Homebrewers Association® (AHA) members only session. Saturday, October 5: 5:30 p.m. – 10:00 p.m. Where: Colorado Convention Center, 700 14th Street, Denver, CO. Why: GABF is the largest collection of U.S. beer ever served, in the format of a public tasting event plus a privately judged competition. Dubbed by Thrillist as "The One Beer Festival You Must Go to Before You Die," GABF has topped beer lovers' bucket lists since 1982 and unites beer lovers and brewers from all corners of the country to celebrate the nation's ever-growing craft beer culture. Tickets include: Commemorative tasting glass, Unlimited one-ounce samples, Festival guide and free app to help attendees navigate the festival hall, Access to educational and interactive seminars focused on beer appreciation, Opportunity to speak with the personalities behind the beers in the Meet the Brewer section, Entertainment including games, karaoke, silent disco with a live DJ and more. PAIRED tickets include the above plus a special entrance to PAIRED, and 50 unique beers not found anywhere else in the festival hall matched with small bites designed by 25 award-winning chefs. Designated Driver tickets include festival program, special gift, unlimited sodas, and hospitality in the Designated Driver Lounge. Note: Due to limited availability, GABF General Session and PAIRED ticket sales are capped at eight tickets per session per ticket buyer.

BOSTON BEER COMPANY RELEASES 30TH ANNIVERSARY SAMUEL ADAMS OKTOBERFEST AND KOSMIC SOUR – BOSTON, MA

The brewers at Samuel Adams announce the return of Sam Adams Oktoberfest – the #1 selling fall seasonal beer that has won an unprecedented 125 international awards in its 30-year history. Sam Adams Oktoberfest is highly anticipated by drinkers each season and is back this autumn in time to celebrate its 30th anniversary. From its deep red amber color to the roasted caramel aroma, the return of Oktoberfest signals the season's change, ushering in fall. The beer is a traditional Oktoberfest märzen style that uses a proprietary blend of four different malts to create a rich, smooth almost creamy beer perfect for when the weather begins to turn a little cool and crisp. The malt backbone creates the sweetness of toffee notes, balanced with just enough bite from the hops. Sam Adams Oktoberfest beer is rooted in celebration. In 1810, the Oktoberfest tradition

was born in Munich, Germany when the Crown Prince's wedding was marked with a 16-day party and märzen beer. Over the years, brewers lightened the centerpiece beer so locals and visitors could drink more of it. Today, enthusiasts can savor the traditional malty flavor of Sam Adams Oktoberfest all season long and at special events across the country. True to its origin, Sam Adams Oktoberfest is perfect for fall celebrations. It pairs well with hearty fall dishes like lamb, pot roast, bratwurst or burgers. Fans of this German lager will appreciate the heirloom Hallertau Mittelfrüh and Tettnang Tettnanger Noble hops and note the sweet blend of malts for a balanced brew. Jim Koch, Sam Adams Founder & Brewer, on Oktoberfest 30th Anniversary "Sam Adams Oktoberfest is fall in a glass, brewed for the good times it was both named for and continues to inspire. In keeping with tradition, our brewers have meticulously maintained the integrity of this classic Oktoberfest beer for thirty years. In that time, we've watched drinkers rally behind Sam Adams Oktoberfest in unique ways, from stocking up on the seasonal the moment it hits shelves, to participating in stein hoisting competitions at festivals. As we celebrate its return with over 125 awards under our lederenhosen, we're proud to call Oktoberfest the 'Best Fest' out there." Celebrating the Season with Sam Adams Sam Adams Oktoberfest is perfect for bringing people together this fall. Join Sam Adams at one of many celebrations including Oktoberfest Zinzinatti in Cincinnati, Wynwood Oktoberfest in Miami or at our own Boston Brewery Tap Room's Oktoberfest on September 26–27. Oktoberfest Availability; Oktoberfest will be available beginning in early August. The beer will be available in six-pack and twelve-pack bottles, twenty-four-pack and twenty-eight-pack bottle loose cases, twelve-pack cans, on draft and in cans on JetBlue flights. Oktoberfest will also be available in the Samuel Adams Fall Variety Pack alongside other seasonal offerings like the all new Kosmic Sour. Prices vary by market. To find where Oktoberfest is available near you and to learn more, visit Samueladams.com/find-a-sam. While Oktoberfest will have the same great, award-winning taste, packaging will reflect the redesigned look rolled out earlier this year with the iconic Samuel Adams blue. Hues of seasonal orange and the corresponding amber haze of Oktoberfest will showcase the beer on US shelves this fall.

OSKAR BLUES' DEATH BY COCONUT RETURNS FOR FALL 2019 - LONGMONT, CO

Oskar Blues Brewery announces the return of a seasonal cult favorite, Death by Coconut Irish Porter, a morbidly malty brew that matches flavors of bittersweet cacao with creamy coconut. The deadly good limited release makes its 2019 arrival with kickoff events in taprooms August 23. Death



By Coconut will be nationally distributed in 4-packs of 12 oz. cans and on draft beginning in early September. Coconut and chocolate have long been best buds, and their partnership reaches a sudsy peak in this semi-sweet Irish Porter. "We sought a flavor combination that would pair perfectly with the robust but not overbearing backbone of an Irish Porter," said Juice Drapeau, Head Brewer at the Oskar Blues pilot brewery in Lyons, CO. "The smooth, malty base of Death by Coconut gives the cacao and coconut additions a chance to come through and steal the show." Oskar Blues didn't need to travel far to find the perfect cacao partner for Death By Coconut. Boulder-based Cholaca specializes in pure liquid cacao – made from cacao, water and (appropriately enough) coconut sugar. "We are thrilled to be an integral ingredient in DBC again this year," said Cholaca Founder and CEO, Ira Leibtag. "Cholaca is not only easy to use and consistent from batch to batch but it also allows Oskar Blues to produce large volumes of this amazing porter. We are proud to be a part of it." In Death By Coconut, intense, bittersweet Cholaca chocolate vibes with dessicated coconut and a malt bill of dark chocolate and extra-dark caramel malts. The result is a smooth, semi-sweet treat of a beer that pairs well with fall evenings outdoors and desserts of every kind. Following taproom releases, Death by Coconut will be distributed nationally in 4-packs of 12 oz. cans and on draft. Use the beerfinder to find it on shelves and at beer bars near you. Visit OSKARBLUES.COM.

FIRESTONE WALKER'S BARRELWORKS ANNOUNCES BRETTE BLANC - BUELTON, CA

Just in time for the heat of the harvest season, Firestone Walker's Barrelworks is set to unleash Bretta Blanc—an eccentric and effervescent wild ale made with white wine grapes from David Walker's family vineyard. Bretta Blanc is all about offering a soft Champagne-like mouthfeel for maximum warm weather drinkability in late summer and early fall," said Barrelworks' Master Blender Jim Crooks. "It's one of the easiest-drinking wild ales you'll ever taste." Bretta Blanc is rolling out now to all Firestone Walker markets in limited draft and 375-ml bottle formats. It is the third of four bottled Barrelworks wild ale releases slated for 2019. From The Lion's Den - The story of Bretta Blanc begins at Kingsley Vineyard in California's Santa Ynez Valley, which is the longtime family vineyard of brewery proprietor David Walker, a.k.a. The Lion. Here, Crooks and company picked Sauvignon Blanc and Chenin Blanc grapes over multiple harvests dating back to 2016. These grapes were pressed and fermented with a light base beer using proprietary wild yeasts. The different lots were then matured for one to three years in French oak barrels prior to



final blending. The result is a uniquely nimble beer-wine hybrid that exudes racy tropical aromas with notes of honeysuckle and honeydew melon. "Barrelworks is all about rising to the challenge of transforming raw ingredients into something beautiful," Crooks said. "With Brett Blanc, we took aromatic white grapes and aimed to create something as close to Champagne as we could. This is the ultimate crossover beverage—the wine grape aromas coming out of the glass are just amazing."

THE SPOETZL BREWERY BRINGS BACK SHINER OKTOBERFEST - SHINER, TX

We are all for Fall! – We're delighted to share the news that Shiner's most awarded seasonal beer is now back on the shelves. While many brands jump on the trend, Spetzl



Brewery, brewer of Shiner Beers, has legitimate Bavarian roots. Kosmos Spetzl born and raised in Bavaria, Germany founded the brewery in 1909. We'd like to think he'd be proud of our annual release of Oktoberfest, a brew that not only ties us to our root but also our most awarded seasonal in history. Shiner Oktoberfest is made using the highest-quality Two-Row Barley, Munich, and Caramel malts, along with German grown Hallertau Tradition and Hersbrucker hops. It has a rich malty aroma, with a caramel sweetness that fades to a dry, hoppy finish. The brew clocks in at 4.48% ABV and touts an 18 IBU and is available nationally for a limited time. Get some while you can!

NEW HOLLAND BREWING RELEASES ICHABOD PUMPKIN ALE - HOLLAND, MI

One of fall's most legendary pumpkin ales rides again this month with the limited-release batch of "Ichabod" by New Holland Brewing Company, a West Michigan-based craft brewer and distiller. Ichabod sets the mood for the season with the perfect blend of malted barley, real pumpkin and bewitching notes of cinnamon and nutmeg for a delicious and inviting brew. Ichabod's label depicts the iconic and spooky "Headless Horseman" character with a wicked pumpkin in hand. "We released Ichabod for the first time more than twenty years ago and it was one of the first beers we ever brewed," said Joel Petersen, Vice President of Beer Sales. "The anticipation of this limited-batch ale remains one of our most anticipated releases every fall. For the second year, fans can find Ichabod in six-pack cans." About New Holland Brewing Company We find that the best moments in life – the most memorable – are when we spend time in the company of those who are most important to us. Our beer

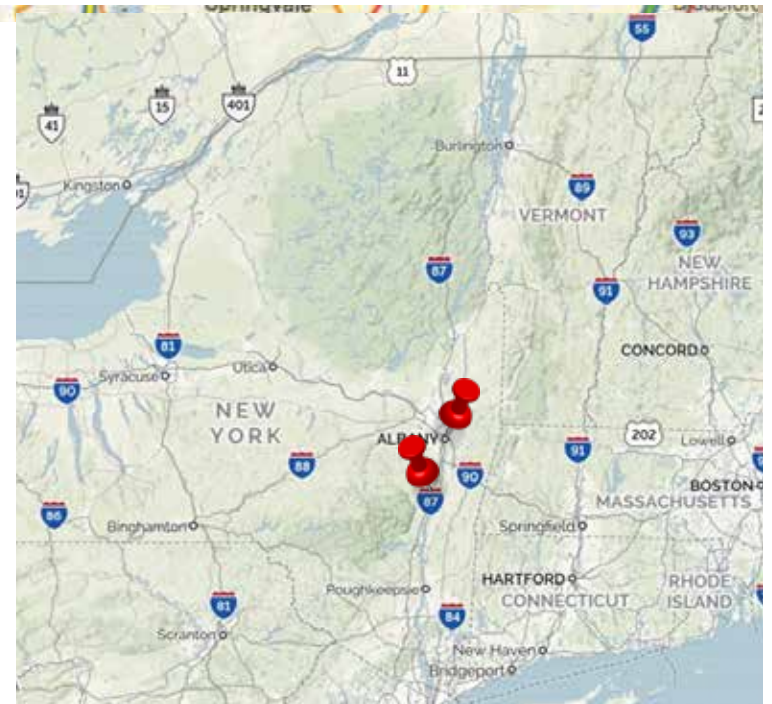


National News
Continued on pg. 56

Hudson Valley Distillers

Enhancing the Local Craft Scene

By TBM



Hudson Valley Distillers

1727 Rte 9, Clermont, NY 12526

Hours: Thursday & Friday: 3-8, Sat: 12-7, Sun: 12-6

Phone: 518.537.6820

Website: www.hudsonvalleydistillers.com

Just a 35-40 minute road trip south from Albany, Clermont New York, known as the namesake for Robert Fulton's steamship, is fast becoming known for something else, its thriving craft beverage scene. Packed into about a 10-mile circle centered on Clermont are three breweries (Suarez Family, Sloop, and From the Ground Brewing), two wineries (Tousey Winery & Clermont Vineyards and Winery), and a distillery (Hudson Valley Distillers). There are also two cideries (Abandoned Cider & Rose Hill Farm) with a brewery in the works.

Husband and wife owners and operators of Hudson Valley Distillers, Chris and Jennifer Moyer moved to the Hudson Valley from Northern Virginia in 2012 to start the business. "Our dream was to live a better life and build something we could be proud of while setting an example for our two boys. Our belief was that honest, hard work was the key to this success, so we took a chance on ourselves and the Hudson Valley." Says Jennifer.

Hudson Valley Distillers, a NY farm distillery, is housed in a 150-year old barn attached to a sprawling tasting room with a cocktail bar featuring their applejack, gin, vodka and whiskey. To be considered a farm distillery, at least 85% of the ingredients have to be sourced from the state of NY. However, Chris states that 99.9% of their ingredients are sourced from within about a mile of their distillery.

The distillery and tasting room are on a 12-acre farm with plenty of room to spread out. Surprisingly, they also offer 12 NY farm beers on tap and as well as 12 wines by the glass. "We're proud of our spirits, but we wanted a place even beer and wine drinkers would appreciate" says Chris somewhat tongue in cheek.

"Taking inspiration from the small winery scene in Northern Virginia, we wanted to start a place in the Hudson Valley where you could bring your family, dog, friends, or all three and do a quick tasting or stay for the day." Says Jennifer.

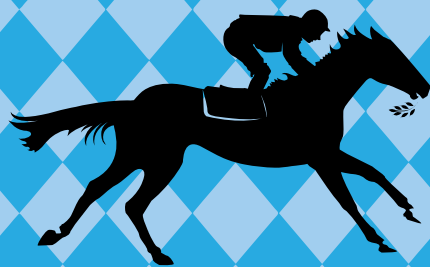
Their current lineup includes applejack, a whiskey like spirit made from New York apples, a vodka made from organic non-GMO corn, gin made from NY grapes and a bourbon made from NY grains. They are also planning for a rye whiskey and malt whiskey release in summer 2020.

In addition to light food, spirits, wine and beer by flights or in a glass, they also offer tours of the production facility. "Our tours go almost an hour and we try hard to give visitors a personalized experience." says Chris.

Hudson Valley Distillers is a great destination whether you're looking for a tasting, a flight or making a day of it. The vibe is relaxed, you're treated like family, and there is a fantastic selection of beer, wine, and cocktails. If you'd like to visit Hudson Valley Distillers also check out **Tousey Winery, Clermont Vineyards & Winery, Suarez family Brewery, and Sloop Brewing**. For more information, check out their website and search them on social media.

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Brewmaster's Cellar

Beer Diversity Have We Lost Our Edge?

By George de Piro

I'm old enough to remember when a bar was considered "good" if it had Bass and Guinness alongside the Bud, Miller and Coors taps. That was a bad time in American beer history. Three big breweries made almost all of the beer and they all made the same style: light lager. Even the smaller breweries, like Yeungling and Weinhard, made light-tasting, dull beer. Almost all the imported alternatives were also light lagers. It was a very monotonous beerscape.

Then the craft beer revolution introduced people to myriad styles, many of which had never been brewed commercially in the United States. While many of the new breweries were heavily influenced by the brewing traditions of England, making pale ale a popular craft style, a lot of breweries worked in the great traditions of Germany and Belgium. Through the 1990s and into the early

naughts, American brewing experienced a burst of style diversity unlike anything previous.

During this period, bars grew their draft selection by adding draft lines. It became commonplace for beer bars to have 12 to 24 taps representing over a dozen different styles. One could find almost any flavor to suit the mood; wit, weizen, pale ale, stout and many Belgian-style ales were readily available. America boasted the most diverse beer menu in the world. It was a great time to be a beer lover here.

This scene started to change about 10-15 years ago. American breweries began to focus on building sales volume. Marketing data informed brewing decisions. The words "Pale ale" or letters "I.P.A." (India Pale Ale) needed to be included on every beer. This sometimes led to oxymoronic nomenclature, like "Black IPA" and "Pale Stout," but hindsight reveals a worse consequence: it was the beginning of a new era of beer style monotony.

Today, almost all the beer found on supermarket shelves is some form of pale ale. Some are more mildly hopped than others, but many are pretty extreme in their hop character. Fueled by internet comments and mobile app ratings, many brewers are making their beers with extreme hop levels, striving to out do the guys down the street.

Most bars offer a similar lack of diversity. Seeing that beers labeled "IPA" sell faster than others, they now offer almost

nothing but different pale ales. There is sometimes a tap devoted to a sour (usually with fruit) and a stout or two (both high alcohol and flavored with fruit or spice), but it's become standard for 70-80% of a beer menu to be a form of pale ale.

At the same time that beer selection is becoming dull, beer consumption is declining. The fastest growing segment in alcoholic beverages is no longer craft beer but "hard seltzer." As a craft beer brewer and lover of diverse, flavorful beers, this is deeply upsetting to me. Hard seltzer is nothing more than a means to get drunk while flavorful beers can be enjoyed simply for the gustatory experience.



The following is speculation based on my observations of the brewing industries in the US, UK and Germany. I present these ideas not as dogma but rather as seeds for discussion:

Is the decline in craft beer consumption related to the lack of diversity in beers offered by craft brewers? I believe it is. If somebody doesn't like hops, sourness or fruit beers, there isn't a lot of choice left for them at most bars and supermarkets. They are likely to seek an alternative beverage.

One might argue that pale ales are ubiquitous because the vast majority of beer drinkers are seeking a hoppy experience. The sales data at three Druthers Brewing Company locations contradicts this notion.

I strive to present diverse beer menus at every location; this is not the norm at most other bars. Of course, we offer pale ales, but we also offer various lagers, fruit beers, sours, and malty beers. While the best-selling beer is usually one of our pale ales, all of our pale ales combined constitute about 25-30% of our total beer sales.

That means 70 - 75% of the beer we sell isn't some form of pale ale. Moreover, adding more versions of pale ale to our menu has never increased total beer sales but instead leads to lower sales of each pale ale (a.k.a. "cannibalization"). However, that 70-75% of beer is split between nine or ten different styles. The rate of sale for any one of those beers is much lower than our pale ales.

Druthers locations are significantly larger and sell more volume than most beer bars. This enables us to get through

those slow sellers in a reasonable amount of time. Most bars aren't in such a happy situation, so a sort of catch-22 develops: Pale ales sell fastest so they buy more pale ales, reducing beer diversity and driving away customers that don't like hoppy beers. If they later get a few beers that aren't pale ales, there aren't enough customers buying them because people who don't like hops have already stopped going to their bar.

The sad result of all this is that America's stint as "the greatest beer country" may have been short-lived. The beer selection at stores and bars is monotonous, with very hoppy pale ales making up most of the inventory. The extreme character of these beers makes it difficult for the average consumer to differentiate between brands; much like in the days of light lager, marketing becomes more important than quality.

What is concerning to me is the fast growth of the hard seltzer category while craft beer sales stagnate or even contract. Is it the lack of beer style diversity that is driving away consumers? If that is part of the reason, what can we brewers do about it?

I suppose I'd rather live in a world of monotonous, flavorful beer than one flooded with insipid, light-colored, high-adjunct lager. Being a Master Judge in the Beer Judge Certification Program, I do appreciate almost all beer styles. But seeing craft beer losing ground to flavored alcoholic water has me concerned about the future of craft beer in this country. I don't have any answers, yet. As I stated above, I'm simply presenting some information to ponder and maybe start a conversation.



DOES BEER EXPIRE?

By Brett Willis
of Allagash Brewing Company

A question we get often: does beer expire? Short answer, no. Beer isn't like milk. With age, it doesn't actually expire or become unsafe to drink. Old beer's taste, however, will absolutely change. But stored properly, an old beer's effect on your body won't be different than a freshly packaged beer.

How does that work? The wort—or unfermented beer—is basically Pasteurized by the brewing process, effectively killing off any unwanted organisms. Once the beer is fully fermented, it creates an environment in which the types of pathogens or bacteria that can cause harm aren't able to survive. This is due to the combination of alcohol, the beer's low pH, and the antimicrobial activity of hops. There are quite a few other microbes that can live in these conditions, but they're not harmful. This means that in a properly brewed and packaged beer, you'll just find the beer's ingredients and a teensy bit of air.

That tiny amount of air is important.

There's no way to package a beer without a miniscule amount of oxygen sticking around. At our brewery, we measure this amount in parts per billion. With time, that oxygen inside every bottle, can, or keg, changes the beer. This is called "oxidation" and is responsible for a range of flavors. Some beers will develop a stale, cardboard-like flavor, accompanied by a note of sherry. More malt-forward beers can develop a sweet, bready, and even toffee-ish flavor. In a beer of ours called Curieux—a bourbon barrel-aged Tripel—we've noted some of those sweet toffee, almost caramel-like flavors developing with age.

A beer's "hoppiness" will also dissipate with age. Hop aromas in particular are notoriously time sensitive. The bitterness hops impart in the beer will stay in the mouthfeel, but any of those piney, citrusy, or floral hop aromas that characterize a hop-forward beer won't stick around in an older beer.

But what about skunky beer? Sunlight is the culprit there. Beer ages poorly under any ultraviolet light (thus why a term for properly aging beer is "cellaring" or keeping it in a dark place). Brown bottles and aluminum cans are both effective at blocking out light. But beer in a clear or lighter-colored bottle will develop that signature "skunk-like" flavor if left out. Another staling agent is heat. The higher the heat, the faster the staling. Heat doesn't create a

Getty images used with permission from the author



specific off flavor itself. Instead, it acts to speed up the process of oxidation. Our lab actually uses a warm fridge to simulate age in our beer, to get an idea of how it will hold up with time.

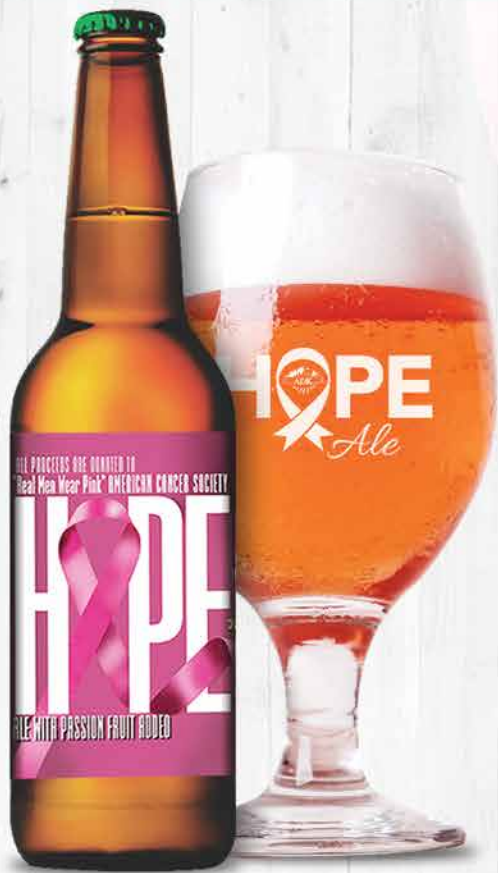
Intentionally aging beer is an entirely different subject, and one that's worth a deep dive of its own. But long story short, if you enjoy beer, you'll want to drink it closer to its release date. It's the best way to taste the beer as close as possible to the way the brewer intended.

Brett Willis is a member of the marketing team at Allagash Brewing Company. He lives in Portland, Maine, with his wife, daughter, and large, needy dog.

website: www.allagash.com

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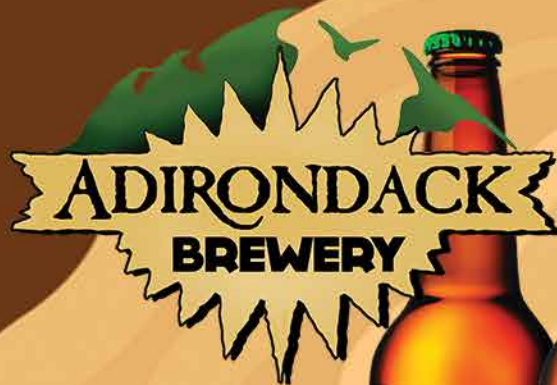
HOPE Ale

Using passion fruit puree and their traditional malt profile, Adirondack Brewery is proud to offer this special beer again this year to support the Real Men Wear Pink campaign and raise funds for breast cancer research.

*A portion of the sales of Hope Ale will be
donated to the American Cancer Society*


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BACK TO SCHOOL

ALARM	W W X R C X Z I U F F J L D E P U D A S V H C A P C O I U J J H C D S
BACKPACK	M S J T I K E G K S Q U K C R H G Z C H R M K Z W X L J A J A I K U M
BEERPONG	I B B E U O A N L N J Y P U G J H A X T M Q T I W B N A P W G N A E S
CALCULATOR	C H O H L J V A F N N I C D I E C X Z O B O J R H H U E K M E L R E T
COFFEE	X A D R X Q M H H H L U A P K S C W D W T T A Z C R D G W B Y R F L
DESK	T H L I O P K X C T K O Q Y T P F E M U Z E V T H N U E H R X C K J U
ERASER	A H G C S U D V C C W S M H S H U I T X Q Z T L Y U N S V A Y Q F Z B
FUTON	M M H H U B A O Y M X V T L E C I K N E J P Z R M L U K F S H T L X A
HAMPER	Q S A O A L K C A P K C A B R H B W N U W U U B V U M C P B D C G V A
HEADPHONES	X D M C H R A R E G G E K A A P M F L G H U W R B Q K G A X E C D W M
KEGGER	E A G F W V A T G C U S A B S J V D L J O A G O T A Z M J K K O U N X
LAMP SHADE	I Q Q Z C N R M O A U L E S E H M S S R H N P I N N Y S O S M Q Y A N
LAPTOP	S F Y V B W H L E R R Z L R R Z G I Z M M J J B T P X O B K D C L O M
LUNCHBOX	C G T T Q C E U T N F M Y I S V U N K V P G C X H V B N B Q K C Q B U
NOTEBOOK	C N H A H G V C N A Y T V Q S B J S O T I L Z K A E T K M Z S I N U O
PENCIL	Z H O F E I M P T C N S V X B M S Y D P A F Q A T T Z Q F Q F H M O L
RAMEN	V M X N A F U T O N K K M C Z W R C R E R V N O D W W P M D F D F D Z
TAPE	A M X E D B Q Z P B Z A N H T V Y T L M X E N J I V E V E D G Y E D F
TEXTBOOK	I M E K P C M R X A P T M W K K T Z U J L Z E O Z H A D L P A O E R G
TOGA	V T A E H O J M C N U A E P Z K K Y G G H Z W B E K J Y M B B J D P L
	A Z A U O A T I I M T D E I C N U E T H N F B G J W A D Q J R Q Y H I
	S O K O N F J P B I V C R U Z B M M C J P M P Z V T L X C G I K N L C
	M A N A E H A L A P R X Y F W R H Z Q O I F R J W J Y K H V T U X V N
	H T Q C S P Y B A L K Y A M A F B G Q R F F H B B M T E C G W X F H E
	W N P Q J U C W E I R N A L K W C D P U X F F D Y H R E Y H A L O I P
	O F E D N I E G Z S Z I A O X Z Y Z Z Y S C E T N K A D C P R S Z J L
	S O G B C Z S Y Y K O G T C E N U R T F W I E E W G E T Z R Z V T N
	B V H R S L V F T Y T I B E B Z U D S F P P D B C D O S R F E Q N U F
	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 R S R E L G T J G X O R O M F C R W J T N E E M X
	J Y M G R E I N S R Q R I X Y T Y I T S R E J S K U E P D W M P T G W
	W V T J N R A J K P T C W J A C H W B M A E Z N W C Z D H I B B I V X
	Q K J E P O Y N L T T H R P N E F U Y B J Y R L P J L H V R Q N A S D
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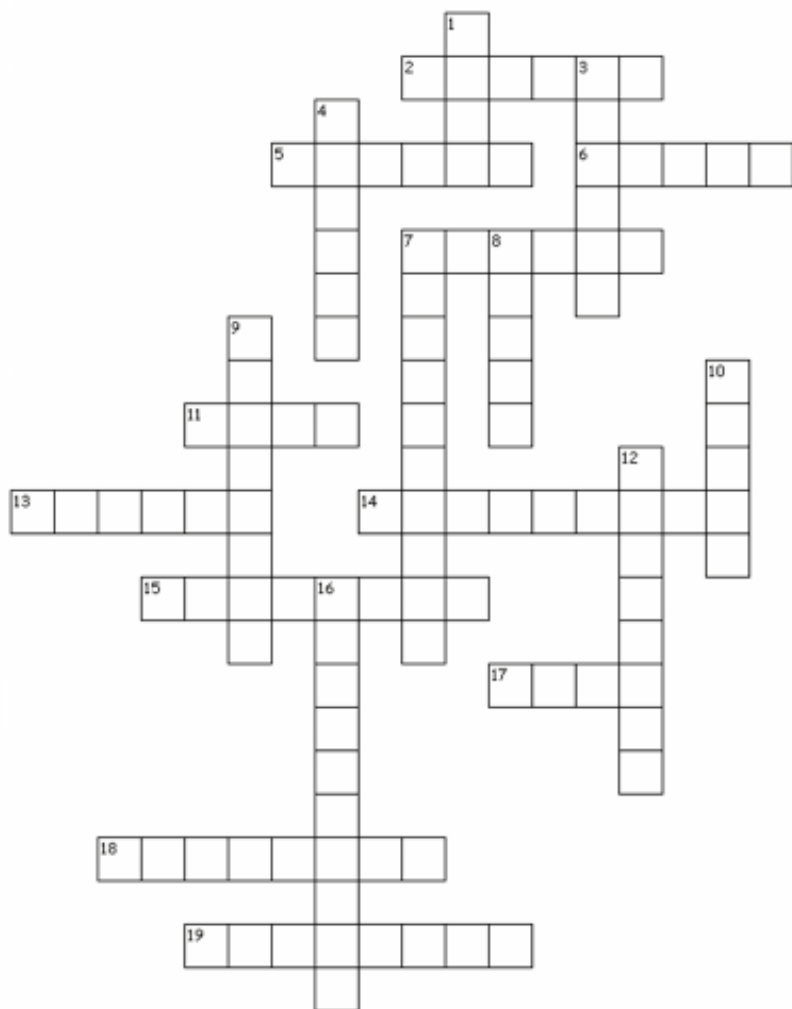
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ACROSS

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

DOWN

- 1. HANG POSTER/BOUND YOUR 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

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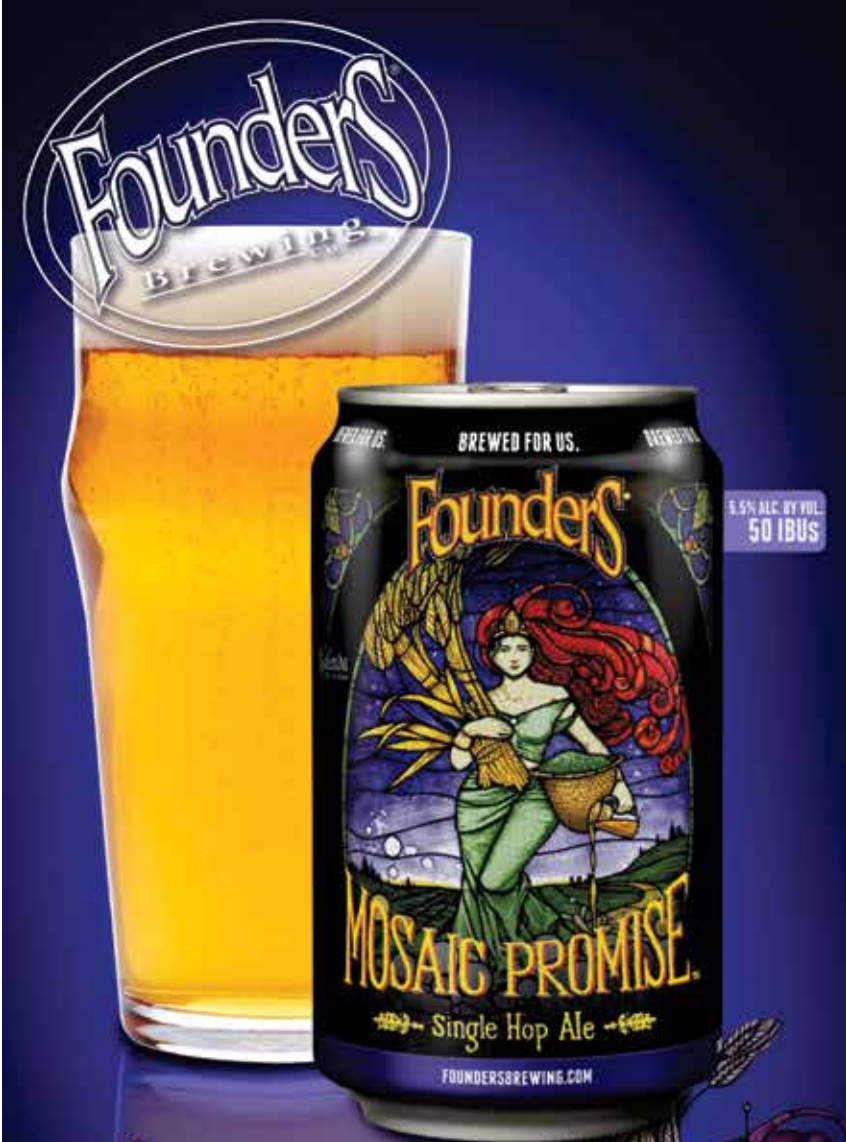
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Squints Sour Overview

Fermented with a carefully selected strain of lactobacillus bacteria and a traditional ale yeast. The deep pink color comes from the addition of tart cherries and red raspberries. The sugar from the fruit compliments the tartness of the beer.

3.6% ABV *1 IBU's*

Re4resh IPA IPA Overview

A Classic American IPA. Light in color and refreshingly dry hopped with Centennial and Citra Cryo-hops. the mash bill includes North American grown two-row Barley malt, Munich malt and a touch of Wheat malt.

6.1% ABV *45 IBU's*

Cherry Wheat Overview

Cherry Wheat's pleasant aroma is full of tangy Montmorency cherries. The light malt sweetness provided by Wheat and Barley malts interacts perfectly with the tartness of the cherries. This medium bodied ale is lightly hopped and drinkable.

5.5% ABV *8 IBU's*

Mohop NE IPA #5 NE IPA Overview

A New England IPA with Mosaic hops featuring refreshing aromas of mango, stone fruit, rosy or floral, bubblegum, tropical, citrus, grassy, pine, earthy, herbal, spice.

6.8% ABV *35 IBU's*

1903 Vienna Lager Lager Overview

A moderate-strength amber lager with a soft, smooth maltiness and moderate bitterness, yet finishing relatively dry. The malt flavor is clean, bready-rich, and somewhat toasty, with an elegant impression derived from quality base malts and process, not specialty malts and adjuncts.

6% ABV *16 IBU's*

Porter Overview

Dark in color, approaching black with ruby highlights due to the generous use of English chocolate and crystal malts, this beer is sure to please. The strong roasted note of malt bill is balanced with US grown Warrior and Centennial hops. this is a robust porter.

6.4% ABV *40 IBU's*

Skull Frog DIPA Overview

A pungent and spicy double dry hopped DIPA, brewed with generous amounts of Chinook, Columbus and Simcoe hops. Smooth & satisfying.

8% ABV *85 IBU's*




108 State Street, Schenectady, New York 12305

LOCAL


work continues on the outdoor patio space with a timeline of the end of September for completion. Karaoke starts at Back Barn 9/5 at 7 pm. We'll be at the Erie Canal Beer & Wine festival 9/7, the Beekman Harvest Festival 14th&15th of September. Also, catch us at Hops on the Hudson 10/26! On 9/20 we'll hose live music with Frank Murray from 6-9pm. Finally, throughout the months of September & October, we will have food trucks on-site with Homestead Harvest, Buena Comida, & Combos fish fry all with multiple dates booked. We have a lot going on. We encourage Capital District beer fans to come and check us out."

CH EVANS ANNOUNCES FALL BEER RELEASES – ALBANY, NY –



We caught up with CH Evans Brewmaster, Sam Pagano for 7 questions, and he dealt us all of his upcoming fall offerings. "Of course we've brewed up and Oktoberfest. It clocks in at 5.8%- ABV, is a traditional Marzen and has been lagered nearly 2 whole months! Perhaps my favorite to date. We'll also be brewing up Slidin into 5 Dirty Years- A collaboration with Slidin' Dirty celebrating their 5 years in Troy. The beer style is still TBD, but whenever we get together, things can get weird. Burger beer? Avocado fries in the mash? Time will tell! We've got Evans Wit, it's a 5.8% ABV nice, classic Belgian Wit brewed with orange peel and fresh ground coriander. A great finale to summer! For sours, we're pouring Skyway Sour which is 6% ABV with Sour Cherries from Eger Brother Farms in Hudson, NY, and fresh lime juice. We also have Smile More Sour. Our Concord Grape sour returns! This beer was a huge hit. Something about that sour Welch's grape sourness reminds me of being a kid, when people used to smile more. When is the last time you've had a glass of grape juice as an adult? Finally, we've got Wet Hop Harvest Pale. It's a 5% ABV Wet-hopped pale ale with over 50lbs of Citra wet hops in the boil, and a good dose more in the fermenter. My favorite beer to brew every year." Great stuff from CH EVANS!


MAD JACK AUTUMN NEWS & NOTES – SCHENECTADY, NY –



Mad Jack Brewing Company has announced their September/October Brewing News. Brewmaster Brian Conley tells TBM, "Here's what we've got coming up at Mad Jack: First we are Kissing Summer Goodbye, kicking off September with our annual Oktoberfest release party, and celebrating the first night of NFL football on September 5th. Drink specials and a special Oktoberfest menu will be available that evening. (Brats and kraut, beer cheese soup, the works). Also, another annual offering making its return is our "Upstate Harvest" ale. 100% NY state ingredients sourced locally go into this "non-traditional" pumpkin spice ale. This beer is more about celebrating harvest season than it is getting a cinnamon-sugar rimmed glass (though our bartenders don't judge you for asking and will

be happy to oblige!) We partnered up with Mabee Historic Farm and the Schenectady Historic Society to make this beer, and to offer walking tours through the Stockade talking about beer history. Tour dates will be Wednesday September 18th and 25th starting at 6 pm, and anyone interested can check out schenectadyhistorical.org for more info. Then, in October, we'll be partnering with "Roosters NY" cafe and coffee house in Rotterdam to make a new Coffee Cream Stout. We'll be getting fresh roasted coffee beans from them for this and should be able to offer a few different variations on the base recipe. That's all I've got for right now. I've a few other things in the works that might happen in October, but we haven't hammered out dates just yet. So, in case those spill over into November I'll keep those on the back burner for now." Can't wait to hear what he's talking about!

COMMON ROOTS BREWING COMPANY BEGINS REBUILD – SOUTH GLENS FALLS, NY –



Our friends at Common Root tell TBM, "As the summer draws to an end, the team at Common Roots Brewing has much to be thankful for. The construction of the new brewery, taproom and restaurant has begun, and all seems to be moving forward to a late winter/early spring 2020 resumption of regular brewing and canning operations. The new 14,000 square foot facility will boast an increased brewing capacity, larger taproom, beer garden and restaurant. "We look forward to welcoming our friends and customers to the new Common Roots grand re-opening sometime early next summer," said Christian Weber, co-owner and head brewer. In the meantime, customers have been enjoying the temporary taproom and small batch brewing operation at 30 Saratoga Avenue in South Glens Falls, just one block away from the construction site of the new facility. The temporary taproom is spacious and continues to host weekly events like, Trivia, indoor corn hole tournaments, live music, can releases and pop-up food pairings. Common Roots Brew Crew continues to create many of their favorite beers on-site treating customers to a nice rotation of weekly new creations. Some of Common Roots flagship and larger volume beers are being temporary brewed at four contract breweries: Two Roads, Frog Alley, Single Cut and Torch and Crown. The company looks forward to participating in many of the region's fall festivals including Sour'd at Captain Lawrence Brewery in Elmsford, NY on September 8th and "Too Many Chiefs" event at the CH Evans Brewing Company in Albany on September 9th. Common Roots has been paired with City Beer Halls' Chef Dimitrios Menegias to create an offering to pair with one of breweries wild ales made with local sour cherries and spruce tips. We will continue to have Can Releases, Pop Up Food Shops and other special events at the Temporary Taproom throughout the rest of 2019. Please stay tuned to social media for details on upcoming releases and events.

ADIRONDACK BREWERY RELEASES FIRST WAVE OF 16 OZ. CANS - LAKE GEORGE, NY



After 20 years of brewing award-winning, approachable craft beer, the Adirondack Brewery will be releasing their first ever 16oz cans. For their initial release, the brewery has decided to can their acclaimed hazy, juicy, hoppy Lake George's IPA Wave 11. This latest iteration of their Wave series is comprised of Simcoe, Amarillo, and El Dorado hops and comes in a crisp 6.8% ABV. "We live and work in one of the most beautiful places in the country," said John Carr, founder/owner of the Adirondack Brewery. "Between everything that you have available on Lake George and the surrounding mountains, lakes, trails, and everything else, everyone wants to be outside to enjoy it. With the release of our new cans, you'll be able to take us along with you on all your Adirondack adventures, and beyond." While the brewery still primarily packages their products in bottles and kegs, the plan is to release more, limited supply cans down the road. These will primarily be the new versions of their Lake George's IPA, and their seasonal releases, including the award-winning Peanut Butter Porter. This first can release will be available just in time for the Labor Day weekend. whisky. Best of all, we're able to have full quality control of our spirits since we distill & bottle our products 100% in house." Cloudsplitter Single Malt Whisky was released in the fall of 2018 and has received critical acclaim and numerous awards. This first release was shortly followed by Night Spirit Straight Bourbon and Sugar Moon Maple Whiskey, which has won multiple awards of its own. However, the innovating didn't stop there. Looking at the entire craft beer and beverage industry, John Carr decided that they needed to start producing different types of beverages to meet people's dietary needs. "This started with our Lake George Cider Project, which was launched in 2017, as we saw an increase in sales and interest in the hard cider. Then just recently we've released a hard seltzer, making us one of the first breweries in the State to do this. Both of these products are gluten-free and as we've seen in the market, both cider and hard seltzers sales are growing very quickly." The brewery is also working on gluten-reduced versions of some of their most popular offerings, such as the World Beer Cup award winning Bobcat Pilsner. It's been this view of the future and current trends that has helped the Adirondack Brewery continue to be one of the most popular breweries in the Capital Region, and there is more planned for the future. In September of this year, the brewery is planning at 20th Anniversary Party to thank all those that have supported the business and to show them what's to come in the future.

LOCAL

ADIRONDACK BREWERY CONTINUES TO INNOVATE AS IT APPROACHES 20TH ANNIVERSARY

- LAKE GEORGE, NY - Since opening the doors in 1999 the Adirondack Brewery has been producing award-winning and approachable craft beers in the Adirondacks. This included crafting hazy IPA style beers long before it became the norm in the industry. Over the past 20 years the craft beer, and craft beverage, industry has seen dramatic changes with the rise in craft beer sales and the drastic increase in the number of breweries, not only nationwide, but within New York, which is now well over 400 breweries. “We’ve really been in it from the beginning here in New York,” said John Carr, founder & owner of the Adirondack Brewery. “While craft beer is still only around 13% of total beers sold, it’s becoming more and more competitive in the marketplace, and that’s why we need to continue to innovate.” This pursuit of innovation has led to John Carr also opening the Moose Tooth Grill, a family-style restaurant with indoor thunderstorms, a player piano, and a number of animatronic critters, and Wagar’s Soda Fountain, a classic ice cream and candy shop located next to the Moose Tooth Grill, both in downtown Lake George. Also, this past fall, the opening of the long-anticipated High Peaks Distilling located on the same campus as the brewery, which produces award-winning whisky & bourbon utilizing a Scottish-style copper pot still. “The distillery has been something that we’ve been planning for over 10 years,” John Carr explained. “After many trips to Scotland to visit different areas of the country where they produce Scotch, I decided that we could take our many years of malt knowledge and then take the next step and make a high-end, world-class single malt whisky. Best of all, we’re able to have full quality control of our spirits since we distill & bottle our products 100% in house.” Cloudsplitter Single Malt Whisky was released in the fall of 2018 and has received critical acclaim and numerous awards. This first release was shortly followed by Night Spirit Straight Bourbon and Sugar Moon Maple Whiskey, which has won multiple awards of its own. However, the innovating didn’t stop there. Looking at the entire craft beer and beverage industry, John Carr decided that they needed to start producing different types of beverages to meet people’s dietary needs. “This started with our Lake George Cider Project, which was launched in 2017, as we saw an increase in sales and interest in the hard cider. Then just recently we’ve released a hard seltzer, making us one of the first breweries in the State to do this. Both of these products are gluten-free and as we’ve seen in the market, both cider and hard seltzers sales are growing very quickly.” The brewery is also working on gluten-reduced versions of some of their most popular offerings, such as the World Beer Cup award winning Bobcat Pilsner. It’s been this view of the future and current trends that has helped the Adirondack Brewery continue to be one of the most popular breweries in the Capital Region, and there is more planned for the future. In September of this year, the brewery is planning at 20th Anniversary Party to thank all those that have supported the business and to show them what’s to come in the future.



REGIONAL

an incredible collaboration this partnership with Brewery Ommegang has been, and we couldn’t be prouder of this final product. Cheers!” My Watch Has Ended is brewed with two-row base malt, specialty grains such as oat flakes and chocolate malt, plus maple syrup and fenugreek, an herb with a maple-like aroma and flavor. Hopped with Hallertau Magnum and Styrian Golding varietals and fermented with an English ale yeast, with aromas of sweet maple and caramelized sugar, the beer pours a rich mahogany. Notes of cocoa and toffee and a smooth, velvety mouthfeel finish dry, with gently smoldering roast. My Watch Has Ended is 8% ABV and makes a superb match for rare, grilled steak. The char pairs with the roasted malt while maple notes play off the sweetness in the meat. The beer is also a fine candidate for sipping before the fireplace as winter arrives. The beer will be available on draft and in 750 ml bottles. My Watch Has Ended launches in late fall in time for the holidays, and alongside the Collector’s Edition pack, featuring three previously released beers: Take the Black Stout, Fire and Blood Red Ale, and Winter Is Here Double Wit, plus a commemorative glass. Enjoy all of these beers while reliving the show with the deluxe Game of Thrones-box set that arrives in stores in early December, just in time for holiday giving.

FOAM BREWING ANNOUNCES SEPT CAN RELEASERS – BURLINGTON, VT

- VERMONT’S Foam Brewing has announced its September can release. The event will take place at the brewery located at 112 Lake St, Burlington, VT, on Saturday, September 7th, beginning at 11:00 AM. Can’s to Be Releases: Canvas (Above The Radar) - Pale Ale (4.5%) - \$16/6pack - Limit 1 case/pp. The Fruit That Ate Itself - Single IPA (7.2%) - \$16/4pack - Limit 1 case/pp. Think I’m In Love - Double IPA (8.0%) - \$18/4pack - Limit 4x 4-packs/pp. ...Like Clockwork - Double IPA (8.2%) - \$18/4pack - Limit 4x 4-packs pp. These limits are subject to change to meet demand. Get in line now!

JACKS ABBY PRESENTS FIRST ANNUAL OKTOBERFEST – FRAMINGHAM, MA

We’re excited to announce our first annual Oktoberfest celebration! From September 27-29, we’ll be transforming our Framingham Beer Hall for three days to feature stein hoisting competitions, seasonal food specials, and plenty of pints of Copper Legend. Admission is FREE, with VIP packages available below! Friday and Saturday, 9/27-9/28, we will have a live band and VIP tours available. Sunday, 9/29, will be devoted to a family day, with face-painting and games for kids. Wear your finest lederhosen or dirndl and come raise a stein with us! **VIP PACKAGES INCLUDE:** Reserved seating, three course family-style Oktoberfest fare with dessert, a welcome beer, an Oktoberfest stein, and a tour led by one of the Hender brothers! **VIP Packages accommodate groups of four, eight, or sixteen. Tax & gratuity are included with ticket price. MENU:** (items subject to change): First Course



- Oktoberfest House Pretzels, Locally Grown Radishes with Salt and Butter. Second Course – Weisswurst! Beef Broth, Sweet Mustard. Third Course - Crispy Roasted Pork Knuckle, Kartoffelknodel, Kraut, Mustard. Dessert - Chef’s Special. PROST TO THAT!

NATIONAL

and spirits are made for these moments. It all started for us in 1997 when Brett VanderKamp believed that his hometown and the brewing industry were due for a shakeup. And so, New Holland Brewing Company was born in Holland, Michigan near the shores of Lake Michigan. Today, New Holland is recognized as one of the leading innovators in the revolution of craft brewing and distilling. With nearly 500 team members, New Holland’s craft beer and spirits are sold across the country, and around the globe. Our retail presence continues to grow with two full-service restaurants, a spirits tasting room, two brick-and-mortar stores and an online store. We look forward to finding moments to connect and enhancing the lives of people around the world. To learn more, visit www.NewHollandBrew.com.

RODENBACH BREWERY LAUNCHES RODENBACH CLASSIC IN CANS - RIDGEFIELD, CT

Rodenbach Brewery, one of the world’s most revered breweries and exclusive brewer of sour ales, announced that its original sour ale, RODENBACH Classic, has undergone a complete redesign and is now available in cans throughout the US. A blend of young and mature beer, Rodenbach Classic is a perfect balance of caramelized roasted malts and tart fruit notes with subtle oak undertones and a refreshingly crisp, yet lingering finish. The mature beer is aged for two years in the standing oak casks – a process that dates back to the middle ages and something that Rodenbach has been doing for nearly 200 years. It is then expertly blended by Master Brewer Rudi Ghequire for an approachable, sessionable sour that is pairs exceptionally well with foods. The new modern look highlights the refreshing quality of the beer and showcases images of the iconic, centuries-old oak foeders (standing oak casks) which gives Rodenbach its unique and distinctive taste profile. A red ‘R’ outlined in gold occupies the upper portion of the white can to highlight the Rodenbach name, and ‘Est. 1821’ is proudly centered on the top ring of the can – a nod to the brewery’s origins nearly 200 years ago. “Sour beer is the fastest-growing beer segment in America and this new packaging truly shines a light on what makes Rodenbach unique from all other sours – our iconic oak foeders,” said David van Wees, President of SFB Imports. “Rodenbach Classic is a beer of uncompromising quality; its low acidity offers pure refreshment and makes it a great complement with food. We’re excited that more consumers will be able to enjoy Rodenbach in an easy to drink can format.”



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