

MAY JUNE 2020

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A Craft Beer Lifestyle Magazine



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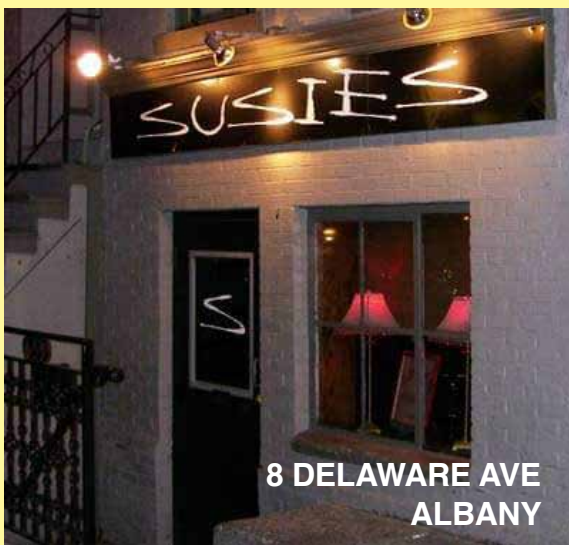
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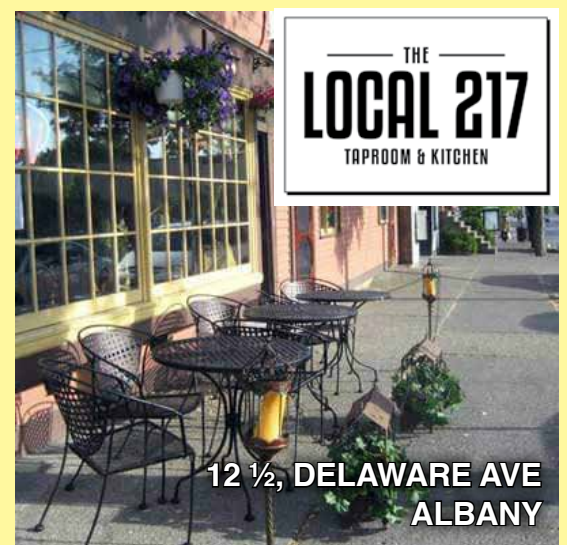
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# BEER OF THE MONTH MAY BELGIAN SAISON

By Don Weiseberg

The Saison beer originated in Wallonia, which is a French speaking region in Southern Belgium. The word saison is French for “season” and pertained to its seasonal summer consumption by “les saisonniers”, seasonal workers, usually on farms. The Saison is a Farmhouse Ale and was crucial for quenching the thirsts of farm workers during the hot summer months. Potable water was often unavailable in these rural areas, so the Saison filled this niche nicely. They were often brewed at lower alcohol levels (3-3 1/2%) in order to quench thirsts without getting workers drunk. The beer was brewed in fall and winter months before the discovery of refrigeration since fermenting in the warm summer months increased the risk of spoilage. Fermentation temperatures were around 62°F, due to being brewed in cooler months.

Each Wallonian farm had its recipe, but often contained a good amount of hops since hops prevent spoilage. A variety of spices were also used. Farmers often blended the new Saison with older ones or with Lambic fruit beers to add some acidity. Over time, many of the farms were converted into small breweries. Alcohol

levels rose since keeping the levels low to ensure workers remained productive was no longer an issue.

Current Saisons range between 5 and 8 % alcohol. New ingredients and spices are also used, like orange zest, coriander, ginger, and beet juice. Saisons became regional specialties instead of regional necessities.

Considered to be the quintessential example of the Belgian Saison is Saison Dupont, brewed by Brasserie Dupont. Saison Dupont was named “Best Beer in the World” by the magazine Men’s Journal in 2005. Another example is Ommegang’s Hennepin. The French counterpart of the Saison is the Biere de Garde, which is a more robust, maltier brew.

Modern Saisons are fermented at warmer temperatures and are brewed any time of the year. They are quite complex and usually unfiltered and bottle conditioned, so a layer of yeast on the bottom of the bottle is characteristic. They are often dry hopped, which involves adding more hops into a secondary stage of fermentation. Styrian Golding, Kent Golding, and Saaz hops are commonly

used in the recipes. Belgian Saisons are dry and crisp, cloudy, sometimes tart, and citrusy, and have a tangy flavor from the yeast strains used. They can range in color from light yellow all the way to a deep, dark honey color. The aroma is usually slightly phenolic (banana/bubble gum) like Belgian Tripels or German Hefeweizens and slightly sour. The body is light to medium and may even seem Champagne like.

The Saison is a great, thirst quenching beer that is wonderfully refreshing in the summer but is certainly enjoyed year-round.



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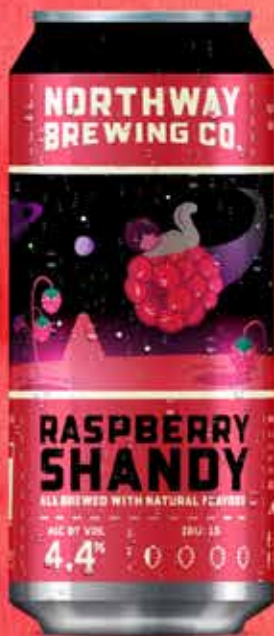
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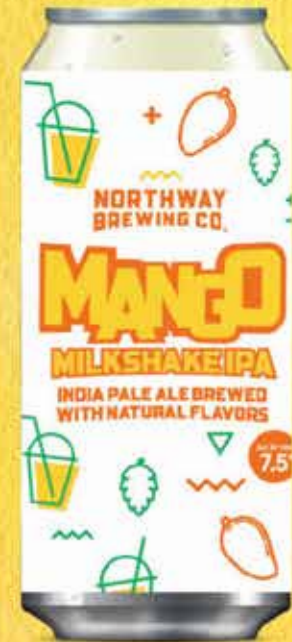
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# BEER OF THE MONTH JUNE

## GUEUZE

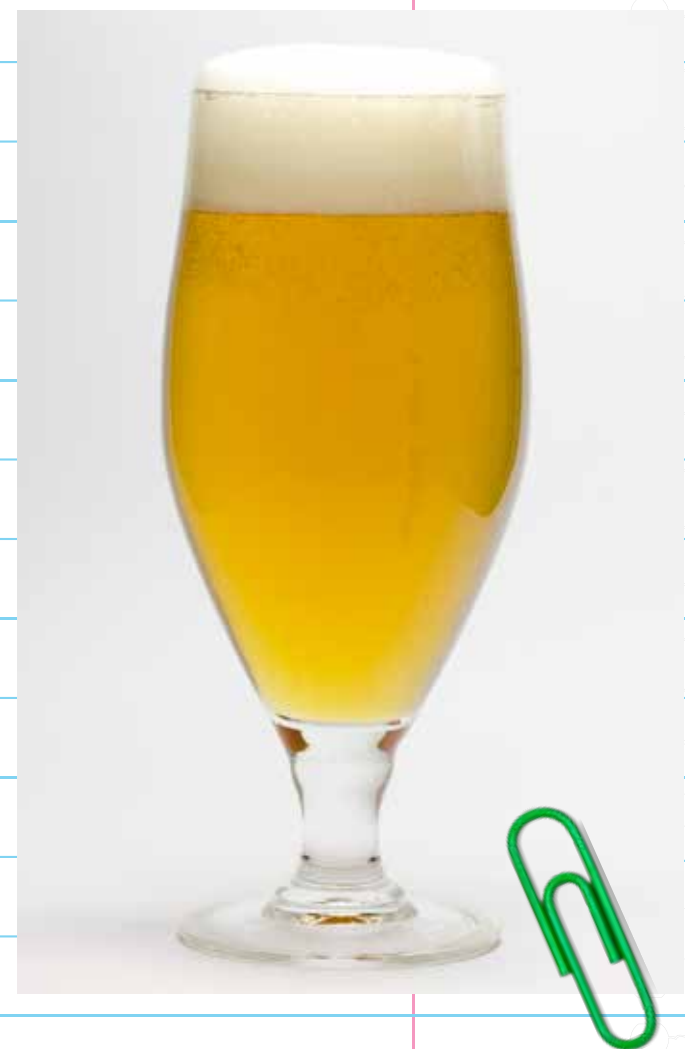
By, Dom Weisberg

Gueuze is a Belgian style of beer in the Lambic family, which are beers that are fermented through exposure to wild yeasts and bacteria as opposed to using carefully cultivated strains of brewer's yeast. This process gives beer a distinctive dry, almost wine or cider like characteristic that often has a tart or sour aftertaste. Lambics are often aged for years and can be served either young or aged. Gueuze is made by blending uncarbonated young Lambic (up to 1 year old) and aged (at least 2 to 3 years old) Lambic. The beer is then bottled, and a secondary fermentation occurs in the bottle, which creates carbonation for it. Gueuze often has higher levels of carbonation due to this secondary process and is commonly bottled in champagne bottles, which are thicker and can handle higher carbonation. Since it is made from Lambic beer, gueuze has a unique flavor unlike traditional ales or lagers. Lambics usually have little or no hop flavor or aroma, often just the bittering hop is added in the brewing process, but often, aged hops are used for the bittering addition to minimize the bitterness. Since hops have a natural antimicrobial property to them, this benefit is still desirable in limbic to decrease the likelihood of contamination. The unique

flavors found in these types of beers are sometimes described as musty, acidic, sour, cidery, funky and "barnyard-like" or tasting like "horse blanket". Gueuze is very dry beer and sometimes called the champagne of Belgium. Traditionally, Gueuze, and the Lambics from which it is made, have been produced in the area known as Pajottenland and in Brussels.

Commercial gueuze examples include Cantillon Gueuze, Lindeman's Gueuze, Drie Fonteinen Oude Gueuze and Druther's The Dare Gose

Ingredients for Gueuze are often 30 to 40% unmalted wheat and pilsner malt. Commercial versions use spontaneously fermentation with naturally occurring yeast and bacteria. These microbes have been resident in breweries' barrels for many years, so the microbes that will take hold are consistent in producing the same or similar beer time after time. Homebrew and craft brewed versions use commercially available yeast such as *Saccharomyces*, *Brettanomyces*, *Pediococcus* and *Lactobacillus* (some of these are microbes that impart the funky sour or tart character found in Lambics) in an attempt to recreate the effects of the dominant microbes of Brussels and the surrounding countryside of the Senne River valley.



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# SPICY SHRIMP WITH BUTTER BEER SAUCE

BY KAREN LOGAN

Serves 6-8 Ready in: 30 minutes

1 large pot

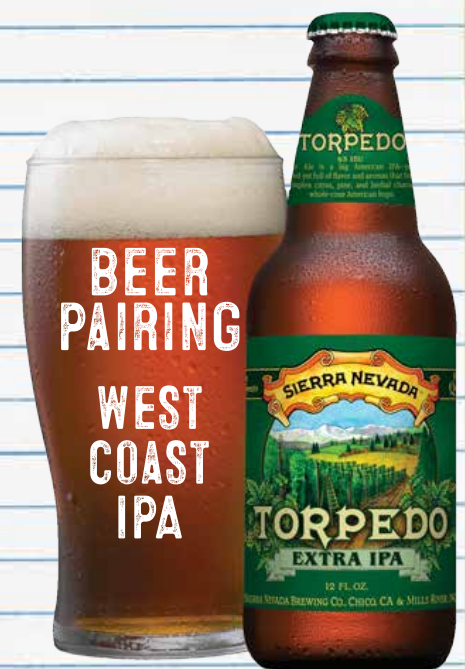
## INGREDIENTS:

- 2 lbs. shrimp
- 4 tbsp butter
- 1 clove garlic, minced
- 1 tsp. oregano
- 1 tsp. onion powder
- ½ tsp cayenne pepper or red paper flakes
- 1 tbsp Old Bay seasoning (optional)
- 1 tsp. pepper
- ½ pale ale or lager

## DIRECTIONS:

Melt butter in pot on medium-low heat. Add garlic and seasonings and cook garlic for 1-2 minutes. Pour in beer. Simmer for a few minutes. Add shrimp and cook until shrimp turn pink. Remove pot from heat and let sit for a few minutes before serving. Serve over rice or alone as an appetizer.

**Variation:** adjust and add seasoning to your preferences. Sear shrimp in seasoning first then add into beer butter sauce.





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# SPIGY BEER MARINADE

## FOR GRILLED CHICKEN

BY KAREN LOGAN

Serves 6-8

12 hour marinade-15 minutes prep time

### INGREDIENTS:

- 2 lbs. boneless skinless chicken breast
- ¼ c. olive oil
- 1 tbsp. cumin
- ¼ tsp. cayenne pepper
- ½ jalapeno roughly chopped
- 1 tsp. onion powder
- 2 clove garlic, minced
- 1 tsp. oregano
- ½ Mexican style lager (or any light beer)
- 1 tsp. salt & pepper
- ½ lime juice
- 1 tsp. paprika (smoked or regular)

### DIRECTIONS:

Mix all ingredients, except chicken in a bowl or pastic storage bag. Adjust spices to preference. Add chicken. Refrigerate for 12 – 24 hours before grilling.

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# THE COVID-19 EFFECT ON THE LOCAL CRAFT BEER SCENE

By Erik Budrakey and Collen Onuffer

Throughout 2019, a new brewery opened up in New York State at a rate of approximately one every ten days. The Capital Region alone saw more than a half dozen open last year, bringing our breweries in the region to around 40ish. It had been a glorious 10-15 years in the craft beer world. And then, Covid19 decided to rear its ugly head, and seemingly, the world changed overnight.

In Mid-March, the Governor's order required craft breweries (along with restaurants, bars and taverns) to cease on-premise sales of alcohol beverages and food. With this announcement, New York's craft breweries felt an immediate impact. In this issue of True Brew Magazine, we look to explore how the pandemic has affected all four tiers of craft beer: Breweries, Distributors, Retailers, and Consumers. Let's take a look.

## BREWERIES ADAPTING ON THE FLY

"It's been a huge hit for our business," said Sam Pagano, brewer at **CH Evans Brewing**, noting their dependence on hosting private events

at the **Albany Pump Station**. "We've had to lay off a little over 95% of our staff. We're working with a real skeleton crew."

"Not being able to operate our taproom normally has been a huge detriment to us," said Joshua Whelan, director of marketing and business development for **Ninepin Cider**. "Where we've lost business, we're making up for some of it in other ways," explained Whelan. "We've turned into an e-commerce company with our online sales. It's a totally new strategy in selling and marketing for us."

Thanks to negotiations between the New York State Brewers Association (NYSBA) and the New York State Liquor Authority, breweries were granted the ability to sell beer via takeout, curbside pickup, shipping and home delivery. Selling in this capacity has helped breweries stay afloat during the challenging times.

Erika Anderson, co-owner of **Unified Brewing** said, "We've completely changed our business model from a taproom with some beer-to-go, to 100% contactless-beer sales via online ordering, pick-up and delivery. We're taking things day by day and we are trying to be as



Erika Anderson, co-founder Unified Brewing

nimble as possible as the market is literally changing every day,” said Anderson. “While we do have reopening on our minds, we’re not investing a lot of time in how to do that yet as we want to ensure we’re following Governor Cuomo’s guidelines.”

“Over the past five weeks, we’ve been spending a lot of time finetuning the backend to make this a seamless, safe process for our employees and customers,” said Christian Weber, co-founder of **Common Roots Brewing Company**. “We now have a pretty robust delivery system which is a new revenue stream for us.”



Common Roots is currently operating out of a temporary taproom after the South Glens Falls-based brewery burned down in March 2019. “Surviving a fire and a pandemic are very different,” he noted. “Thankfully, no one was hurt in the fire. During this pandemic, safety is our biggest concern. We’re doing our best to remain open but must also protect customers and staff. That’s the scariest part of this.”

## NOW MORE THAN EVER, BREWERIES RELY HEAVILY ON THE SUPPORT OF THEIR LOCAL COMMUNITIES.

Familiar with community support, Weber said, “We have such a wonderful community - not only here in the Greater Capital Region, but also in the beer industry. We were so humbled and thankful for the amount of support we received after our fire. We knew we wanted to pay it forward.”

The brewery plans to publicly announce their Common Roots Foundation this summer to further support area businesses, families and individuals. In the meantime, they participated in the worldwide All Together collab and joined five other area breweries to form Brewnited. All profits from the group’s Negative Input beer are distributed to local tipped workers who are currently out of work.

Whelan echoed Weber’s sentiment, “It’s good to give back. Some people have really been affected by all of this – they’ve lost jobs, lost loved ones. The fact that we could make the world a little happier by donating cider is a huge deal.” Ninepin Cider has donated cases to Feed Albany, a local charity providing food to families affected by COVID-19.

“It makes me want to cry thinking about how supportive everyone’s been,” said Whelan. “When this all started, we thought we would last only two weeks given the circumstances. But here we are, still going strong.”

Pagano agrees, “We appreciate everyone’s support. Not only when they order from us but when they share it on social media. And I can

tell when our customers do, because after I deliver beer to one customer, I start seeing more orders coming from their neighbors.”

## IN TERMS OF WHAT COMES NEXT, THE FUTURE IS UNKNOWN.

2020 has been financially devastating for many breweries who have had to reduce business, lay off staff members or close completely.

“It sounds pessimistic but we’re not thinking too far ahead,” stated Pagano. “We have a big building and in order to maintain utilities and staff, you need to do a decent amount of volume. Even if we’re able to open in the next few months, we’ll likely have limited capacity. It may be even more difficult to stay afloat.” He added, “The future is grim.”

With construction deemed essential at Common Roots’ new facility, the brewery is on track to open in June 2020. “There’s a scenario that’s very real, where our facility is finished and we’re not comfortable opening to the public,” explained Weber. Looking on the positive side, he said, “A fire and now a pandemic. If we get through all of this, we’ll be one hell of a company.”

One thing that has been felt across the board for these breweries is gratitude.

“The biggest thing we want people to know is how much we appreciate their support,” stated Whelan. “It has been so great that people have come out to buy cider, buy gift cards, help us



On behalf of the DeCrescente family, we'd like to thank all of the front-liners in our industry, the healthcare field, law enforcement and beyond. Your dedication and sacrifice in the battle against COVID-19 is heroic and we are grateful for your continued efforts to keep our community safe.

We look forward to the day when we will raise our glasses and cheers with our friends and families again!

— Cheers —



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out, keep the cash flow coming. We want to thank our *fans*. They're awesome."

"We are extremely grateful to be an essential business and are thankful for everything Governor Cuomo and the NYSBA is doing to keep people safe and informed," said Anderson. "We are also extraordinarily thankful for our customers, as without them, we might not survive. We encourage everyone to safely support small businesses either via take out/delivery, or by donating if businesses can't be open. Small business is the lifeblood of our communities and we need them."

## DISTRIBUTORS ADJUST

As the breweries have had to adapt and adjust the way they do business, so have the local beer distributors. Distributors serve as the logistics and delivery vessel that allows for your favorite beer to find its way into bars and restaurants as well as grocery stores, convenient stores, beverage centers, and pretty much anywhere that you buy beer. And, regardless if you are a local distributor with major national brands and regional and local brands, such as **DeCrescente Distributing** and **Saratoga Eagle**, or a small



Saratoga Eagle Distributing and Common Roots



regional distributor such as **Remarkable Liquids**, all have had to adjust.

"The first thing that we did was take extra measures that our employees were safe and taken care of," says Russ Teplitzki, General Manager of DeCrescente Distributing Company (DDC), "at the same time, we did our best to clean up the local market at store level. Many of our on-premise sales reps and management team have now shifted to helping maintain the off-premise merchandising, while continuing to service the bars and restaurants that have been able to stay open."

Distributors across the state adjusted quickly as their drivers and on-premise sales team went about removing all back-stock full kegs from the bars, taverns, and restaurants. "I'll tell you what," explains an on-premise sales rep that asked to remain anonymous, "dropping a 160-pound keg down into a bar cellar and getting it into their cooler, is a heck of a lot easier getting them out! It was a ton of work, but our team rallied and got it done." He goes on to discuss that staying safe while taking care of, and working with, retailers

during this trying time has been the priority. While the on-premise flow of beer at your favorite tavern has all but stopped, the off-premise has become much busier. "The distributors are the ones that keep the grocery and convenient stores shelves fully stocked," says Scott Ferris, Craft Beer Manager for Saratoga Eagle. "Keeping them stocked has become an around the clock job. The grocery and C-stores are busy. Our on-premise sales team, as well as the overall management team, have shifted our efforts and we are all spending time working merchandising at store level."

## RETAILERS SCRAMBLE

While grocery stores have had to adjust to the increased purchasing of beer in their locations, the burden of execution at store level really falls on the distributors that place the orders and merchandise the shelves. That's not so for the Beverage Centers, which have also seen a slight to moderate increase in their business. "Overall, we are doing pretty good," says Jack Minogue, owner of **Minogue's beverage centers** (4) in Saratoga County. "When everyone first got sent home, we were busy and there was quite a bit of buy-in. Customers did a bit of pantry loading. But, as everyone has settled in, things have become a bit more regular, but busy."

Still, increasing inventory and adding sanitization measures have been quite an adjustment for this segment of retail. "Our stores are very clean, and we take extra precautions to assure that our customers and staff are safe. Lots and lots of sanitizing and hand washing."

While the off-premise segment of purchasing beer is flowing and growing, the on-premise is in trouble. Our favorite taprooms, better-beer-bars, taverns, and pubs essentially have had to close their doors and/or immediately adapt to a new normal of being a pick-up and delivery business. Most have had to layoff or furlough much of their staff. Their

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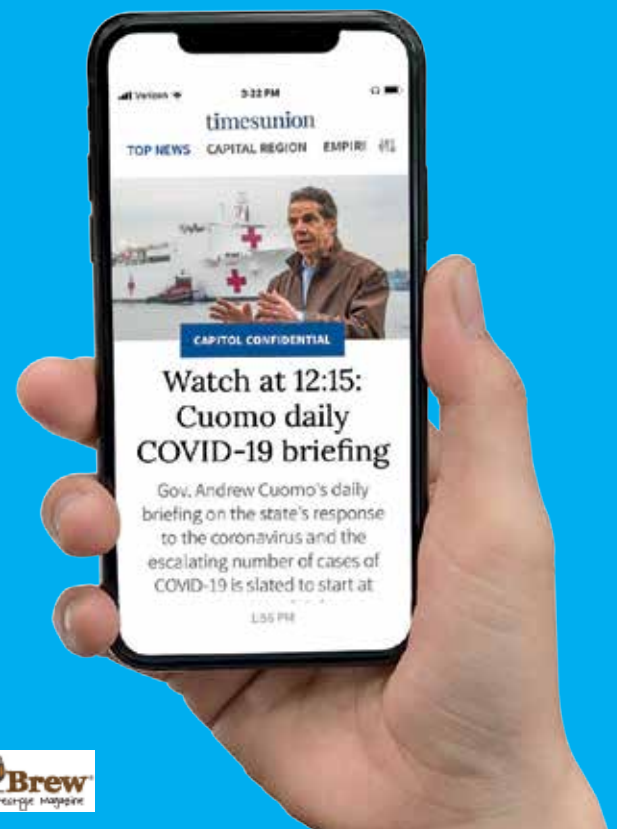
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regular customers can no longer go in, enjoy themselves, and support the business by spending their hard-earned money there.

“We had no choice but to adapt quickly,” says Bridget McGinely Huska, co-Founder of **Lost & Found pub in Albany**. “We put together a strategy to try to keep engaged with our customers while also taking care of our talented Chef, Ian. Each of us (four owners) are all stepping up and essentially, not taking any money right now so that we can keep the place going and take care of Ian.

Other restaurant groups, such as the **Rusty Nail/Bentley, and the Mill**, have closed their doors completely. “Each restaurant is currently closed, and we won’t consider reopening until the guidelines from the state are all being met and we feel that it is safe for our staff and our customers,” Says Melanie Beale, Marketing Manager for the group. “That day can’t come fast enough right now. We are hoping for the best and look forward to seeing our regulars soon.”

Meanwhile, other establishments are using this time to focus on projects that they’ve wanted to accomplish. “I’ve been wanting to tear up the bar floor and

replace it for some time now,” explains Brian Gilchrist, owner of **The Ale House in Troy**. “We’ve gotten into a rhythm with our take-out food and growler fills. This allows me to use this time to get the floor replaced, so we’ll be looking good when we open. We can’t wait for that day and look forward to things getting back to normal.”

## CONSUMERS ADAPT

Frankly, we, the consumer, have been the least affected by the pandemic, when it comes to our consumption and our ability to support local breweries. We can still go to the grocery store, beverage center, or local brewery to get our favorite brews. We can still pick up food to-go at our favorite watering hole and bring home a growler of fresh beer. We can still enjoy supporting the efforts of our emerging craft beer scene.

The difference is, we really can’t do it TOGETHER right now. Paused are the days with meeting with our beer nerd friends in the taproom and enjoying a flight. Delayed are the days of checking out a band at the brewery while grabbing a bite from the food truck. On-hold are the days of going to a



The pick-up window at the Ale House in Troy.

Brewfest, partying with your friends and sampling an array of new and exciting beers. Heck, right now, we can’t even have a deck party or a fire pit circle with our best friends.

But, let’s not hang our heads, and let’s not think that this will last forever. This too shall pass. And until it does, we can all do our part. We can all go to a local brewery and pick up some beer for the week. We can all go to our favorite better-beer-bar to pick up some food to go, a growler, and give them a 50% tip. We can all go the grocery store or beverage center and, instead of reaching for the national powerhouse craft beer, reach for something local.

Most important, we can thank our brewers, distributors, bar owners and staff for keeping the beer flowing. And we can realize that it’s up to US to keep these local breweries afloat and relevant during this trying time. We can still raise a glass and say, ‘Cheers to Life’. And we can all be proud to live in a time where so many delicious local beers are at our fingertips.

Cheers!



# THE SELF ISOLATION "PUB CRAWL"—HAPPY HOUR

Sure, this whole lockdown and shelter-in-place order has limited our ability to go out for a good, old fashioned pub crawl, but it's also forced us to try new things, get creative, and connect in new ways. So, since we're at home, we propose a Self Isolation "Pub Crawl" "Happy Hour"!

For this little exercise, you are going to need a variety of cans of a local micro-brew (at least 6 beers), 1 bottle of Irish Whiskey (or your favorite shot), a bucket or large mixing

bowl, ice, pint glass, shot glass, tunes, and some snacks.

Before you begin, you will need to prepare! Set the alarm on your phone to go off at **5:00PM, 5:10, 5:25, 5:35 and 5:50**. Prior to starting, set four beer cans in the bucket, top it off with ice. Pour 3 shots. Leave two in the kitchen and put one in the bedroom. Prepare some snacks. Nothing crazy. Maybe just some chips and dip, or pretzels and popcorn.

At about 4:55pm, order dinner for delivery. I like the idea of a pizza and wings, but Chinese, Indian, Italian...whatever YOU like after a good pub crawl.

It's great to have a partner, but if you're alone during the quarantine, consider a face time call with a drinking buddy. I did this last week with a friend and the hour flew by with lots of laughs.

Put on some music, I like Sirius Rock Bar. Then...Let's get this party started!

## 5:00pm Kitchen

10 minutes. Pour one beer and do one shot to get the party started. Enjoy some prepared snacks. Be sure to dance around. There's just something fun about dancing in the kitchen.



## 5:10pm Living Room

15 minutes. Sit back and relax for this drink. Maybe it's a mixed drink, maybe it's a DIPA in a tulip glass. Savor this drink and make it last, put your feet up. Whatever you do, **DO NOT** turn on the news!

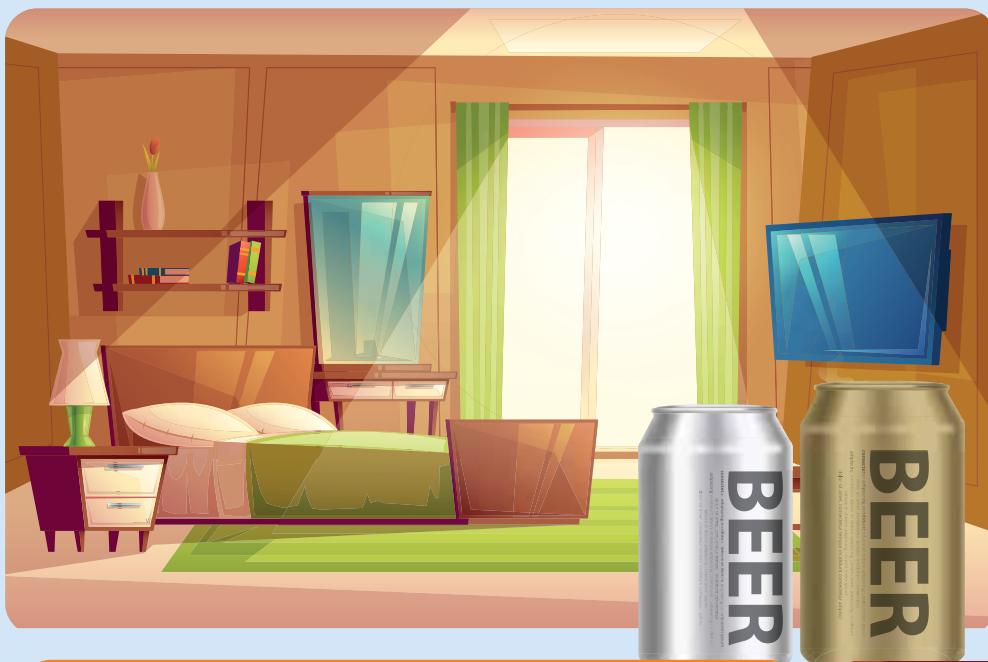
## 5:25pm Bathroom

time to empty the bladder, so that we can begin to refill it again. If you sit down during this step, be sure to go on Facebook and let everyone know what you're doing. If your live facetimeing with friends during this happy hour, be sure to be mindful of where you point the camera.



## 5:27pm Bedroom

Bedroom Beers! Just 5 minutes in here. Don't fall asleep. Stay standing for this beer, it's your 3<sup>rd</sup> one! Have a look out the window. Put on some cologne or perfume, hand lotion maybe. Feel cute. [Note, if you are in quarantine with a "friend", you may allow yourselves 7 minutes in the bedroom, instead of 5] Oh, yeah, on the way out the door, remember to do that shot that you put in there earlier!



## 5:35pm Bonus Room

Deck, Office, Laundry Room, Garage, with the door open, or just on your stoop. Find your favorite spot for 15 minutes. Get some fresh air with your next beverage. Perhaps a Saison. Even if it's chilly outside, the fresh air is good for the soul and especially important these days. Wave and hold your drink up to cheers your neighbors, if applicable.



## 5:50pm Back to the Kitchen

If you timed it out properly, your pizza and wings should be showing up any minute now. The beers from the bucket are gone, so pull a freshie out of the fridge. Crank up your tunes get ready for dinner! Throw back one more shot. (you know you can sleep in tomorrow!)

After you eat, sit back and marvel about how much money you just saved by not having to call an UBER. Cheers!

# 7 QUESTIONS WITH BREWMASTER SCOTT VELTMAN

By Erik Budrakey

These days, the local craft beer scene is as friendly and collaborative as it has ever been. The scene is packed with great beer, great personalities, and some very cool stories. One of those personalities is “Handsome Guy”, Scott Veltman, Brewmaster. After brewing stints at Brewery Ommegang and C.H. Evans Brewing, he has landed at Indian Ladder Farms Cidery & Brewery, where he and his beers continue to make a name for themselves. I sat down recently with Scott to share a beer, a cider and to ask him...

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

**SCOTT:** My first ever Homebrew was an American Brown Ale made with maple syrup, and I called it “Bobby Brown Ale”. That was back in 2008 right when I was getting into craft beer and preparing to do my schooling in Montreal for Fermentation Science. The beer wasn’t that bad (for a Homebrew).

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

**SCOTT:** That is a good question! If you got into my car right now; we’d have to listen to that beautiful 4.2L V8 engine (drool). Music wise, I’d say WEQX 102.7 would be on my radio but if I’m out of range I’d throw on some daily mix from Spotify®—probably would range from DEVO to Talking Heads to SLAYER to Bouncing Souls.

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

**SCOTT:** A brewery that I hold close to my heart is *Dogfish Head*. I’ve always loved their beers and what they stand for. Making “off centered ales for off centered people” and that’s the way I like to brew till this day. From using juniper branches instead of a false bottom in my mash tun to making oyster stout for our **Oysterfest**.

**4 TBM: Wife? Kids? Pets?**

**SCOTT:** I have a beautiful girlfriend—she goes by the name of “Megan”. People know her as the “Princess” but one of these days she will be the wife—baby steps. No kids (yet). I have a pitbull/lab named “Ninkasi”. She is the tutelary (guardian) goddess of beer—makes sense eh?

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

**SCOTT:** A beer that I always have in my fridge that is not mine is probably something from *Unified Beerworks, Duvel, Rothaus & 3 Fontainen*.

**6 TBM: Favorite sports teams?**

**SCOTT:** I only watch NASCAR & hockey. My favorite NASCAR driver is Darrell Wallace. My hockey team has been the Boston Bruins since I was 6 years old. Screw the Rangers!

**7 TBM: Which of the brews that you have created at ILFCB are you most proud of?**

**SCOTT:** One beer that I am very proud of at ILFCB is my “Local Legend” series. It is done in the traditional Belgian style by doing a turbid mash, 4-hour boil, spontaneous inoculation in the köelschip overnight then barrel fermentation from 6 months to 2 years. Blending them is a real sensory overload—I love it.

## BONUS QUESTION!

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

**SCOTT:** I would tell the beer people to try something that is new and different. Step out of your comfort zone to experience new flavors and styles. As for home brewers, “have fun”.



photo by Matthew Scher





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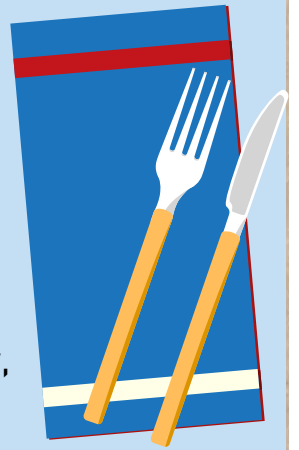
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## MEMORIAL DAY BBQ!

### BEER PAIRINGS

According to History.com, Memorial Day is an American Holiday that honors men and women who died while serving in the U.S. military. The holiday, observed annually on the last Monday of May, originated shortly after the Civil War as “Decoration Day”, a day when Americans decorated the graves of their loved ones that were killed at war. Now, while Memorial Day still holds its very important significance of honoring our fallen soldiers, the holiday also serves as the unofficial start of camping season, beach season, boat season, deck season, festival season, road-trip season, and most importantly, BBQ season! And while ALL of these important “seasons” pair perfectly with a variety of beers and various levels of responsible beer drinking, the BBQ itself deserves special attention as far as what beers you are loading into the cooler. Here are just some suggestions on the opposite page to get you thinking drinking.



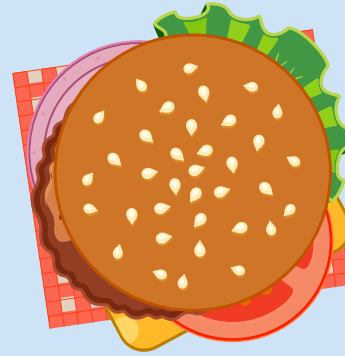
Recommendations by:  
Erik Budrakey, Certified Cicerone





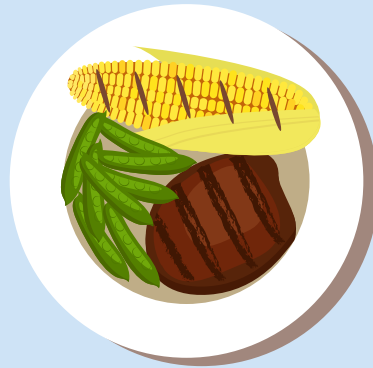


**GRILLED CHICKEN:** Go with a Pale Ale here. The slight malt backbone of the pale ale will dance nicely with the roasty flavors of the chicken while the piney and citrus hop notes serve as additional aroma and spice. Pale Ales are a great summer-time craft offering if you want to get away from the traditional American Adjunct Lagers as they are usually about the same abv and, to me anyway, are not overly filling. Recommendation: **Sierra Nevada Pale Ale** is the national leader for a reason. Locally, **Saranac Pale Ale** is best-selling.



**BURGERS:** Reach deep into the cooler and grab an American Amber Ale. The caramelly-sweet malt flavor of Amber Ales latch on nicely to the fatty, juicy flavors in your burger. Ambers are generally medium bodied, slightly sweet, and just go down reeeeeeallly nice after a day of hiking or when you're simply leaning under a shady tree and downing a burger. Recommendation: Don't shake your walking stick at **New Belgium's Fat Tire**. It's the national leader of Amber Ales for a reason.

**STEAK:** There are many directions that you can go with grilled beef but I'm going with an American Brown Ale. Don't let darker beer scare you at the BBQ. The roasty, toasty malt flavor of the brown ale will be the perfect complement to the roasty, charred flavors of your grilled steak. Plus, the sun will be going down soon and you'll be loving the warming nature of an American Brown. Recommendation: **Brooklyn Brown Ale** is a stud! Locally, grab a growler of **Druthers Fist of Karma**.

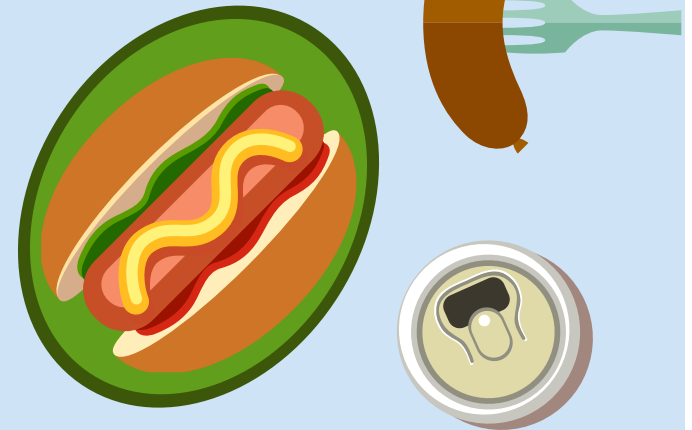


**PORK:** Could be grilled sausages, could be pulled-sliders, could be grilled pork tenderloin. Doesn't matter. Vienna Style Lager is your friend. These delicious lagers combine a soft, elegant malt complexity in the forefront with a firm, yet balanced hop bitterness in the finish. Vienna Lagers stand up to the various complex flavors that pork dishes may present. Generally, in the 5% ABV range, Vienna's are a smart, tasty beer to enjoy if you plan to keep partying after the food is served. Recommendation: If you haven't had a **Sam Adams Lager** in a while, it's time to revisit. It rules for a reason.



**OYSTERS:** You can quickly overwhelm the delicate and subtle nature of the oyster's flavors by serving a beer that is simply too intense. A Double-IPA, for example, would kick an oyster's ass and completely dominate the flavor. The classic pairing for oysters is Dry Irish Stout. And stop all of this nonsense about not drinking dark beers in the warm weather. These versatile dark ales, with their deep, roasted maltness and creamy finish seem to possess a near legendary ability to heighten the smooth yet briny, salt sprayed flavors that oysters possess. On the deck, under the patio umbrella. You know what I mean. Recommendation: **Guinness** is a no-brainer but seriously, when is the last time you reached for a **Murphy's**? Locally, just go with the **Guinness** or **Murphy's**. They both come in a can!

**Note:** Scared of the dark? Go with a Saison or Gueze!



**GRILLED SHRIMP:** Think of lighter yet complex beers when you consider food items, such as shrimp, that have milder flavor profiles. With shrimp, consider pairing it with a Belgian Witbier. The orange and coriander flavors in this brew deliver extra spice and a true compliment to the mild yet distinct flavors of the shrimp. The tight carbonation of a Belgian Style Wit serves as scrubbing bubbles, cleansing your palate of your last bite while preparing it for the next. Recommendation: **Hoegaarden** is the Grand Daddy of all Witbiers. Locally, **Ommegang Witte** is on point.



**HOT DOGS:** While contemplating what beer will pair perfectly with your meal, as you are standing shivering in the woods while waiving a hot dog on a stick over an open flame, you must ask yourself: "Does it really matter?" Well the answer, in the case of a hot dog, is no! It's a hot dog. No matter what beer you pair with a hot dog, that beer, at that moment, is the best beer on the planet. Honestly-I recommend a domestic light beer. Don't judge. If I had my druthers, I'd take it back to the old school and shotgun a **Milwaukie's Best Light**. I know I'll pay for it tomorrow but hey, it's the holidays and we're all suffering! Locally, **Utica Club Baby!**



# PARADOX BREWERY

## READY TO SHOW OFF NEW DIGS

By Joanne E. McFadden

Imagine sitting out on the deck, breathing fresh mountain air, taking in the amazing views of the Adirondacks, enjoying the company of friends or family, and sipping on a refreshing, cold, uniquely crafted beer. That's exactly what visitors to Paradox Brewery can experience on an isolated hilltop in North Hudson.

While New York was on pause during the COVID-19 pandemic, the staff at Paradox Brewery was busier than ever, putting the finishing touches on its new facility.

Situated on a 14-acre site where the former Frontier Town theme park used to be, the brewery features a state-of-the-art German brewhouse, a tasting room that accommodates around 100 people, and soon, an outdoor pavilion with space for 100 more. Nestled in the Adirondack mountains, Paradox Brewery's new digs make it a true destination brewery.

Owners Paul and Joannie Mrocka opened the brewery in Schroon Lake in 2013, in a 1,400 square foot facility with a

10-barrel brewhouse. The new facility is 25,000 square feet with a 35-barrel brewing system, in alignment with the Mrocka's vision of continued growth and expansion into new markets.

Paul Mrocka has a long history with beer. He fell in love with the beverage when he was stationed in Germany for three years during his U.S. Army service. "I really started enjoying the beers over there—the Belgian beers and a lot of the other stuff," he said. When he returned to the United



States in the early 1980's, he found that the beer available couldn't compare with what he had enjoyed overseas. "There really wasn't any great beer around, so you had to make it," he said. He and a friend started home brewing, traveling about 100 miles to find supplies.

Mrocka considered opening a brew pub in the early 1990's, but his wife didn't want to be in the restaurant business. In addition, craft beer was largely unknown. "The populous really didn't understand craft beer at that time," he said, noting that many of the brew pubs closed. Now, with savvy consumers and social media, the popularity of craft beer has soared.

He continued to brew at his summer home in Paradox, even building a bar in his house for friends to gather. When one suggested he open a brewery, Mrocka, who had always wanted to own a business, decided to give it a try.

Early on, he recognized the need for a professional brewer, which is when head brewer Devon Hamilton came on board six years ago.

Hamilton said what makes Paradox unique is its variety of offerings. "We're not really hemmed into doing any one thing," he said. "I like to think we put a lot of effort into making sure our portfolio is varied. We have a core set of beers that we really put a reliance on, but beyond that, we try to make sure there's always something a little different, something for everybody."

That said, vice president of sales, Dave Merriman, points out that being consistent and true to style is a big trademark of the brewery. Said Merriman: "If someone tries our pilsner, they're trying a pilsner. If somebody tries an amber lager, they're getting an amber lager. If they try our Beaver Bite, they're getting an IPA and they're very consistent."



Consumers can find the brewery's core set of beers in grocery stores. Beaver Bite, which accounts for 50 percent of the company's sales, is a juicy style New England IPA. "I'm trying to put a pretty big emphasis on citrusy—I always say orange marmalade, but I don't know that everybody gets that," Hamilton said. Beaver Overbite is an imperial IPA, crafted in a similar vein to Beaver Bite, but with enhanced "really aggressive, citrusy-ness and juiciness," Hamilton said.

Hamilton dubs the American amber lager *Get Off My Lawn*, "Dave's love child." It has a mello flavor for easy drinking. Merriman said, "It's definitely an old guy lager. It's something that is very sessionable. A lot of my friends were looking for something that was not quite as hoppy, and this fit the bill."

Paradox Pilsner makes up 25 percent of production. "It's admittedly a bit of a confused pilsner," Hamilton explains. "It's kind of a mash up between a European pils and a

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Czech pils. I have a love affair with tettnang hops and typically you wouldn't see those in the Czech pils, but I like them enough that we make them work." Tettnang hops hail from Tettnang, Germany, a town on the country's southern border with Switzerland and Austria, a region with a centuries-long history of hops farming.

Paradox is rolling out a new beer for its core group, with its inaugural batch brewed just last month. *Para Helles* is a true German-style lager that Hamilton describes as "just nice and crisp, a 4.5 percent just crushable German lager." The "Para" in its name hails to Paradox Lake as well as paratrooper, for Mrocka's former Army unit, the 82<sup>nd</sup> Airborne.

In addition to its core line, Paradox Brewery offers a variety of other craft beers, which consumers can find at the brewery itself and in beverage centers. The placement of its products is very intentional. "The beverage centers have been a big help with some of our beers that we prefer don't get into the grocery channel because they're either a little bit higher octane or we kind of want to keep them a little bit specialized," said Merriman, noting two examples in its *Southern Hemisphere double IPA* with hops from New Zealand and *Cryo Wars*, a cryo hop double IPA made with powdered hops. "Those were beverage center ideas and tasting room ideas because they're a little more expensive and they're definitely toward the craft-centric type of consumer," he added.

Hamilton works his magic with a state-of-the-art 40 hectoliter GEA brewhouse from Germany, complete with a touch screen, that staff installed themselves. "Everything has piping to and from the brewhouse," Mrocka said. "It took a long time, and we got behind schedule. It was a lot more complicated than we perceived



"We might have the most idyllic view, standing on our balcony, looking out west toward the high peaks," Merriman said. "It's an incredible view. It's more than worth a trip..."

when we first started the project. It's quite a beautiful brewhouse."

Hamilton likes the system because even though there's a high degree of automation, there's also the need for the brewer to make physical adjustments during the brewing process. Said Hamilton: "You still have to get up from the desk and open valves at the right time. You still have to get up and run

up the stairs and dump hops directly into the kettle. You still feel like you're brewing, and you can still screw it up. It's good—you keep the fear alive a little bit."

Once ready after nine to twenty days of aging, depending on what kind of beer is being produced, the beer goes through a brand-new canning system that fills 100 cans per minute.

Both locations are temporarily closed.

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Paradox Brewery had a soft opening in February. With just a couple of Facebook posts, the brewery attracted a crowd of about 80 that tried out the new tasting room, featuring a tin-topped bar area, long high-top tables, and a see-through granite fireplace. One day, they hope to have a kitchen, but for now, the plan is to bring in food trucks, so customers can enjoy a bite with their beer.

Staff has spent the on-Pause time painting, cleaning, and getting the new space ready. Mrocka did not lay off any employees. Canned shipments were steady and even increasing during the Pause. The only casualty of the pandemic was a cooler full of keg beer that they had to destroy because it got stale.

Now that the new facility is ready for production and business, to keep its labeling fresh, Paradox Brewery is planning to change up its branding a bit. “We’re putting a lot of focus right now on differentiating some of our labeling and making sure that our branding

doesn’t get stale,” Hamilton said. Rather than having a series of a particular type of beer, each beer will get its own name and label. He added, “Lately, we’ve been making a pretty good push to give all of our beers their own name and their own identity and really differentiate the formats. Everything’s got a name, and everything is going to be getting its own specific label from now on. We’re trying to show some more of the fun side, more of the lunacy that goes on around here.”

When Mrocka started the brewery, he was intent on proving the concept first and then expanding the business, similar to the business plan of Allagash Brewing Company in Portland, Maine. “When I started this brewery, my concept was not to say, ‘Oh, I’m going to be a Treehouse, or I’m going to be somebody big and were going to kill it right away,’” he explained, noting that Allagash’s white beer is its mainstay, supporting some of their “crazy other brewing.” Mrocka intends to keep growing Paradox, expanding its offerings and markets. “The public can be looking out for more and more different beers coming out with interesting labels,” he said.

Hamilton agrees. “I’d say, look for some dialed in, really beautiful—from an artistic and beer flavor standpoint—products,” he said.

The beauty goes far beyond the beer at this brewery. While customers can appreciate creatively crafted offerings at Paradox’s new home, they can also enjoy the gorgeous setting. “We might have the most idyllic view, standing on our balcony, looking out west toward the high peaks,” Merriman said. “It’s an incredible view. It’s more than worth a trip, and that doesn’t even mention the high-quality enjoyable products we have. It’s such an ideal spot, it’s amazing.”

Paradox’s staff is eager to open its tasting room doors when Governor Cuomo lifts the New York On Pause restrictions, and Merriman knows the tasting room will be very busy. In addition to food trucks, they plan on bringing in music. “We were really looking forward to a grand opening which we thought would be before Memorial Day, but that’s a little on hold right now,” Merriman said.

Put Paradox Brewery on the top of your post-pandemic to do list. What a way to celebrate! In the meantime, you can watch Mrocka’s virtual tour of the new space on the brewery’s Facebook page and find its beer at grocery stores and beverage centers.



**Paradox Brewery is located off I-87 at Exit 29,  
2781 US Rt. 9  
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518-351-5036.**

# BREWERIES IN THE CAPITAL DISTRICT

According to the New York State Brewer's Association's website, in the order listed there.

## 1. Roe Jan Brewing Co.

32 Anthony St Hillsdale New York 12529  
Ph: 518-303-8080  
[www.roejanbrewing.com](http://www.roejanbrewing.com)

## 2. Chatham Brewing

59 Main Street Chatham New York 12037  
Ph: 518-697-0202  
[www.chathambrewing.com](http://www.chathambrewing.com)

## 3. Honey Hollow Brewing Company

376 E Honey Hollow Road  
Earlton New York 12058  
Ph: 518-966-5560  
[www.honeyhollowbrewery.com](http://www.honeyhollowbrewery.com)

## 4. S&S Farm Brewery

174 Middle Road Nassau New York 12123  
Ph: 518-336-0766  
[www.sandsbrewery.com](http://www.sandsbrewery.com)

## 5. Helderberg Brewery

26 County Route 353 Rensselaerville NY 12147  
Ph: 518-872-7133  
[www.helderbergmountainbrewingcompany.com](http://www.helderbergmountainbrewingcompany.com)

## 6. Green Wolf Brewing Company

315 Main Street Middleburgh New York 12122  
Ph: 518-872-2503  
[www.greenwolfales.com](http://www.greenwolfales.com)

## 7. The Beer Diviner

243 Bly Hollow Rd Cherry Plain New York 12040

## 8. Lionheart Pub and Brewery

448 Madison Avenue Albany New York 12208  
[www.albanylionheartpub.com](http://www.albanylionheartpub.com)

## 9. CH Evans Brewing Co., Inc.

at the Albany Pump Station  
19 Quackenbush Square Albany NY 12207  
Ph: 518-447-9000  
[www.evansale.com](http://www.evansale.com)

## 10. Indian Ladder Farmstead Brewery and Cidery

342 Altamont Rd. Altamont NY 12009  
Ph: (518) 768-7793  
[www.ilfcb.com](http://www.ilfcb.com)

## 11. Emporium Farm Brewery

472 N Greenbush Rd Rensselaer New York 12144  
[www.emporiumfarmbrewery.com](http://www.emporiumfarmbrewery.com)

## 12. Druthers Brewing - Albany

1053 Broadway Albany NY 12204  
Ph: 518-650-7996  
[www.druthersbrewing.com](http://www.druthersbrewing.com)

## 13. Perfect World Brewing

1276 Broadway (Rear) Albany New York 12204  
Ph: 518-368-7725  
[www.perfectworldbrewing.com](http://www.perfectworldbrewing.com)

## 14. Serious Brewing Co

116 Caverns Rd Howes Cave NY 12092  
Ph: 518-826-4050  
[www.seriousbrewingco.com](http://www.seriousbrewingco.com)

## 15. Rare Form Brewing Company

90 Congress Street Troy New York 12180  
Ph: 518-326-4303  
[www.rareformbrewing.com](http://www.rareformbrewing.com)

## 16. Back Barn Brewing Company

7082 Western Turnpike  
Duanesburg New York 12053  
Ph: 518-709-8423  
[www.backbarnbrewing.com](http://www.backbarnbrewing.com)

## 17. Table 41 Brewing

188 Remsen Street Cohoes New York 12047  
Ph: 518-414-2011  
[www.table41brewing.com](http://www.table41brewing.com)

## 18. Frog Alley Brewing

108 State St Schenectady New York 12305  
[www.frogalleybrewing.com](http://www.frogalleybrewing.com)

## 19. Mad Jack Brewing at The Van Dyck Restaurant & Lounge

237 Union Street Schenectady New York 12305  
Ph: 518-348-7999  
[www.vandycklounge.com](http://www.vandycklounge.com)

## 20. Druthers Brewing - Schenectady

221 Harborside Drive  
Schenectady New York 12305  
[www.druthersbrewing.com](http://www.druthersbrewing.com)

## 21. Singlecut - North

6 Fairchild Square Clifton Park New York 12065  
Ph: 518-406-3262  
[www.singlecut.com](http://www.singlecut.com)

## 22. Hank Hudson Brewing

17 Johnson Rd Mechanicville New York 12118  
Ph: 518-664-1578  
[www.hankhudsonbrewing.com](http://www.hankhudsonbrewing.com)

## 23. Brown's Brewing Company

50 Factory Hill Road North Hoosick NY 12133  
417 River St, Troy, NY 12180  
Ph: 518-205-5049

## 24. Unified Beerworks

7 Old Stonebreak Road Suite 4  
Malta New York 12020  
Ph: 518-289-5078  
[www.unified-beerworks.com](http://www.unified-beerworks.com)

## 25. Artisanal Brew Works

41 Geyser Road Saratoga Springs NY 12866  
Ph: 518-339-0698  
[www.artisanalbrewworks.com](http://www.artisanalbrewworks.com)

## 26. Druthers Brewing - Saratoga Springs

381 Broadway Saratoga Springs New York 12866  
Ph: 518-306-5275  
[www.druthersbrewing.com](http://www.druthersbrewing.com)

## 27. Walt & Whitman Brewing

20 Lake Avenue  
Saratoga Springs New York 12866  
Ph: 518-682-3602  
[www.waltandwhitmanbrewing.com](http://www.waltandwhitmanbrewing.com)

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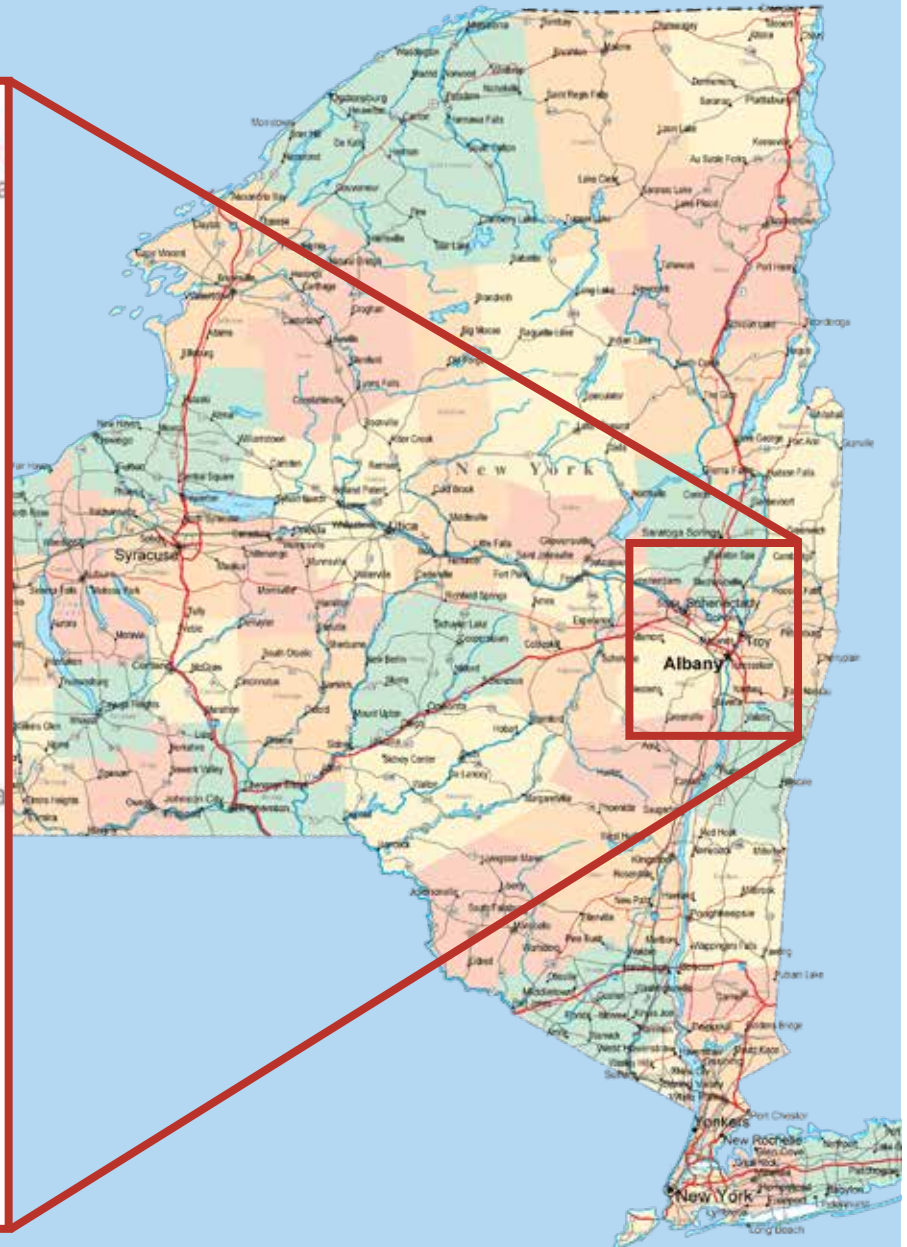
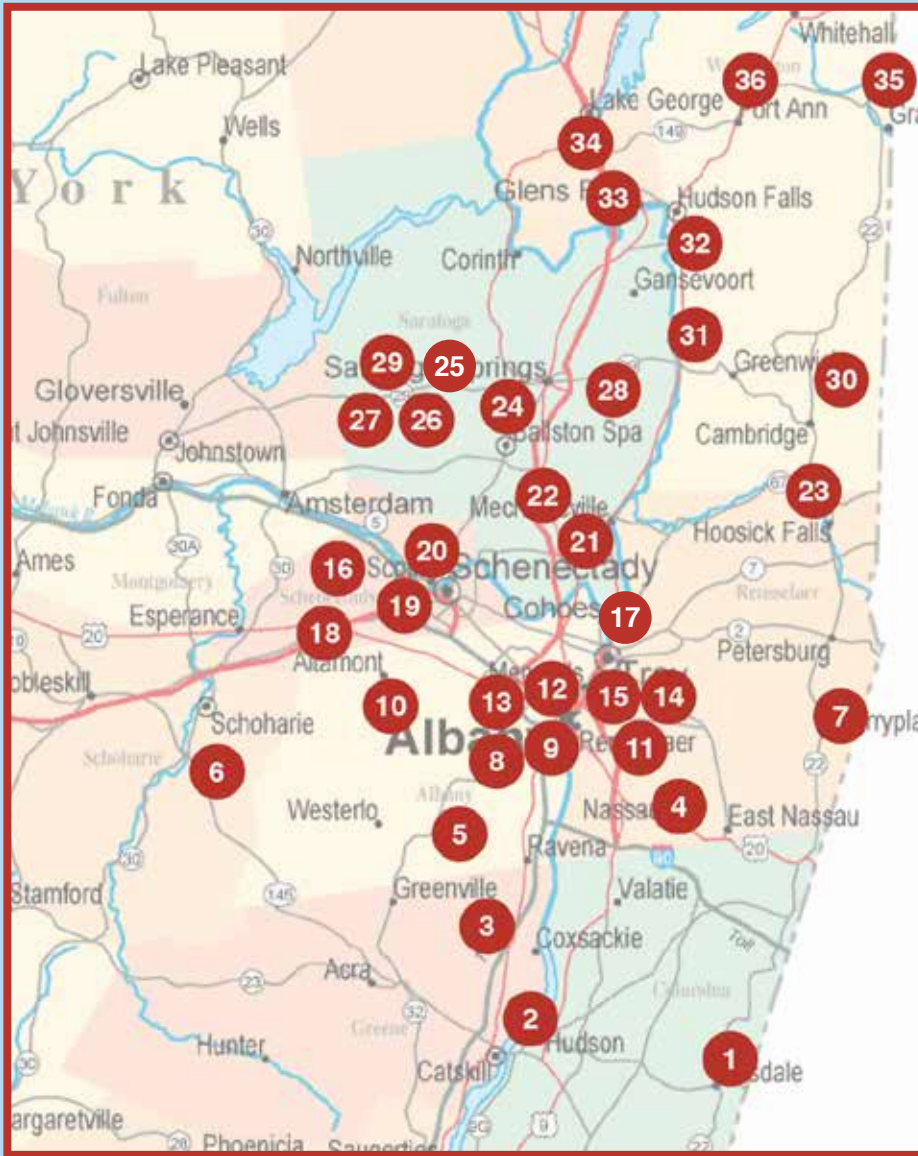
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# WHAT IS WHEAT BEER?

BY ALLAGASH BREWING CO.

A “wheat beer” refers to really any beer where a substantial portion of the grain used in brewing is wheat. In general, they’re hazy, citrusy, and have fuller mouthfeel. They’re also kind of a pain to brew.

Most craft beers you’ll find in a bar are brewed primarily with malted barley. The reason is straightforward: barley malt is easier to brew with. Wheat beers are exceptionally hard to brew because the proteins and starches in the grain want to bind, making it trickier to extract the sugars. These same proteins make wheat exceptional for baking (think stretchy pizza dough).

Some of the styles of beer that tend to use a high portion of wheat are hefe-weizens, American wheat beers, and witbiers. We actually wrote up an entire blog dedicated to disentangling these three similar (but distinctly different) styles of beer. To make it simple, if you see “wheat beer” on the menu, here’s a feeling for what you can expect.

**Hazy:** most wheat beers will have a noticeable amount of haze to them. In the case of a wheat beer like our Allagash White, the haze is mostly made up of suspended proteins from the malted red wheat, raw white wheat and yeast. Not that every hazy beer has wheat in it; there are other ways to get haze. And for that matter, not every wheat beer is hazy; there’s one notable exception. The German kristall-weizen is brewed with wheat and then filtered, making it bright and clear. But that’s definitely the exception, rather than the rule.

**Creamy texture:** In combination with barley, wheat creates a silky, creamy texture and a big, beautiful long-lasting



head on your beer. You’ll often find oats in wheat beer. Oats are great at creating more of a rich texture in beer.

**Citrusy/Bready flavor notes:** Wheat also tends to impart a bready, bright, lemony character to beer. In the case of a hefe-weizen, that citrusy note is augmented by the banana/clove/bubblegum notes in the yeast. But while not all wheat beers use a fruit-forward and aromatic yeast, they’ll all share that nice citrusy, bready note.

Wheat beers aren’t made with 100% wheat. In Germany, to brew a “weissbier” there needs to be at least 50% wheat malt. Witbiers like Allagash White are generally made with around 20% unmalted wheat in the grain bill. American wheat beers, like a Bell’s Oberon, can have anywhere from 10% to 35% wheat. One of the main reasons no one brews with 100% wheat: you’d have a rough time emptying the lauter tun. In malted wheat, the wheat kernel doesn’t have husk material, so the wort (unfermented beer) can’t filter itself

like barley. If you hypothetically brewed a beer with 100% malted wheat, the wort would get caught up in a sludgy mess. Additionally, unmalted wheat doesn’t even have enough enzymes to convert its own starches into sugars. Again, barley to the rescue. Barley has the enzymatic power necessary to convert unmalted wheat starch into the simple sugars that the yeast can actually eat.

Interestingly, many breweries use wheat in their beer and don’t describe them as wheat beers at all. Many hazy, “New England-Style” IPAs have wheat, or oats, or both, to lend their creamy texture. In addition, plenty of farmhouse, or saison-style, beers may also have a relatively high portion of wheat, or other grains such as rye or spelt.



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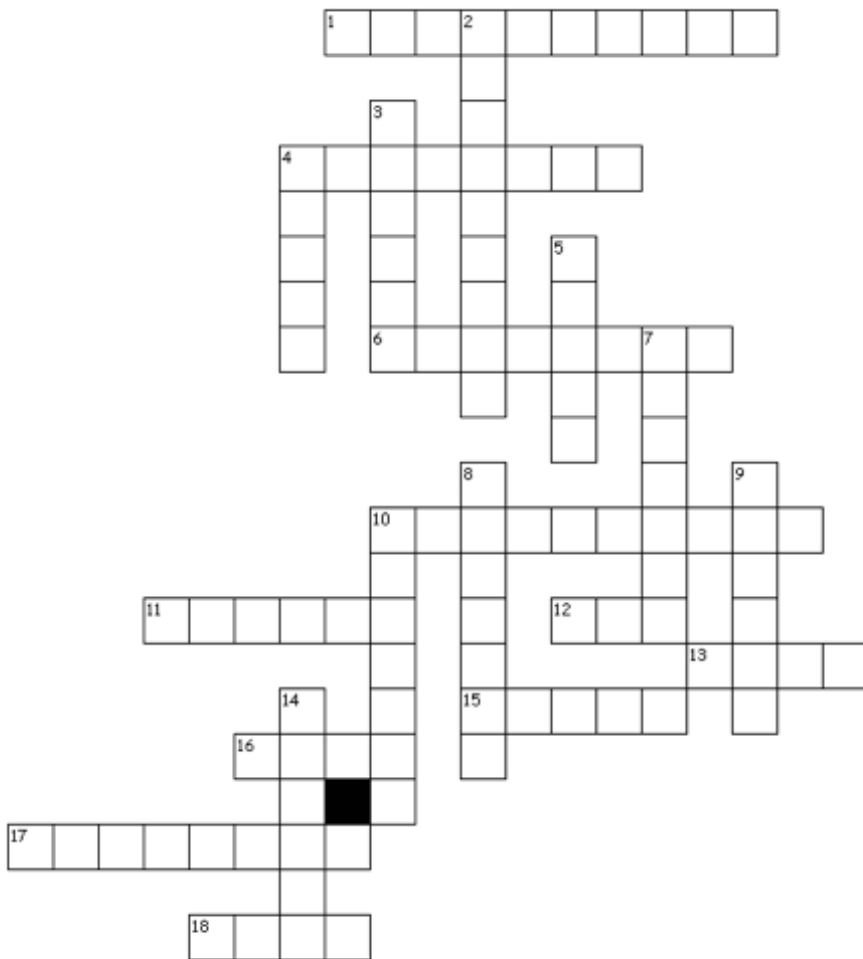
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CHIPS	H I U D L L Z N I W U N I O H L N T S K H L Q I O B Y K O A
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RELAX	L P Y U H P G F K L N E H T A X T N P L J D J L X S K A O J
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SUNBLOCK	F L N K V C A R C R R X D O H L R X M H B B J X R C T T R T
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## LET'S GO CAMPING



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4. Family feast
6. SPF 50
10. Modern day torch
11. Itsy-Bitsy Teenie-Weenie
12. Sack for sleeping
13. Pop-up house
15. ...And Dips
16. Used to catch fish
17. Horseshoes with beanbags
18. Fish bait

### DOWN

2. Insect fighter
3. Men's swim shorts
4. Footwear to hike
5. By the fire
7. Weekend in the woods
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