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TABLE OF CONTENTS :



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Beer of the Month January	9
Beer of the Month February	11
Beer Battered Fried Pickles Recipe	13
Cheesy Beer Dip Recipe	15
Frog Alley Brewing Co Leaps onto the Capital Region Beer Scene	18
Healthy Benefits of Beer	23
Red Shed Brewery, Inspiration from Near and Far	24
Calendar of Events	28-29
Adirondack Brewery Funky Ice Fest	31
7 Questions with Christian Weber of Common Roots Brewing Co.	33
Yankee Pride, American Whiskey at its Finest	36
Local Craft Beer News and Notes	41
Regional Craft Beer News and Notes	43
National Craft Beer News and Notes	45
Brewmaster's Cellar, 2020 Craft Beer Predictions	46
Stout vs. Porter, What's The Difference	49
Puzzles	51, 53

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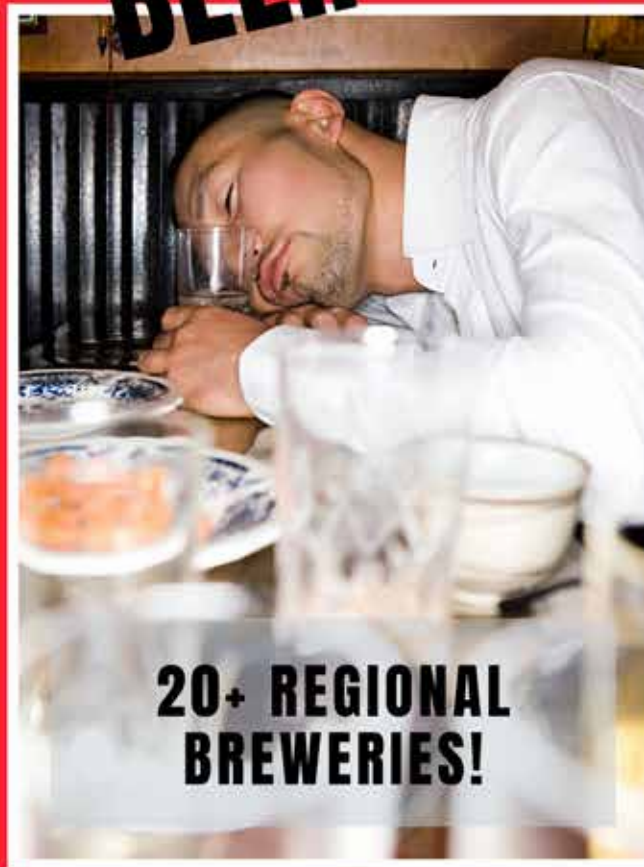
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BEER OF THE MONTH JANUARY

BALTIC PORTER

Roger Savoy

By tweaking their Brown Ales, British brewers in the 1700's made Porter, a strong, well-aged, and higher-hopped dark beer. It was inexpensive and favored by the working man. Porter was also shipped to ports along the Baltic Sea and into Northern Europe. Regional brewing was spurred by Napoleon's Continental Blockade in 1806. Baltic brewers adopted ingredients of the region. Continental malt and hops took the place of British varieties. Lager yeast took the place of ale yeast, in many instances giving a cleaner profile, without the fruity esters of the British porters. A smoother roast character was created. Baltic porter is still a specialty of many Polish breweries, with the country's oldest being produced by Zywiec in 1881.

Porter is a showcase for malt. Deep malty caramel, nutty, licorice, toffee, and/or molasses, with hints of coffee, chocolate, and licorice can often be found in the slightly drying finish. Hop bitterness can range from a low medium to medium to give balance to the maltiness. Hop flavor should be slightly spicy and range from none to moderately low. This is a hearty beer, complex and flavorful on its own.

Food needs substance to keep from being overpowered by Baltic Porters. For the before-dinner cheese plate, bring out aged Gouda, brie, pepper jack, or Gloucester. Roasted goose or other poultry, barbecued/smoked beef, or grilled sausage stand up to Baltic Porters. Venison too, with its gamey complexity, pairs nicely. A side of sweet potatoes will match well too. Or if you're looking at a cold evening throw together a hearty and warming stew or chili, Baltic Porter is up to the challenge. This beer shines with desserts. Think a chocolate dessert, cheesecake, coffee cake, pecan pie, and apple pie. Stronger and aged versions of this style can be great alone as an after dinner sipper in a brandy glass, and is also a great cigar beer, if that's your thing.

Commercial Examples: Aldaris Porteris, Baltika #6 Porter, Devils Backbone, Danzig, Okocim Porter, Sinebrychoff Porter, Zywiec Porter.



Emporium Farm Brewery is brewing a test batch of Baltic Porter that is being aged in bourbon barrels. Look for it in the late summer, early fall.

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BEER OF THE MONTH FEBRUARY: STOUT

Dom Weisberg

The Stout beer style has gone through interesting changes throughout its history. The origin of this dark ale dates back to the 18th century and actually started as a variation of the Porter style. Porter, an ale which got its name from the English dock and market workers who labored at local markets and delivered products to pubs, was named due to being the beverage of choice for these laborers, which were referred to as "Porters". Porters (the beer) became so popular that brewers made them in a variety of strengths. The stronger versions were called "stout porters". Thus, the stout was born. Back then you could expect to find stouts to have at least 1 or 2 % more alcohol than porters. Throughout time though, the delineating lines that separated the two styles have become increasingly hazy. The main difference, which was alcohol strength, began to disappear as over time you could find both styles at various alcohol levels, with porters being stronger at times than stouts.

It's sometimes thought that Stouts are brewed with roasted barley, whereas porters are brewed with other black malts, such as, chocolate malt or black patent, but again, brewers do not necessarily adhere to these ideas either. Recipes for both styles can be

found to contain any number of grains today; grain bills can be quite similar with either.

The stout's transformation continued with new styles, like the milk stout brewed with unfermentable lactose (milk sugar) or the oatmeal stout brewed with oats for a more 'chewy' mouthfeel. You can even opt for a hearty Russian Imperial Stout for an extra strong and rich full-bodied experience.

A delicious stout, bringing its comforting roasted and chocolaty notes is a wonderful treat any time of the year. Whether you are drinking an imperial stout in a brandy snifter in front of a roaring fire, or a dry stout, such as, a nice pint of Guinness to quaff down, a stout is a welcome change from the current IPA craze or the bland American pilsner that has become so ubiquitous in past years.

Stouts are known for having deep roasted flavors, hints of coffee and chocolate, and a healthy dose of alcohol to cut through the sweetness. Because of the chocolaty flavor, they are the perfect pairing for many kinds of desserts, such as, chocolate truffles and chocolate mousse. Stouts also go well paired with barbecued food, lobster, a variety of shellfish, even a hearty, flame-broiled "Black and Blue Burger" with caramelized onions and blue cheese.



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BY KAREN LOGAN

INGREDIENTS:

- 1 Ale beer (12 oz)
- 1 Jar dill pickle chips (16 oz)
- 1 Egg
- 1 tbsp baking powder
- 1 tsp seasoned salt
- 1½ flour
- 1 small bottle veggie oil or canola (12 oz)

DIRECTIONS:

Drain pickles and pat dry with paper towels.

Use a deep pot (3" or more) Whisk egg, baking powder, and seasoned salt together Whisk in flour

Heat 1 ½ - 2 inches of oil in pot on med-med high (375°)

Dip then fry pickles in the batter in small batches (7 at a time) until golden brown (about 3 min)

Serve with Ranch dressing

Variations: try adding a bit of cornmeal for more texture, adding some cayenne or other seasoning instead of seasoned salt, or try frying other veggies such as zukes or broccoli.

**BEER
PAIRING:
PALE
LAGER**



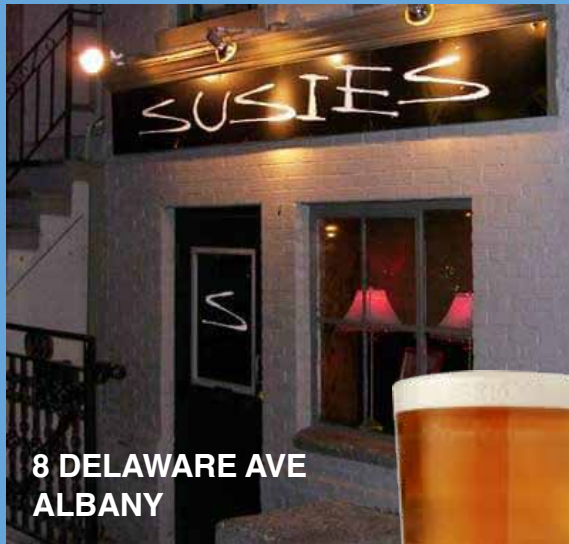


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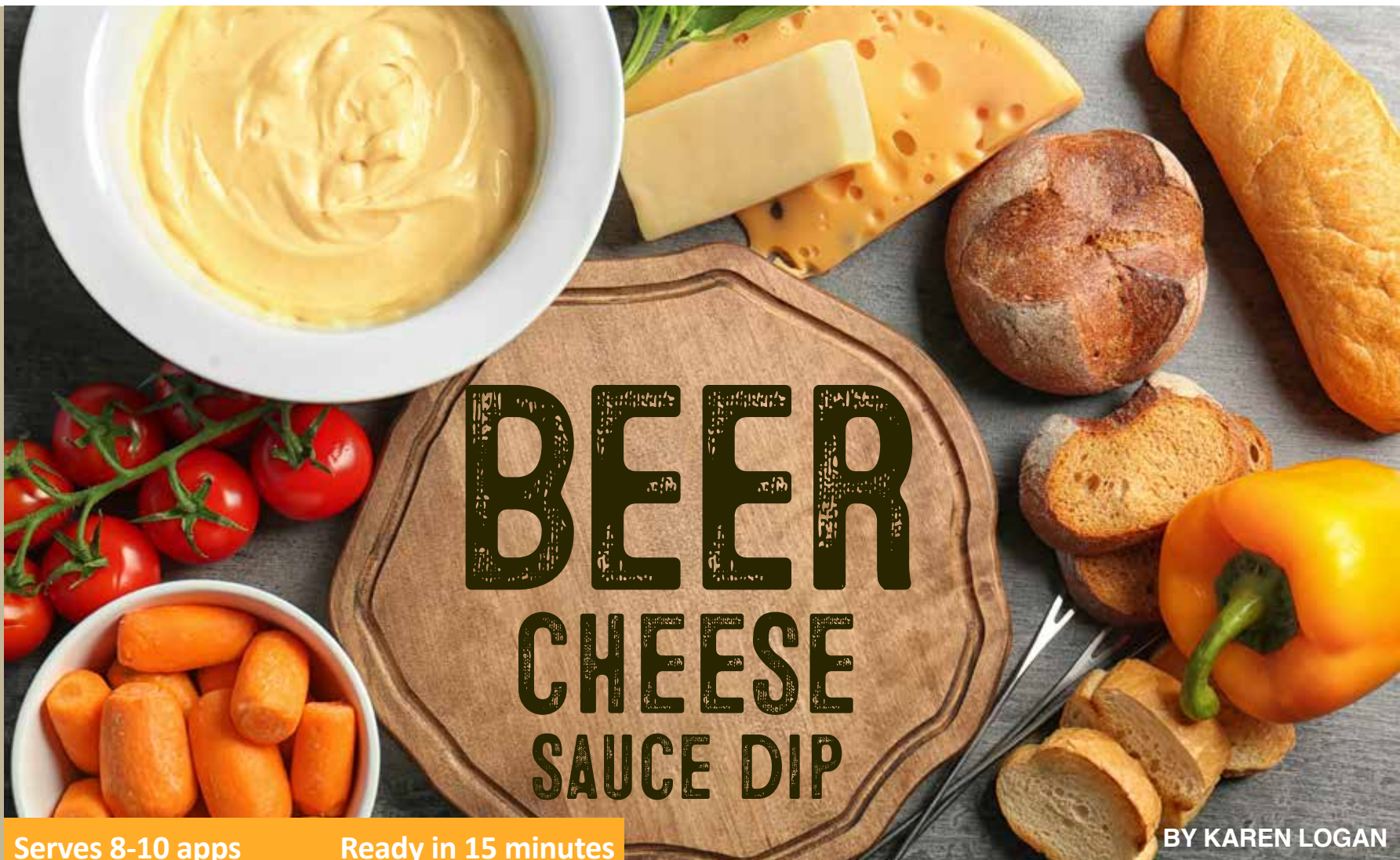


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Serves 8-10 apps

Ready in 15 minutes

BY KAREN LOGAN

INGREDIENTS:

½ cup lager
3 cups cheddar (12 oz)
3 tbsp butter
3 tbsp flour
1 cup half & half (can substitute w/
whole milk or heavy cream)
1 tbsp Dijon mustard
(grainy preferred)
½ tsp garlic powder
½ tsp salt
¼ tsp pepper
Dash cayenne

DIRECTIONS:

Make a light roux with flour & butter
(cook on medium low until bubbles
for about 1 minute)
Add beer & cream slowly to roux, on
medium low, whisking as you pour
Cook on medium low until it starts
to thicken (5min)
Stir in spices and mustard
Stir in cheese in handfuls until
completely melted
Serve with bread, soft baked
pretzels, or veggies

Variations: thin it out with a little
milk for a saucy consistency.

**BEER
PAIRING:
AMBER
ALE**





FROG ALLEY BREWING CO.

LEAPS ONTO THE CAPITAL REGION BEER SCENE

By Erik Budrakey

When you think of most of your favorite breweries, they probably have a story that goes a little something like this: Guy or Gal likes beer. Takes up home-brewing. Starts brewing regularly. Shares beer with friends and family. Friends convince said guy or gal that their beer is the best beer on the planet. Guy or Gal decides to go for it and open a brewery. Brewery starts off small, slowly growing a loyal following. Brewery expands, becomes the toast of the town. And so, on and so forth...

Well, if that defines the path of the typical brewery, then it is safe to say that Frog Alley Brewing Company will not be a typical brewery. Born as the brainchild of local architect JT Pollard, Frog Alley serves as the centerpiece

for a larger vision. The brewery occupies the bottom two floors of what is to become known as the *Mill Artisan District*, a sprawling retail, entertainment, and apartment complex that has now sprung up on Lower State Street in Schenectady, NY.

DESIGNING A REVITALIZATION

The Mill Artisan District project was conceived by Pollard to serve as a multi-use development and is designed with a goal to help revitalize lower State Street and Downtown Schenectady. The 30 million-dollar, soon-to-be completed project will include 74 residential apartments, training space for SUNY Schenectady and their brewer's certification program, about 20,000

square feet of high-tech office space, and other retailers such as Bountiful Bread and some other yet-to-be named retailers.

As for Frog Alley Brewing Company, upon entering the taproom at the State Street level you are immediately greeted by a very large bar. Okay, it's a HUGE bar! It features a draft system that has 40 beer taps and seating for more than 30 at the bar itself. It fills up the left side of the entrance while a bar rail with stools lines the right-side room, allowing for patrons to look out over State Street. The large room is split by standing/sitting round-top tables with a large space on the far side that allows for bands, dancing, and events. Venture towards the back/middle of the brewery and you'll find games



such as corn-hole and a giant connect four. Beyond that still and a few steps up brings you to an area referred to as “the landing”, that sits looking directly over the brewery and the canning and bottling lines below. Here, the air becomes thick with the smell of boiling malts and spicy hops. Pretty much the best smell in the world (unless you are hung-over). The Landing serves as a great private event space that allows guests to get the true experience of being in the brewery. Beyond the landing is another large event/education room.

Back in the main bar taproom, the left side of the room is lined by 5 large pods which will eventually serve as mini-tasting rooms for start-up and tenured breweries that contract brew their beer at the Frog Alley brewery. The pods are each ½ inside the taproom and ½ outside of the taproom, making them accessible from the immense patio that lies on the other side. That patio also features ample seating for patrons and event space for private parties and live music.

It’s a huge and aspirational project. And, the fact that it was conceived by a non-brewer might make some business insiders and craft beer



traditionalists nervous. So naturally, we felt compelled to get the story. As I am waiting to meet the brewery founder, JT Pollard, I belly up to the busy but comfortable bar and order a Frog Alley Captain Ellis Porter. It’s rich and dark in color, approaching black with ruby highlights. This brew has strong roasted notes of the malt bill balanced perfectly with gently hop notes. This is a Robust Porter that weighs in at 6.4% ABV and 40 IBUs. I should note that Porters are my favorite style of beer and The Captain Ellis comes in as near perfect. Straight up delicious!

Before long, Pollard comes down, joins me at the bar, and we get into a discussion about a non-brewer opening a brewery. We discuss his love of beer and acute awareness of the craft beer category and how craft breweries have helped revitalize down-towns across the nation over the past dozen years. He assures me that he is fully aware of what he doesn’t know about brewing. He eludes that the first thing that he did as his vision for the project became clearer, was partner up with two experienced, reputable, and locally established brewers.

“When I conceived the idea to build a brewery, I knew that I would need to hire the best possible talent that I can find,” Pollard tells me. “As much as I love beer, I really knew very little about brewing beer or the equipment that was necessary to do it at a high level. I needed to build a team that not only knew how to brew great beer, but also understood the process, the equipment, and the logistics of a brewery. Luckily, I found Rich Michaels and Drew Schmidt!”

RICH MICHAELS

Rich Michaels is a very well-known brewer, not just here in the Capital Region, but across the state and much of the nation. He started brewing beer commercially in the Capital District over 25 years ago when, in 1992, he knocked on a on the door of the then Brown and Moran Brewing Company in Troy with a six pack of home brewed beer and asked for a job. The beer was good enough to get him in the door as a brewer. He got started on his brewing career at Brown’s and worked their until the mid-90’s when he departed to become the Brewmaster the formed Big House Brewery in Albany.

In 1997, he left the Capital Region to complete his education in Chicago at the Siebel Institute of Brewing. The Siebel Institute, founded in 1868, is the oldest and most reputable brewing school in the United States. While in Chicago, he met up with a few guys who were working to open a brewery in Grand Rapids, Michigan. After finishing his diploma, he went to work as Brewmaster at Founders Brewing Company. As the first employee, he was responsible for recipe development, brewing and packaging. *(Editors Note: Little known fact, Michaels was the brewer that developed Founder Porter. We are not huge on ratings at True Brew Magazine, but Founders Porter is rated 100 by Ratebeer.com, and it’s damn good. Might be a good idea to try Frog Alley’s Porter!)*

In 2001, Michaels left Founders and moved south to brew beer at Walt Disney World for the Gordon Biersch Brewery Group. Later, Rich also owned and operated Dutch Ale House, a craft beer bar for three years. Most recently, Michaels worked for FX Matt Brewing Company (Saranac) as the quality and innovation manager. He was responsible for product development, brewing quality and process innovation.

Rich also teaches a brewing program at Schenectady County Community College, which focuses on educating students for successful employment in the craft brewing industry. The program provides brewing knowledge and hands-on training in commercial brewing practices.

It's safe to say that when Pollard scored Michaels, he scored indeed! "When I first met JT, I thought his vision for this project was a bit of a crazy idea.", says Michaels. "The concept of an anchor brewery supporting 5-6 other breweries and actually allowing them to pour their beer in their taproom was not something that we have seen here on the east coast. When I met him, I was working at Saranac and running the Brewery Workforce Development program at SCCC. Lots of driving back and forth. I wasn't actively looking for a change, but the more I got to know JT and understand his vision, the more I became intrigued. In 2017, he showed up at the Craft Brewers Conference in Washington DC and I realized that he was serious and was moving forward with his plan. We got to talk more in depth and ultimately, we agreed for me to come on board as a partner and brewmaster."

DREW SCHMIDT

Drew Schmidt began his brewing career early on in the Craft Brewing revolution. In 1992 he started as an assistant brewer at Zip City Brewing Company, New York's second brewpub. In 1993 he left Zip City to attend the Siebel Institute and graduated with a diploma in Brewing Technology.



Upon graduation, Drew moved to the Baltimore area and became the Head Brewer at the Oxford Brewing Company. During this time, the brewery shifted its focus from traditional English style ales to American style beers and quickly expanded to Maryland's largest microbrewery

In 1996, Drew settled in Albany where he worked alongside Rich Michaels at the Big House Brewing Company. At the time, the Big House was the largest brewpub in the nation, producing 2,000 barrels of beer in a single location. Drew became known for his IPA at the Big House, and his raspberry wheat beer. After a brief hiatus, Drew returned to brewing as a Shift Supervisor at Olde Saratoga as well as the lead brewer at Mad Jack Brewing Company. Most recently, you could find Mr. Schmidt at Shmaltz Brewing Company in Clifton Park where he acted as the Production Manager. Drew left Shmaltz in 2017 to focus all of his energy to the construction and planning of Frog Alley Brewing Company.

"Rich and I worked together at the Big House in the '90's but had become sort-of separate and disassociated for about 15 years. We became reacquainted after I got back to the region and, as he and I got more familiar with JT's vision, it became a no-brainer for me to come on as a brewmaster/partner as well." explains Schmidt. "It's awesome that after more than 25 years in the business that we have circled back and are working together again. We are vested. We are in it! And we are looking forward to turning out some really good beers"

"How would you define your brewing style and what consumers can expect when they come into Frog Alley Brewing?" I ask.

"As far as 'brewing style'," Michaels responds, "you'll find a nice mix of beers that are brewed authentically to style and beers that are experimental and creative. With 40 draft lines, once we get going, you'll likely see 10-15 creative beers.

"We have a 17-barrel brewing system that allows us to produce our 'everyday' beers very efficiently and very consistent, which is important," says Schmidt. "One thing that

enticed Rich and I to get involved with the project was that we knew that JT would invest in top-of-the-line equipment. And he has! Most breweries run at about 65-80% brewing efficiencies. We run at more than 95% efficiency. This leads to us using less energy, less raw materials, and less waste.”

Michaels continues, “While we have a creative side, beer lovers should expect to have a super-premium beer experience here at Frog Alley. When it comes to brewing to style, look for our beers to be technically excellent. Drew and I both possess the knowledge to produce a beer that we know will taste the way that we intended for it to taste”

MORE THAN JUST A BREWERY – A DESTINATION

While Frog Alley Brewing certainly aims to put themselves on the craft beer map by producing consistent and technically awesome beers, the Mill Lane Artisan District, including the brewery, also aim to become a downtown destination for great beer, great food, live music and special events. The brewery has recently hired local special events guru to manage the event and entertainment schedule. AJ Bodden, the brainchild of events such as America on Tap, Saratoga Beer Fest, and scores of other local, regional, and national events over the past 15 years, has come on board for Frog Alley as their Business Development Manager and has already led the charge to bringing large crowds into the brewery’s event space. “This space is prime for great events and for live music,” Bodden explains. “Inside alone is designed perfectly for optimal sound and viewing but, once the patio opens in the spring, watch out!”

This summer and fall have been proof-positive that Frog Alley is already making noise as an event destination. The brewery hosted numerous events including live music by Skeeter Creek, Shake-Rattle-Roll Dueling Pianos and Thirsty Thursday’s Country Night. Throw in the occasional paint & sip, cornhole tournament, or local rock band and you’ve got yourself a good time.

“Not only is it a great time,” says Schmidt, “it’s a great time with great beer. It’s been interesting to see how the type of live music that we’ve hosted have influenced the types of fans that we have had in, and the types of fans have influenced the styles of beers that we poured on a given night. Typical non-craft beer drinking consumers are coming in to enjoy the live music and are getting turned on to craft beer while they are here. We’ve found that the older crowds soak up the Pils and the Cherry Wheat style beers while the younger generation is more into IPA’s, Sours, and experimental beers.”

As Frog Alley heads into the winter season, there is no plan to slow down on production, nor on events. Last year the brewery signed on with Saratoga Eagle to distribute their beer and the distributor has come out focused and aggressive with Frog Alley. The brand is all over the Capital Region and is receiving raving reviews for the beer itself. Frog Alley’s brews can be found on draft in about 90 different local bars and restaurants. The

brand has also found its way onto store shelves in 16oz cans at retailers such as Price Chopper/Market 32, Hannaford, Stewarts, most local beverage centers and more.

“For events, Frog Alley is hosting a couple of big ones coming up,” says Bodden. On Saturday, January 25th we’ll be hosting The Frozen Frog. The event is scheduled to be from noon-7pm, but I expect the party to go on into the night! We will be featuring a Limited-Edition Can Release of *Morad NEIPA* in honor of WEQX legend Jeff Morad. There will be an Ice Bar featuring Frog Alley beers, Tito’s and Casamigos Drinks in the Ice Luge! The patio will be rockin’ with live music on the outdoor stage by Swimmer, SixFoxWhiskey, and Run River North.”

“Then, on Saturday February 8th we are hosting **BREWMAGEDDON BEER FESTIVAL 2020**. There will be a VIP hour from 2-3pm and then a general session brewfest. This event will take place throughout the entire brewery including areas not open to the public giving attendees a sneak peek at all the exciting things happening here as well as a chance to drink beer where beer is brewed!”

According to Bodden, BREWMAGEDDON will feature:

- 40+ Breweries from throughout the Northeast
- Beer direct from the breweries themselves
- Beer poured BY THE BREWERS
- Special releases
- Food Vendors
- Live music by The North & South Dakotas

VIP Tickets are on sale now for \$65 and include 1 Extra Hour of Sampling, Mingling and Chatting with the brewers + Souvenir Sampling Glass + a Frog Alley Souvenir + 1 Token for a Pint of Frog Alley Brew in the Taproom. GA Tickets are \$45 and include 3 hours of Sampling + Souvenir Sampling Glass.

We’d like to welcome Frog Alley Brewing Company to the great Capital Region craft beer scene and encourage you to take a trip to Schenectady and check them out. Make an afternoon/evening of it. Check out the brewery, grab a bite to eat and a fresh, local beer, and enjoy innovation. The Mill Artisan District and Frog Alley Brewing are located at **108 State Street** in downtown. There is plenty of parking behind the brewery.



HOURS

Monday: 4-8 pm

Tuesday: 4-8 pm

Wednesday: 4-9 pm

Thursday: 4-11 pm

Friday: 4-12 am

Saturday: 12 pm - 12 am

Sunday: 12 pm - 8 pm



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Wine gets a lot of the credit, but beer has just as many antioxidants, according to CNN. What's more, beer is higher in protein and vitamin B. While we wouldn't recommend any alcohol as a health food, if you're planning on having an alcoholic drink, it may as well be one that contains iron, calcium, phosphates and fiber.

Italian researchers found that moderate beer drinkers had a 42 percent lower risk of heart disease compared to non-drinkers. For maximum protection, keep your consumption to one pint—at around 5 percent alcohol by volume—a day, the researchers say.

Researchers in Finland found that each serving of beer lowers the risk of developing kidney stones by about 40 percent. They speculate that a high fluid intake not only makes for an excessive number of bathroom trips, but could also keep kidneys functioning properly. Additionally, the researchers say the hops in beer may be responsible, helping to slow the release of calcium from bone—which could get reabsorbed by the kidneys as painful stones.



HEALTH
HEART
BENEFITS
of
BEER
KIDNEYS
BONES
LIVER

A study in the New England Journal of Medicine showed that women who had one alcoholic drink per day had less cognitive impairment and less decline in their cognitive function compared to women who abstained from any alcoholic beverages. The researchers theorized that alcohol protects the brain by improving blood circulation, reported the Washington Post. And while the subjects of the study benefited from any alcoholic drink in moderation, why not make it a beer?

Dutch researchers analyzed 38,000 male health professionals and found that when men who weren't big drinkers began drinking moderately over 4 years, they were significantly less likely to be diagnosed with type 2 diabetes. Increased alcohol consumption over time didn't lower the risk in men who already had a couple drinks a day, so moderation is the key here.

It doesn't matter if you're a man or a woman, drinking beer keeps your heart healthy. According to a study, researchers at Italy's Fondazione di Ricerca e Cura, found a moderate beer drinking (a little more than a pint of beer a day) makes you 31 percent less likely than those who don't drink to suffer from hearts attacks, strokes or heart disease.

RED SHED BREWERY— INSPIRATION FROM NEAR AND FAR

By Colleen Onuffer

Jack Hasbrouck was inspired to create a brewery in his retirement at his summer home. It all came out of his love of brewing and a desire to create a place where people could enjoy a good brew made with local ingredients. He had started brewing beer in the little red milkshed on his farmhouse property in the hills of Cherry Valley. The homebrews gained popularity as nearby establishments began serving them and went into business in 2015. He named the new brewery Red Shed Brewery after the

signature red milkshed, which was converted into a tasting room in 2016.

His daughter, Suzanne Hasbrouck-Olson, and son-in-law, David (Dave) Olson, moved up from Pennsylvania and joined the Red Shed team in 2017. That was the same year the family-owned farm brewery opened its second location, a taproom in Cooperstown.

International Influences

Travel is a big part of the Red Shed family's philosophy and lifestyle. As an avid traveler,



Jack frequently talks about his travels to England and grabbing pints in small, packed pubs. He fondly reminisces how the bartenders would make sure each pint glass was clean and the pour was just right. It is that feeling of quality, comfort and community that Jack wished to bring to his customers when he opened Red Shed. The very first homebrew recipes were inspired by the classic British brewing styles, and the first three beers he created are pub brews still on tap today.

Dave and Suzanne are also well-traveled and appreciate the charm of a pint in a pub or a Munich beer garden. They strive to reproduce that charm in their own corner of the world. Most beers at Red Shed can be described as classic European styles with New York flavor, with the brewing team seeking inspiration from all over the world. These frequent flyers explore far-off locations, taking ideas from other cultures and cuisine to bring back to Central New York.

“The importance of travel is something we all share here at Red Shed,” says Suzanne Hasbrouck-Olson. “We’re inspired by other destinations and use those travel experiences to drive our innovation. By learning from other cultures and their history, we’re able to go forward.”

Inspired by their travels, Red Shed’s classic pub beers transport the drinker to European pubs.

The newest pub beer is called The Local, an English Session Ale brewed for the Cooperstown Tasting Room’s second anniversary. At 4.2% ABV, this pub beer is named after the longstanding pub tradition of meeting up with friends and chatting about the latest happening over a beer.



This dark mild has a rich mahogany color, mild bitterness, low carbonation and malty notes of sweet caramel and nutty toffee. If you’re local, come out and try it. If you’re not, order The Local next time you’re here and you’ll start to feel like one!

Geordie Boy Brown Ale is a classic English Brown with essence of chocolate and coffee blended with floral and herbal hops and 5.8% ABV. It’s one of the first beers that Jack ever brewed, and the name is a British term used as a nickname for people from the Tyneside area of England or a Newcastle United fan.

It’s not just the beers either. Every year in September, they host a Munich-style Oktoberfest celebration complete with a stein holding competition (authentically called masskrugstemmen) and keg tossing.





“I dream of going to Oktoberfest in Munich to experience the beers, the music and festivities firsthand,” explains Suzanne Hasbrouck-Olson. “I’ve been to beer gardens in Munich, but not for Oktoberfest. We’ve studied the event and heard so much about it from friends who have been. We’ve had lots of people – and their dogs – come out and we all have a lot of fun together. I’m looking forward to taking our Cooperstown version to the next level with my own authentic Munich experience. We’re always looking at how to make what we do better and better.”

Beer Gardens

Since their beginnings, pubs and beer gardens have created a sense of social belonging or community. In establishing Red Shed, it was important to replicate this feeling across their locations. For them it’s not just about hopping on the beer garden trend but bringing the original concept for its true purpose, as part of everyday life. German beer gardens are known for their shared tables with beer, food, games and a cheery vibe. In England, beer gardens in the countryside are known for their scenic views.

The Red Shed beer gardens hold up to both traditions. The Cooperstown beer garden’s long picnic tables and oversized yard games encourage people to mingle with one another over a beer or selecting from their seasonal food truck menu of fresh eats. Meanwhile, the summer beer garden at Cherry Valley has a beautiful view overlooking an old hop farm and pond, making it the perfect setting for stepping away from busy life and grabbing a brew with friends.

“Guests come to Red Shed Brewery looking for an overall experience of craft beer, good food, entertainment and friendly environment. They want to share that experience with those who matter most – friends, couples, families, kids and dogs,” says Hasbrouck-Olson. “Many of our guests are busy, working parents who want to enjoy the limited time they have with their kids – with a local, handcrafted, fresh beer at the same time. We created the experience to have something for all ages, such as giant Jenga and cornhole, big tractor tires to climb on and a dog-friendly beer garden.”

Local, Handcrafted, Fresh

Red Shed prides itself in creating a fun, welcoming atmosphere that not only introduces people to craft beer but also connects its customers to the area. Visitors to Red Shed receive a true, authentic New York State experience, starting with the art on the walls from regional artists and weekly musical performances by local musicians from April to December.

When it comes to ingredients, the sphere of influence gets a lot smaller. The brewing team uses locally-sourced ingredients because working with local farms and vendors gives them the best quality ingredients, at the peak of freshness. That's why they're always talking about "local, handcrafted, fresh." It's more like a mantra than a slogan for these guys.

Developing a new beer recipe always involves looking at what's available in the region. Dave and his brew crew want to use the freshest and the best, and in CNY there's a lot to choose from. This is how their beer menu represents the seasons and climate of the area. A 2019 summer beer, the Blueberry Thyme Gose, was made with organic blueberries from Ingall's Blueberry Hill farm and thyme from Tanner Hill Farm. Last fall, as a way to honor the community and region's agricultural past as part of the "hop belt," they asked locals to bring in wild hops. Four varieties of hops were donated by loyal fans from across Upstate New York and used in a beer created just for this purpose, the Hop Harvest Pale Ale.

One of their classic brews is Jessica's Red Ale, made with almost all local New York State ingredients. The American Red Ale features bright citrus hops and caramel malts that have a light rye spiciness, resulting in a smooth, medium bodied ale with a balanced finish and a 5.8% ABV. It's named after Jack's girlfriend Jessica, who's a redhead, and won the Silver medal in the Red category at the 2019 NYS Brewers Competition.

Looking for more local while you're visiting? Strike up a conversation with your bartender. All of the employees are locals who can tell you about the history of the area and have great suggestions of where to go next. They can even help your new-to-craft-beer friends who tag along on your trip pick out something they'll enjoy from the tap.

Every Day is a "Party"

One more essential piece of Red Shed Brewery culture you should know before you visit is that they are always looking for a reason for a party. What it really is, is their belief that the brewery is a place for people to connect, unwind and simply enjoy the present moment.



"We say we're always looking for a reason for a party, which is very true," remarks Suzanne Hasbrouck-Olson. "What we mean by that is we're always encouraging people to come out and have a good time, to connect with friends and have a conversation with someone new. I like to say that Red Shed is the local living room because when people come out we want them to feel relaxed and comfortable in our space and with each other. You'll find yourself in conversation with new people at the bar all the time, whether that's with the bartender or the people who just pulled in. We throw a lot of events throughout the year, from dance parties with local bands to the annual Oktoberfest. The idea of an everyday 'party' where you are hanging out with your friends, and that's pretty much our everyday vibe too."

Just 90 minutes from Albany, the Red Shed Brewery taproom in Cooperstown and the brewery in Cherry Valley make for a great road trip. At any given time, Red Shed's beer lineup features five core beers in addition to their seasonal rotations and limited releases. Their classic brews are Otsego Golden Ale, Sunny Boy IPA, Jessica's Red Ale, Geordie Boy Brown Ale, Cherry Valley Smoked Porter and XO Sour.

Come out to taste their travel-inspired beers made with local ingredients. To see what's on tap, check www.redshedbrewing.com or social media, where you'll also find info on what fun events are taking place – there's always a reason to party!

JANUARY CALENDAR OF EVENTS

January 1

City Beer Hall Hangover Brunch 11am – 3pm

January 4

Brewery Ommegang: Snap Crackle & Hop. Toss your XMAS tree on the pyre & participate in the annual airing of grievances. 12 – 3pm

City Beer Hall Bowie Brunch 11am-3pm

Paradox Brewery Sampling @ Glen St. Price Chopper, Queensbury. 11-2pm

January 5

City Beer Hall Bowie Brunch 11am-3pm

January 8

Rare Form Brewing Harry Potter Trivia Ravenclaw. 7-9pm

Artisanal Brew Works Rick & Morty Trivia

January 9

Fort Orange Brewing – Harry Potter Trivia 6:30pm

The Ruck Comedy Night. 8pm

January 11

Paradox Brewery Sampling @ Wilton Market 32. 11-2pm

January 12

Fort Orange Brewing – Yoga w/ Albany's Hot Yoga Spot. 10:30am

January 13

The Ruck Comedy Night. 8pm

January 14

Nine Pin Cider: 26er Challenge 2020. Pre-registration by noon. 4-7pm to sign up & start your journey tasting 26 ciders throughout the year.

January 15

Rare Form Brewing Harry Potter Trivia Hufflepuff. 7-9pm

Artisanal Brew Works 2019 Year in Review Trivia

January 16

Unified Breerworks Beer Pairing Dinner at The Barn at Power's Pub. 5 course meal + beer w/ each course. 6-9pm. \$60

January 18 - Baltic Porter Day

January 18

Northway Brewing Co. Broken Resolutions Beer Fest. 25+ breweries, cideries & distilleries, live music, and 2 beer releases: one collaboration with Barkeater Chocolate and one with Death Wish Coffee. \$40 includes beer samples and sampling glass.

Drink Schenectady: A Night at MiSci featuring local craft beer & ciders. 6-9pm \$30

Paradox Brewery Sampling @ Clifton Shoppers World Market 32, Queensbury. 11-2pm

Pours for Paws Scavenger Hunt Pub Crawl to raise funds for local animal shelters. Saratoga

January 19

Unified Beerworks – Pints & Poses Yoga. \$20 includes yoga + beer. 10:30am-11:30am

January 21

Fort Orange Brewing: HIIT the Tops - Brewery Boot Camp. 5:30pm

Wolff's Beer Dinner Schenectady – Cheers to the Roaring 20's Beer Dinner – 5:30pm \$55

January 22

Rare Form Brewing Harry Potter Trivia Slytherin. 7-9pm

January 23

Fort Orange Brewing – All Things Disney Trivia. 6:30pm

January 23 - German Beer Day

January 24 & 25

Adirondack Pub & Brewery Funky Ice Fest. Sat 4pm, Sun 3pm.

January 25

Frog Alley: The Frozen Frog with can release of NEIPA, Ice Bar & live music. 12-7pm

Hunter's on Jay Schenectady Soup Stroll. 11am. \$25

Great Nor'Easter Winter Beerfest. 2-6pm. \$45+

January 29

Rare Form Brewing Harry Potter Trivia Gryffindor. 7-9pm

January 30

Nine Pin Cabin Fever Cure: Bubbles & Bracelets Workshop by Razimuz Jewelry. 6-8pm. \$75

January 24 & 25

Adirondack Pub & Brewery Funky Ice Fest. 4pm



FEBRUARY CALENDAR OF EVENTS

February 1

Adirondack Pub & Brewery Funky Ice Fest. 3pm

February 2 – *Superbowl – you know it's a craft beer holiday!*

February 6

Unified Brewing Paint a Glass Night. 6:30pm. \$40

February 8

Frog Alley Brewmageddon Beer Festival with 40+ beers, special releases, food vendors & live music. 3-6pm. GA \$45 includes samples & sampling glass

February 12 – 18 Schenectady Beer Week

February 13

Fort Orange Brewing – Parks & Recreation Trivia. 6:30pm

February 15

Artisanal Brew Works: Valentine's Day Winter Prom

February 21

Saratoga Beer Week: Cider Night with over 60 ciders. 6-9pm. \$30+

February 22

Saratoga Beer Summit w/ 2 sessions 1-4pm and 5-8pm. GA \$60

February 24 – World Bartender Day

February 29

Artisanal Brew Works Standup Confidential. 7:30-9. \$15

Recurring Events: Food, Music, Fun & Games



PLAN YOUR WEEK

MONDAYS:

Common Root Temporary Tap Room - Trivia 7pm
Saratoga City Tavern: Karaoke

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
Big Slide Brewery- Sour Hour (BOGO sours) 5-10pm
Racing City Brewing -After Work Trivia Night 6:30pm
Unified Beerworks – 6:30pm

THURSDAYS:

Fort Orange Brewing - Trivia 6:30pm
Mohawk Taproom & Grill - Trivia 8pm
Chatham Brewing – Trivia 7:30pm
Adirondack Brewing – Trivia 7pm

FRIDAYS:

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

SATURDAYS:

Unified Beerworks – Music & food trucks
Racing City Brewing – College Football (Penn State)

SUNDAYS:

City Beer Hall: Beer Brunch 11am-3pm
Tipsy Moose: Brunch 10am-2pm
Lost & Found Brunch 11am
Racing City Brewing – NFL Sunday Ticket
Adirondack Brewing: Brunch 10am
Good Nature Brewing: Brunch 10:30

Researched and compiled by Karen Logan



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Funky Ice Fest

Adirondack Brewery

As the temperatures continue to dip lower and lower in Lake George, preparations are underway for the 2020 Funky Ice Fest at the Adirondack Brewery. For the past few years, the brewery has embraced the growing trend of ice bars throughout the Lake George region, but as they tend to do at Adirondack, there is always a larger theme than just ice.

“There are many places that do ice bars throughout the area, but we want to make sure that people’s experience here isn’t like everywhere else,” said John Carr, founder/owner of the Adirondack Brewery. “This is why we like to play vintage funk music to go along with the ice sculptures, bars, and other pieces, and then each year we always add something new.”

Last year the new addition was a Frozen Forest comprised of ice-covered Christmas trees, ice carved forest critters, and many surprises along the path. This year, the brewery is delving into the world of classic gaming by bringing out a classic wooden skee ball machine and a number of arcade games that will be available for people to play.

“We like to get a bit nostalgic during our Funky Ice Fest, between the vintage funk and classic cocktails, so why not bring back the feeling of a 70’s and 80’s arcade,” John Carr explains.

The cocktails he referenced are made with products from other local craft beverage producers, including Adirondack Winery, Springbrook Hollow Farm Distillery, Lake George Distilling Company, and John Carr’s other craft beverage company, High Peaks Distilling.

Additionally, the Adirondack Brewery is partnering with the Holiday Inn in Lake George, as they will also be having ice bars during the same time as the brewery. There will be a complimentary shuttle that will bring people back and forth between the two locations so they can enjoy both events.

There is no charge to attend Funky Ice Fest and the pub will be open during the events for those looking for some delicious food. As in years past, the event will be held for two weekends, and this year it will be held on Friday, January 24th & Saturday, 25th, and then Friday, January 31st & February 1st.



OVER TWO WEEKENDS !



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7 QUESTIONS - WITH COMMON ROOTS BREWING COMPANY'S CHRISTIAN WEBER

By TBM

It's been a busy year for our friends up at Common Roots Brewing Company. Between recovering from a tragic fire in March, opening a temporary taproom, and planning the construction of a new brewery, all while continuing to brew their great tasting beer for the masses, they have been hard to catch up with. That's while we were thrilled that Co-Founder Christian Weber gave us a few minutes to sit down, share a beer, and ask him...7 QUESTIONS

1. What is the first beer that you ever loved?

Growing up my dad always had a different craft beer he was trying out and he would let me taste some now and then. Ones that come to my mind were Long Trail, Saranac, and Sam Adams. Those are the brands that made me know beer was something I was interested in. However, Sierra Nevada Celebration was one of the first beers that truly sticks out in my memory as a benchmark for what sparked my interest in exploring craft beers.

2. What is the most valuable lesson that you have learned while overcoming your brewery burning down and rebuilding?

Community. There are no words to express how grateful and humble we are for the local, and craft beer community that surrounded and lifted us up after the brewery burned down. We will spend the rest of our future paying it forward and rooting ourselves in our love for community.

3. When you are not brewing beer, what's your next favorite thing(s) to do?

Family and outdoor activities are the two things that I choose to fill my out-of-work time with. When and where I was going to ski shaped a lot of my decisions growing up, and it is still something I love to do with my family on the weekends. My fiancé, Melanie, and I even go after work in the winter for a few night-runs at West Mountain.

4. Is there another brewery or beer that inspired you to "go for it"?

Not one brewery or beer specifically but having the opportunity to try traditional Lambics like 3 Fonteinen and Cantillon definitely served as an inspiration. Also, the early American wild producers like Russian River solidified my decision to pursue a career in craft beer.

5. If you could create your ideal rock concert, who would be the headliner? 2 Opening acts?

Oh man, this is a hard one because I have too broad of a music palette. If I had to choose, it would be Jewel yodeling in the new brewery's beer garden.

6. Favorite Sports Teams: MLB? NFL? NHL? NBA? Others?

I am a Boston Bruins fan through and through.

7. What is it like to work with family every day?

Working with my family is one of the most rewarding experiences I could have asked for. I am reminded every day of how lucky I am to have my parents as not only as family but friends, business partners, and mentors.

Bonus Question: If you had one message to the Capital Regions craft beer fans, what would it be?

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YANKEE PRIDE— AMERICAN WHISKEY AT ITS FINEST

By Joanne E. McFadden

If you ask Yankee Distillers co-owner Matt Jager why he opened a distillery, the answer is simple: it's his calling. "I'm a believer now that people are meant to do certain things, and I believe that this is what I am meant to do," he said. To that end, he has sought to position Yankee as "a powerhouse of American whiskey distillation."

After helping to start another local distillery, Jager, along with business partner Scott Luning, left to open Yankee Distillers in July 2015. The company produces four different whiskies and a vodka in its almost 9,000 square foot facility in Clifton Park. Yankee also offers a lively tasting room where customers enjoy cocktails made from Yankee's spirits and bar snacks ordered in from DogHaus while they visit with friends and chat with the distillers.

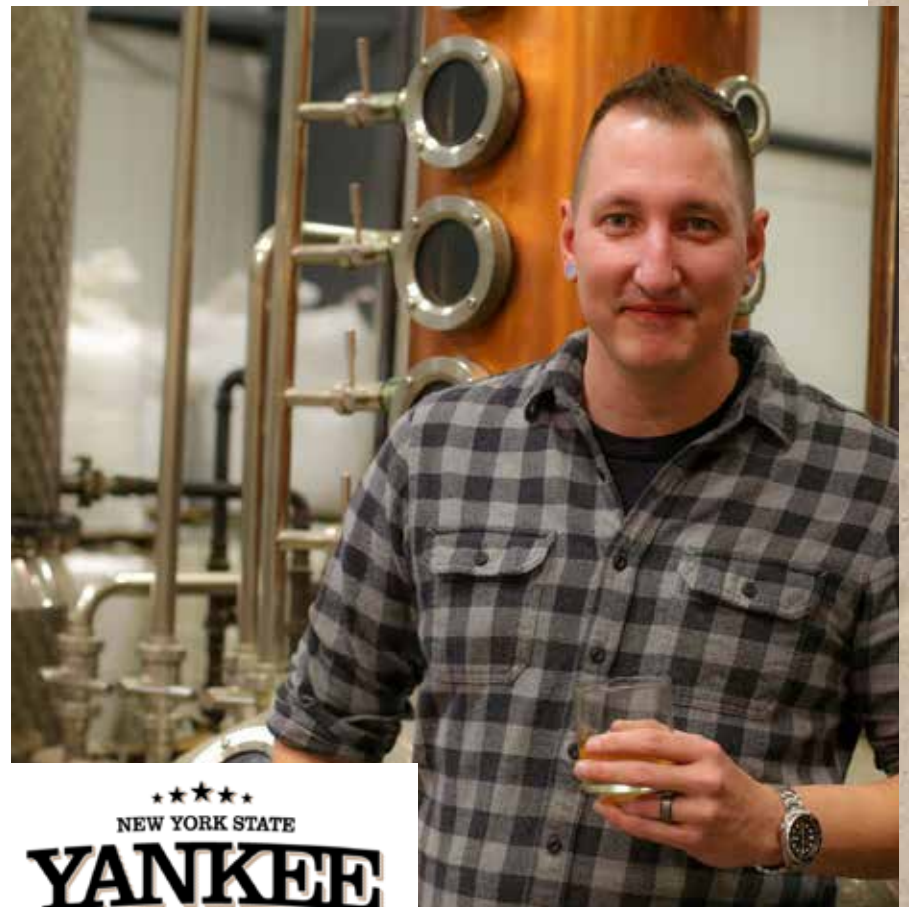
The tasting room features a sitting area with a couch and chairs, as well as a bar and a seating area with high-top tables. Jager's pugs, Basil and Barley, trot around the place, interacting with customers, hoping for some pretzel bits. "They've become sort of the personality of the distillery," Jager said.

From the tasting room, customers can get a behind-the-scenes view of where the distilling happens, courtesy of a large window where the gleaming pot still takes center stage.

The distillers mash in three times a week in a 1,000-gallon mash tank. Six times a week, they pump one half of the mash into one of three fermenters, where it stays for up to a week. The highly nutritional spent mash goes into a 3,000-gallon tank that farmers haul away for free to feed cows and pigs.

The adjacent room, though, is what excites Jager. "When it comes to what I enjoy talking about the most, it's what's happening in the barrels over time—the maturation, the aging process and the transformation that occurs in the barrels," Jager said. "It is what makes American whiskey special."

He purchases new American white oak barrels from Adirondack Barrel Cooperage in Remsen, NY, Kelvin Cooperage in Louisville, Kentucky and The Barrel Mill in Minnesota. These barrels, charred



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Distillers

Matt Jager

to his specifications, give color and flavor to the spirits aged in them. "If you were to look at a cross section of the barrel, the very inside is black, it's carbon, but then it goes from a very dark brown to a light brown, and in those layers, that's where the wood sugars--the naturally occurring sugars in the oak--they're caramelized, and that sweet flavor of caramel that people associate with American whiskey comes from the barrels," he explained. White oak is particularly good for aging whiskey because the wood is naturally high in lignin, a compound which, when heated up, transforms into vanillin and flavors the whiskey.



“Everything that goes into a bottle with our name on it is something that we are so supremely proud of. That’s our thing—just to make the very, very best American whiskey that we can.”

“The color, the flavor—a lot of the sweet flavors—are coming over during this aging process,” Jager said. He notes the constant expansion and contraction of the liquid as it heats up and cools down. “It’s constantly passing over that carbon that lines the inside of the barrel, and that has the effect of smoothing that whiskey out,” he said.

During expansion, there is evaporation, known as “the angels’ share” by distillers. Jager said that he loses about 20 percent of the product in the first year of aging, due to evaporation and also because he doesn’t pre-charge his barrels with water. The spirits go in a dry barrel, causing the wood to absorb more. “The reason that we abide that loss is because when it’s expanding I’m losing, but then when it’s contracting, it’s pulling oxygen into the liquid, and that oxygen is oxidizing various compounds in the spirit itself, and it’s developing new flavors,” he said, noting the peppery, honey and cinnamon flavors. “I’ve been accused of putting cinnamon sticks in my barrels to create this really very distinct cinnamon flavor in my rye, but I don’t,” Jager said. “My rye whiskey is made with just rye, wheat and water, yeast and then the time, and just knowing how to treat the grain allows me to produce these really unusual and really special flavors in my whiskey.”

Jager conducts twice weekly tours with a limit of 12 people each. These include a tasting, which he conducts tastings in a very

specific way. “I love turning people into whiskey drinkers,” he said.

He starts out with the Eleven Lakes Vodka, which he characterizes as “whiskey distiller’s vodka,” because it uses the same recipe as his wheat whiskey. However, instead of putting it into barrels for aging, he distills it five or six more times and then passes it over an organic coconut husk carbon six times, changing the bed every other time. “It’s a beautiful, neutral spirit,” Jager said.

The next taste is the Wheat Whiskey, which has a 70 percent wheat and 30 percent rye mash bill. “This really shows you what the barrel does,” he said. “It’s a soft, sweet grain on the nose, but now the caramel and the vanilla just come right out,” he said.

Then he moves on to the “yang” of the wheat’s ying, the Rye Whiskey with a 70 percent rye and 30 percent wheat mash bill. “These are like soul mates,” Jager said of the wheat and rye whiskies. The rye is his favorite. “This is my desert island whiskey,” he said. “If I had to drink one whiskey for the rest of my life, it would be this one—rye.”

Unlike the Kentuckians who boast about their limestone water, Jager prefers to focus on the flavors of the 100 percent New York State grains he uses to produce his whiskies. “These whiskies are a tribute to the grains that they’re built on,” Jager said. In the past year, he has been able to purchase all the grain, including high quality malt, from New York farmers.

He samples the Bourbon Whiskey next, which, in order to be called bourbon, has to be at least 51 percent corn. For this “high rye” bourbon, Jager uses a mash bill of 60% corn, 25% rye, and the rest malted barley, including a small amount of cherrywood smoked malt that shows up “like a smoldering campfire,” Jager said.

Jager made a special release batch of maple bourbon whiskey. A local maple syrup producer took some of Yankee’s used rye whiskey barrels, aged his maple syrup in them for a year, and then returned them to Yankee, where Jager filled them with already-aged whiskey again and aged it for one more year. “It’s this marriage that happens in the barrel and you can only achieve that sort of transformation in the barrel,” Jager said.

After the bourbon, he samples his Straight Single Malt Whiskey, which he calls his “homage to America’s Irish roots in our traditions of whiskey production.” To avoid paying the malt tax levied by the British, the Irish began experimenting with oats and rye. It’s made with malted barley, wheat and oats and is the only whiskey Jager makes without rye. “I do use oats, and it’s so unusual,” he said. “It’s really dense, and it’s chewy. You really want to chew on this whiskey,” he said.

Jager’s favorite part of the spirits-making process is the myriad choices that he gets to make in the process of bringing the product from grain to bottle. He has to choose the farmer, the grain, and the mash bill for the distillation, and then he makes another set of

I do think there’s an upper limit in terms of how much you can grow before you can’t oversee the quality part.

choices when he chooses the cooperage for his barrels and the size of a barrel. Lastly, he has to decide when the spirit is ready to come out of the barrel and go into the bottle. “There are tons of choices, and the thing that I’ve liked seeing is that over time, the sum of these choices has gotten better and better and we keep getting more recognition for it,” Jager said. “The whiskey just keeps getting better.”

Yankee’s products are available in area liquor stores and bars, as well as at farmers markets and tasting events. In November, the company expanded into Vermont, its first out-of-area market. While Jager has his sights set on more expansion, it’s not necessarily in the form of a wider marketplace for the product. “We don’t have any ambitions to be in particular markets,” he said. “We just want to make whiskey for people who appreciate it, and we don’t have to go very far to find people who appreciate what we do,” he said.



He sees part of the growth as the addition of three more fermenters, so that the distillers would be mashing in six times a week and running two shifts so that the still would be operating 12 times a week. This would also provide additional skilled jobs. “The best way to learn is by doing, so I am very proud of bringing jobs here to teach people how to do this,” he said.

Jager places an emphasis on his employees, noting that the company’s name is Yankee *Distillers*, not “distillery.” “We all carry the title of distiller,” he said, noting that the people who do tastings and serve people Yankee’s whiskey know how to make the product, and they know about whiskey. He doesn’t use brand ambassadors for marketing.

While Jager sees great potential for growth, he also wants to keep a close watch on quality. “We can make a lot more whiskey than we are right now and keep this quality standard, but I do think there’s an upper limit in terms of how much you can grow before you can’t oversee the quality part,” he said. “I just want to never compromise on the quality here,” he said.

Jager places as much emphasis on innovation as he does on quality, so much so that one might get the idea that innovation plays a big role in the quality of Yankee’s products. Innovation is not something that people usually associate with whiskey, Jager said, but for him, it’s a mission. He said that the company doesn’t use the term “master.” “I tell people that I continue to learn how to do what we do here,” he said. The distillers downplay their experience so that it keeps them “tinkering around and moving things forward.”

Rather than seeing whiskey-making rules as restrictive, with required percentages of certain ingredients, Jager views them as a baseline. “I see the freedom in expression outside of them,” he said. “That’s what makes my job so interesting. A lot of times people will assume that because of the rules, all southern whiskey tastes the same. No, it’s because they’re boring.”

Right now, Jager is experimenting with a beer barrel-aged whiskey. Single Cut, the brewery across the street, released a beer that they aged in some of Yankee’s barrels. Now, Jager is putting bourbon back into the barrels to let it produce yet another flavor. He is also working on some canned cocktails for release in the summer that would allow the distillery’s products to be sold in other area venues. Another project under development is some novel products for international markets.

The distillers have also started working on some interesting products with clients, such as soju, a Korean spirit, and a cacao rum for a client from the Dominican Republic.

Yankee’s efforts in quality distillation and innovation have resulted in winning several awards, but Jager doesn’t like to emphasize them. “It’s really just the daily interactions that we have are super rewarding,” he said. In the tasting room, you might find Luning chatting with customers as they’re enjoying a cocktail.

But always, there’s a focus on Yankees quality whiskey. “Everything that goes into a bottle with our name on it is something that we are so supremely proud of,” Jager said. “That’s our thing—just to make the very, very best American whiskey that we can.”



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NINE PIN CIDER ANNOUNCES 26ER CHALLENGE AND RETURN OF 'THE GATHERING' – ALBANY, NY

Are you an Adirondack 46er? How about becoming a Nine Pin 26er?! Nine Pin tells TBM, "In 2016 we launched the first Nine Pin 26er challenge.

It was an absolute blast and we are excited to do it again. Over the last year we've been diligently working with Samascott Orchards on developing 26 brand new, exciting and unique ciders. Starting January 14th, we will be releasing a new limited draft cider every two weeks (26 total). 26er ciders will only be available at Nine Pin's tasting room in downtown Albany. Try them all and become a 26er! Already a 26er? Come try again and reach 26er Silver status. Already a Silver 26er? Come try again and reach 26er Gold status. If you plan on trying the 26er challenge, please register in advance through Eventbrite. New this year, we will be offering 26er journals! Keep track of all 26 ciders, their tasting notes, dryness level, and whether you would drink them again! The journal will be available for purchase on Eventbrite!" "Then, The Gathering of New York Farm Cideries is coming back! After last year's SOLD OUT event, we are extremely excited to bring this premier New York State craft cider celebration back to Nine Pin Cider in Albany. This year will be our 6TH ANNUAL Gathering and we are excited to have some new cideries joining us! On Saturday, February 29th, join us on Nine Pin's production floor with New York farm cideries from all corners of the state for a tasting and market experience that only New York State can offer. Enjoy free samples of unique batches of ciders all made from New York apples with the ability to purchase limited and exclusive ciders by the growler, bottle, and can to go!" For more info on becoming a 26er and on The Gathering, check out www.ninepincider.com.

A NEW YEAR'S MESSAGE FROM THE OWNERS OF COMMON ROOTS – S. GLENS FALLS, NY



Our friends and owners of Common Roots have shared a holiday message that we'd like to pass along. Here's what they say: "What a year it's been for all of us at Common Roots Brewing Company. Upon reflection, we have much to be thankful for. The fire our company suffered back in March has become a defining moment and one we will never forget. The kindness and generosity of so

many people in our community and beyond was an extraordinary experience and one that continues to inspire all of us to do more both as a company and as individuals. The new Common Roots building continues to take shape and we anticipate moving the brewing equipment into the building in February. We are still optimistic for a spring 2020 grand reopening. In the meantime, our temporary taproom and brewery is in full holiday mode and is our "happy place" where we can continue to do what we love...make beer and share it with others. The temporary taproom has a new feature now. The historic Gore Mountain Ski Gondola that was given to us back in 2014 and survived the fire, was given a complete facelift and is ready to accept passengers again. We invite each of you to stop by the taproom and relax in the gondola with your favorite CRBC libation. The holiday season has special meaning to all of us. For many, it is a time to remember and reflect on the past and embrace a sense of hope for a better future. We have much to be thankful for and, despite a serious set-back, we were able to stay together, grow as a company and build a new facility. None of that would have been possible without the help, work and kindness of so many individuals and other businesses. We have much to be thankful for and look forward to creating new friends and memories in the coming year! On behalf of all of the Common Roots Family...we wish you and your families a joyous Holiday Season and look forward to a more peaceful, safe and healthy New Year." Cheers, Bert and Christian

CH EVANS ANNOUNCES WINTER DRAFT BEER LAUNCHES – ALBANY, NY

Brewmaster Sam Pagano tells True Brew Magazine, "Our Knickerbocker Lager makes its return to the taps. This time around, we went with a real traditional approach to this classic German Kellerbier (fresh, unfiltered lager). We used 100% German ingredients including malts from Bamberg and Hallertau Mittlefruh hops. It's 5.5% ABV and extremely drinkable! We are also introducing a beer called 'Forbidden Drink'. This is a 11.5% ABV English-style Barleywine with huge malt driven notes of toasted bread, dried dark fruits, raisin, and warming alcohol. Perfect for a cold winter's night. Tea Time Teri is a 5.6% ABV Pale Ale named after one of our long-time bartenders. It's featuring an assload of hops and locally sourced tea. Next is Dupa Head Double. At 8% ABV, this IPA features all our favorite



hops, specialty yeast, oats, wheat and lactose sugar. Dupa Head was my mother's nickname for me growing up. It roughly translated to "Butt" Head from Polish. Finally, at the end of February look for a Rauchbier to sneak on to the taps. Brewed with imported smoked malts, yeast and hops. Name is TBD." For up-to-date listings of what's on tap at CH Evans, stay tuned to their website and social media.

FROG ALLEY BREWING TO HOST WINTER-THEMED EVENTS – SCHE-NECTADY, NY



Schenectady's newest brewery and taproom has announced two upcoming winter-themed events. The first event, The Frozen Frog is scheduled for Saturday, January 25, 2020 from Noon-7pm. The event will launch a limited-edition can release of Morad NEIPA in honor of WEQX legend Jeff Morad and will be complimented by an Ice Bar featuring Frog Alley beers, Tito's and Casamigos Drinks in the Ice Luge! There will be live music on the outdoor stage by Swimmer 12:30-2:30pm, SixFoxWhiskey 3-5pm, and Run River North 5:30-7pm. Then, on Sunday, February 8th Frog Alley will proudly present BREWMAGEDDON Beer Festival 2020. The event will offer a 2pm-3pm VIP Hour followed by a 3pm-6pm General Session and will take place throughout the entire brewery, including areas not usually open to the public, allowing attendees a sneak peek at all the exciting things happening at the brewery, as well as a chance to drink beer where beer is brewed! BREWMAGEDDON will feature 40+ breweries from throughout the Northeast, beer direct from the breweries themselves, beer poured BY THE BREWERS, special releases, food vendors, and live music by The North & South Dakotas. Tickets are on sale now! VIP Tickets are \$65 and include 1 Extra Hour of Sampling, Mingling and Chatting with the brewers + Souvenir Sampling Glass + a Frog Alley Souvenir + 1 Token for a Pint of Frog Alley Brew in the Taproom! GA Tickets are \$45 and include 3 hours of Sampling + Souvenir Sampling Glass. Visit www.frogalleybrewing.com for more information.

NORTHWAY BREWING PRESENTS BROKEN RESOLUTIONS BEER FEST-QUEENSBURY, NY



Northway Brewing Company has announced that they will be hosting a beer festival in and around

their Queensbury brewery. The event, called Broken Resolutions Beer Fest will take place on January 18th from 5-8pm and will feature more than 25 Regional breweries, cideries, & distilleries. Live music by Let's Be Leonard. Food by Main Street Dogs. Northway Brewing will be releasing two new collaborations at this event; one with Barkeater Chocolates and one with Death Wish Coffee. Proceeds from the event will be donated to ACTT Naturally, a local non-profit focused on off-track thoroughbreds interacting with veterans, first responders, & teens. Tickets are \$40 (designated drivers get in free). Ticket price includes three hours of unlimited samples and a 15 oz tasting glass. Tickets and more info: <https://northway-brewing-company.ticketleap.com/beer-fest-2019/>

SARATOGA BEER SUMMIT AND SARATOGA CIDER NIGHT HIGH-LIGHT BEER WEEK – SARATOGA, NY



America on Tap has announced that they will be hosting two signature events during this year's Saratoga Beer Week, which runs from Tuesday, 2/19 through Saturday, 2/23 and features craft beer-centric events across Saratoga's breweries and craft beer bars. Their first signature event, Saratoga Cider Night, will be hosted at the Saratoga City Center on Friday, 2/21 from 6pm-9pm. The evening will feature more than 60+ ciders to sample and a special Hard Seltzer section. The participating cideries can be found at americaontap.com/event/saratoga-cider-night/, with cideries being added weekly. Tickets are \$30 until February 9th. Also, there are group tickets: 10 tickets for the price of 8 and available at SaratogaBeerWeek.com. Then comes the return of the Saratoga Beer Summit at the City Center on Saturday, 2/22. The event offers a VIP session starting at 12pm. Session 1 is from 1pm-4pm and Session 2 from 5pm-8pm. The participating breweries can be found at americaontap.com/event/saratoga-beer-summit/. VIP tickets are \$60, and GA are \$40 through February 9th. Group tickets are also available, 10 tickets for the price of 8 and available at SaratogaBeerWeek.com

Continued on pg. 54

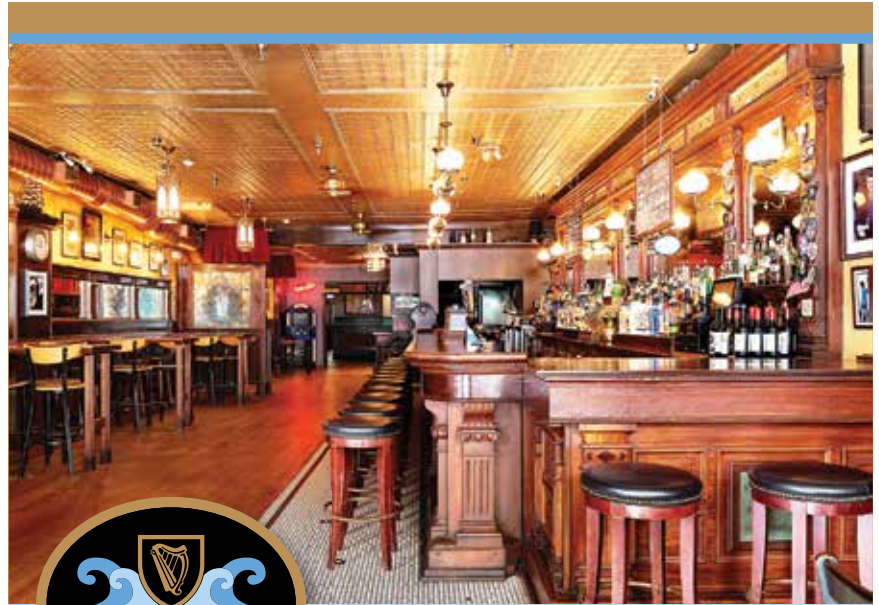


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CHATHAM BREWING CELEBRATES 13 YEARS – CANS BASH BISH BROWN AND LAGER RHYTHM – CHATHAM, NY



Chatham Brewing company announced the canning of two beer for the new year. Founder, Tom Crowell tells TBM, “Our Bash Bish Brown is a 5.5%

ABV American Brown Ale. It’s a simple beer from the days when beer was just malt, hops and yeast will. It’s not too heavy and has a nice roasty finish for the colder months. Also, we’ll be canning our Lager Rhythm 5.5% ABV; 24 IBU. This balanced red lager has the crisp finish of a lager yet exhibits a dryer roasted malt presence found in amber ales. Smooth, clean and highly drinkable! Stay tuned to our social media and website for updates. Incredibly, Feb 16th-2020 will mark 13 years since we began pouring beers as a brewery. Our first pints were poured at Peint O Grw (now Peoples Pub). We’d like to thank all of our fans and customers for 13 years of love and support!” Side note: If you haven’t been down to Chatham Brewing in a while, stop down for great craft beer and live music on Friday and Saturdays. Check ‘em out on social media for updates.

HBO COLLABORATES WITH MONKISH BREWING, OTHER HALF BREWING AND CELLARMAKER BREWING ON CONJOINED TRIANGLES OF SUCCESS BEERS - NEW YORK – HBO



Licensing & Retail is proud to announce the release of Conjoined Triangles of Success, a trio of brand-new beers created to commemorate the series finale of Silicon Valley on HBO, airing December 8. The Silicon Valley-inspired beers are brewed in partnership with Monkish Brewing, Other Half Brewing and Cellarmaker Brewing and are available for purchase today. Conjoined Triangles of Success is a collaboration between three powerhouse breweries, as Los Angeles-based Monkish Brewing, San Francisco-based Cellarmaker Brewing and New York-based Other Half Brewing, have combined their ingenuity and brewing talents to produce three beers guaranteed to thrill fans of the hit HBO comedy and beer lovers alike. Conjoined Triangles of Success will be available at each of the regional brewery locations, with a taste and can unique to each brewery. Despite the differences in labels, collaboration is the sturdy “shared hypotenuse” of Conjoined Triangles of Success. All

three of the Conjoined Triangles of Success beers are Triple IPAs measuring in at 10.0% ABV and will be available in 16 oz cans. However, each of the participating breweries offers something wholly unique in terms of flavor profile. Monkish Brewing Tasting Notes - A Triple IPA brewed with rolled oats and dry hopped with Idaho 7, Citra, Galaxy, and Simcoe hops. Robust, soft, dank, tropical. Cellarmaker Brewing Tasting Notes - A DDH (Double Dry Hopped) Triple IPA brewed with rolled oats to create a viscous body and chewy mouthfeel. Hopped with Nelson Sauvin from New Zealand, Galaxy from Australia, Mosaic from Washington State and Idaho 7 hops. Notes of unripe pineapple, peach Haribos, sauvignon blanc grapes and freshly cut pine. Other Half Brewing Tasting Notes - A Triple IPA containing hops like Citra, Citra Cryo, Citra Incognito, Cashmere, Galaxy and Motueka. Notes of mango, tart pineapple juice, underripe guava, candied lime, big purple nose, fresh herbal pop. The release of these Conjoined Triangles of Success beers will undoubtedly help Silicon Valley fans celebrate the finale of the hilarious comedy series and bookend the lineup of Season 6 beer releases. Earlier this year, HBO similarly partnered with Other Half Brewing for the release of Not Hot Dog, a Double IPA specially brewed to help kick off the Season 6 premiere. Conjoined Triangles of Success is available for purchase at Monkish Brewing in Los Angeles, Cellarmaker Brewing in San Francisco and Other Half Brewing in New York, and Silicon Valley’s series finale will air on Sunday, December 8. About Other Half Brewing -Founded in 2014 by Sam Richardson, Matt Monahan and Andrew Burman, Other Half Brewing is Burman is rooted in a simple mission: to push the boundaries of beer. Known for its hazy IPAs, pastry stouts, and creative sours, Other Half has built a loyal community of fans around its Brooklyn taproom, and grown to become one of the most sought-after breweries in the country. With locations in East Bloomfield, NY and Brooklyn, NY, and partnerships with like-minded breweries around the world, Other Half is constantly moving the beer industry forward.

ITHACA BEER CO. RELEASES NEW EAST COAST HAZY IPA - ITHACA, NY



Ithaca Beer Company will release a new core brand, Every Day Haze IPA on February 6, 2020. Every Day Haze is a juicy, fruity and deceptively smooth East Coast

Hazy IPA. Brewed with a dynamic combination of complex aromatic hops, Every Day Haze boasts a unique tropical citrus depth. Citra and Mosaic provide a solid foundation of fruit character and the Lotus hop uniquely accents profiles of soft orange, vanilla and cream. With a soft, creamy and silky mouthfeel, Every Day Haze IPA glows a bright orange hue with a light haze that comes from healthy additions of wheat and oats. A companion to Ithaca’s classic West Coast style Flower Power, Every Day Haze will be available year-round in 16 oz. can 4 packs, 8 packs and draft. Celebrating its 21st year, Ithaca Beer has been historically known for its legacy brands like Flower Power, Apricot Wheat and Cascazilla Red IPA. However, Ithaca Beer has been recently recognized for innovating new popular brands including its Pulp Addiction NEIPA series and Big Hoppy Family double IPA series featuring Mr. Sticky, Uncle Buzzy and Aunt Lupey. Flower Power has been recognized as the first West Coast style IPA brewed in the East when it debuted in 2005. The release of Every Day Haze IPA is a continuation of this spirit and symbolically marks East meeting West in Ithaca Beer’s portfolio of outstanding ales and lagers. The Spirit of the Finger Lakes, Ithaca Beer Co. was founded in 1998 by Dan Mitchell who continues to independently own and operate the company. Located in Ithaca, NY, the brewery features a 50-barrel brewhouse with a 5-barrel pilot system that produces numerous small batches for its Taproom as well as for special wholesale occasions.

HARPOON BREWERY AND WHISTLEPIG RYE WHISKEY TO RELEASE BARREL-AGED BALTIC PORTER – BOSTON, MA



Harpoon Brewery announced today a collaboration with WhistlePig Rye Whiskey, the No. 1 distiller in the fast growing, ultra-premium and luxury rye whiskey category, for the newest rendition of its popular Baltic Porter. The two companies, with neighboring Vermont locations, came together to age Harpoon Brewery’s Baltic Porter in select WhistlePig barrels, for a lagered treat with a rye-like spice to stay warm on the coldest New England nights. “When we decided to bring back our Baltic Porter, we wanted to introduce a special edge to make it our best one yet,” said Dan Kenary, CEO and co-founder of Harpoon Brewery. “We thought, what better way to foster innovation than to partner with our neighbors at WhistlePig, bringing our brewers and their

talented distillers together for a meaningful and delicious collaboration.” Using Harpoon Brewery’s tried-and-true Baltic Porter recipe, each drop of this re-release is aged away in select WhistlePig Rye barrels to give the beer an added rye-like spice and soft hint of oak. Brewed at 9.5% ABV and containing notes of molasses, dark fruit, and bittersweet chocolate, this elegant porter could keep you warm and cozy during even the worst Vermont snow-storm. “Harpoon Brewery is well-known across New England, but our relationship stems from their proximity to our distillery with their Vermont location,” said Pete Lynch, Master Blender at WhistlePig. “We were excited about the opportunity to bring wintery warmth to this popular brew in a way that only our unique rye whiskey barrels can.” The Barrel-Aged Baltic Porter will be released in 12-packs of 22 oz. bottles and will be available on draft starting this month at Harpoon Brewery’s Boston and Vermont locations. Launch parties will be taking place Tuesday, December 10th at City Tap in Boston and Harpoon Brewery in Windsor, VT.

WACHUSETT, WORMTOWN, AND GREATER GOOD COLLABORATE ON BEER WITH PROCEEDS GOING



TO FALLEN FIREFIGHTER’S FAMILY - WESTMINSTER, MA

- Three of Central

Massachusetts most well-known brewers are coming together for a very worthy cause. In response to yet another tragic death of a Worcester Firefighter, the three breweries are brewing and launching the beer “Worcester’s Bravest” with 100% of the proceeds being donated to the Menard Children’s Fund. The fund that has been set up by the Professional Fire Fighters of Massachusetts and Worcester International Association of Firefighters Local 1009 in support of the family of fallen Worcester Firefighter Lt. Jason Menard. “We were beyond devastated to hear about the loss of Lt. Jason Menard” said David Fields, Managing Partner of Wormtown Brewery. “While it pales in comparison to the sacrifice our local heroes make every day, Worcester’s Bravest is a way we can give back to them and their families. We are honored to be a part of a strong community that will forever cherish his legacy.” “We said the last time we made this beer together that hopefully we would never have to do it again” said Christian McMahan, President of Wachusett Brewing Company. “However, when we

Continued on pg. 54

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GREAT LAKES BREWING CO. ANNOUNCES 2020 LINEUP, NEW CANS – CLEVELAND, OH

Great Lakes Brewing Company (GLBC) announced a fresh lineup for 2020 including Dortmund Gold Lager, Great Lakes IPA, and Mexican Lager with Lime in cans, plus two new Legendary Series offerings and a new Limited Release bottle series. Dortmund Gold Lager will finally be available in cans, with a refreshed label. GLBC's award-winning flagship Dortmund gold Lager will make its long-awaited year-round canned debut in 6-Pack 12 oz. Cans, 12-Pack 12 oz. Cans, and 16 oz. Cans beginning Q2, 2020. Both can and bottle will sport new artwork celebrating Dortmund Gold's winning legacy, balanced crowd-pleasing flavor, and Cleveland roots. ABV: 5.8%; IBU: 30 Great Lakes IPA, Mexican Lager with lime releasing in cans. Also available for the first time in cans is GLBC's newest year-round, Great Lakes IPA. A bright, citrusy, dry-hopped American IPA originally released in 2019 in celebration of the brewery's ESOP (Employee Stock Ownership Plan) announcement, Great Lakes IPA will be available in 6-Pack 12 oz. Cans and 12-Pack 12 oz. Cans beginning in Q2, 2020. ABV: 6.5%; IBU: 50 GLBC's Mexican Lager with Lime became an instant hit when it debuted as part of 2019's Small Batch Can Series. Brewed with real lime peel and purée, it will be available as a Seasonal in Q2, in redesigned 6-Pack 12 oz. Cans and 12-Pack 12 oz. Cans. ABV: 5.4%; IBU: 20 Bierwolf Dunkelweizen and Siren Shores Passion Fruit Saison join legendary series 4-packs. In 2020, two new beers will join GLBC's Legendary Series, which pairs mythological stories with premium styles and ingredients: Bierwolf Dunkelweizen (January). Cold brew coffee, chocolate, and orange peel creep deep into the heart of this German-style Dunkelweizen, transforming a once traditional brew into a hauntingly decadent hybrid. ABV: 6.6%; IBU: 25. Siren Shores Passion Fruit Saison (May). Ahoy, weary sailor! Heed the call of the North Coast's "inland seas" and plunge into an effervescent maelstrom of sweet passion fruit, zesty spices, and tempting tropical fruit aromas. ABV: 6.9%; IBU: 15. New limited release bottle series celebrates fresh styles, ingredients. In addition to GLBC's storied seasonal lineup, a trio of new limited release bottles will join the portfolio. This fresh series of unique, one-off releases brings the GLBC brewpub's experimental spirit to colorful 6-Packs and Draft through-

out the GLBC distribution footprint. Hazy IPA (March), Lemon Hefeweizen (April), and SMASH IPA (June) will launch this new series in 2020.

CANS PROPEL ALLAGASH BREWING TO MORE THAN 100,000 BARRELS IN 2019 – PORTLAND, ME

Allagash Brewing Company estimated that its sales volume surpassed the 100,000-barrel mark in 2019, due to packaging its flagship Allagash White and River Trip session ale in cans for the first time. "A huge chunk of our growth has come through cans this year," Allagash sales director Naomi Neville told Brewbound. "And we only had 16 oz. 4-packs of cans in two different brands, so it's not like we started with a lot of different versions of cans." After a successful regional introduction in 2019, the Portland, Maine-based craft brewery announced today plans to expand distribution of its canned offerings to additional markets and the addition of 12-packs. After rolling out Allagash White and River Trip 4-packs of 16 oz. cans in Maine, New Hampshire, Vermont, Massachusetts, Connecticut, Rhode Island, New Jersey and New York in the spring, and then adding Virginia, Illinois and Washington, D.C., in the fall, those offerings will now be sold throughout Allagash's 17-state footprint by February 2020. California, Georgia, North Carolina and South Carolina will receive the can packs in January, with mid-Atlantic states of Delaware, Maryland and Pennsylvania receiving them in February. Also, in February, Allagash will begin selling Allagash White in 12-packs of 12 oz. cans in Maine, Vermont, New Hampshire, Massachusetts, Connecticut, Rhode Island, New York, New Jersey, Virginia and Washington, D.C. "It's just opened up a lot of doors for us, places we've never been before," Neville told Brewbound. "Hopefully, the 12-pack will get more space in the coolers now that the 16 oz. cans have proven themselves." Neville, citing data from market research firm IRI, added that Allagash White cans are the No. 1 selling new item in the craft beer category in the Northeast. "We're even in the top 10 when you don't just account for craft, and you know there's a lot of seltzer in that top 10," she said. Neville estimated that Allagash has sold more than 9,000 barrels of its canned offerings in 2019, pushing the brewery's volume across the 100,000-barrel threshold for the first time. Allagash is the 30th-largest craft brewery in the country,



according to not-for-profit trade group the Brewers Association (BA). In 2018, Allagash produced 96,140 barrels of beer, up 1% from 2017 when the company produced 94,742 barrels. Allagash's volume growth flattened in the low-single-digits in recent years after double-digit growth in 2016 (+11%) and 2015 (+18%). Neville attributed much of that growth to Allagash White. "White is such a huge part of our business, and it's continued to grow throughout those years," she said. In addition to adding 12-packs of 12 oz. cans for flagship Allagash White, the company plans to release its specialty beers in cans throughout its footprint, starting in March with Crosspath, a Belgian-style golden ale brewed with granola from Maine's GrandyOats. "That is super exciting for us, because that's our first organic beer," Neville said. Allagash will also add a Maine-exclusive beer, Sixteen Counties, an ale brewed with malts grown in the state, in 16 oz. 4-packs to its year-round can lineup. Allagash is among the last large, regional craft breweries to add can packaging. The company released its first offering, Hoppy Table Beer, in April 2018 after installing a small canning line. According to Neville, the new packaging option has led some Allagash consumers to trade bottle purchases for cans during the summer months. "We saw a huge switch in the summer from bottles to cans," she said. Although Allagash has no plans to enter new states in 2020, the company will expand its distribution in Pennsylvania to cover the western half of the state.

DOGFISH HEAD TO RELEASE MORE THAN 160 DIFFERENT OFFERINGS IN 2020 - MILTON, DE

Since the day its doors opened nearly 25 years ago, Dogfish Head Craft Brewery has prided itself on creating innovative, well-differentiated beers and spirits. In 2020, it is doubling down on its off-beat approach to liquid artistry with plans to release more than 160 unique products. From the brewery's lineup of regional and national beers and scratch-made distilled spirits, to the ever-expanding list of exclusive libations available only at its coastal Delaware properties, Dogfish drinkers both near and far can eagerly anticipate the New Year to be chock full of off-centered goodness. "The announcement of our yearly lineup of releases is always one of my favorite moments of the year, especially since it includes so many creative and still-to-be invented offerings," said Sam Calagione, founder of Dogfish Head. "While



our calendar of nationally distributed brands is ready to roll, many of our regional and local releases remain in ideation. This allows our talented brewers and distillers, and me, the flexibility to quickly consider whims, hunches, artistic trends and the following of our collective muse to inform our creative journey." Curious, off-centered people can visit www.dogfish.com for information about all Dogfish Head's upcoming releases.

Year-round offerings:

Slightly Mighty (4.0% ABV) – a lo-cal IPA with all the flavor and tropical aromas of a world class IPA, but only 95 calories, 3.6g carbs, 1g protein and 0g fat per 12oz serving

60 Minute IPA (6.0% ABV) – a continually hopped, East Coast IPA brewed with a slew of Northwest hops for a powerful, but balanced citrusy hop character

SeaQuench Ale (4.9% ABV) – a super-refreshing session sour mashup of a Kolsch, Gose and Berlinerweiss brewed with lime peel, black limes and sea salt

90 Minute Imperial IPA (9.0% ABV) – an imperial IPA chock full of heavy aromas of pine resin and citrus, and flavors of brandied fruit cake, orange marmalade and toffee

SuperEIGHT (5.3% ABV) – a full-flavored sour brewed with a bevy of heroic ingredients, including prickly pear, mango, boysenberry, blackberry, raspberry, elderberry, kiwi, red quinoa and Hawaiian sea salt

Liquid Truth Serum (7.0% ABV) – an unfiltered IPA brewed with whole leaf, liquefied, pelletized and powered hops for citrusy, tropical notes and a juicy, hoppy flavor

Midas Touch (9.0% ABV) – a beer/wine/mead hybrid brewed with saffron for a sweet, yet dry, recreation of an ancient liquid found in King Midas' tomb

Palo Santo Marron (12.0% ABV) – an unfiltered, unfettered, unprecedented brown ale aged on Palo Santo wood

American Beauty Hazy Ripple IPA (7.0% ABV) – a newly-released collaboration with the Grateful Dead that is brewed with spelt, an ancient heirloom grain that contributes earthy notes and a natural haze, and dosed with a special yeast strain designed to liberate hop aromatics

To celebrate the creation and release of American Beauty Hazy Ripple IPA, David Lemieux, archivist and legacy manager for

Continued on pg. 54

Brewmaster's Cellar

As Craft Beer Growth Slows—We Look to the Future

By George de Piro

Some consider it a curse to live in interesting times; 2019 was a pretty interesting year for craft brewing. A relaxing of regulations over the years have enabled anybody with a bucket and a dream to declare themselves a professional brewer. More and more breweries kept opening; New York State, home to 95 breweries in 2012 now has about 400.

Volume growth in craft beer has slowed dramatically, however, and for 2019 growth was only in the low single digits. According to the Brewers Association national mid-year report, one third of all brands are under 100 cases per year while the next third are under 1000 cases per year. To put those quantities in perspective, it takes about 6.9 cases to equal one keg of beer (13.78 cases/barrel), so 1000 cases is only 145 kegs of beer. That's not a large number.

That means that a supermajority of beer brands will be in very limited production, made by very small breweries. The average craft beer customer might not realize it, but beer is actually a volume game: breweries selling beer off-premises don't make very much money per unit, so they have to sell many units to make ends meet. Even beer sold on-site is of limited profit, so a brewer selling only a few hundred barrels each year won't be making much money.

Craft beer has long been affected by lack of brand loyalty. Almost by definition, a craft beer consumer is always seeking new experiences. A lack of brand loyalty combined with an astronomical number of small breweries has led to fierce compe-

tion for shelf and tap space, so it is very challenging for a brewery to build sales volume.

Aside from increased competition within the craft brewing segment, 2019 saw the rise of a truly execrable product: alcoholic seltzer. These are fruity flavored beverages that boast zero carbs and "all-natural flavors," as if they're healthy. Reality is that they are 5% alcohol by volume with 100 completely empty calories swimming in flavor extracts. They are simply a means of getting drunk.

Before any hardcore seltzer connoisseurs get up in arms about my last paragraph, allow me to provide a bit of defense for people who have moved from craft beer to flavored alcoholic water: craft brewers may be their own worst enemy in the fight to gain and hold new consumers.

IPA OVERLOAD

Craft beer has become a very monotonous segment, dominated by hoppy pale ales. A significant sub-segment is very hoppy pale ales, the so-called New England IPAs. These beers present the consumer with a one-dimensional flavor profile, overwhelmed by hops. Brewery after brewery seeks to "out hop" the guy down the street in a battle akin to the hot sauce war of the late 1990s.

A significant number of people don't really like the taste of overwhelming hops, yet most every bar and small brewery offers very little choice aside from some sort of really hoppy pale ale. They are completely ignoring a huge segment of consumers who are seeking an alternative to the latest hop extravaganza.



While the following represent anecdotal data, the sample size is perhaps large enough to give it some significance: Druthers Brewing (where I am a founding partner and brewmaster) has three locations and was voted the Capital Region's best brewery by the Times Union readers' poll in 2019 and the best bar for beer in 2018. How could a brewpub group with only a dozen or so beers on the menu be voted best beer bar? How can a place that brews "only" a few different IPAs each year be voted best brewery? Because we offer people a wide selection of beers that truly taste different from each other.

While IPAs are usually our biggest sellers, about 75% of our customers order a different Druthers beer. That's a staggering figure, completely at odds with what internet beer reviewers believe is true. Three quarters of the tens of thousands of people drinking at Druthers each year don't order a pale ale, yet other bars and even some breweries offer beer menus that are up to 90% pale ale, then wonder why more people don't buy their beer.



Supermarkets are no different, offering a staggering array of one style of beer. Given the data gleaned from Druthers' beer sales, is it surprising that many people turn to other beverages when they want to unwind at day's end? They can't find a beer they like at most outlets. Some might even think they don't like beer at all, unaware that there are styles other than hoppy pale ales.

The majority of alcoholic seltzers' gains have not been made at the expense of craft beer, but some have. Combine that with the pressure of hundreds of nano breweries (in New York alone!) - competing for a limited audience, and we're likely to see some interesting times for craft beer in the upcoming year.

PREDICTIONS FOR 2020

I'm not Nostradamus but based on the data from the past few years, I predict we'll see some more turbulence in the craft beer world as we launch into a new decade. The larger craft breweries, like Stone, Sierra Nevada, and Brooklyn will continue to see their sales fall. Everybody wants local, so the national brands will continue to shrink and cut staff.

Very small breweries may start to close, a result of the owners' significant others realizing that their 401K money is being evaporated on a pipe dream. I think there will be enough people with a bucket and a dream to fill those vacancies, so the number of breweries will stay relatively constant in the near term.

Associated industries, like brewing equipment fabricators, glassware vendors and quality control supply purveyors will lose business. The large breweries are the only ones with money to spend on equipment and swag, and they're shrinking. Nanobreweries can't afford a \$25,000 oxygen analyzer or

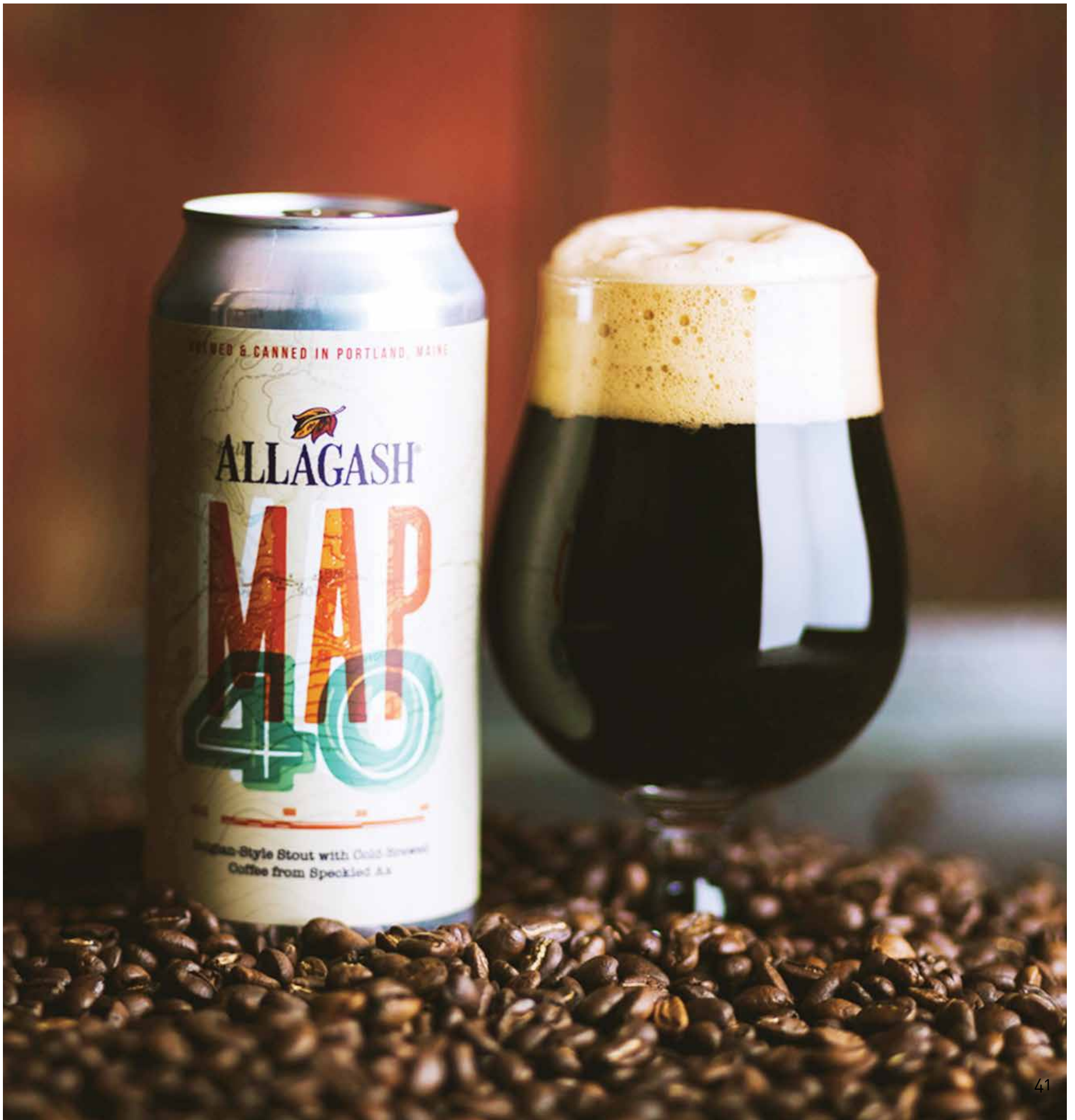
\$8000 worth of logo glassware. They'll continue to make beer with no quality control and offer it in dull, ubiquitous shaker pints with a one-color logo.

More breweries of small to moderate size (3000-10,000 barrels/year) will start making seltzer in a desperate attempt to bring in new revenue. Although almost every one of the owners of such places will tell you they got into the business because of their passion for beer, few of them will attempt to make non-hoppy beers but will instead make seltzer, chasing trends that are already past their grasp.

I don't believe that "craft" seltzer will succeed. There's nothing "craft" about flavor extracts added to alcoholic fizzy water. It's about branding and price for the majority of seltzer consumers.

The one forecast that can be made with complete confidence is that more craft beer will be put into cans than bottles in the coming year. The past two years have seen tremendous growth in the popularity of aluminum packaging, for no good reason other than it's cheap for very small breweries to put their beers into cans. Cans are not inherently better than bottles in any way, yet brewers unable to afford good packaging lines have managed to spread the falsehood that cans are best.

Finally, I predict that my predictions will most likely be inaccurate. In a world where millions of Americans believe a corrupt, narcissistic liar will "drain the swamp"; where millions of Britons have forgotten that Europe was constantly at war with itself before the European Union; where millions around the world think that vaccinations are part of a conspiracy with no obvious goal, anything is possible. Up is the new down, flat is the new growth.



STOUT VS. PORTER – WHAT’S THE DIFFERENCE?

By Allagash Brewing Co.

What exactly is the difference between stout and porter? While there are many varieties of so-called ‘dark beer’ such as schwarzbier, Scotch ale, dark American lager etc., the broad categories of stout and porter are probably the most well known.

In reality there are many variations and substantial overlap across the two styles. For example, an Irish Stout will generally be a bit more bitter, have less body, and be lighter than some brewers’ take on a porter. In the same way that some pale ales seem more like IPAs or vice versa, so is the case with versions of stout and porter. One similarity across stouts is they are more likely to contain roasted barley as opposed to most porters (though more robust porters may have some).

Historically speaking, the first of the two styles was porter, born about 300 years ago from the English brown ales of the time. Stouts came after, as stronger, fuller-bodied versions of porters, aka “stout porters.” When a pub offered both a stout and a porter, stout was always the stronger beer.

Porters and stouts share dark malts, which give them their classic black, or near-black, color. Before the advent of modern-day kilning, most beers were on the darker side because grains were frequently roasted over open flames.

As far as our understanding of the first porter’s ingredients and process goes, we know it was made mostly of such open flamed ‘brown malts,’ and was frequently

aged in wood barrels for varying lengths of time. All of this variation meant porter from batch to batch tasted differently (and maybe had some funky, even sour, barrel aged characteristics). Frequently the beer was blended at the pub where it was served.

As the popularity of porter and ‘stout porter’ grew, the styles morphed and changed based on region. Eventually sub-styles of porters/stouts emerged, such as Baltic Porter – a lagered, stronger version that was exported to the Baltics.

Nowadays, there are a multitude of different sub categories of both porter and stout. Some of the most common are **English Porter** (ex: Fuller’s London

Porter), **American Porter** (ex: Deschute’s Black Butte), **Baltic Porter** (ex: Jack’s Abby FramingHammer), **Irish Stout** (ex: Guinness), **Sweet Stout** or “**Pastry Stout**” (ex: Left Hand Milk Stout, Trillium Macaroon), **American Stout** (ex: Bell’s Kalamazoo Stout), and the big daddy, **Russian Imperial Stout** (ex: North Coast Old Rasputin).

We have a couple stouts of our own. Allagash Black is a Belgian-style stout, which is actually a style that we made up. We brew a pretty robust stout and ferment it with our house yeast, leading to dark and roasty notes accompanied by nice aromas like raisin and date.

There’s also Map 40, a Belgian-style stout that we blend with cold-brewed coffee. This one is a bigger beer, with more body and richness than you’ll find in Allagash Black. By blending it with local, cold-brewed coffee from Speckled Ax—and we’re talking a lot of coffee—light nuttiness accompanies hints of chocolate and raisin, while a resounding coffee note weaves its way throughout.

When it comes to what’s a porter vs. a stout, in the end, the brewer is responsible for what style to call their beer—Sometimes you just have to take a sip and see for yourself!



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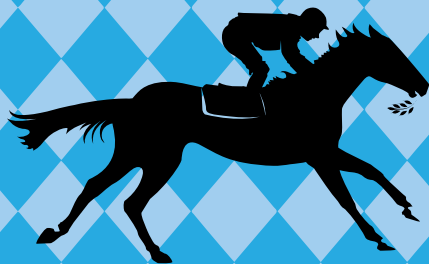
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SLIDERS	V	E	I	A	Y	O	N	U	K	Q	X	I	O	P	C	X	T	R	E	Y
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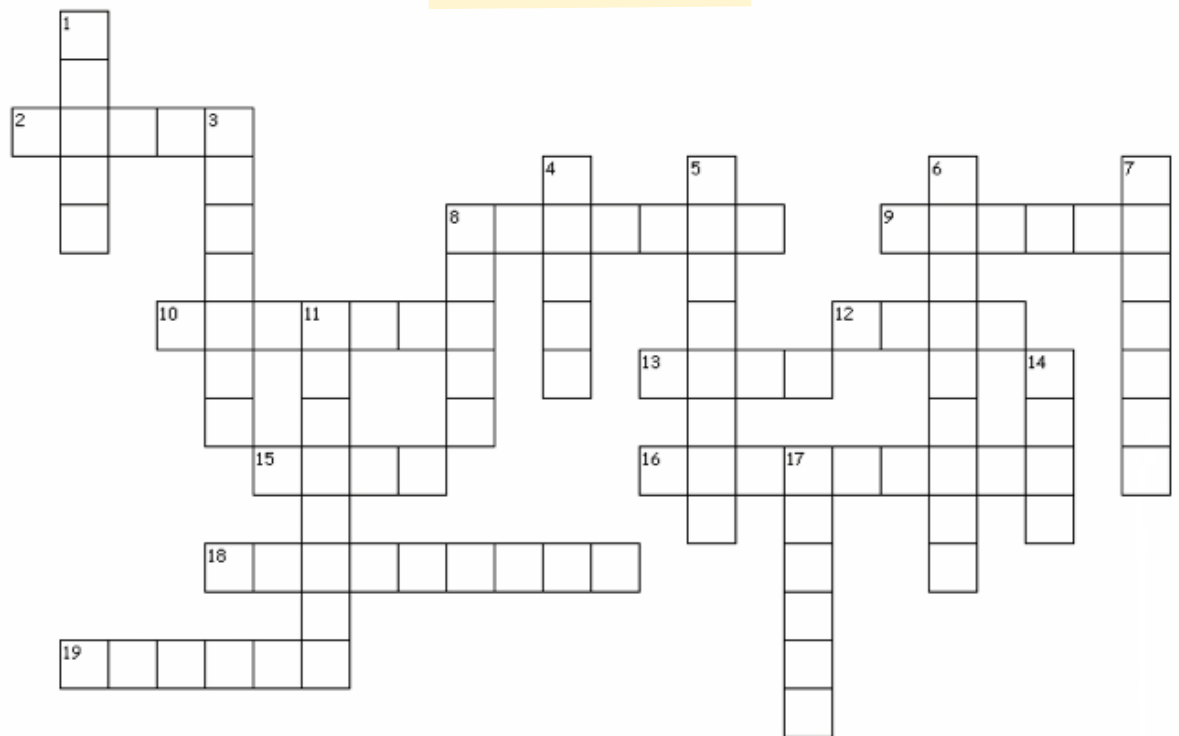
ACROSS

2. BUFFALO _____
8. MINI BURGERS
9. BUTTER-FINGERS DROPS THE BALL
10. MAKIN' ME THIRSTY
12. WATER-MALT-HOPS-YEAST
13. EAT OFF THE BONE
15. THROWN FOR PENALTY
16. SIX POINTS
18. NEEDS AVOCADO
19. CAN COOLER

DOWN


1. RUSH THE QB
3. NOT SUPERBOWL CIRCLES
4. SLICED W/TOPPINGS
5. PLAYING FIELD
6. NFL CHAMPIONSHIP
7. BLIND GUY IN STRIPES
8. WORLD'S #1 CONDIMENT
11. PREGAME PARTY
14. KICK THE BALL AWAY
17. HOLDS BEER ON ICE

SUPERBOWL PARTY



LOCAL

MAD JACK BREWING RELEASING NEIPA FOR DISTRIBUTION – SCHE-NECTADY, NY



Brewmaster, Brian Conley tells True Brew Magazine, “We have new brews coming up to start the new year including the return of our NEIPA the “Mohawk Sunset.” Hazy, juicy, slightly tart, and chock full of Citra, Amarillo, Comet, and Chinook. We’ll be selling this out for distribution for the first time as well so we’re pretty excited and hopefully you’ll start seeing it at bars around the area soon. We made a side batch in our 1 bbl. ‘Mad Science’ fermenter that we’re calling ‘Mohawk Sunrise’, an offshoot of the main batch that we fermented with Kveik Voss yeast and dry hopped with Idaho 7. The result is a wonderfully citrusy and orange flavored brew that we’ll be tapping for a limited time only to start the new year. Late January will also mark the return of our ‘Snow Drift’ spiced pale winter wheat. It’s lightly dry hopped and spiced with sweet orange peel and elderberries, this one won our tap room over last year, so we had to make it again.” Be sure to stop by their taproom to give these beers a try!

REGIONAL

have the ability to make a difference and support something so meaningful, we will do it each and every time.” “We’re a tightly bound community” added Paul Wengender, Founder & President of Greater Good. “The strength of our community was tested, yet again. If one of our own goes down we will always rally together in vigorous support” The beer style for Worcester’s Bravest is a Belgian Wit, a light-bodied, unfiltered, wheat beer. “It has sweet and zesty citrus notes with some complex pepper spice and herbal hops” said Ben Roesch, Brewmaster of Wormtown Brewery”. “Worcester’s Bravest” will be released on draft in January at each brewery’s tap rooms as well as having a limited amount of cans being made available for sale. Beer launch and fundraising events will take place at each brewery. Wormtown will host their event on Friday January 24th, Wachusett on Saturday, January 25th, and Greater Good on Friday January 31st. Donations can also be made directly to the Menard Children’s Fund and mailed to the Worcester Fire Department Credit Union, 34 Glennie St, Worcester, MA 01605

NATIONAL

the Grateful Dead, will host a beer dinner at Dogfish Head Brewings & Eats in Rehoboth on Friday, February 28. For details and information regarding ticket sales, emailinfo@dogfish.com.

Off-Centered Art Series beers: For Dogfish Head’s 2019-2020 Off-Centered Art Series, the brewery partnered with world-renowned artist and illustrator Dan Stiles to develop innovative, new label artwork for four of its offbeat brews. 75 Minute IPA, the first beer in the 2019-2020 lineup, was released in October 2019. The remaining beers in the 2019-2020 Off-Centered Art Series – The Perfect Disguise, Sun-Day-Feels and Punkin Ale – will drop throughout 2020.

The Perfect Disguise (8.0% ABV) – an American, double dry-hopped IPA disguised as a Kolsch

Sun-Day-Feels (6.5% ABV) – a new, brunch-inspired, beer-mosa sour brewed with pureed peaches, wine grapes and a medley of citrus fruit

Punkin Ale (7.0% ABV) – a full-bodied brown ale brewed with real pumpkin, brown sugar, allspice, nutmeg and cinnamon

Campfire Amplifier (7.5% ABV) – a new, s-mores-centric milk stout brewed with marshmallows, graham crackers, chocolate and a touch of smoked malt Campfire Amplifier will be the first beer released from the brewery’s 2020-2021 Off-Centered Art Series next fall. Collaborating artist TBD.

Other occasional releases:

Vibrant P’Ocean (4.7% ABV) – a new, blended sour brewed in collaboration with Rodenbach Brewery that boasts tart, dry flavors of jammy berries and floral lemon

120 Minute IPA (15-20% ABV) – an imperial IPA continually hopped throughout the boil, then intensely dry hopped with a blend of citrusy and piney Pacific Northwest hops

Costumes & Karaoke (8.0% ABV) – a new, complex oat cream ale brewed with turmeric, ginger, yellow cardamom, cinnamon and smoked star anise, and aged on Madagascar vanilla beans

BREWERS ASSOCIATION: 4% CRAFT VOLUME GROWTH ‘LIKELY’ IN 2019 – USA



Craft brewers are on pace for another year of low single-digit growth, the Brewers Association announced in its annual “The Year in Beer” review. The not-for-profit trade organization repre-

senting small and independent U.S. craft breweries projects 2019 volume growth of 4%, down slightly from the 2018 number, which eventually settled at around 4%, or about 1 million barrels. “All in all, I think we’re seeing a similar story and I think the whole narrative around growth will be similar, which is a steady growth rate, but real questions around if that’s enough growth to sustain the growing number of companies,” BA chief economist Bart Watson told Brewbound. Another year of 4% volume growth amounts to about 1 million barrels or so of beer, although Watson cautioned that the numbers are not yet final. “We really want to wait and see until we get the full number for the long tail [of small craft breweries],” he said. “One thing I’ll say is I think it’s harder to measure craft growth in real time than ever before with so many small breweries, and so much of their growth being made up of things that aren’t really being measured by any specific indicator other than final TTB [Alcohol and Tobacco Tax and Trade Bureau] numbers.” Nevertheless, the similarities in recent years may suggest that craft is “settling into a more stable pattern in terms of growth, openings and closings,” Watson said. Driving much of that growth are new, very small entrants to the craft segment. The BA said it is “certain” that a record number of breweries — more than 8,000 — operated at some point in the U.S. in 2019. However, the U.S. has yet to see 8,000 breweries operating simultaneously, Watson said. “We’re approaching 8,000 but we have not hit 8,000 active breweries yet,” he said. As the number of breweries in operation has climbed, so has the number of closings. The BA estimated that a record 300 craft breweries will have closed their doors by the end of 2019. In a Twitter thread last week, Watson noted that about a quarter of closed brewery locations get a new brewery in those former spaces. Watson added that he found 391 active breweries, nearly 23%, in locations where a brewery had closed. Nevertheless, a clear pattern has yet to develop. “States with more breweries/more closures aren’t really more or less likely to re-use locations,” he wrote. “Same thing for cities. A few of the top cities do have higher rates of active breweries locating in places where breweries have closed.” Speaking to Brewbound, Watson said this hermit crab phenomenon may point to both the increasingly competitive marketplace but also the breweries failing for “a variety of business reasons” unrelated to specific markets or locations. In fact, many popular craft

beer cities showed a higher rate of breweries reopening in once-shuttered spaces, including Portland (24%), San Diego (37.5%), Seattle (28.6%) and Denver (36.4%), Watson wrote. The BA also offered an update on its independent craft brewery seal, as more than 4,700 craft breweries have adopted the upside down bottle logo since its inception in June 2017. Those companies represent 80% of the craft beer produced in the U.S. In Delaware, the state’s 21 craft breweries have all adopted the logo. Recall that Dogfish Head Craft Brewery prominently featured the symbol on its 60 Minute IPA packaging this year. Another issue that is on the mind of craft brewers is the potential expiration of federal excise tax relief granted two years ago. Alcohol producers and importers are hoping Congress passes the Craft Beverage Modernization and Tax Reform Act into permanence, and the legislation now has the support of 324 cosponsors in the House of Representatives and 74 cosponsors in the Senate. Looking ahead to 2020, Watson said it’s hard to predict where future growth may come from. “I’m not ruling out that craft could find some new run room and some new green spaces, but it’s going to require some changes in what craft brewers do,” Watson said. Those changes could come by attracting new demographics to the craft segment, launching new business models, adding ecommerce and direct-to-consumer sales opportunities similar to the wine industry. However, Watson admitted that predicting where “big chunks of growth” may come from in the current competitive marketplace is becoming increasingly difficult. “In the other direction, in terms of potential downward pressures, we’ve seen that the taproom, brewpub, direct-at-the-brewery model has had good run room, but I think there’s going to be a logical point where that stops,” he added. “Only so much of the draft beer in the U.S. is going to go through brewpubs and taprooms. As excited as beer lovers are for those, they’re going to balance those against other options. So, if and when that growth slows, that could be a real challenge. I’m not predicting that’s going to happen in 2020, but that’s certainly something watching for next year.” Watson and the BA will offer a more comprehensive industry analysis April 19-22 during the 2020 Craft Brewers Conference & BrewExpo America in San Antonio, Texas.



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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 complements 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 Hweat'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*



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