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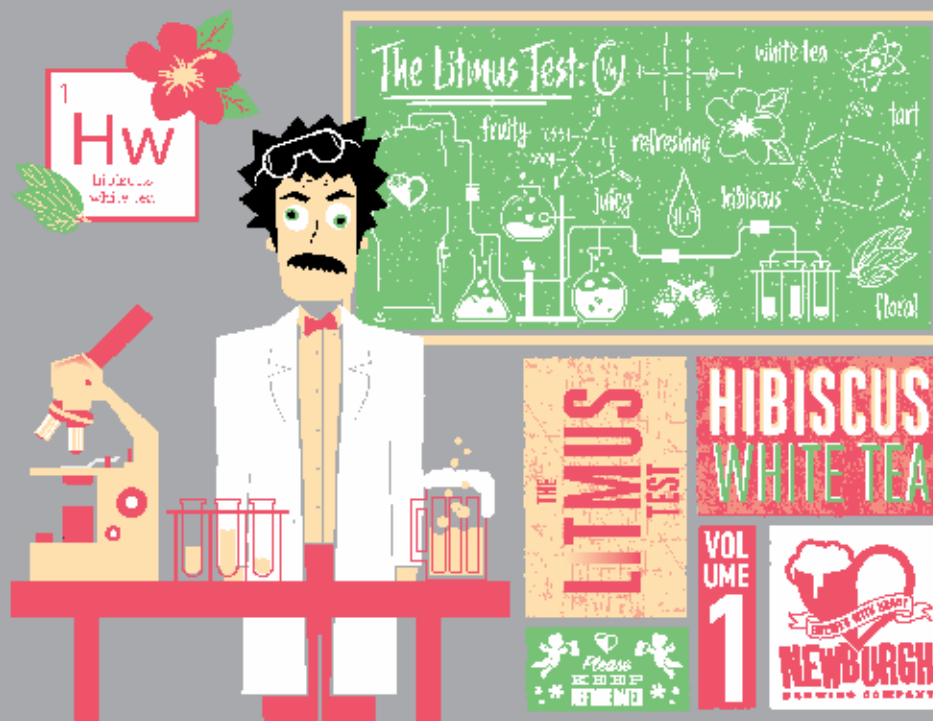




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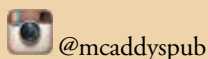


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P.O. Box 432, Troy, NY 12182

Jennifer Peyser, Artist Designer  
Erik Budrakey, Content Manager  
Karen Budrakey, Events Manager  
Korey Rahrle, Contributing Writer  
Matthew Dillon, Contributing Writer  
Dom Weisberg, Contributing Writer  
Roger Savoy, Contributing Writer  
Gotbeer.com, Contributor  
George de Piro, Contributing Writer  
**truebrewmagazine.com**

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# MAD JACK BREWING – THE HUDSON VALLEY'S FINEST

By Erik Budrakey

Brian Conley and Adam Elbrecht are excited. The two Co-Brewers at Mad Jack Brewing Company know that the 22nd Annual TAP NY at Hunter Mountain is right around the corner. And based on the experience that they had at last year's TAP NY, I can certainly understand their excitement.

Mad Jack Brewing Company is Schenectady's original craft brewery. It is located in the historic Stockade district in a small brewhouse located in the courtyard behind **The Van Dyck restaurant and Jazz club**. The Van Dyck has a rich history, having opened in 1947 by Harlem refugee Marvin Friedman, who lured the finest names in jazz to its stage. According to their website, "Past patrons still recall some performances by Earl Hines, Teddy Wilson, Roy Eldridge, Dizzy Gillespie, Dave Brubeck, Mose Allison, Marian McPartland, Coleman Hawkins, Hank Jones, and Thelonious Monk. The Van Dyck is considered one of the top 'listening rooms' in the United States. Performers often say it's like playing in a studio, and jazz legend Elvin Jones called it 'The best sound I've ever heard in my life'." Having cornered the local jazz beat, The Van Dyck eventually expanded its musical offerings to pop, folk and rock performers. Herbie Mann, Chick Corea, and Maynard Ferguson have shared the stage with Cyrus Chestnut, John Pizzarelli, and Richie Havens. Meanwhile, The Van Dyck underwent improvements to restore the look and feel of its glory days, while enhancing its listening and dining environments. The place is beautiful as architectural details have been restored, private dining and meeting spaces created, and while the then resident micro-



brewery created several of the bar's finest brews, piped straight to the taps. One thing hasn't changed at this historic restaurant and music venue: guests will still find a vibe that is uniquely The Van Dyck.

In 2009 the Van Dyck reopened under new owners, the McDonald Family, giving this historic venue new life. The McDonalds were already well known and experienced restaurateurs in Schenectady as they had operated Pinhead Susan's, The Stockade Inn, and the Park Inn for years. In 2011, the McDonald's again revitalized the Van Dyck by getting the small courtyard brewery functioning once more, this time under the name, the Mad Jack Brewing Company (MJBC) which is named after the Billy McDonalds, "Mad" Uncle Jack.

It has taken time, but over the past 8-9 years the location has evolved to be known for more than just being a restaurant that featured great jazz. Now they are known as a great place in Schenectady to enjoy an eclectic pub menu, great freshly-brewed beer, and a wide variety of live music and comedy acts.

## GETTING THE SCOOP

We at *True Brew* have known Adam and Brian for over a year now, having met and sipped beers with them at various brew fests and craft beer events around the Capital Region. Knowing that TAP NY was just a month or so away (at that point), I wanted to catch up with the boys and get the scoop on what's going on at the brewery and what's happened since last year's TAP NY. I put a call into Brian that we needed to chat (drink beers). "Come on down!", he welcomed. "Can do!", I replied.



## **We love the old school and truly respect traditional styles. That said, we are quite willing to surf the trends.**

Stomping in from a snowy, cold February evening in the Stockade, I am greeted by a friendly hostess who pointed me towards the back end of the restaurant when I mention that I am meeting with the brewers. I pass through the clean, heavily wooded bar area, past a very long bar that runs almost the whole length of the building. I'm guessing there is seating for about 20 patrons at the bar alone. As I near the far end of the bar, the space opens up into a comfortable, dimly lit dining room with a fireplace to the right. Brian and Adam are waiting for me.

"Can I get you a beer?", asks Adam. "Absolutely! Let's get started.", I reply quickly. Being a traditional Pale Ale lover, I start with a Pinhead Pale Ale. The 5.2% ABV/25 IBU brew presents a vibrant citrus and soft pine aroma. It tastes crisp and clean and carries a very well-balanced malt backbone. "We use 100% Centennial hops and crisp rye malt," Adam explains, "It's definitely a house winner."

We settle down at a table in the dining room and get to talking. "First," I ask, "Let's talk about how the two of you got into brewing and came to be the brewers at Mad Jack. How did all of this come about?"

"It was, what should have been a long-winded transition that actually happened really fast for us," Adam reports, "Sam Pagano had brewed here for a couple of years, between 2014 and 2016. He was making some really good beers at the time and some of Mad Jack's beers started getting good reviews from even the regions harshest critics. He got an opportunity to become the head brewer at City Steam in Hartford. He took it and it opened up what would eventually become an opportunity for us."

"I had moved to Schenectady from Albany with my girlfriend in 2014", Brian continues, "and it wasn't long at all before I had become a regular patron at MJBC. I got to know the interim brewer and Mike McDonald, who was working here as the GM and part time in the brewery, and I became more interested in the brewing process. I asked if I could help out around the brewery and it wasn't long before I began taking regular shifts and learning my way around the equipment and the operations. When the interim brewer left, Billy knew that he was going to need another guy so he called

Schenectady County Community College brewing professor and reputable brewer, Rich Michaels, to ask him if he had any students that might be qualified to work in the brewery. Rich recommended Adam to Billy and, since I was already here, it was a good fit. We began to work and grow as a team."

### **CONTINUED EDUCATION**

Meanwhile, Adam was attending brewing classes at SCCC and looking to brew somewhere. Shortly before the holidays in 2016, he got the call from Billy. "Can you brew a batch on your own?", he recalls Billy asking. "No!", he chuckled his reply. So, they reached out to local brewer, Drew Schmidt, to come in and



teach Adam the ropes. They worked and brewed 4-5 batches over about three weeks. Adam recalls, “Drew really rolled up his sleeves and got down and dirty with me; running through the brewing process, CIP cycles, etc., and helping to clean up the place. After I caught on and could brew on my own, Drew returned the following month to evaluate my practices. By 2017 I was off and running!”

At the same time, Brian continued taking classes at SCCC as well. At MJBC he and Adam worked together to hone their brewing skills. Brian remembers, “At SCCC I met Christian Ryan, owner and head brewer at Crossroads Brewing. He was a huge influence on me. I learned a ton from him. It was a 15-week course with 2-3 classes per week, combined with many weekend trips to various breweries. I gained confidence in my brewing skills as I learned to perfect the processes.”

I ask, “So, when did you gain the confidence to step away from some of the previous recipes here at Mad Jack and start to brew your own creations?”

“Well the existing Porter had won some medals and our customers loyally loved many of our other beers, so we knew that we did not need to reinvent the wheel. Our flagship, The Fightin’ Irwin IPA was our best-selling beer in house, but neither Brian nor I really felt like it was our own. So, towards the end of 2017 we began to tinker and modify the recipe more to our liking. Essentially, we wanted to embody the spirit of that beer and have that spirit be true to itself. We lightened the malt bill a bit and modified the hops. The result was really good. In fact, a favorite comment that we received from Untapped was that the new recipe was ‘assertively old school’. We were really proud of that.”

Brian leans in, “We love the old school and truly respect traditional styles. That said, we are quite willing to surf the trends. It’s what the consumer wants right now. While our everyday beers that we brew tend to be traditional to style, you will also find an array of new and experimental beers on tap in our brewpub.”

“All this talk about your porter has me craving one,” I say as we order another round. I’d had MJBC’s porter in the past, but it had been more than a year and I really do love porters. At 6% ABV and 35 IBU’s, this porter is deep and complex with generous portions of Brown, Munich, and Vienna Malts. It’s slightly sweet, very smooth with a full body and intense coffee and chocolate aromas and flavors. “Damn good Porter!”, I exclaim. “Glad you like it.”, Brian responds. “Other year-round brews include our Fightin’ Irwin IPA, Electric Hefeweizen (which won bronze at the NYSBA competition), and Dutchmen Lager, which is a gold/amber dark lager. Outside of those staples, you will find a nice array and rotation of various styles. We try to keep it interesting, yet drinkable.”

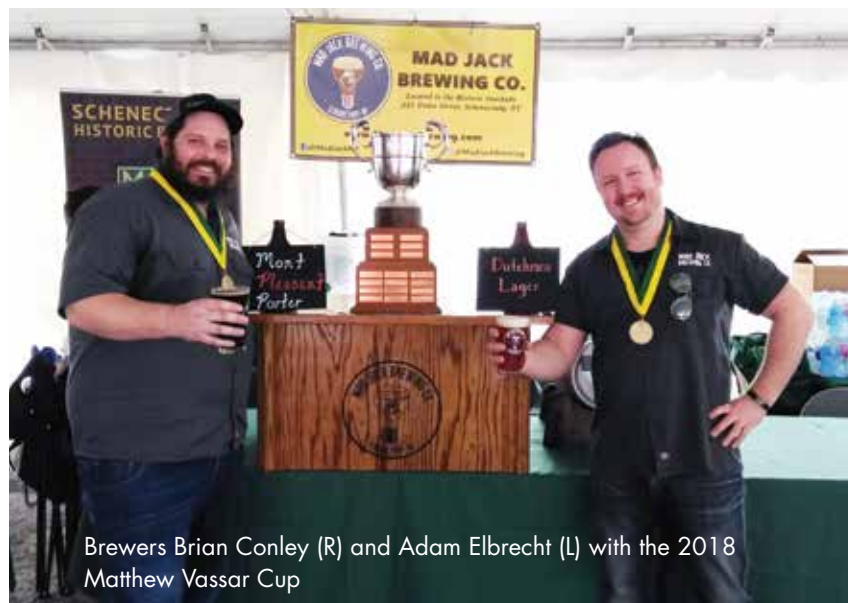
## TURNING THE TABLES - TAP NY 2018

By the time TAP NY 2018 rolled around, both Brian and Adam admit that they felt very good about the quality of the beers that they were brewing. But they had no idea about what would happen next. “We had a bus load of craft beer lovers going down to TAP from our brewery” Brian explains. “There were more than 100 of us down there. It’s a great time and the fans of MJBC really bond together and enjoy the trip. The weekend was going great and everyone was having a blast when we made our way over to the medal ceremony. It’s always a joy to see our friends and colleagues earn recognition for their hard work and great beers. We had hopes that we would win a medal, but in my head, I was not really expecting one. Then, at the medal ceremony they announced that our Mont Pleasant Porter won the gold! We couldn’t believe it. We actually won a gold medal!”

Turns out that the good news was just getting started. Not long after collecting their medal for the Porter, they were summoned to the stage again where they were awarded a second gold medal! This one was for their Dutchman Lager. Adam explains, “We’ve always loved that beer and were so thrilled that the judges loved it too! But, to win **TWO** gold medals? Never saw that coming!”

Then, as the medal ceremony was nearing its completion, the organizers from Tap NY began to hand out their three coveted trophies, and the boys from Mad Jack could not believe what they had heard. Mad Jack Brewing Company was awarded the Matthew Vassar Cup! Brian excitedly explains, “To be recognized as the Best Craft Beer Brewery in the Hudson Valley was just beyond our wildest dreams! There are scores of great breweries in the region and we have so much respect for the local scene. To win the Vassar Cup was mind-blowing!”

“You must have had a hell of a great time that night! How did that go?”, I ask.



Brewers Brian Conley (R) and Adam Elbrecht (L) with the 2018 Matthew Vassar Cup





Mad Jack Brewing Company and their fans celebrate at Tap NY 2018

"We definitely enjoyed some celebration steaks that night!", Brian replies. We partied all night! It was so much fun because there are so many brewers from around the state that go out on that night. What made it extra special was partying with the team from Wolf Hollow Brewery. They had won a gold medal as well, for their Wolf Hollow Amber. It was great to have Schenectady County breweries perform so well and to be so well represented. Their team is great."

"So," I ask, "Now that it's almost a year later, looking back on that day, how do you feel it has affected you as brewers and how has it affected the brewery as a whole?"

"I think I can speak for both of us on some of that," Brian eludes, "It certainly instilled a real confidence in our ability to brew great beer that people will like. It was really trial and error up until that point but taking home the Vassar Cup and to be recognized as the best at what we do in the entire Hudson Valley proved to be true validation for us both and especially for the brewery."

Adam includes, "It was also the catalyst to encourage us to take our flagship brews and modify a bit more to our liking. To make them really our brews. We now trust our own

touch. As far as how it validated the brewery, we definitely have gained more respect from the beer-centric consumers that once maybe thumbed their nose at MJBC. People now recognize that we are a real brewery, not just a jazz club that has a brewery out back. We are so much more than that!"

"Still," Brian injects, "we are not brewing to win medals. We tell ourselves every day that there are nearly 500 breweries in the state and to be recognized is awesome, but we are also very humble. New breweries are coming on board in Schenectady including a couple opening as we speak. The Schenectady beer scene is coming on strong and it's great that MJCB has hit its stride before these others have opened. We feel established now."

"I see that our time is winding down," I notice, "what do you see as next for you guys?"

Brian and Adam just looked at each other as if, "what do you think?" and shrugged a bit. Brian responded, "I think we both want to stay focused on the over-arching end of the business while continuing to grow as far as the educational aspect goes. We want to continue to be educated, learn, and be humble. There is always something to learn." Adam

adds, "We look forward to staying relevant and doing collaborations with our neighbors. Collaborations have helped us get us recognition and they help us to learn. We have only been here three years, and we have a shit-ton to learn."

"Last question," I conclude, "If there was one thing that you wanted the Capital Region craft beer enthusiast to know about Mad Jack Brewing Company, what would that be?"

Brian smiles, "I want them to know we'd love to have them come down to the brewpub and check us out. We have great food, great beer, and a great time. That, plus, we are just getting started! Stay tuned!"

If you go down to TAP NY this year, be sure to stop by the MJBC booth, try their beers, and say hi to the boys. Want to check them out locally? Mad Jack Brewing Company is located inside the Van Dyck at 237 Union Street in Schenectady. Tell them True Brew sent you!





## styles of the season



### DRY STOUT

**taste:** roasty, grainy sharp, chocolate  
**geography:** Ireland  
**characteristics:** medium-full body  
**aroma:** coffee, slight chocolate  
**color:** dark amber to copper

**ABV:**  
4.0-5%

**IBU:**  
35-45



### IRISH RED ALE

**taste:** malty and sweet, slight caramel  
**geography:** Ireland  
**characteristics:** medium-light to medium body  
**aroma:** low to moderate malt aroma  
**color:** amber to deep reddish copper

**ABV:**  
4.0-6.0%

**IBU:**  
17-28



### SCOTTISH LIGHT

**taste:** malty and sweet  
**geography:** Scotland  
**characteristics:** medium body  
**aroma:** mostly malty and sweet, low hop  
**color:** deep amber to dark copper

**ABV:**  
2.5-3.2%

**IBU:**  
10-20



### STRONG SCOTCH ALE

**taste:** richly malty, caramelization  
**geography:** Scotland  
**characteristics:** medium to full-bodied  
**aroma:** low to medium malty, sweet  
**color:** light copper to dark brown

**ABV:**  
6.5-10%

**IBU:**  
17-35



### SCOTTISH EXPORT

**taste:** malty, carmalized, sweet  
**geography:** Scotland  
**characteristics:** medium low to medium-bodied  
**aroma:** low to medium malty, sweet  
**color:** deep amber to dark copper

**ABV:**  
3.9-5.0%

**IBU:**  
15-30



### FLANDERS RED ALE

**taste:** intense fruitiness, vanilla/chocolate  
**geography:** Belgium  
**characteristics:** medium bodied, low carbonation  
**aroma:** low to moderate malt aroma  
**color:** deep red, to reddish brown

**ABV:**  
4.6-6.5%

**IBU:**  
10-25

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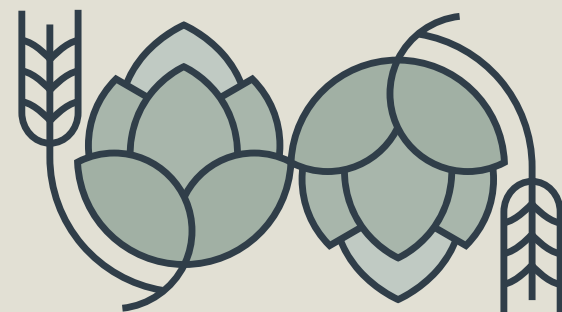
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# Beer of the month March - English Special Bitter (ESB)

By Roger Savoy



English Bitter is a misunderstood beer. The thing is, they're not really bitter. In the 1500's beer in England was brewed with herbs & spices and was called gruit or ale. When beer made with hops was introduced, it was called beer or bitter. With industrialization, control of the malting process allowed lighter malts to be produced in bulk.

British bitters grew out of the family of English pale ales as a draught product of the late 1800s. The term Pale Ale or Bitter Ale differentiated it from Porters and Stouts. Hop bitterness was also more prominent. Bitters include Ordinary Bitter, a light colored, lightly hopped pale under 4% abv, Best Bitter, amberish and 4 to 4.6% abv, and Strong or Extra Special Bitter. ESB is the highest gravity version of the bitter family, with noticeable differences. ESB has a fuller malt backbone and additional bitterness to balance the extra malt giving it a little more alcohol, body and a bit more flavor. Strong bitter ranges in color from golden to deep copper. These beers are also very clear, due to highly flocculent yeast. The head ranges from minimal to large.

Traditionally, bitters are served fresh in a cask at cellar

temperatures. Bottled or kegged bitters are often higher-alcohol and more highly carbonated versions of the cask products that are produced for export. They possess a different character and balance than draught bitters. Regional variations range from darker, sweeter versions served with nearly no head, to brighter, hoppier, paler versions with large foam heads.

British pale ale malt is a key component of any bitter recipe with its biscuit-like malt character that many people associate with fine British beers. British pale ale malt is kilned a bit darker which brings out the malt's biscuity flavors. An ESB should taste firmly bitter, but moderation is the key as hop character should be restrained and balanced, never overshadowing the yeast and malt character. Aroma is typically a floral, earthy, resiny, and/or fruity character. There is good to brilliant clarity and a low to moderate white to off-white head.

Emporium ESB (see below) is 6% abv, toasty with chocolate notes and has a firm British hops backbone. A moderate white head sits on top. Our recipe is below. Commercial Examples: Adnams Suffolk Special Bitter, Bass Ale, Fullers ESB, Highland Orkney Blast, Samuel Smith's Old Brewery Pale Ale, Young's Ram Rod

**OG:** 1.048 – 1.060, **FG:** 1.010 – 1.016 **SRM:** 8 – 18

**ABV:** 4.6 – 6.2%, **IBUs:** 30 – 50

**Brew your own:** Mash: 7 lbs. Muntons 2 row, 2 lbs. NY 2 row, .5 lbs. carapils, 0.25 lbs. crystal 60L, 0.375 lbs., crystal 80L, 0.25 lbs. special-B. at 150 deg, for 60 minutes. Collect 6.5 gallons of wort. Bring to a boil and add 2 oz. Willamette. Boil 55 minutes and add 2 oz. Willamette for 5 minutes. Cool to 65 deg and add Lalleman London ESB. Ferment, prime and wait 2 weeks. Cool, open, drink, repeat.

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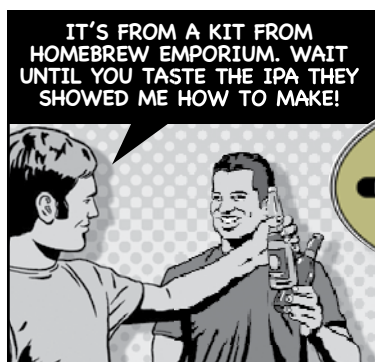


# Beer of the month April - Maibock

By, Dom Weisberg

Maibock is a style that branched off from Bock and Doppelbock beer, which are malty, lagered, fairly hefty beers originally produced in Germany. Bocks are darker in color and had historically been brewed to be consumed in cooler months. Up until the first part of the 19<sup>th</sup> century, beers in general were not pale in color. Pale malt was developed in 1800's and allowed the production of lighter beers, which became quite fashionable to consume, as many things become popular when they are new. Lighter lager styles, such as, pilsner, Munich Helles, Vienna lager and Märzen came from this revolution. In Germany, the Hofbräuhaus brewery deftly took advantage of the public's infatuation with pale beers by making a strong lager with the maltness that Munich was famous for. Hofbräuhaus produced the first Maibock for annual May Day celebrations. The Maibock (i.e., May bock), alternatively known as helles (pale) bock is brewed in winter and released in late April and May. They are more subdued and less malty than Bock. They are rich without being overbearing and are enjoyed before the summer heat sets in. Transitional in nature, the warming offerings of winter and early spring give way to something lighter, hence this beer. Maibock is often hopped more heavily than its predecessors and is complimented well by the lightly toasted malt and the spicy hop additions from German noble hops, such as, Tettnang and Hallertau. Maibock may have a combination of pilsner, Vienna and Munich malts, and is lagered, which means it is fermented at cooler temperatures, resulting in cleaner tasting beer due to the lack of flavor byproducts lager yeasts produce at lower temperatures.

**Starting specific gravities of Maibocks are at least 1.064 and alcohol ranges from 6 to 7.5% in strength. Commercial examples of the Maibock are Hofbräuhaus Maibock, Ayinger Maibock, and Tröegs Cultivator.**



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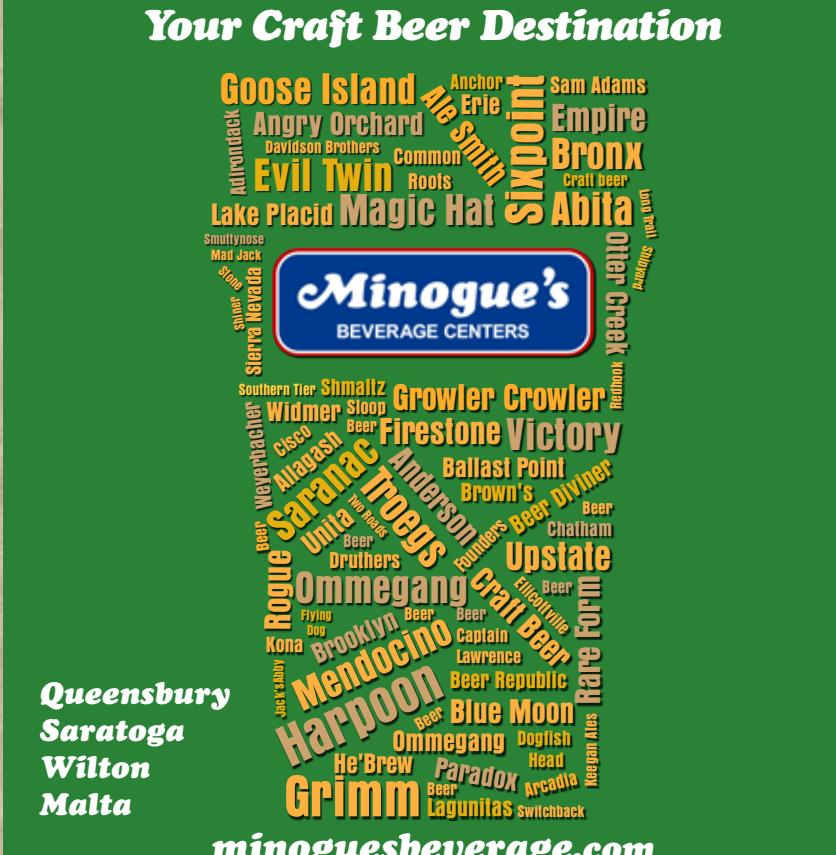
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# INDUSTRIAL ARTS – TURNING THE WRENCH

By Korey David

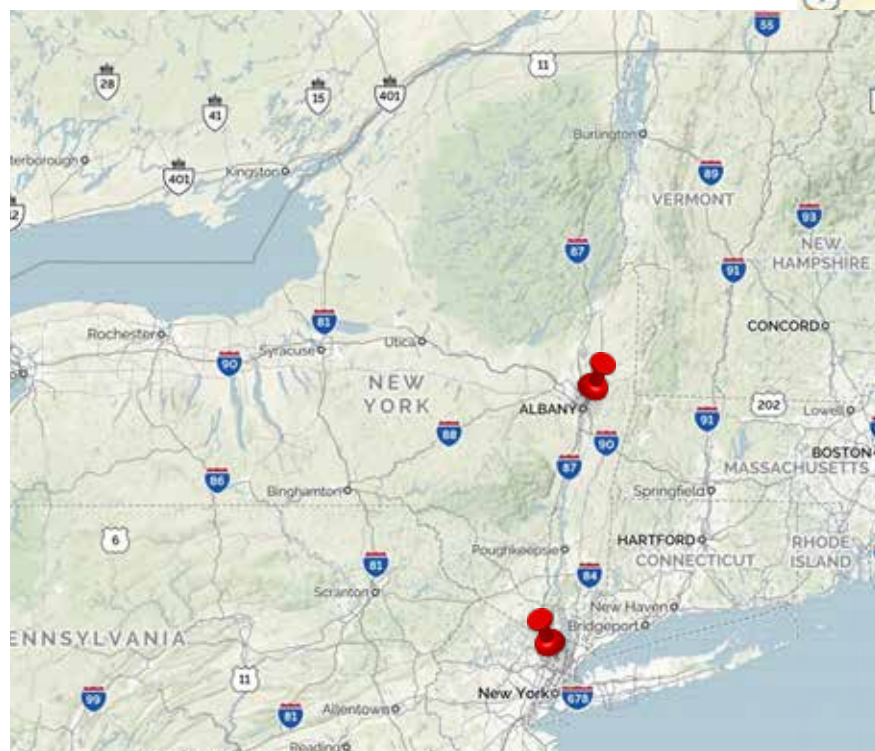
I know it doesn't always seem like it, but every brewery opens with a plan. While there are exceptions, most breweries create a business plan that revolves around one beer that makes up most of their sales. That beer is called the flagship. Think Harpoon IPA, Sierra Nevada Pale Ale, Lagunitas IPA, or Allagash White. Something I hadn't considered before sitting down with Industrial Arts, is that, as a brewery, sometimes you pick your flagship. Sometimes the flagship picks you. A brewery faces the difficult decision to stick to their guns or be willing to adapt.

Industrial Arts' *Tools of the Trade* is truly in a class of its own. While the label on the can calls the beer an XPA, or Extra Pale Ale, the best way to describe it would be a hybrid between a pilsner and an American pale ale. Easy drinking, tons of bright pink grapefruit flavor, a light body, and a 4.9% ABV. The plan was for *Tools* to make up most of Industrial Arts business with additional sales coming from State of the Art IPA and some small batch one offs. Then Wrench happened.

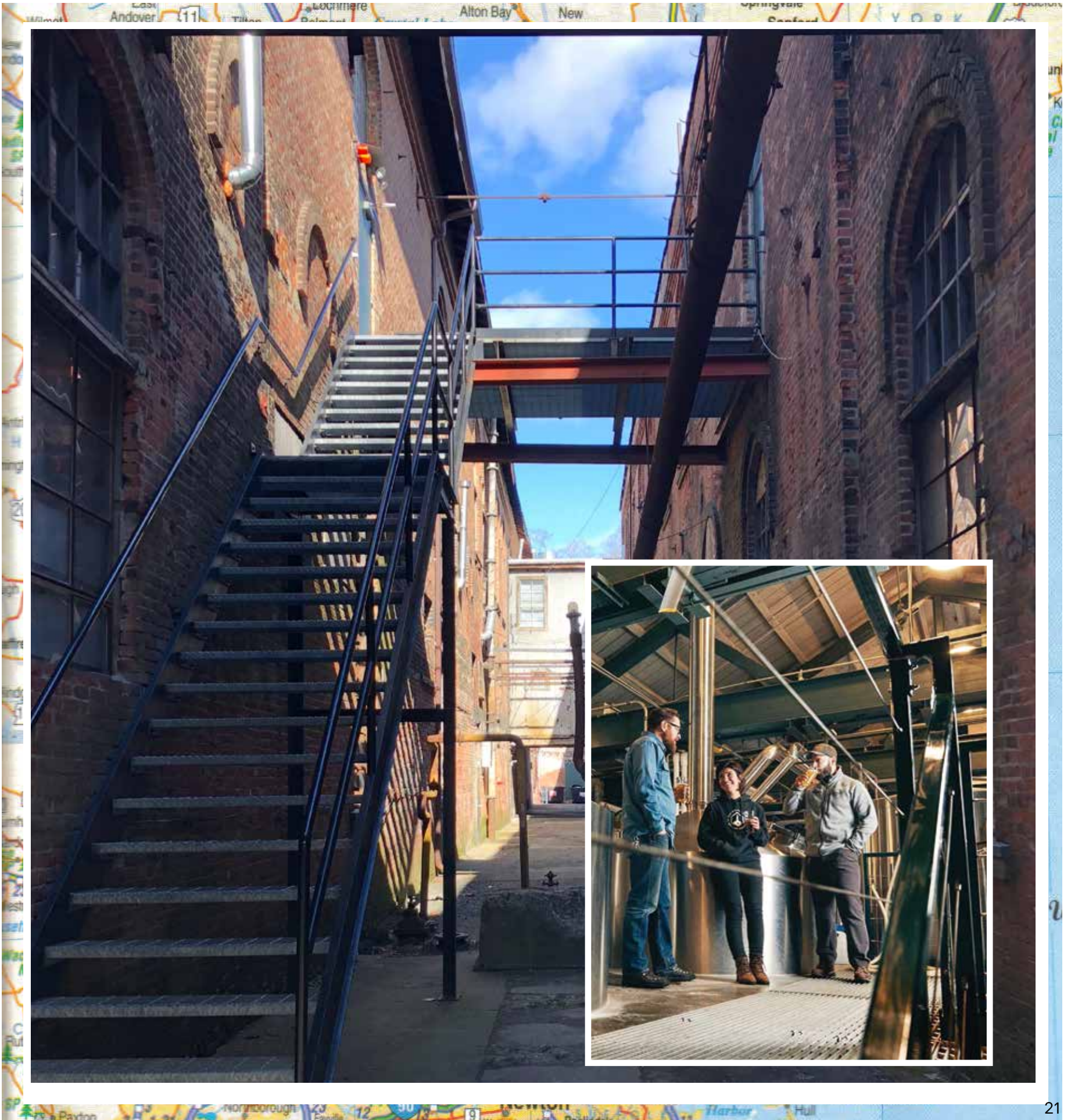
## WRENCH HAPPENED

For lack of a better phrase, the haze craze took the country by storm. Industrial Arts' (IA) brewer/owner Jeff O'Neill wanted little to no part of it. IA beers are characteristically clear, clean, and dry. That didn't stop customers and distributors from pestering him about when he was going to make a hazy IPA of his own. Eventually he gave in to the requests, if nothing else but just to shut people up. It was then that Wrench, now one of the most sought-after hazy IPA's in the northeast, was born. "After the reception from the first batch, I knew it was over," O'Neill admits.

To help put things in perspective, Industrial Arts sold about 10,000 barrels of beer total in 2018. That includes all their brands like *Tools*, *Metric Pilsner*, and *State of the Art IPA*. Wrench was











such a booming success that in 2019 he expects to sell 10,000 barrels of that beer alone. That's insane! Especially for a beer that's such a major deviation from what the brewery typically makes. "If you put this beer in front of me 5 years ago, I would have laughed at you." No one's laughing now. Jeff expects to hit year 6 of his business plan in just their third year of business. All based on the unexpected success of a beer he hadn't planned to make. That willingness to adapt and be flexible is what helps Industrial Arts continue to grow.

Ultimately, Jeff makes decisions that are good for his business. He purchased a large space in an industrial park outside of Garnerville, NY that was set up for large capacity brewing. "We have to do volume in order to make this work. It's not effective for us to sell individual units of unique beers. We think about pallets of beer. We need to be in grocery stores. You can't be in grocery stores and Torst (The famous beer bar in Brooklyn) at the same time. You must pick your battle. Thankfully we're more equipped to not be so married to only sell crazy, small batch beers."

## UNDENIABLY INDUSTRIAL ARTS

While Wrench exhibits some typical hazy IPA qualities, O'Neill insists it maintains some of the qualities that make it an undeniably Industrial Arts beer. "Very fermentable wort that makes it a clean final product. Big Mosaic and Citra flavors. Our water plays a big part as it does in all our beers. A lot of the minerality and salt helps with the mouthfeel. The outcome was very much influenced by the site that we found." It's not just the ingredients that make each creation a true IA

beer. The end result has a lot to do with the equipment and process. "We have a lot of tools that most brewers don't, which allows us to control fermentability and temperature in order to layer hop flavors."

In addition to Wrench and Tools of the Trade, Industrial Arts brews an evolving, ever changing lineup of exceptional beers. Wrench might be driving the sales right now, but who's to say what the next big hit will be? If their previous actions tell us anything, it's that Industrial Arts will continue to grow by being adaptable and making objectively great beers that meet consumers needs. Jeff says it best. "As long as we keep our eyes on quality everything else will fall into place."



55 W Railroad Ave #25, Garnerville, NY 10923

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

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# MARCH CALENDAR OF EVENTS

Researched by Karen Budrakey

PBR Ice Bar at Lake George Beach Club  
Every weekend in March — 12pm - 7pm  
www.lakegeorgebeachclub.com



## March 2

Adirondack Brewery 8th Annual Festival of Barrels  
1:00-4:00pm - \$40  
Chatham Brewing Funky Mardi Gras w/ Shokaboba 8:00pm  
Hudson Valley Craft Brew Festival in Middletown  
4:00-8:00pm \$35

## March 3

Brown's Brewing Co. Firehouse Chili Cookoff 3:00pm - \$10  
Nanola Mystery Tap Takeover (every Sunday) with NY  
breweries (3/3, 3/10, 3/17, 3/24, 3/31)

## March 4

Druthers Brewing Co. Private Beer Tasting/Tour & Optional  
Dinner with master brewer George de Piro. 6pm - \$50 tour  
only / \$80 tour & dinner (20 people max)  
The City Beer Hall Game of Thrones Brunch 11:00am

## March 5

Wolf Hollow Brewing Co. Mardi Gras Party 4:00pm  
The City Beer Hall Game of Thrones Brunch 11:00am

## March 6th - 10th

Empire Brewing Company Girl Scout Beer Pairing 11:30am-  
9pm \$10 (3 tasting beers w/ 3 cookies). Cazenovia &  
Syracuse locations

## March 7

Nanola Craft Beer Guild Tap Takeover 5:00pm

## March 8

Adirondack Brewery Bites & Flights: Craft Beer Pairing at  
Seasoned in Glens Falls 6:00pm - \$40  
Battles of Brewers: Wolf Hollow vs. Frog Alley at Hunter's  
on Jay 6:00pm  
MiSci After Dark "Butterflies & Brews" in Schenectady  
6:00pm - \$12

## March 9

6th Annual Craft Brewers Festival in Albany 5:00pm - \$40+  
Leprecon Troy Pub Crawl to benefit the Boys & Girls Club  
11:00am - \$10  
Brewery Ommegang Snommegang Beer Festival 2:00pm

## March 10

Nine Pin Production Tour 12:30pm

## March 12

Troëgs Independent Brewing Beer Pairing Dinner at Sche-  
nectady County Community College 6:00pm

## March 14

Beer Tree Brew Co. Mobile Can Release & Tap Takeover  
at Nanola in Malta 5pm

## March 16

St. "Practice" Day Kilt Crawl in Troy 12:00pm - \$15  
Mohawk Taproom 5th Annual Kegs & Eggs 8:00am  
Brown's Brewing Countdown to St. Patrick's Day Party  
7:00pm - \$17+  
The Real McCoy Beer Co. St. Paddy's Day Party 11:00am  
Patrick's Pub in Watervliet St. Patrick's Day Party 10:00am  
2nd Annual St. Patrick's Day Block Party at Bootleggers  
in Troy 1:00pm  
Racing City Brewing Co. First Anniversary Party 12:00pm -  
\$10 donation benefits Northeastern NY Backpack Program

## March 17 - St. Patrick's Day! Celebrations & Events:

O'Slattery's in Delmar 10:00am  
Martel's Grill in Schenectady 11:00am  
Power's Pub in Clifton Park  
Unified Beerworks 12:00pm  
Empire Brewing Co. in Cazenovia St. Paddy's Celtic  
Brunch 12pm

## March 20

Empire Farm Brewery in Cazenovia- Can I Eat That Learn-  
ing Lecture with the Roger's Center

## March 23

Great Flats Brewing 2nd Year Anniversary Party 12:00pm  
Vermont Brewers Festival in Killington 12:00pm  
Beer Fest Westchester County Center in White Plains 4:00-  
8:00pm \$52

## March 28

Fort Orange Brewing Game of Thrones Trivia 6:30pm w/  
Michele's Charcoal Pit Food Truck

## March 29

Great Flats Brewing Brine & Brew (w/ fin- your fishmonger)  
4:00pm

## March 30

Racing City Brewing Co. 2nd Annual Cornhole for a Cause  
Tournament 12pm - \$50/team benefits the American Heart  
Association's Capital Region Heart Walk



APRIL CALENDAR OF EVENTS

April 5

Common Roots Brewing Co. Taps & Apps at Seasoned in Glens Falls 6:00pm

April 6

Glens Falls Brewfest at the Queensbury Hotel - \$45+  
1st Annual Saratoga Pub Crawl 2:00 starts at Saratoga City Tavern - \$30+  
Adirondack Brewery Bear Crawl 1:00pm  
Bootleggers March Madness Final Four Event 6pm  
Unified Beerworks 6th Month Anniversary Party 12:00pm-10:00pm

April 7

Fort Orange Brewing Open Paint 1:00pm  
Fort Orange Brewing Game of Thrones Trivia 6:30pm  
Nanola Mystery Tap Takeover (every Sunday) with NY breweries (4/7, 4/14, 4/21, 4/28)

April 10

Chatham Brewing Pints for Pitbulls 5:30pm

April 11

Brown's Brewing John Popper w/ Ben Wilson 7:00pm - \$20+

April 12

Night at the Brewseum in Saratoga Springs 6:00pm

April 13

Fort Orange Brewing Funnies with host Erin Harkes 8:00pm  
2nd Annual Pub Crawl Benefit for Things of my Very Own, Inc. in Saratoga Springs 1:00pm

April 20

Fort Orange Brewing Earth Day Planting Workshop 12:00pm - \$45

April 27 & 28

TAP NY Craft Beer & Food Festival at Hunter Mtn - Sat. 2:00pm & Sun. 12pm  
21st Annual Saratoga Chowderfest - multiple locations 11:00-4:00pm  
Adirondack Brewery - Funky Ice Fest 4:00pm  
Unified Beerworks - Nosh Food Truck - 1:00-5:00pm

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Browns Brewing (Troy) 7:30pm  
Common Roots 7pm

TUESDAYS:

The City Beer Hall 9pm  
Saratoga City Tavern 8pm

WEDNESDAYS:

Common Roots Brewing Company 7pm  
McAddy's Pub 7pm  
Artisanal Brew Works 7pm  
Great Flats Brewing 7pm  
LT's Grill 7pm  
Rare Form Brewing Company 7pm  
City Squire Ale House (Niskayuna) 7pm

THURSDAYS:

Fort Orange Brewing 6:30pm  
Indian Ladder Farms Cidery & Brewery 6:30pm  
Shmaltz Brewing Company 6:30pm  
Mohawk Taproom & Grill 8pm  
Chatham Brewing 7:30pm  
Adirondack Brewing 7pm

WINTER IS COMING

GAME OF THRONES EVENTS leading up to the Final Season Premiere on April 14

March 13 Rare Form Brewing Co. Trivia 7pm  
March 20 Rare Form Brewing Co. Trivia 7pm  
March 27 Rare Form Brewing Co. Trivia 7pm  
March 28 Fort Orange Brewing Co. Trivia 2pm  
April 3 Rare Form Brewing Co. Trivia 7pm  
April 6 The City Beer Hall Game of Thrones Brunch 11:00am  
April 7 The City Beer Hall Game of Thrones Brunch 11:00am







# Which Brew Will Win Your Bracket?

Contributed by [Gotbeer.com](http://gotbeer.com)

The first NCAA Division I men's basketball tournament was in 1939, featuring just eight teams. After a few decades, in 1985, the 64-team tournament we know today began. So, where did the infamous tournament get its name? Illinois high school official Henry V. Porter first used the words March Madness in 1939, but it didn't find its way to the tournament until 1982 when CBA broadcaster Brent Musburger used it during coverage. From then, it has stuck. Madness it is! From upsets to triumphs and injuries to comebacks, the tournament has seen it all.

In 2018, March Madness had more than 97 million U.S. viewers and was broadcasted in 180 countries. On top of that, 67,831 fans were in attendance for the National Championship game alone. March Madness surpasses itself every year for the most viewed and attended events in the tournament's history. Selection Sunday, which kicks off the jam-packed 19-day long tournament, occurs this year on St. Paddy's Day, March 17, 2019. Four lucky teams will take the month-long journey all the way to the Final Four and two will make it to the National Championship on April 6 and 8, 2019.

And, for those die-hard fans, what's March Madness without beer? March is known for having the highest beer sales of the entire year thanks to March Madness (and St. Patrick's Day celebrations, of course!) This comes as no surprise to us at [gotbeer.com](http://gotbeer.com)! In March, approximately an extra \$1.98 billion is spent on beer alone in the United States. Let's be honest, there's not much better than celebrating a big win with a cold brew in your hand!

So, while you're filling out your bracket, be sure to have a cold brew in hand. And if your bracket doesn't win, no worries. The fun doesn't have to end when your March Madness bracket does. As Wayne Gretzky once said, "You miss 100% of the shots you don't take." **We say: "You miss 100% of the beers you don't try!"** Get your head in the game and check out our March Madness beer recommendations:

**Harpoon Rec. League (3.8% ABV)**— New from Harpoon Brewery! Rec. League has an all-star lineup of ingredients that includes a healthy dose of hops, sea salt, buckwheat, and chia. Low in alcohol, light in calories, and just a little hazy, Rec. League was crafted to be your March Madness companion.

**Marathon 26.2 (4.5% ABV)**— Marathon 26.2 is the official beer of the Boston Marathon! This Gose-style ale is brewed with wheat, coriander and sea salt, the result is a light bodied, very refreshing beer, perfect for rehydrating after a marathon (or a little 3-on-3). It's like Gatorade for adults!

**Miller High Life (4.7% ABV)**— The champagne of beers! Miller High Life today is the same great beer it was when it first launched in 1903. Brewed with the same basic recipe. Bottled in the same clear glass. And priced just right! This March, we encourage you to take the High Life!

**Pabst Blue Ribbon (5.4% ABV)**— A must have for March Madness! Pabst Blue Ribbon has hung on to its legacy since 1844. Brewed with premium barley and a combination of American and European hops, PBR is smooth and refreshing with a crisp clean finish.

**Yuengling Golden Pilsner (4.7% ABV)**— Yuengling Golden Pilsner is the newest beer from America's Oldest Brewery! Golden in both name and color, this modern day pilsner is the perfect balance of hop and malt character for crisp and smooth thirst quenching refreshment.







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Jesse, Foof, Bob and Charlie

## LOST & FOUND EMERGES AS A PREMIER BETTER BEER BAR

**By Erik Budrakey**

What do you get when four friends/co-workers/bar-tenders get together to open their own joint? Awesome! That's what you get.

Of course, it's not all that simple. A lot of things really need to come together quite nicely in order pull off opening a new business. Especially when that new business is a bar & kitchen and especially when you're opening that bar & kitchen with close friends. But apparently, those things did come together, quite nicely.

Lost & Found Bar & Kitchen is owned by Bridget (Foof) McGinley, Bob Poulin, Charlie Lawson, and Jesse Snyder. The corner bar located down on Broadway in the Warehouse District of Albany, right across the street from Nine Pin and just up the road from Wolff's Biergarten and Stout. Coming up on their two-year anniversary, Lost & Found has emerged as one of the premier better-beer bars in the Capital Region, featuring a wide and revolving array of great craft beer coupled with an "elevated pub menu" and a welcoming, relaxed atmosphere. Lost & Found also has become one of the favorite places for the True Brew team to get together, meet with clients, or organize our next magazine. Having been going to L&F since nearly day-one, we've gotten to know the owners and many of the cast of characters that work and play there. Or so we thought. I wanted to get to know the owners better and learn how they came about opening Lost & Found. So, we recently sat down with the group for a couple of beers



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## "I THINK AS BARTENDERS, IT'S KIND OF A NATURAL PROGRESSION TO WANT TO OWN YOUR OWN PLACE."

and discussed it. I started with one of my favorites, Bell's Two-Hearted Ale. They all had to work so each were drinking coffee or other NA beverages. Regardless, here is what we learned.

Prior to our meeting, I had already been aware that one thing that brought the group together was that they all had worked together at the Lionheart Pub up on Madison Ave in Albany.

### **TBM: "How did each of you came to work at the Lionheart?"**

**Charlie:** "I had moved down from Essex, up near Lake Placid, basically because of a lack of money, opportunities, and women. By 2006 I had become a bit of a regular at Lionheart and, then manager, Mike Proctor approached me. He said, 'You're big. Would you like to work security here? You get free beer when you're off the clock.' Of course, I said 'hell yes!'"

**Bob:** "Sort of the same story, except I'm not big. I had actually been trying to get a job at Lionheart for more than a year. Then, Jay Bowers, who now owns The Excelsior Pub but was working at Lionheart at the time, put in a good word for me with the owner, Jerry. Jay was a big influence on all of us. He helped me get my foot in the door and I started working security at Lionheart in 2005. But it wasn't long before I found myself bartending."

**Jesse:** "I also started in 2006 doing both security and bartending."

**Foof:** "I definitely was a regular at Lionheart and knew everybody there. It was only a matter of time before Jerry Armond asked me to come on board. That was in 2012. I immediately started bartending and helping out anywhere that I was needed. By then, Jesse, Charlie and Bob were already established at Lionheart, having each worked there 6-7 years by the

time I came on board, I immediately felt like I was part of the team."

As our conversation continues, I can definitely feel a chemistry amongst the group that is undeniable. They are obviously all close friends and it is more than apparent that the four of them get along very well, work together as a team, and confide in each other, and the group, when it comes down to making decisions for the business. They each take turns discussing how eventually they all pretty much did everything around Lionheart. Though not in their job descriptions, they each took pride and shared responsibility in making sure that the day-to-day operations at Lionheart went smoothly. They became a big part of Lionheart's personality and they cared about its well-being. They each became recognized as hard-working and talented bartenders and unique personalities.

### **TBM: "At what point did you all decide that it was time to open up a place of your own?"**

**Jesse:** "I think as bartenders, it's kind of a natural progression to want to own your own place."

**Bob:** "In my head, I had been aggressively seeking owning a bar. I knew it was what I wanted to do."

**Jesse:** "It was May of 2017 when the opportunity presented itself. Our decision came down pretty fast. Chris Pratt (owner of the business, when it was called The Barrel Saloon, and current owner of Pearl St Pub) approached me and told me that he was looking to sell the business. I got together with Charlie, Foof, and Bob to talk about it. Honestly, it was about a five-minute conversation. We all agreed that it was a no-brainer."

Our conversation continues and the group talks about how they were a natural

fit as a team. They each bring their own flavor and skill sets to the business and they all agreed on the stylistic vision for what would be their new bar & kitchen. They all agreed that they wanted "a bar about nothing". A place where you could go if you are 24 years old on a date and a place where you could go if you are 44 years old and just out with friends. As far as atmosphere goes, they explain that the space itself, both inside and outside, inspired what we eventually did with it. The inside corner, to the left of the entrance, is a perfectly placed, raised living room that doubles as a stage when they have live music or a DJ. Across the room sits a small, open kitchen. The rest of the room is filled with refurbished tables, chairs, rails and stools. When you first walk in, a long bar fills the right side of the room with stools to seat about 10-12 patrons. Above the bar and to the right is an upstairs dining/seating area that overlooks the entire area below. It's perfect for private parties or small groups just looking for their own space. Outside is a



Check out the "elevated pub menu."

huge patio/backyard area with plenty of picnic tables, an outdoor bar, a cornhole and gaming area, and enough space to host live music, or large and unique outdoor events. It's a fantastic spot for having a great beer while sitting outside in the warmer months.

**TBM: "How did you decide on the name Lost & Found?"**

**Charlie:** "We were already working to refurbish the location. Jesse and I were sitting at the Lionheart one night when a young lady walked in and asked if we had a lost and found. We just looked at each other and laughed. As a group, we had reviewed 100's of names and nothing stuck with us. Lost & Found just jumped out at us and we all liked it."

**Jesse:** (with a laugh) "Maybe we were all a bit lost in our own way at the time."

**Foof:** "Almost all of the items that we have here for decor are 'found' items. The furniture in the living room was donated by friends, and the table tops were old doors salvaged out of Charlie's moms barn that we made into tables. There are also a bunch of the other wooden items which were all salvaged from the same barn in the Adirondacks. We had a blast refurbishing the space. Our family's and parents were very supportive and helped us with the remodel. Our support network was very strong for each of us."

Having had the agreement to buy the bar in May, they were handed the keys and took over in August 2017. They rehabbed the place in just one month. A week after Labor Day, on September 9<sup>th</sup>, 2017 Lost & Found Bar & Kitchen had their official grand opening. And, they have not slowed down for a minute since. Their smart and eclectic beer

selection has attracted beer lovers from all around the region. Their elevated pub menu has brought in the "foodies" and keeps them coming back. Their live music, DJ's, Art's & Crafts (hosted by Sarah Gabler), and pop-up brunches keep it fresh. And their outdoor patio area has become a regular playground for adults.

Lost & Found is highly respected within the beer industry. Breweries and distributors rush to make sure the L&F is one of the first establishments in the region to offer their specialty or one-off beers. For brewers, having your beer on their regular beer menu ensures strong sales for that brewery. The beer menu offers something for every kind of beer drinker. Whether you are a craft beer enthusiast, extreme beer nerd, or just a casual fan of beer, there is something at Lost & Found for you. There's also plenty of wine and all of your favorite cocktails available. But True Brew is a beer rag, so let's get back to beer.

**TBM: "Tell me about your 'beer atmosphere', how you make decisions on which beers to carry, and why you think Lost & Found has emerged as a fan favorite for beer lovers."**

**Charlie:** "I tend to be on the forefront of what we put on tap and offer in package, but we all are involved in one way or another. It's not about us or what we like. It's about the consumer. We have a responsibility to stay on top of 'what's cool' and we have great distributors and brewery reps that keep us in-the-know about the latest trends, what's hot, what's rare, and what's available."

**Bob:** "We have a very knowledgeable customer base and they lend us credible feedback. These are the people



The living room/stage area.



Excellent craft beer selection, cans and draft.

that are out there and are seeing what is happening. We get a lot of valuable input from our regulars."

**Jesse:** "We definitely pride ourselves on a great craft selection but it's also important to know that we do not present a snooty or beer snob atmosphere at Lost & Found. There is no beer shaming in here. Our customers come in and just as quickly enjoy a Pabst without feeling like somebody is rolling their eyes at their choice of





Staff Party

beers. Nobody feels intimidated coming into Lost & Found and ordering whatever they are in the mood for.”

*Author’s note: It is at this point that I order a can of Pabst.*

**Foof:** “Part of our mission statement is ‘we wanted to open a bar that we would want to hang out at.’ None of us are rich kids, we are just four regular folks who bought a bar. We wanted to offer somewhere comfortable and welcoming to all people. I think that we have accomplished that. It’s nice to see so many repeat customers as we continue to welcome in new ones.”

**TMB:** “Your food is excellent, and your menu is unique and constantly evolving. What drives your food culture?”

**Foof:** “Well, food was definitely a new element of the business for us. Lionheart did not have a kitchen, so we knew that we had a few things to learn.”

**Charlie:** “I definitely wanted a menu that was not like everyone else’s. Most pubs offer chicken wings cheese burgers, and traditional pub favorites. We wanted to be more than just the basics. So, we created what we see as an ‘elevated pub menu’. We have our regular choices, but we also offer a lot

of small plates and we stay on top of seasonal dishes. We source all ingredients locally and we make almost everything from scratch. You will not find any bottled dressings or sauces here. It’s all fresh.”

**Jesse:** “We only have that tiny little kitchen over there. (pointing towards a small, 6-8-foot-long counter top in the corner of the room.) Ian Bower is our chef and he is a stud. Last year he was recognized as one of the Best Chefs in the Capital Region. He turns out some really wonderful and flavorful food out of that tiny little kitchen.”

It’s true. The menu is diverse and fresh. It offers an array of salads, specialty sandwiches, and unique “snacks” such as warm marinated olives, octopus corn dogs, and house smoked maple chipotle wings. There are also unique small-plates available including Red wine braised lamb, duck poutine, and mushroom toast. The menu changes regularly based on seasonality and availability of fresh/local ingredients. Be sure to check out their website for the most up-to-date offerings.

It’s approaching 4pm and I am nearing the end of my can of Pabst. I notice each of the friends/partners sort-of looking at the clock. Talking has been nice, but they do have a bar & kitchen to run. Time to let them get back to work.

**TBM:** “It’s been fun getting to know your story. It’s a great story so far! I appreciate your time. Anything else that you would like the craft beer lovers of the region to know about Lost & Found?”

**Charlie:** Just that we are thankful to be here and that we would love to have them come down and check us out.

**Jesse, Foof, Bob:** Nodding in approval.

**TBM:** Ok, we’ll let them know.

**Cheers!**

So, we are letting you know. Whether you are feeling just fine or feeling a bit **Lost** - if you haven’t already, get down to the warehouse district and get **Found** - at Lost & Found Bar & Kitchen. You’ll be sure to find yourself there. You’ll also be supporting a small, independent, local business where you will enjoy not only great beer, but also the vitality of a strong friendship, a welcoming sense of community, and just a really fun & friendly place to have a drink and a bite to eat. We’ll drink to that!



## LOST & FOUND BAR & KITCHEN

942 Broadway, Albany, Warehouse District  
(518) 694-0670

 [facebook.com/lostandfoundalbany/](https://facebook.com/lostandfoundalbany/)

### BAR HOURS

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Tu-Th 3p-til close  
F-Sat 3p-til close  
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## RISKY BUSINESS?

# Avoiding Pitfalls at Your Taproom, Brewery, and Beyond

By Matt Dillon

Owning and operating a brewery is an exciting and admirable, yet complex endeavor. A single brewery can house several mini-businesses all under the same roof: a tasting room, retail shop, manufacturing facility, and/or a restaurant. Each area exposes the business to potential risks.

Here are a few to consider, and suggestions for mitigating those risks:

### Maintain a Safe Premises for Your Customers

Opening your brewery for tours, tastings, and retail sales is a great way to interact with customers and build brand loyalty. However, with that opportunity comes risk that a customer may get injured at your facility. Brewery owners should employ practices to make sure potential trip or slip hazards are discovered and corrected before a customer is injured. Such practices can include regular inspections of all areas of the facility, particularly in areas where customers frequently traffic; ensuring floors remain clean and dry; and training employees in proper methods for remedying spills or other hazards. In winter months, make sure thorough snow removal and salting of all parking lots and sidewalks is timely performed.



### Make Sure Your Facility is ADA Complaint



The Americans with Disabilities Act ("ADA") prohibits discrimination against those with disabilities and ensures that everyone will have equal enjoyment of a business' goods, services, and facilities. The ADA applies to places of "public accommodation" including restaurants, retail stores, and any business that invites potential customers onto its property. Violations of the ADA can be prosecuted by the government and can also be brought as a civil lawsuit by a potential customer. These can result in tens or even hundreds of thousands of dollars in fines, settlements, or judgments. Does your parking lot provide enough statutorily required accessible parking spaces? Can your tasting room accommodate a customer in a wheelchair? Could an individual with impaired vision successfully make a purchase in your retail store? All of these types of accommodations can be achieved with proper planning.

### Complying with Food Safety Regulations

The Food and Drug Administration ("FDA") oversees most food and beverage manufacturers. Breweries are placed in a unique position in that they are overseen by both the FDA and the U.S. Department of Treasury – Alcohol and Tobacco Tax and Trade Bureau ("TTB"). The FDA requires that all food products, including beer, can only contain ingredients considered safe under the Food, Drug and Cosmetic Act. If you are uncertain if a unique ingredient is compliant, the TTB can be consulted for guidance. A brewery should also anticipate that, at some point, the FDA will inspect its facility to determine if the brewery employs Good Manufacturing Practice Regulations ("GMPs"). An FDA inspection will look





at areas including environment and temperature controls, sanitation of materials and equipment, ingredient storage, and pest control. Running a simulated GMP inspection can help uncover potential violations and allow you to correct them.

**Planning ahead to minimize risk will allow you more time to focus on what you really want to do; brew delicious beer and share it with the craft beer community.**

*Matt Dillon is an attorney at Carter Conboy in Albany, NY. He advises his clients on strategic growth, risk mitigation, and government compliance.*

This article provides general information, is not intended as legal advice, and does not create an attorney-client relationship between the author and the reader. Should the reader desire additional information about the content of this article and/or its application to a particular circumstance, please contact attorney Matt Dillon at

[mdillon@carterconboy.com](mailto:mdillon@carterconboy.com)



## THE REAL MCCOY BEER CO. EXPANDS, NEW BAR/NEW HOURS – DELMAR, NY



The Real McCoy Beer Co. has settled into its new bar and tap room expansion that effectively doubled their operational space, as well as offering extended hours. The expansion came at a crucial time for the brewery, which has seen significant growth in demand as well as fan following over the past two years. The new tap room and bar has seating for 39. The brewery has also added a small, yet well-manicured lounge area with couches and a coffee table that provide a perfect nook for those looking to veer from the crowd. The tap room is now open 4 days a week: Wednesday, Thursday, and Friday from 5PM-10pm, and Saturdays from 12PM-8PM. Along with the expansion of hours comes new promotions and events. The Real McCoy hosts trivia every Thursday from 7-9, Delmar's Cycle club Thursday night ride launch, and they are targeting to host a Corn Hole league starting in May. The Real McCoy was established in December 2015 as a passion project of owner Mike Bellini. Mike teamed up with his partner, Alex Scher, in May of 2017, and together their joint vision was simple; brew quality beers with an emphasis on fresh ingredients, brewing technique, and adherence to brewing practices that pay homage to long standing traditions. The variety of beers available are symbolic of just that. Classics like their Noname Hefeweizen, Liberty Cream Ale, and Her Majesty's Malt are crowd favorites that fill a niche other craft brewery's sometimes overlook. They also are pouring out more contemporary craft beers like NEIPA's, Sours, and dry hopped Pale Ales ensuring every craft beer fan can find something to quench their thirst. For other events, and information please check out their Facebook page, facebook.com/RealMcCoyBeerCo.

## DISCOVER SCHENECTADY KICKED OFF SCHENECTADY'S NEW ALE TRAIL AND UNVEILED DIGITAL PASSPORT - SCHENECTADY –



Discover Schenectady County and six of the regions hottest breweries located within Schenectady County were on hand at the Centre Street Pub for an unveiling of a Digital Passport available to craft beer fans interested in experiencing the different tastes each has to offer. This event officially kicked off The Schenectady Ale Trail. This exciting kick-off event played host to Frog Alley Brewery, Wolf

Hollow Brewery, Great Flats Brewery, Mad Jack Brewery, and Druthers Brewery. Back Barn Brewery, who will also be participating once open in March 2019. New York State as a whole has a record number of breweries due to the recent spike in applications after Governor Cuomo's first Wine, Beer and Spirits Summit in 2012. The collaboration among these breweries for Schenectady's Ale Trail highlights Schenectady as a hub for craft brew enthusiasts. Just one year ago, Schenectady County was the home to only three breweries, and within that time, the total has doubled. "Craft beer has really become so much more than a beverage for beer enthusiasts," said Cathy Gatta, Schenectady County Legislator and Chair of the County's Tourism Committee. "The existence of these breweries in our county draws people to the area, increasing tourism, and the economic impact of the region. We've already begun to see this impact just in the last year since we've gained more breweries." "We are very excited for this initiative that reaches across Schenectady County," said Becky Daniels, Executive Director, Discover Schenectady. "The Schenectady Ale Trail Passport is such a wonderful example of collaboration among local businesses and we are so proud to see this come to life. The Holiday season serves as the best backdrop because the passports can make a great gift for the beer enthusiast on your shopping list." The Passport, available for purchase at \$40 each, and available online only at [www.schenectadyaletrail.com](http://www.schenectadyaletrail.com), will enable the user to visit each of the participating breweries to enjoy a flight of beer. About Discover Schenectady. Discover Schenectady is a non-profit organization responsible for promoting travel, tourism, conference and convention assets and opportunities in Schenectady County. Discover Schenectady County's board and staff work collaboratively with businesses, destinations, County and local government to attract visitors to the region and experience everything that Schenectady County has to offer. For more ways to Discover Schenectady County all year long, visit <https://www.discoverschenectady.com/>.

## SHMALTZ BREWING AND DECRES-CENTE ANNOUNCE UPSTATE NEW YORK DISTRIBUTION DEAL - MECHANICVILLE, N.Y.



— DeCrescente Distributing Company (DDC) and Shmaltz Brewing Company are excited to announce that DDC has become the exclusive distributor of Shmaltz's award-winning core beers as well as their coveted special releases

throughout the Capital Region. Starting immediately, DDC will distribute all draft and package versions of Shmaltz's core beers, including their flagship Hop Manna IPA, a heavily dry hopped and unfiltered American IPA; Messiah Brown Ale, a complex yet smooth American Brown Ale; Slingshot Lager, a dry hopped American craft lager; Hop Momma IPA, a hazy and juicy New England-style IPA brewed with peach, apricot and a hint of habanero; and 518 Craft Foggy Goggles, a New England-style hazy session IPA. "Shmaltz fits a unique niche in this market, having been brewed in Saratoga County since 2003," said Russ Teplitzky, general manager at DDC. "Their award-winning selection and fun brand personality are a great addition to our world class craft beer portfolio." In addition to teaming up with DDC, Shmaltz has recently transitioned all packaging for its acclaimed portfolio into cans. Look for their limited release Jewbelation 22 Anniversary Ale, a bold and malty triple brown ale; No Shtick, a juicy New England-style double IPA; and R.I.P.A. Rye Double IPA, brewed with an obscene amount of malts and hops in 16 oz. cans for the first time. Shmaltz also has plans to release a rare and exotic barrel aged series called the Funky Blender. Look for this to hit select specialty craft bars draft only in the spring. "I couldn't be more excited to join the DeCrescente family of breweries and to work with the premier beverage distributor in our home market," said Jeremy Cowan, owner and founder of Shmaltz Brewing Company. "From my favorite craft beer bars and gastropubs to the many beverage centers and chain accounts throughout the Capital Region, I am very confident that DDC, with their passion for craft, their experience and expertise, can service everyone across this craft beer market and put our best laid plans into action. I'm both grateful and excited to work with them to grow our Shmaltz Brewing and 518 Craft brands." In July 2018, Shmaltz opened 518 Craft, a new bar and tasting room in downtown Troy, New York. In late February 2019, Shmaltz will open a second tasting room at The Comedy Works in Saratoga Springs, New York. Shmaltz beers are available at 518 Craft and their Saratoga Springs tasting room as well as throughout Upstate New York at the best craft beer bars and retailers.

## RACING CITY BREWING TO CELEBRAT ANNIVERSARY – SARATOGA, NY



Racing City Brewing Co. has announced plans for their First Anniversary Party. Join the party on Saturday, March 16th at the brewery which is located at 250 Excelsior Ave in Saratoga. Co-Founder Tony Oliva tells True Brew Magazine. "We are excited to welcome our friends in to celebrate our one-year anniversary with, and we are hoping that new friends come in as well. Our tasting room will be closed that day to allow for us to prepare for the party. Then, we'll open from 5pm to celebrate! There will be plenty of beer, food and games. Complimentary food will be provided by our catering partner, DZ Restaurants and Racing City Brewing Co. Live music will be played by the North and South Dakotas, so be prepared to dance! There will be a \$10 Suggested donation at the door, with all proceeds to Regional Food Bank of Northeastern NY Backpack Program." Stay tuned to Racing City Brewing on social media for updates. Congratulations from True Brew Magazine to our friends at Racing City. We'll be there!

## MAD JACK BREWING LOOKING FORWARD TO TAP NY – SCHENECTADY, NY



Mad Jack's brewer Brian Conley tells TBM, "We are proud to be heading back into TAP NY to return the Matthew Vassar Cup! We felt great pride winning it last year and look forward to TAP every year, if for no other reason than to see all of our friends and colleagues from other breweries across the state. Mad Jack does a bus trip every year down to TAP and interested people are encouraged to check our social media for sign up info asap, as the bus(es) fill up quick!" In other news, MJBC says, "Late April and early May brings the return of two great beers: First is our "Washed Out" Belgian White (5.3% ABV - 15 IBU) a fantastic wheat beer with Lemon Peel, Sweet Orange Peel, and Grapefruit peel added along with Lemon Drop hops. The second is "Becky's Brew" (5.5% ABV - 20 IBU), a Raspberry Ale that we created last year for Schenectady's tourism board director; Becky Daniels. The beer was created as a promo item for Becky's fundraiser and scholarship benefiting the Leukemia and Lymphoma society, and we'll be hosting a release party Thursday, May 16th, with a celebratory tapping and party here at Mad Jack. Check our social media for details!"

*Continued on pg. 51*



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## ITHACA BEER CO. RELEASES MR. STICKY, NEXT PULP ADDICTION IPA, AND LAKESIDE LAGER- ITHACA, NY



Ithaca Beer Company is releasing its next of several limited IPA's available in 16 oz. 4-pack cans and draft. Mr. Sticky Double IPA releases on April 10 and is named for one of Ithaca's lovably shady and loyal Taproom regulars. Mr. Sticky explodes with the potent aroma and flavor of pineapple and tropical dankness that come from the unique combination of Mosaic, Ekuanot, and Simcoe hops. Soft and slightly hazy, Mr. Sticky oozes heady terpenes to satisfy the discerning hophead. HOPS: Mosaic, Ekuanot, Simcoe. MALTS: 2-Row Pale, Oats, Wheat, Honey. ABV: 7.7%. Pulp Addiction 3: Lotus Be, Lotus Be is the Spring episode of their Pulp Addiction series. Releasing on May 2, Pulp Addiction 3: "Lotus Be, Lotus Be" is our next hazy New England IPA based on the same core recipe with one hop more forward than the other and packaged with a different can design. "Lotus Be, Lotus Be" features a new previously experimental Yakima Valley hop named Lotus. Lotus is recognized for having strong orange, vanilla, berry and tropical fruit characteristics. Citra and Simcoe were added in a supporting role for depth and additional citrus and pineapple essence. The vanilla qualities of Lotus wrap the sweeter layers of orange and tropical fruit together to create a "cream" like quality. HOPS: Lotus, Citra, Simcoe. MALTS: 2-Row Pale, Oats, Wheat, Honey. ABV: 7.0%. Future episodes in the series include: Pulp Addiction 4: "Mosaic to My Ears" and Pulp Addiction 5: "A Visit from Mr. Nelson". Lakeside Lager is an easy drinking beer made for an easy living lifestyle. The brand will initially launch on May 2. A refreshing and crisp pilsner style beer, Lakeside Lager offers the perfect balance of flavor, mouthfeel and finish. Light golden in color, Lakeside Lager features a subtle sweetness and a restrained hop character that lends a gentle floral quality and clean, smooth finish. With an affordable price point and an easy drinking profile, Lakeside Lager appeals to both domestic category drinkers seeking more flavor as well as hard core craft drinkers looking for an alternative to heavily hopped IPAs. Recognizing the increased demand for flavorful lighter lagers, Ithaca Beer will release Lakeside Lager in competitively priced 16 oz. can 8 packs, a unique and uncommon but convenient consumer package. Ithaca

Beer has been recognized for innovation with the 16 oz. canned 8 pack with recent releases of its Box of Hops and Box of Sours variety pack series.

## MVCC TO HOST BREWING SERIES FOR INDUSTRY PROFESSIONALS, HOME BREWERS – UTICA, NY



Mohawk Valley Community College is hosting a seven-week Brewing Series of workshops aimed at new industry professionals, people looking to become professionals, and advanced home brewers. The series begins on March 19 and runs 6 to 9 p.m. every Tuesday until April 30. Courses will be taught by industry professionals: Rich Michaels of Frog Alley Brewing, and Joe Kinney and Scott Grenier of F.X. Matt Brewing. Individual courses are \$49, or registrants can sign up for all seven courses for \$299. Courses will have mixed lectures with hands-on learning and opportunities to work with ingredients and apparatus, and will cover topics including barley, hops, water chemistry, yeast, quality, off flavors and characteristics, and a general overview of the brewing process. Participants also will learn how these principles can apply to wine, cider, and distilled spirits. For more information and to register, visit mvcc.edu/cced or call 315-792-5300.

## HARPOON BREWERY RELEASES REC. LEAGUE PALE ALE - BOSTON & WINDSOR, VT



Searching for something more social than water after your flag football game? Feeling like you have earned something special after that 10K? Harpoon Brewery knows the feeling. That is why the craft brewery is rolling out Harpoon Rec. League, a unique hoppy, hazy pale ale meant to celebrate life's small victories – and huge celebrations. Brewed with unique ingredients like buckwheat kasha, which provides important minerals and B vitamins; chia seeds that are high in fiber, Omega-3 fatty acids and antioxidants; and Mediterranean Sea salt that offers a powerful source of electrolytes — Rec. League gives beer lovers multiple reasons to feel good about each sip. For all the times you want flavor and need drinkability, Rec. League is a game-changer. Coming in at 3.8 percent ABV and only 120 calories per 12 oz. serving, this gold-medal winning addition to our year-round lineup is perfect for before,

during, after or while contemplating your next workout. "Fans of Harpoon do more than drink beer – they're running road races, working out with friends, and hitting the slopes. We wanted to make a beer that celebrates and complements this active lifestyle," said Tom Graham, innovation brewer at Harpoon Brewery and mastermind behind the beer. Rec. League is Harpoon Brewery's most refreshing pale ale yet. A light and crispy yet characteristically hoppy beer, this hazy pale ale is thirst-quenching and refreshing, making Rec. League the newest lower-calorie option that does not sacrifice flavor. Rec. League is now available throughout the U.S. in 4-pack 16 oz. cans and 15-pack 12 oz. cans. Beer drinkers can also try the beer at Harpoon's brewery locations in Boston, Massachusetts and Windsor, Vermont.

## EMPIRE BREWING COMPANY NEWS – CAZANOVIA, NY



Empire Brewing Company announces new beer Big Leg Emma, an 11.2% ABV small pub batch new on draft! Named in homage of the band Big Leg Emma who played at Empire's State Brewing and Music Festival in 2008, this big legged, high octane brew leaves a lasting impression like great music. Madison County Cascade Hops, Belgian Abbey Yeast and a blend of four chocolate malts make for an intense Russian Imperial Stout. Flavors of chocolate, roasted coffee, and dark fruits will cover your pallet and eventually make way for the piney cascade hops. Then, Strikes Bock 6.5% ABV - Available throughout CNY on draft and in bottles early March! This is a traditional German style Mai-Bock and weighs in with a 6.5% ABV. These beers are brewed toward the end of winter for spring release. This is a true lager, made with German lager yeast and fermented for six weeks. The flavors are malt forward with a medium body, finishing with a dry peppery flavor that is derived from the hops. The brewery will also host the following events: Girl Scout Cookie Pairing, Syracuse and Cazenovia Empire locations from March 6th through the 10th. "It's Girl Scout Cookie Season! That really is a thing and that's all we can think about. What better way to enjoy them than pairing those sweet little devils with your favorite Empire beers! Stop by and enjoy a pairing and a flight... or two! \*(while supplies last) Then, join us for a St. Paddy's Day Brunch on Sunday, 3/17/19 featuring very special menu items and Celtic music from the Shambles,

performing live 12pm-2pm! On 3/20, we'll host Can I Eat That - a Learning Lecture with the Roger's Center and our Cazenovia Farm Brewery: The most important questions when investigating the flora in the woods or your own backyard. Plants you see every day have hidden culinary pasts, discover some of these passed over delicacies in this presentation. Can I Eat It? The lecture will be given twice, once at the Earlville Free Library on March 6th, and once at the Empire Farm Brewery, on March 20th. Come learn about edible wild plants and get to sample some seasonal drinks. This program is free and open to the public, donations are appreciated."

## LORD HOBO RELEASES MUSEUM – WOBURN, MA



Lord Hobo Brewing's Brand Marketing Manager tells True Brew Magazine in February, "We've just released MUSEUM our crown-jewel TRIPLE IPA. Museum, which is currently a taproom only release, will be shipped for distro for a limited time beginning in early March. The 11% ABV Triple IPA features Mosaic, Citra, and Galaxy hops combined with a malt bill consisting of Pilsner malt, White Wheat, and Flaked Barley. The beer is accurately named after the places in which the most valuable and beautiful pieces of art in the world are displayed. Museum is one of fan favorites and is permanently on exhibit in our taproom beginning February 20th and then temporarily released to the public in March for the duration of 3 months. Once the 3 months has concluded, Museum will return to the LHBCo vault as an annual release, in 2020. This portfolio addition showcases a massive amount of juicy hops, brewed with a hearty malt bill. Museum is triple dry-hopped with highly coveted, Citra, Galaxy and Mosaic. This stately IPA exhibits monumental tropical hop aromas and flavors." Look for Museum at your local beverage centers and better beer bars in mid-March.

## GUN HILL BREWING TO HOST 5-YEAR ANNIVERSARY CELEBRATION – BRONX – NY



Gun Hill Brewing Company has announced its 5th anniversary celebration will be held on March 9th from 3pm til midnight at their brewery located at 3227 Laconia Ave in the Bronx. Live Music will crank from 5-9 by local cover band Pow-





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# RARE FORM

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## FOUNDERS BREWING CO. ANNOUNCES KBS RELEASE DATE - GRAND RAPIDS, MI-



Founders Brewing Co. has announced the return of KBS, their popular bourbon barrel-aged imperial stout brewed with coffee and chocolate, in March 2019. The KBS release is an annual tradition at the brewery and will once again kickoff with an early ticketed bottle release of the beer from the taprooms. KBS will be available throughout the brewery's 47-state distribution network on draft and in 750mL and 12 oz. bottles beginning on March 15. "Mid-March has become somewhat of a holiday for us as it marks the annual return of KBS," said Co-Founder and President, Dave Engbers. "To see our barrel program grow from just a couple of bourbon barrels stacked in the brewery to the 25,000+ barrels it is today has been nothing short of amazing. While the hunt certainly added to the fun of KBS season during the early years, we're happy that craft beer fans all over the country can now find it near them at their favorite local shops." KBS is an imperial stout brewed with massive amounts of coffee and chocolate before aging in oak bourbon barrels in caves beneath Grand Rapids and at an offsite barrel-aging facility, the Barrel House. It comes in at 12.2 percent ABV. KBS is the second installment of the Founders Barrel-Aged Series, a lineup of five barrel-aged beers set to release throughout 2019. Backwoods Bastard is now available year-round, and CBS will be once again released in November 2019. Two Barrel-Aged Series releases have yet to be announced. The brewery will not be hosting a KBS Week this year and will instead celebrate the return of KBS throughout March and April with tapping events around the country. Stay tuned to True Brew Magazine on Facebook for updates on all local events.

## THE PINK BOOTS SOCIETY PARTNERS WITH SCIENTIFIC SOCIETIES - ST. PAUL, MN -



The Pink Boots Society, a volunteer organization dedicated to providing education and opportunities for women in the brewing industry, has announced it has signed with Scientific Societies, a cooperative association management company. This partnership will allow the Pink Boots Society to take advantage of Scientific

Societies' administrative resources, including financial, meeting and course management, member support, website, and marketing tools. Joining with Scientific Societies will allow Pink Boots to explore new opportunities and expand initiatives in new directions in pursuit of their mission. Laura Ulrich, president of Pink Boots, commented, "With our always-evolving beer industry, and with SciSoc working behind the scenes for other notable associations, we recognized they already know how to keep up! Pink Boots Society thrives because of the hard work of our wonderful volunteers. SciSoc's broad stable of management skills and support tools will now benefit our members along with our volunteers' passion and knowledge. This was an opportunity we just could not pass up!" "We're excited to support Pink Boots going forward!" said Scientific Societies Executive Vice President Amy Hope. "The Pink Boots Society is a vibrant part of brewing culture with an important mission: to support and educate women in the brewing industry. We look forward to helping the society achieve their goals in new and exciting ways!" The three-year contract between the two organizations began this January. The Pink Boots Society is comprised of the female movers and shakers in the beer industry. They get the beer brewed and fermented with the highest possible quality. Included in membership are women who own breweries, package the beer, design beers, serve beers, write about beer, and cover just about any aspect of beer. Most importantly, they teach each other what they know through their own seminar programs, and they help each other advance their beer careers by raising money for educational scholarships. Scientific Societies is a full-service, nonprofit management cooperative specializing in science-based, professional societies who desire to collaborate and learn from one another. With an understanding of the science in which their members work, they are focused on being a think-tank for strategies, enabling efficiencies, and advancing growth in membership, publications, and continuing education.

## VICTORY BREWING CO. ADDS 3 NEW YEAR-ROUND OFFERINGS TO PORTFOLIO - DOWNINGTOWN, PA -



Victory Brewing Company is kicking off 2019 with the launch of new and exciting products, coupled with refreshed packaging that symbolizes the evolution of

one of Pennsylvania's most-loved breweries. Celebrating 23 years on February 15, the brewery welcomed a wave of innovations and a creative look inspired by Victory's storied beer brands. Two childhood friends, Bill Covalleski and Ron Barchet, opened Victory Brewing Company in 1996, when the craft beer industry was just emerging in Pennsylvania. With iconic brands like Prima Pils and Golden Monkey, Victory remains a pioneer in craft. "Since the beginning, Ron and I pushed to stay on the front edge of innovation. Coming into 2019, we took a critical look at our business and found some opportunities to communicate the brand to new generations of craft drinkers through both product innovation and design. We are really excited to get these new beers to the market and for our fans to see our new look," Covalleski said. Victory's innovation, releasing in February, will include three new year-round offerings: 1) a Golden Monkey brand extension called Twisted Monkey, 2) a new every day IPA, No Brainer IPA and 3) an on-trend New England Style IPA, Cloud Walker Hazy Juicy IPA. Twisted Monkey: Building on the success of Victory's Golden Monkey and Sour Monkey, Twisted Monkey is a Belgian-style beer with a taste profile inspired by the original Golden Monkey. Twisted Monkey brings with it an unexpected mango twist and a lower, easier drinking ABV (5.8%). Victory founder Ron Barchet adds, "we explored many paths in trying to bring a lighter, more refreshing Monkey to life. We were certain it had to have the distinct liquid qualities that define Golden and Sour, but with lower alcohol. Twisted Monkey, with its infused mango, makes for a refreshing, thirst quenching beer." No Brainer IPA: Victory has a legacy of creating innovative takes on the exploding IPA style. The IPA lover now has so many options when choosing where to turn for their next IPA that the buying decision can be a chore. With No Brainer IPA, Victory makes the choice easy and lets the consumer focus on enjoying a great tasting IPA. That is because No Brainer IPA is the result of two years of development and multiple consumer tests. The innovative beer uses Victory's proprietary HopVic technology with fruity and citrusy hops to deliver notes of tangerine and mandarin orange. Victory has invested a lot of time and resources to take the confusion out and making it a no brainer choice for IPA fans. Cloud Walker Hazy Juicy IPA: Since its limited draft release in November 2018, Victory fans have rejoiced in Cloud

Walker's pillowy soft mouthfeel and orangey glow. Victory's take on the hazy, juicy New England IPA style combines unique brewing techniques that ensure stability and consistency. With a load of special ingredients that create a pleasant mouthfeel amplified with juicy hops like Citra and Mosaic, this IPA bursts with fruity and citrusy flavors and is a hop lover's dream. These three offerings will be launched in new packaging that contemporizes the look, while making it easier to shop. The packaging aims to bring consistency to the Victory brand so that it's easier to find on today's crowded craft shelves. The packaging clearly provides key information consumers now want in order to make an easy decision when choosing a craft beer including, tasting notes, clear style details, ingredients and specifications, like ABV and IBUs. It also provides insight into the stories behind the genesis of each beer. Find Victory's new packaging and innovations at retailers near you by exploring its Beer Finder at VictoryBeer.com/BeerFinder. Twisted Monkey, No Brainer, and Cloud Walker will be available at Victory Taprooms in Pennsylvania and North Carolina mid-February, reaching stores throughout the country by mid-March. Victory favorites like Golden Monkey, Sour Monkey, Prima Pils and Summer Love will start to hit stores and shelves with their new look starting late March through summer and beyond. Follow Victory on social media at @VictoryBeer for updates and join the brewery in celebrating life's everyday wins with #RevelRevel.

## NEW HOLLAND BREWING COMPANY TO RELEASE DRAGON'S MILK WHITE - HOLLAND, MD -



New Holland Brewing Company is excited to announce the launch of Dragon's Milk White, a bourbon barrel-aged white stout. The first Dragon's Milk product to be enjoyed in cans, Dragon's Milk White offers a fresh approach that builds on a strong bourbon barrel-aging tradition. "The white stout is an entirely new Dragon's Milk experience, pulling many of the same awesome flavor notes that our fans have come to love in our original bourbon barrel-aged stout, but presenting them in a way that is completely unique," said Dominic Bergquist, brand manager for Dragon's Milk. "It's not simply a visual play. The hazy golden color is really just the first cue that this beer is going to be unique, with the aromas

*Continued on pg. 51*





*#ShareALegend*



# Brewmaster's Cellar

## Fact-Checking Beer

By George de Piro

I don't watch a lot of television, but I did catch some of the so-called Super Bowl back in early February (is it always that dull?). Of the dozens of commercials interrupting the game, one stuck in my mind: An Anheuser-Busch In-Bev ad stating that they use no corn syrup when making Bud Light.

This struck me as an odd thing to brag about. Corn syrup is nothing more than sugars that have been derived from corn, much in the same way that malt starch is changed into sugar during the brewing process. It contains a lot of glucose, the sugar used for energy in most living things. The yeast consume it completely during fermentation, turning it into ethanol. Does your body care what molecule the yeast used to make the ethanol? Not even a little.

Homebrewers commonly use corn sugar when making their bottled beers. Corn sugar is added to the young beer at bottling time to provide extra food for the yeast. The bottles are sealed, the yeast consume the corn sugar, turning it into alcohol and carbon dioxide, which makes the beer fizzy.

The mass-market lagers of the world (a.k.a. "International Light Lager") all use some sorts of adjuncts to make alcohol without adding flavor or color; they wouldn't want to get anybody excited by malt flavor. Rice, corn and corn sugar are all commonly used. Budweiser is made using lots of rice. Other bland beers are made with corn sugar. Some large breweries are set up to use a variety of adjuncts depending on commodity prices. Their goal is to make bland beer at about 5% ABV as cheaply as possible.

### WHY IS AB-INBEV BRAGGING?

So, why is AB-InBev bragging about a lack of corn sugar in Bud Light? Because some unimaginative marketing person is trying to say something exciting about a very dull beer. It seems their strategy is to identify popularly disparaged foods and additives and brag about the ones they don't use in their beer.

You won't hear them bragging that there are no Genetically Modified Organisms (GMOs) in their beer because, well, they use them. Perhaps next year's commercial will extol the lack of trans-fat in Bud? "Budweiser: we know of no brand produced by any other brewer with so little shortening..."

There are a lot of half-truths and outright falsehoods out in the world today. While many of these concern trivial things like the world economy, immigration or the health-care system, some, like the AB-InBev ad, are about something that really matters: BEER. Sadly, some of this misinformation is coming right from the mouths of craft brewers. Whether it is done out of ignorance or willful lying to market a product, the effect is that people are misinformed.

### DISPELLING THE MYTHS

In the long term, peddling falsehoods to customers isn't a good plan. At some point, you'll be called on it. People don't like to feel stupid and they might even remember who it was that lied to them. In the interest of educating beer drinkers, let's examine some myths and falsehoods that are in circulation today.

**Haze in beer:** Hazy beers are enjoying popularity, at least for the moment. I.P.A.s in particular are being produced to look quite opaque. The source of this haze isn't hop resins, despite what some brewers would like you to believe. It's yeast.

There are two major sources of haze in beer without fruit: yeast, and protein-tannin complexes that are commonly called "chill haze." Fruit beers made with real fruit are subject to pectin haze as well as yeast and chill haze.

As the name implies, chill haze forms in beer that is cold. Once the beer warms it disappears. Yeast, however, create haze at all temperatures. Both types of haze will eventually settle in beer, although yeast will usually settle faster than chill haze.

Why does it matter what the haze is? Because yeast impacts the flavor and



Industrial Arts Wrench is a great hazy beer.



stability of the beer, chill haze does not. Excess yeast tastes like...excess yeast! When the yeast die, they get really gross, taking on the meaty character of Marmite (a.k.a. "Vegemite," depending upon which hemisphere you're in). The more dead yeast, the stronger the character, crossing into the realm of hot rubber. Furthermore, dead yeast release enzymes into the beer that degrade proteins. This has the effect of making beer clear, with a thin body and poor foam formation and retention. These are not characteristics most craft brewers strive for.

There are many beer styles that traditionally contain yeast and are meant to be served cloudy. **Belgian Wit, Bavarian Weizen** and **American wheat beers** are examples. In all cases, competent brewers work to get just the right amount of yeast into the finished beer so that dead yeast flavors don't ruin the product. Even then, beers with so much yeast are best consumed very fresh.

**"Drink from the can":** This phrase can be found on a popular brand of I.P.A. It is born from the fact that the beer is packaged very young with no effort put into clarifying it, so lots of yeast remains in suspension. Because "hazy" wasn't the word du jour when this beer was first released, the brewer thought it best if people never saw how chunky the beer could be.

There are problems with drinking straight from a can. The first is that one can't fully appreciate the aroma of a beer imbibed from a vessel with such a small opening. The nose is left out, and aroma contributes about 80% of what we perceive as flavor. The second is that cans are made of aluminum. Plastic liners shield the beer from the inside of the can, but the outside lid and the edge of the spout aren't.



This can lend a metallic taste to the beer, which is never pleasant. The next issue is that the outside of the can isn't sanitary. Unless you clean it with soap and water, you're drinking whatever crawled on the can while it sat in a dusty warehouse.

**The Bottom of the Barrel:** Perhaps the most commonly repeated drivel is that some styles of beer are made from "the bottom of the barrel." A variation on this theme includes beers that are produced using sludge born of the "annual tank cleaning." Bock is the style most often maligned, although all manner of dark beers are fair game for advocates of this myth.

The fact is that brewers clean and sanitize their tanks and kegs every time they are used. Cleanliness is of paramount importance in the brewery, most especially the inside of the vessels. Bacteria and wild yeast counts must be close to zero before a vessel is used for fermentation, maturation or storage of beer.

What of the sludge at the bottom of fermentation tanks? It's mostly yeast. It's usually harvested and re-used to make another beer. The excess is discarded or turned into Marmite (for real).

**Dark Beers:** The vitriol toward dark beers is seen in other myths. Given the fact that the American craft beer revolution has been going full-force for over 30 years, it's somewhat startling to still hear so many people say something like, "I don't like dark beers. They're so heavy."

Guinness draft stout is often cited as an offending "heavy" beer but anything darker than Coors is often put into the same category. The remarkable thing here is that draft Guinness is actually a *light* beer. Erudite beer geeks know that a beer's color is derived from the malt used to make it, while the amount of malt used determines the body and alcohol content. The color of a beer has nothing to do with its body or strength.

### STAY TUNED

There are so many beer-myths and so little time. These are just a few that are circulating today. There are many more out there. So, before you go running off and buying into confusion tactics like you saw in that Budweiser commercial, be sure to fact-check your beer. And check out the next issue of True Brew Magazine (May/June) as I'll continue this theme: debunking beery falsehoods. Ultimately, a knowledgeable and well cultured consumer is a good brewer's best customer. I'll drink to that!





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## PUZZLES

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## THE HISTORY OF ST. PATRICK'S DAY

By Erik Budrakey

**Hey I love to party just as much as the next guy on St. Patrick's Day.** I'm down with drinking some Guinness and downing some corned beef and cabbage while I'm decked out in green garb. But I've always felt compelled to know why I'm celebrating. So I decided to dig in and look into the history of St. Patrick's Day.

The story of St. Patrick starts in 5<sup>th</sup> century Britain where a 16 year old boy whose name was Maewyn Succat was kidnapped from his family by Irish marauders. He remained a shepherd slave for six years until a bishop directed him to escape. Upon his return to Britain, he was beckoned by visions to help the people of Ireland. So he took his vows, became a priest, and adopted the Christian name Patrick. In 432 AD he returned to Ireland on a mission, converting the Irish to Christianity while helping to build schools and monasteries along Ireland's north and west coast.

A popular myth has Patrick driving the snakes out of Ireland; the truth is, there were never snakes on the island. This is probably a metaphor for Patrick's cleansing the island of Paganism. Another myth involves Patrick using the shamrock to teach the Holy Trinity. This legend *is* possible although Patrick never wrote about it in his autobiography *The Confession*.

**So why does the holiday fall on March 17<sup>th</sup>?** Supposedly, this day marks the day that Patrick died in 461 AD. Since then, Irish-Christians have marked the anniversary as a holy day. Beginning in the Middle Ages, Irish Catholics would close shop and attend services to honor the Feast of St. Patrick. And, then it was time to party. The holiday falls during Lent, the season before Easter when Catholics give up their vices as penance. The feast of St. Patrick was a one-day reprieve from Lent, a day when Irishmen could down a pint or two of ale. This custom really took off.

The first St. Patrick's Day celebration in Colonial America occurred in Boston in 1737 with a parade organized by the Irish Society; New York City followed in 1762. Today New York's parade down 5<sup>th</sup> Avenue is America's most famous, largest, and rowdiest St Patrick's Day tradition.

During the 1840's, while Ireland was starving from the potato famine, millions of Irish were forced to leave the country. The mass migration sent the Irish to Canada, Australia, and America. Once the Irish settled in their new countries, they brought along many old customs and invented a few new ones. In the United States it became customary to



wear green on St. Patrick's Day. Near the end of the 19<sup>th</sup> century, the smell of corned beef was pouring from Irish-American neighborhoods. The traditional Irish meal had been boiled bacon and potatoes, but in The States, immigrants could find a cheap cut of beef, tenderize it with brine, and slow cook it with cabbage. This dish remains a delicious St. Patrick's Day tradition.

As the Irish in America gained influence in politics and culture, their exclusive holiday became a nationally recognized celebration. And it all began over 1500 years ago when a young boy was torn from his family. Little could he have known that his life would inspire parades, fashion, and the hoisting of a few pints to honor his special day!

So this St. Patrick's Day be sure to raise a pint to St. Patrick. And as always, make sure that you enjoy responsibly and have a safe ride home so that you can enjoy it again next year.

**Sláinte!**

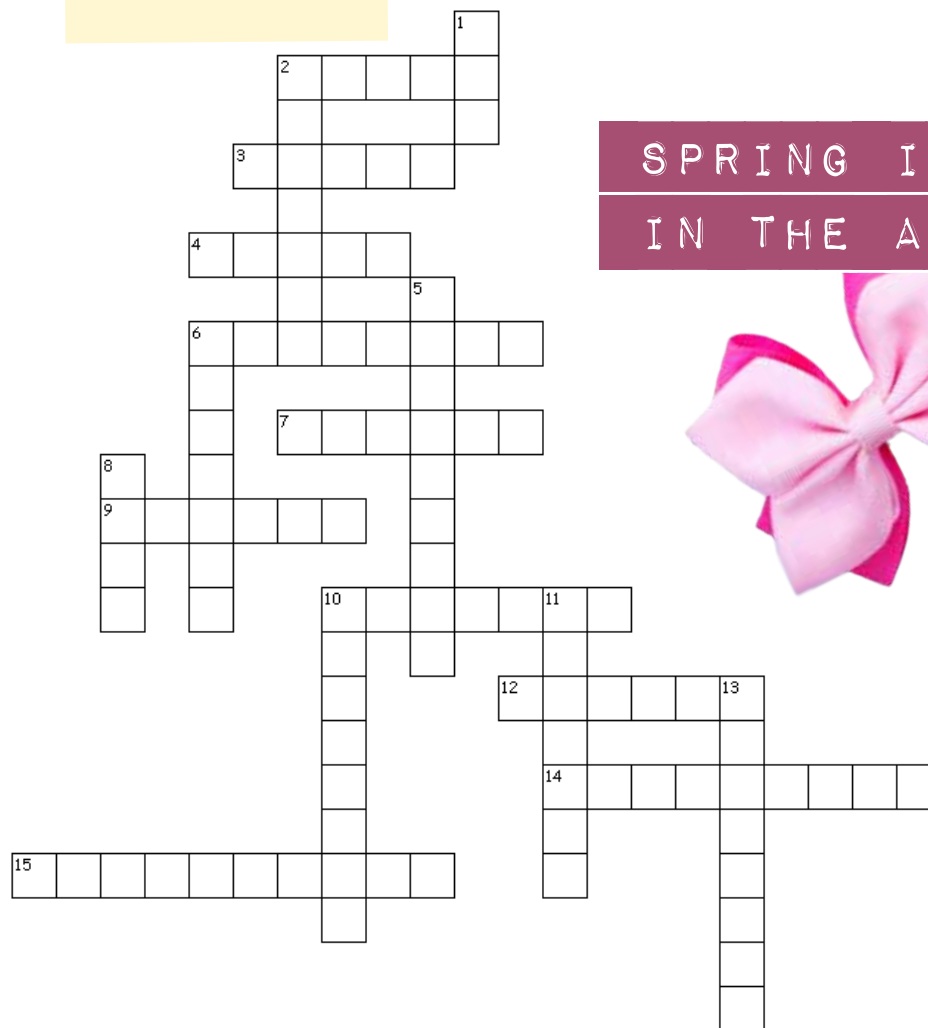


## ACROSS

2. APRIL DUMMY DAY
3. BATMAN'S BIRD
4. MARCH HOLIDAY COLOR
6. AMERICAN PASTIME
7. \_\_\_\_\_ OF EDEN
9. SUNDAY HOLIDAY
10. APRIL \_\_\_\_\_ BRING MAY FLOWERS
12. \_\_\_\_\_ BASKET
14. FORMER CATERPILLAR
15. MARCH 17 DAY

## DOWN

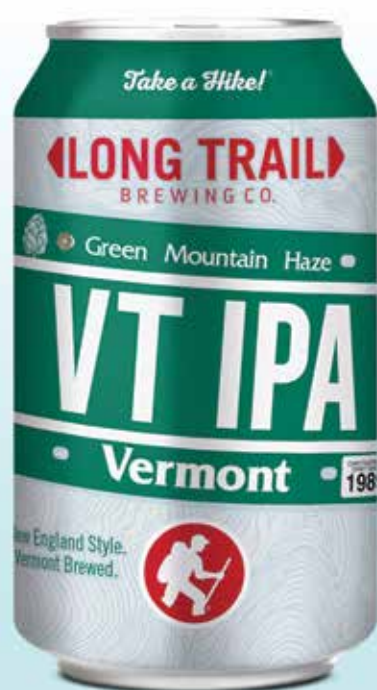
1. \_\_\_ WEDNESDAY
2. SMELL PRETTY
5. NUISANCE FLOWER
6. FLOWERS SPRING TO LIFE
8. 4/7 NATIONAL \_\_\_\_\_ DAY
10. GREEN SHAKE
11. MULTICOLORED ARC
13. ANNUAL SPRING DECLUTTER



SPRING IS  
IN THE AIR



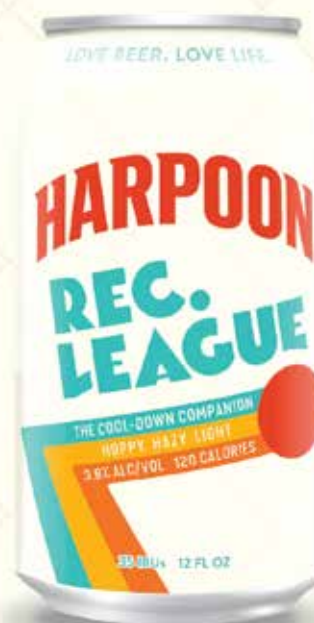
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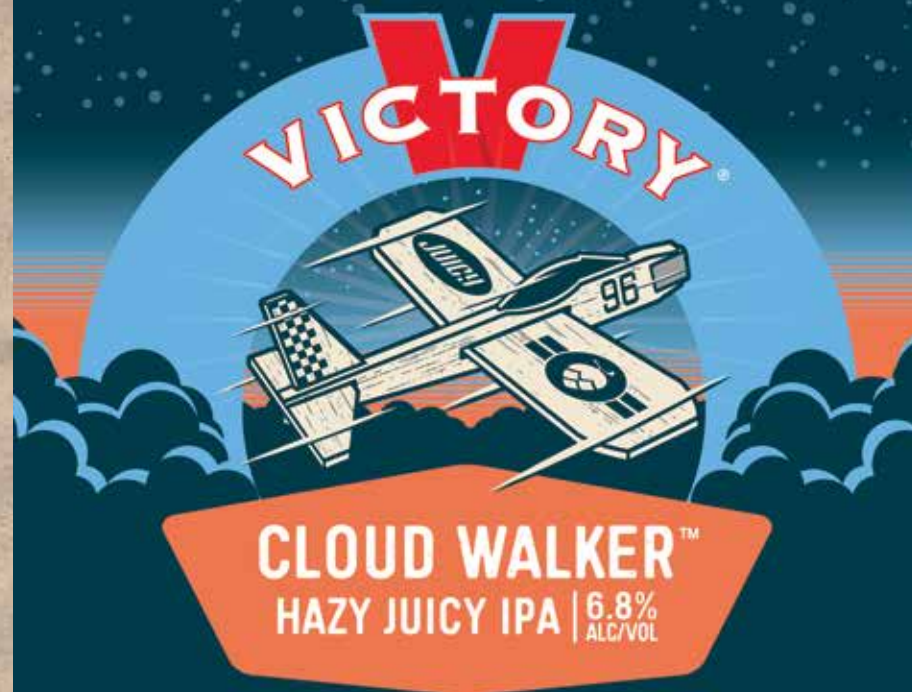
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# Craft Beer News & Notes continued-March April 2019 Issue

## LOCAL NEWS CONTINUED

### GREAT FLATS BREWING IS READY TO PARTY - SCHENECTADY, NY



Great Flats Brewing will celebrate their second anniversary with a party at the brewery on Saturday, March 23rd from 12 pm to 10 pm. The event will feature an exciting beer line up, including some surprise beer releases. Additionally, the Burger 21 food truck will be serving food from 4 pm to 8 pm and the North & South Dakotas band will perform live music starting at 7 pm. Great Flats Brewing had a successful second year, winning three medals (including 1 gold medal) at the 2018 New York State Craft Beer Competition, which included over six hundred New York State produced beers. Great Flats Brewing hopes for another strong showing at this year's competition, which is organized by the New York State Brewers Association. The awards ceremony will take place at the Desmond Hotel in Albany on March 8th. Since opening its doors two years ago with three beers on tap, Great Flats Brewing has expanded its beer offerings to over ten unique beers and a rotating menu of New York's finest farm wine and cider. Great Flats Brewing is located in the heart of downtown Schenectady, on Lafayette Street. Hours of operation are Wednesday through Friday 4 to 10 pm, Saturday noon to 10 pm, and Sunday noon to 6 pm.

## REGIONAL NEWS CONTINUED

derFinger. Gunn Hill will release their bottled 2019 Barrel Aged Void of Light as well as Anniversary Triple IPAs. The party will also feature Hazy Hitter and Ft Ticonderoga Barley Wine (aged on Cherries can release). "There will be special tapings all day long and plenty of food available", says founder Dave Lopez. "In other news, we have several upcoming beer releases. In March, we'll put out GetAway Fruit Smoothie IPA, Earth Intruders Imperial Pastry Stout, Vanity Plate DDH IPA, and Mosaic Soft Serve. We will also be releasing a collaboration with the NYC chapter of the Pink Boots Society in late March. In April we'll launch Spreadsheet Mafia Helles Lager and a new collaboration with Big Alice Brewing Company. That brew will be a New England Style Pale ale with New Zealand Hops, and a witbier with citrus." Check out Gun Hill's social media to stay on top of updates.

### FIDDLEHEAD BREWING OPENS TASTING ROOM - SHELburne, VT



Fiddlehead Brewing Company wanted us to let you know that they have debuted their new tasting room. Having opened on Saturday February 16th, you can now, for the first time in their 7+ years of existence, sit down and enjoy fresh, unfiltered beer from 12 tap lines in their new tasting room. All beers are priced at a reasonable \$4! The tasting room also allows you to order pizza from neighboring symbiotic restaurant, Folino's from an iPad and your pizza will be delivered to your table. The tasting room is located at the brewery which is at 6305 Shelburne Rd in Shelburne, Vermont. According to their website: "In addition to growlers, we also have canned beers available for purchase. We carry

a huge selection of Fiddlehead glassware, clothing, hats, and more for you or the beer lover in your life. Our Tasting Room is dog friendly, so long as your dog is friendly as well! We offer clean 32oz Growlette and 64oz Growler bottles for a returnable \$3 deposit. You can return your growlers or growlettes to us at any time for your deposit so long as they are in good condition. You are welcome to bring your own 32oz or 64oz growler, however it must be clean and have the Surgeon General's Alcohol Warning present. Brown or dark colored glass is preferred. We will fill 750ml flip top bottles, but you will be charged the 32oz fill price." Looks like a road trip is in order!

## NATIONAL NEWS CONTINUED

and flavors that follow making it something we feel is truly special to behold." At 6% ABV, Dragon's Milk White brings a much lighter—but no less full-flavored—drinking experience to the table. It promises to appeal to traditional stout drinkers as well as those who simply are looking for a well-crafted, full-flavored and accessible drinking experience. Available in cans, Dragon's Milk White can be enjoyed in more places and on more occasions, giving fans even more opportunity to "share a legend." "Dragon's Milk White is made in the same proud tradition of its namesake yet stands on its own for celebrations for all life's savored moments," said Brett VanderKamp, founder and owner of New Holland Brewing Company. "It is a true testament to the brewing team at New Holland, who, after 20 years, continue to push the boundaries of what a barrel-aged stout can be." Dragon's Milk White will be officially released in New Holland's pubs in Grand Rapids and Holland on Feb. 8, and a nationwide release will follow.

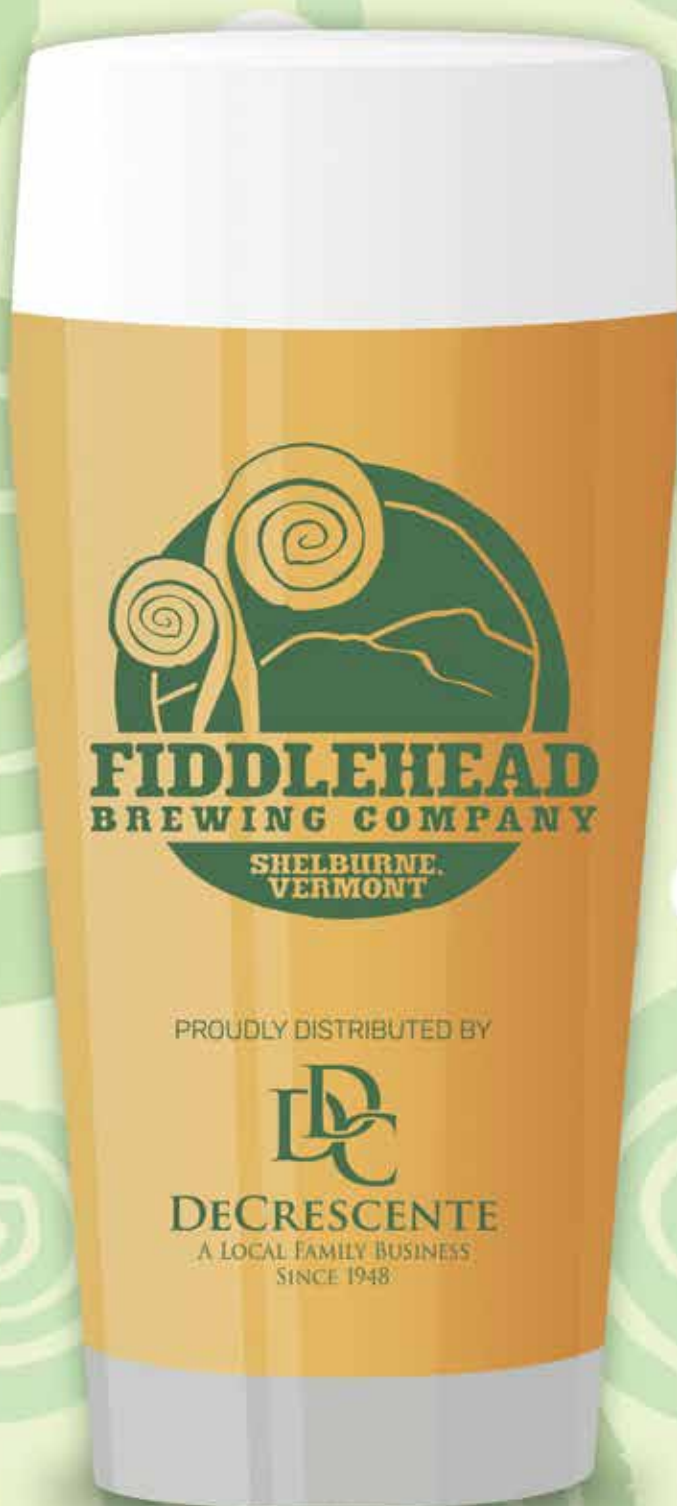
### DOGFISH HEAD BREWERY AND BROUWERIJ RODENBACH TO BREW COLLABORATION BEER - WEST FLANDERS, BELGIUM AND MILTON, DE, BROUWERIJ, BELGIUM-



Rodenbach of Belgium, arguably the most awarded brewery globally, the leading brewer of oak-aged mixed-fermentation ale dating back to 1821 and an inspirational source for sour beer producers around the world, has announced an intent to brew a collaboration beer with Dogfish Head Craft Brewery, the iconic U.S. craft brewery and producer of the fastest growing beer in the fastest growing craft beer style in America, SeaQuench Ale a session sour. This news marks the first time Rodenbach has agreed to a collaboration brew in its nearly 200-year history, and a monumental step forward in bringing a unique sour beer to consumers who are seeking a refreshing alternative to what is currently available on the market today. Known and loved throughout Belgium for its deliciously refreshing qualities and an exceptional choice for pairing with a variety of foods, sour beer has become one of the fastest-growing segments in beer and is responsible for introducing new generations of consumers into the beer industry. "This is an historic moment for our brewery," said Rudi Ghequire, Master Brewer of Rodenbach Brewery. "Not only is the time right for this partnership as sour beer has become more popular than ever before (thanks in large part to Dogfish Head's SeaQuench Ale), but we found an incredible partner and kindred spirit in Sam Calagione and the Dogfish Head brewing team. Though

centuries and an ocean apart, our breweries share many similar values and principles. From our independent and family-owned brewery to the spirit of collaboration among the people at our respective organizations, our shared appreciation and respect for quality ingredients, and how the coast influences both of our beers. We couldn't have found a more perfect partner in our first collaboration voyage, and we're excited for the journey ahead." "I have been a huge fan of Rodenbach beers since the early 2000's when legendary beer writer, Michael Jackson, turned me on to them at the Brickseller in DC. Rodenbach are the global pioneers in sour and wild beers production. Dogfish Head is proud to have the number one selling sour beer in America. So, we have a lot to learn and explore together — and getting to know Rudi, David and the Rodenbach team has been rewarding and fun. I am confident we are going to make a beautiful, unique beer together," said Sam Calagione. Traditional Meets Modern - The idea of a partnership first came about following a panel discussion of leading sour beer experts at the Craft Brewer's Conference in Nashville, Tennessee in March 2018. Rudi Ghequire was joined by several sour beer brewmasters including Bill Marchi, head of Wooden... It Be Nice!, Dogfish Head's wild beer and barrel aged program, to discuss the nuances of traditional sour beers and the modern expressions showcased by Dogfish Head and others. "We've always had a deep appreciation for Dogfish Head and the beers they craft, and what they've been able to do with SeaQuench Ale is nothing short of spectacular," said David van Wees, President of Swinkels Family Brewers Imports, the North American importer for Rodenbach. "The conversations continued from there, and as we got to know one another we realized how similar our passions were about sour beer and its potential in the marketplace. We noticed striking similarities between our breweries — family-owned, independent and a deep expertise in brewing which got us talking and thinking that now is the right time for Rodenbach to take this step, and Dogfish Head was the perfect partner for us." Before the end of 2018, Rudi Ghequire and Kristof Ampe, Chief Marketing Officer of Rodenbach, visited the Dogfish Head facilities in Milton, Delaware to explore further and solidify plans. Impressed by Dogfish Head's expertise, commitment to quality, abundant creativity and an infectious passion for beer that exudes throughout their entire organization, it did not take long to finalize a plan for bringing a new beer to market. "We spoke a lot about how Rodenbach's traditional methods of brewing and blending, dating back centuries would heavily influence the direction of the beer, and that began the foundation for our collaborative brainstorming," added Van Wees. "It was amazing to watch these two icons work so closely together and see the magic happen as wheels started spinning about what a final product could look like." "We intend to take our time and get it right for a beer of this magnitude, and in order do that we have to go to where it all began — to Roeselare, Belgium," added Calagione. "The brainstorming will continue overseas, as Rudi and I explore the region together, explore the area's culinary influence and experience the legendary brewery and cooperage which undoubtedly will serve as a huge inspiration behind the beer we create." While still in its early stages, the beer is planned to be brewed and blended in the United States in 2019 and available for an early 2020 launch for American consumers to enjoy. Following this, the duo will explore a release of the beer in Belgium, where Rodenbach is widely sold.

# FIDDLEHEAD IPA



FIDDLEHEAD IPA IS BREWED WITH A BALANCED MALT BASE AND GENEROUSLY DRY-HOPPED WITH THREE DISTINCT VARIETALS OF AMERICAN HOPS WHICH PRODUCES A BRIGHT CITRUS AND PINE AROMA WITH A DRY REFRESHING FINISH.

**6.2% ABV / 53 IBU**

**WELL-BALANCED IPA  
AT A GREAT PRICE**

**GUARANTEED FRESH**

**PERFECT CONSISTENCY**

**EXCLUSIVELY ON DRAFT**