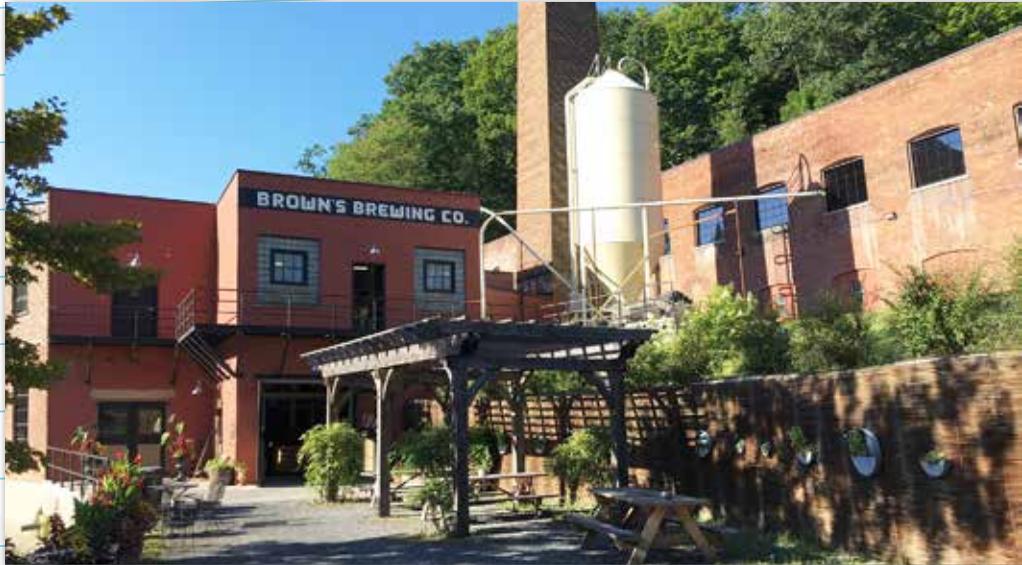


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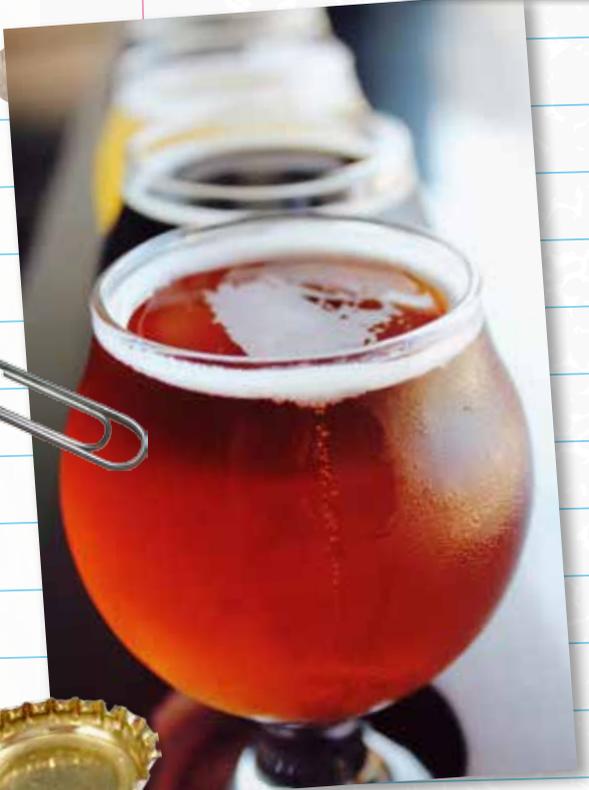
A Craft Beer Lifestyle Magazine

FREE

Premiere  
Issue



Featuring:  
**Brown's Brewing Company  
and Nine Pin Cider Works**



SEPTEMBER/OCTOBER 2016

NEW YORK



HARD CIDER



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**NINE PIN**

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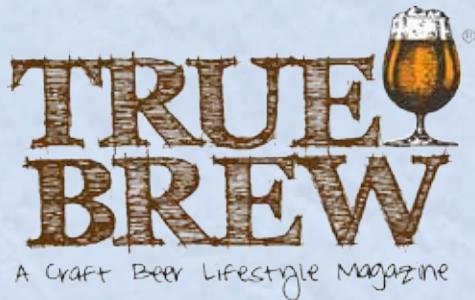
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**[truebrewmagazine.com](http://truebrewmagazine.com)**

**Greetings and welcome to *True Brew, A Craft Beer Lifestyle Magazine.***

*True Brew Magazine* was born from a desire to enhance your appreciation of the craft beer experience. As a group of Troy creatives and craft beer lovers, our goal is to deliver you the latest craft beer news, unique brewery offerings, beer dinners, events, festivals, and special releases in the Capital Region and beyond. We want to introduce you to the passionate, talented folks who create these unique brews (and ciders). Let us guide you through local, regional, and national breweries, offering a behind-the-scenes look and appreciation of their operations by providing a first-hand feel for their diverse cultures and varied products.

Navigating craft beer is a fantastic journey. Whether you are just discovering craft beer or are already a well-versed enthusiast, there is no wrong place to be on your journey. There is always something to learn and new things to discover. So join us in our premiere issue as we learn about how Brown's Brewing Company in Troy and North Hoosick got its start (and where it's headed). Also, meet the young upstarts at Nine Pin Cider Works and be inspired by a brand new local business based on NYS agriculture, and see the beautiful and sustainable re-purposing of an urban space. And of course, we cover all you need to know about Oktoberfest.

Every bi-monthly issue will also feature *The Styles of the Month*, *Show Us Your Cans* (where we highlight various craft beer can designs), *The Home Brewer's Cellar*, *National Craft Beer News & Notes*, and a *Calendar of Events*.

So try something new, go somewhere different. *True Brew Magazine* will encourage you to have your own craft beer adventure! Take a road trip to a brewery or better beer bar. Ride your bike to a craft beer festival. Pair beer with food. Share your unique experiences and build upon your love of genuine craft beer and the lifestyle that it offers.

Yours Truly,  
Jennifer Peyser



*We care about the environment, so please recycle this issue.*

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Burst IPA can releases are held exclusively at Brown's Troy and North Hoosick, NY taprooms, and the Troy Waterfront Farmers' Market. Check [brownsbrewing.com](http://brownsbrewing.com) for dates and more details.

# STYLES OF THE MONTH

## **SEPTEMBER: *Oktoberfest/Märzen***

**Aroma-** Rich and light to moderate toasted malt aroma

**Appearance-** Deep orange-red to dark gold

**Flavor-** Malty and sweet with a moderately dry finish. Malt taste is forward but does not finish sweet

**Mouthfeel-** Creamy texture, smooth, medium body

**Stats-** ABV: 4.8-5.7, IBU: 20-28

**Examples-** Spaten Oktoberfest, Goose Island Oktoberfest, Sierra Nevada Oktoberfest



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## **OCTOBER: *American Brown Ale***

**Aroma-** Malty, rich, sweet, low to moderate hop

**Appearance-** Light to dark brown, clear

**Flavor-** Medium to malty, moderate to light hop, medium to medium dry finish.

**Mouthfeel-** Medium to full body, moderate carbonation

**Stats-** ABV: 4.3-6.2, IBU: 20-40

**Examples-** Brooklyn Brown Ale, Smuttynose Old Brown Dog Ale, C. H. Evans Kick-Ass Brown



SEASONAL STYLES



**BELGIAN DUBBEL**

taste: malty sweetness, caramel  
 geography: Belgium  
 characteristics: medium-full body  
 aroma: dark fruit  
 color: dark amber to copper

**ABV:**  
6.3-7.6%

**IBU:**  
15-25



**PUMPKIN ALE**

taste: malty, distinct pumpkin/spices  
 geography: New England  
 characteristics: full-bodied, mild low hops  
 aroma: pumpkin spice  
 color: ruby-copper

**ABV:**  
varies

**IBU:**  
varies



**DUNKELWEIZEN**

taste: sweet and malty  
 geography: England  
 characteristics: dark, medium-bodied  
 aroma: malty  
 color: copper to dark brown

**ABV:**  
4.3-5.6%

**IBU:**  
10-18



**TRADITIONAL BOCK**

taste: malt and hop  
 geography: Germany  
 characteristics: heavy and full-bodied  
 aroma: fruity, grainy  
 color: golden bronze to dark

**ABV:**  
6.3-7.2%

**IBU:**  
20-27



**PORTER**

taste: bitter, sweet  
 geography: England  
 characteristics: full-bodied  
 aroma: strong, balanced, roasted  
 color: medium to dark brown

**ABV:**  
6.3-7.2%

**IBU:**  
20-27



**OATMEAL STOUT**

taste: chocolate, caramel, sweet  
 geography: England  
 characteristics: full bodied  
 aroma: malty, caramel  
 color: dark brown to black

**ABV:**  
4.2-5.9%

**IBU:**  
25-40

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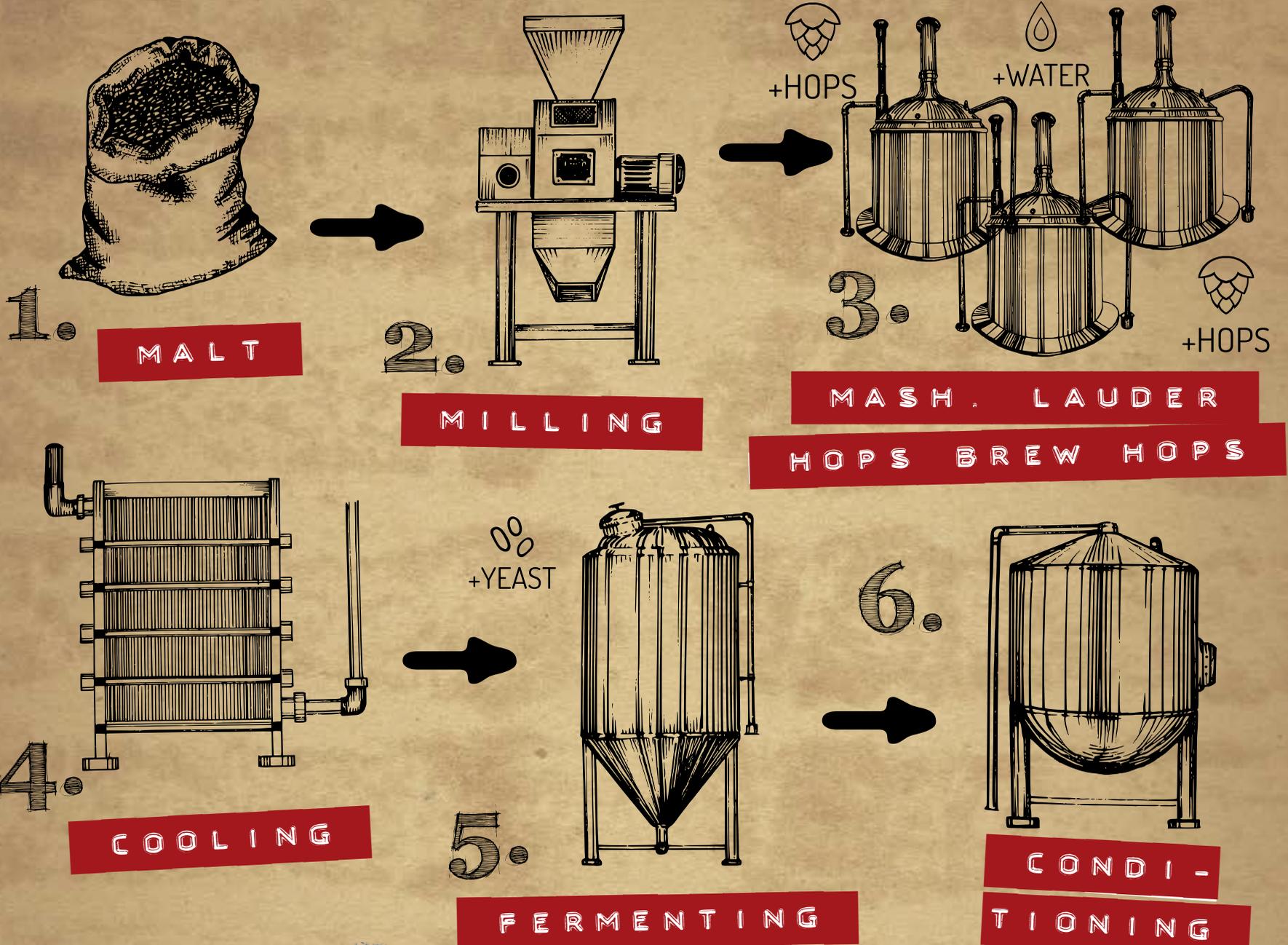
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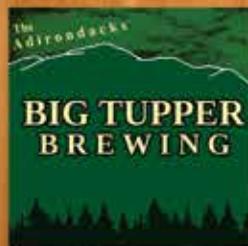
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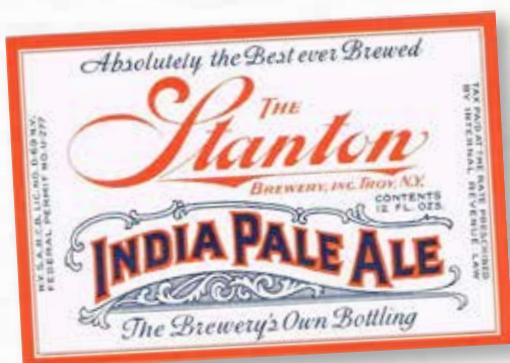


BROWN'S BREWING CO. -  
READY TO BURST!

By True Brew Magazine

Nestled up on the banks of the beautiful Walloomsac River, just to the east and upstream from Hoosick, NY, sits the former Stevens and Thompson Paper Company factory building. Built in the early 1850's, the building has seen its share of manufacturing, first as a paper mill and then in the production of wall paper. More recently, from 1943-1995, it operated as a water system valve production facility. Little did its walls know that in 2016 they would house the brew kettles and fermenting tanks of Troy's oldest brewery.

Granted, brewing was alive and well back in the 1800's in Troy when those walls went up. In fact, early records show as many as 34 breweries operating in Troy during that time, with some dating as far back as the 1790's. But it wasn't until 1880 when Abraham Nash sold his then 63 year old brewery to John Stanton that



brewing really began to take a manufacturing foothold in Troy. Troy's Stanton Brewery Co. was one of only a handful of breweries in the country to have survived prohibition (1920-1933) and managed to remain open until the mid 1950's; however at that point, the history of breweries in Troy more or less came to a halt.

That all changed in 1993 when Garry Brown first began operating his brewery-restaurant at 417 River Street in downtown Troy. Then known as Brown & Moran Brewing Company, it was the first brewpub ever to open in the Capital Region. Keep in mind, back in 1993 craft beer wasn't really even a term. Sure Jim Koch from Samuel Adams Brewery and Ken Grossman from Sierra Nevada Brewing Company were "doing their things" in Boston and in Northern California. Plus a small handful of other microbreweries were beginning to take shape in other corners of the country. But the beer world in the USA was dominated by pale lagers brewed by macrobreweries such as Miller, Coors, Budweiser, Schlitz and (locally) Genny. Surely the concept of a brewpub back in 1993 was a long shot. But Garry Brown and his wife Kelly had a vision. And they were all in.



John Bulmer



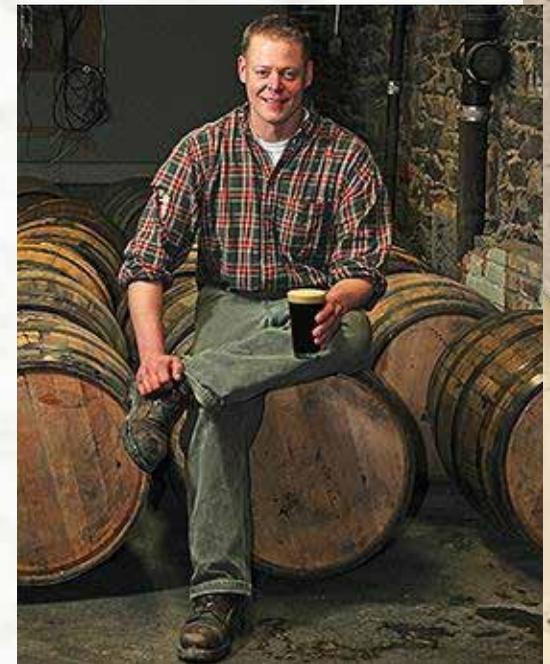
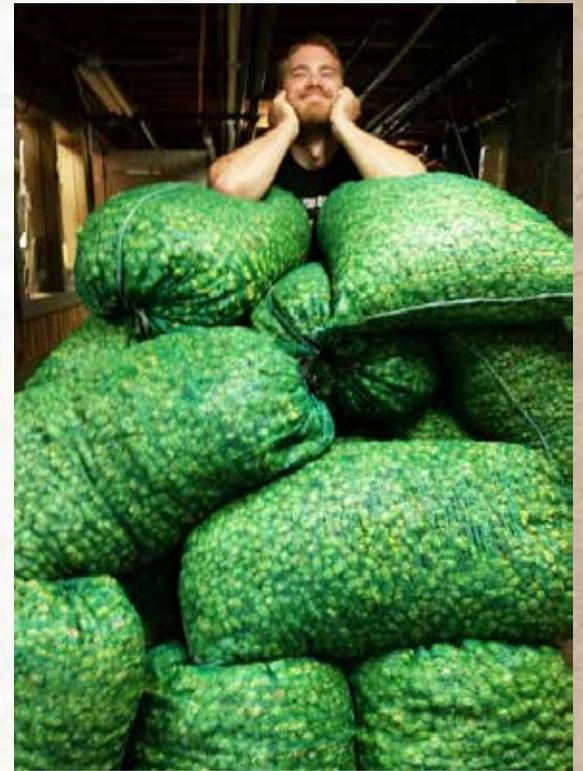
In 1995 Garry changed the name of the brewpub to the Uncle Sam Pub & Brewery but the name did not sit well when it came to marketing their beer outside of Troy. It turns out that Uncle Sam, as an image, does not always resonate positive thoughts with consumers. Sometimes seen as a symbol of government, war, and tax, it was not the vibe that Garry wanted for his brand. It was in 2002 while on a London pub crawl when it finally struck him what he should name the brewery: Brown's Brewing Company! It just made sense.

Through the late 1990's Brown's resonated well with the Troy community as a locally owned business. Their restaurant and beer popularity began to flourish. Ultimately the brewery began to expose locals to what was then considered rare styles of beer for this area. Styles such as Pale Ales and Stouts had been around Europe for hundreds of years, and in the U.S.

during the pre-prohibition era, but were mostly only available in Troy during 1990's as an expensive import in select package stores with a few brands on tap such as Bass Ale and Guinness Stout. English Porters and Amber Ales simply were not what the beer drinking masses were used to at that time. Brown's beers were fresh, smooth, and flavorful. Some clean and balanced yet hop-forward. Some malty and rich yet not too heavy. And the brews paired well with the food on Brown's menu. The vibe in the brewpub was vibrant and fun. Inventive and exploratory. The craft beer scene in Troy, New York was born!

As the brewpub continued to grow, Garry's passion toward his long-term goal continued to evolve. Since his early days of brewing, Garry had always envisioned a full-scale production brewery that serviced not only the local community but functioned as a regional brewery whose beer would

John Bulmer



**“We are committed to brewing quality brews with quality ingredients and staying true to styles”.**

be distributed across New York and New England. In 2006 Brown's began distributing beer across the Capital Region. The beer was very well received by consumers outside of the brewpub and sales began to take off. Soon after, Garry began to realize that the small brewhouse in the back of the brewpub would not be able to keep up with demand. Garry had been eyeballing the Stevens and Thompson Paper Company factory building on the Walloomsac River since 1998. In 2009 he sealed the deal on the property and Brown's Walloomsac Brewery in North Hoosick was born.

At the Walloomsac location Garry could realize his dream. The layout of the space, coupled with its proximity to the Capital Region, made this the ideal location for a production brewery. Garry and his long-time Director of Brewing Operations, Peter Martin, dove in on reshaping the old factory. What they came out with was a 40,000 square foot brewing facility with the capability to produce 20,000 barrels of beer annually. They also installed a private well system by tapping into the aquifer below their property. This allows them to source clean, fresh water and gives their beer a crisp consistency. More importantly, the new space also allowed for a lab where Peter and his team could monitor the quality of Brown's brews and ensure a consistent end product. Peter states emphatically, "We are committed to brewing quality brews with quality ingredients and staying true to styles." That statement stands strong with one sip of their flagship brand, Brown's Oatmeal Stout. It is smooth and rich,

John Bulmer



roasty and chocolatey, well balanced with a very slight hop presence and a full mouthfeel. This beer defines what a true Oatmeal Stout should taste like. It's simply delicious. When asked "why lead with an oatmeal stout?" Garry states that it did not happen as conscious choice, it was consumer driven. "Our customers made it our #1 selling beer. It's amazing that Brown's Oatmeal Stout has almost continual growth in sales for nearly 20 years."

2017 stands to be a big year for Brown's. Garry recently purchased a canning line from Germany and the brewery will be evolving their packaging to cans. Cans allow for more consistency of the end product as the beer does not get exposed to light and there is less of an opportunity for the beer to take on oxygen. Also, producing their beer in cans will allow Brown's beer to travel to places where bottles are not always welcome such as live music venues, camping and hiking, and by the pool. Garry expects to go "fully live" with the cans and to phase out bottles right around the first of the year.

Also, with the additional space and capacity that the Walloomsac brewery offers, Garry has been able to turn his Troy brewery into a bit of a playground for his young brewers. Dan Cramer and Lee MacCrea are having fun



Brown's Brewery Walloomsac Taproom

and being creative as Brown's research and development team. In 2016 they let loose a sour beer series that has drawn praise from some of the region's most vocal beer enthusiasts. In 2017 they plan to continue the series and open it up to the masses by pulsing out small runs of 16oz cans. They are also perfecting some barrel aged specialties that will likely only be available in the taprooms. Keep an eye on these guys as they continue to innovate.

Now with more than 140 employees and producing more than 40 different styles of beer, Brown's Brewing Co has asserted themselves as a formidable regional player in the beer world. In 2015 they produced about 2,300 barrels of beer that was sold through their downtown Troy operations: Brown's Taproom, Revolution Hall, and The Malt Room. Couple that with another 3,000 barrels of beer that was sold at local grocers and beverage centers throughout New York, Massachusetts, and Vermont, and you've got a strong local brewery flexing its muscles on the regional level with great momentum.

Brown's Brewery in Walloomsac is charming and beautiful. Set right on the river, with a scenic waterfall as the backdrop, its taproom is gaining immense popularity with visitors lining up for tours, a fresh brew, and a bite to eat. It offers a full menu in a classic brewpub setting. The décor has a rustic feel and really reflects Brown's Brewery's personality. If you enjoy Brown's Taproom in Troy, you're going to love the Walloomsac Taproom. They offer a full

menu from wings to salads, from burgers to wood fired pizza to desserts and more, and features ingredients from local farms and producers. The taproom is open Wednesday through Friday 3 to 9 pm, Saturday from noon to 9 pm and Sunday noon to 7 pm. It's just a 25 minute drive from downtown Troy and makes for a perfect beer exploration day trip!



Kelly and Garry Brown

## Definitions



**Alcohol content** - measured by volume

**Alcohol free beer** - maximum .01% alcohol by volume as the fermentation process is halted or alcohol is removed

**Balance** - personal assessment of how the ingredients combine with one another, especially hop and malt

**Body** - viscosity of liquid and flavor (full, medium or light)

**Bottle conditioned** - the fermentation process continues once the product is bottled (unpasteurized)

**Bottom fermented** - a long fermentation process for lagers ( 7-10 days at 45-60\* F)

**Brewpub** - a pub that brews and sells its own beer

**Brussels lace** - circles of head foam attached to the sides of a beer glass as it is being consumed, indicates a fresh brew and clean glass

**Commercial brewery** - large-scale brewery that cans and bottles its own beer for mass consumption

**Fermentation** - process where yeast and sugar are combined to produce alcohol and carbonation

**Head** - bubbles collected at top of beer after poured

**Hops** - flowers added to produce a bitter taste and aroma, also acting as a preservative

**Malted barley** - added to produce distinct roasted grain taste, influencing aroma, color and head

**Microbrewery** - small scale brewery that sells beer to local retail outlets, brewing less than 30,000 barrels annually

**Top fermented** - a short fermentation process for ales ( 5-7 days at 60° to 70°F), where yeast rises to the top at the end of fermentation

**Trappist brewery** - Cistercian Trappist Monk-produced brew, only 6 in the world

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**Snifter** - Globe shaped compact glass used for well carbonated beers, holding the aroma at the rim



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**Dimpled pint mug** - Traditional thick English mug with a handle, large mouth to enjoy the aroma of strong malts



**Stout** - Tall thick glass with wide mouth for a nice head foam, clear glass to show rich, dark colors

## CALENDAR OF EVENTS

# September:



### September 6-10

**Sierra Nevada German Fest**, The Next Level 104 3rd St., Troy, NY | [getrucked.com](http://getrucked.com)

### September 7

**Burgers, beers, and Booze with Common Roots**, Mohawk Taproom and Grill, 153 Mohawk Ave., Schenectady, NY

### September 8

**Founder's Giant Jenga**, The Hollow Bar and Grill, 79 N Pearl St., Albany, NY | [thehollowalbany.com](http://thehollowalbany.com)

### September 10

**Farm to Canvas event for CiviCure**- an original art auction benefit-at Brown's Brewing Co., 50 Factory Hill Road, North Hoosick, NY | [brownsbrewing.com](http://brownsbrewing.com)

**Pig Roast and Luau**, The Ruck, to benefit Troy Boys and Girls Club | [getrucked.com](http://getrucked.com)

### September 12

**Menage a Troy Pub Crawl**, downtown Troy, NY

**Mill House Brewing Launch Party Game Night**, The Shop, 135 4th St, Troy, NY

### September 15

**Ales vs. Lager Dinner**, The Ruck, 104 3rd St., Troy NY

**Menage a Troy Pub Crawl**, downtown Troy, NY

### September 16

**Collar City Beer Invitational**, Takk House - 55 3rd St., Troy, NY 5:15 to 9 PM

### September 17

**Brown's Brewing Covered Bridge Bicycle Tour** | [brownsbrewing.com](http://brownsbrewing.com) | [bikereg.com](http://bikereg.com)

**Troy on Tap**, Division St. Field, Troy, NY 2-5PM | [americaontap.com/america-on-tap-troy-ny](http://americaontap.com/america-on-tap-troy-ny)

**Block Party and Tap Takeover at the Ruck**, 104 3rd St., Troy, NY | [getrucked.com](http://getrucked.com)

**Hudson River Craft Beer Festival**, Riverfront Park in Beacon 1-5PM | [americaontap.com/hudson-river-craft-beer-festival](http://americaontap.com/hudson-river-craft-beer-festival)

### September 17-18 & 24-25

**Great Escape Oktoberfest**, 89 Six Flags Dr., Queensbury, NY 12-6PM

Brown's Brewing, Adirondack Brewery, Saratoga Brewery, Druthers Brewing, Samuel Adams, Saranac, Leinenkugel, and Dinkelacker

### September 17&18

**Ok2berfest at Two Roads Brewing**, 1700 Stratford Ave., Stratford, CT 12-6PM  
[tworoadsbrewing.com/events](http://tworoadsbrewing.com/events)

### September 24

**Bikes 2 Beers with Two Roads Brewing**, The Ruck, 104 3rd St., Troy, NY | [getrucked.com](http://getrucked.com)

### September 30

**Harpoon Oktoberfest in Boston 12-6PM**, 306 Northern Ave., Boston, MA 1-7PM



*Submit your November-December events to [advertising@truebrew.com](mailto:advertising@truebrew.com)*

## CALENDAR OF EVENTS

# SAMUEL ADAMS

## October:

### October 1

**Saratoga Harvest Festival**, Saratoga Race Course 1-7PM | [saratogaharvestfest.com](http://saratogaharvestfest.com)

**Horseshoes & Brews**, Vernon Downs 2-5PM | [americaontap.com/horseshoes-and-brews](http://americaontap.com/horseshoes-and-brews)

### October 6

**Sam Adams Stein Hoisting**, Philly Bar and Grill, 622 Watervliet Shaker Rd., Latham, NY 6-8PM  
featuring Jack-O Traveler Shandy specials and prizes

### October 7

**Sam Adams Stein Hoisting**, Wolf's 1-11, 111 Wolf Rd, Colonie, NY 5-7PM  
featuring Rebel Grapefruit Draft, specials and prizes



### October 8

**Cooperstown On Tap**, Main Street in Cooperstown 5-8PM  
[americaontap.com/america-on-tap-cooperstown-ny](http://americaontap.com/america-on-tap-cooperstown-ny)

**Harpoon Oktoberfest Vermont**, 336 Ruth Carney Dr., Windsor, VT | [harpoonbrewery.com](http://harpoonbrewery.com)

### October 7, 8, 9

**6th Annual Lake George Village Oktoberfest** | [lakegeorgeoktoberfest.com](http://lakegeorgeoktoberfest.com)

### October 15

**Adirondack Pub & Brewery 11th Annual Oktoberfest**, 33 Canada St, Lake George, NY 1-5PM  
[adkbrewery.com](http://adkbrewery.com)

**Lake Placid Brewfest**, Olympic Center in Lake Placid, NY 3-7PM | [whiteface.com/events/lake-placid-brewfest](http://whiteface.com/events/lake-placid-brewfest)

### October 15

**Buffalo On Tap**, Hamburg Fairgrounds 5-8PM | [americaontap.com/buffalo-on-tap](http://americaontap.com/buffalo-on-tap)

### October 24

**Sam Adams Stein Hoisting**, Martel's Grill, 418 Consaul Rd., Schenectady, NY 7-9PM  
featuring Jack-O Traveler Shandy specials, and prizes

### October 28

**Longtrail Zombie Pub Crawl with The Ruck**, downtown Troy, NY  
[getrucked.com](http://getrucked.com)



### Hunter Mountain's Oktoberfest

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- September 24-25
- October 1-2
- October 8-9
- October 15-16



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NINE PIN

By Erik Budrakey

CIDERWORKS

## From Dreams to Reality

Strolling along Broadway, just north of downtown Albany, New York, one would not expect to come across a cidery. But there it is, right there on the side of the road – Nine Pin Ciderworks.

John Bulmer



Born just three years ago in 2013 as the brainchild of Founder Alejandro del Peral, Nine Pin's ciders have taken the Capital Region by storm. They say "timing is everything" and, well, Alejandro just nailed it with the opening of his new cidery, the first licensed farm cidery in New York State. The hard cider category at the time was already on a massive upward swing across the country. Consumers were looking for tasty alternatives to beer, wine and liquor and cider slid nicely into the picture as a crisp, refreshing, and (mostly) healthier substitute.

Granted, hard ciders had been around in this country since pretty much day one. As early English colonists began to put their roots down, they eagerly embraced the wide range of fruits that were growing such as cherries, strawberries and grapes. But they quickly discovered that the edible apples which they were accustomed to back in England were very tough to find. The settlers immediately began to work to amend the situation and as early as 1623 they began planting cider apple trees in New England using seeds imported from the motherland. Turns out apple's flourished in the fertile soil and favorable climate. Before long apples and hard cider were both a vital element on most colonial farms and cuisine.

Cider remained common choice beverage in America for more than two centuries but then seemingly fell out of favorability around 1840. There is no hard data as to why cider consumption dropped off so dramatically at that time. Perhaps the most cited theory is that as German immigrants began to arrive in the 1840's, they brought with them superior techniques for brewing beer. These methods produced higher quality beers that decidedly tasted better and there-



John Bulmer

fore replaced cider. Eventually beer, wine and spirits all took commercial footholds in American culture, but cider saw few marketable successes.

Fast forward to 2010. While home on break from his stint at McGill University in Canada, Alejandro began tinkering with fermenting pressed apple juice into hard cider. One of his buddies' family owned a productive orchard that had an apple press. The two of them fermented their first batch using a variety of yeasts that they had purchased at a local homebrew shop. That first batch Alejandro describes as "actually, pretty good". While he wasn't yet passionate about cider making, his interest was definitely tweaked and he grew a desire to learn more about producing cider on a grander scale.

When asked about why he was so attracted to hard cider, del Peral reckons back to his youth. He grew up in Ghent, NY and garnered fond memories of family trips to the orchards around the Hudson Valley Region of New York. He remembers being intrigued as his dad planted apple trees from the seeds of fallen apples on their property. Although the apples were not good for eating, his father would continue to plant seeds on their land. Eventually it evolved into a nine-acre plot with more than 50 apple trees growing on it, most of which had no real value. It was just something that his father enjoyed doing. Regardless, Alejandro grew up in that environment and somewhere in the back of his soul, cider-making resonated with him.



It was a chance encounter in 2012 while Alejandro was attending the University of Vermont in Burlington that really piqued his curiosity about hard cider-making and encouraged his growing passion. He had caught wind that a local, upstart cidery that was opening in Burlington. Excited about the notion of a local cider and the opportunity to learn more about the industry, he simply showed up at their tasting room one day. They were looking for help and Alejandro saw an opportunity. They welcomed his enthusiasm and he was in!

At the cidery he learned the basics of cider making and how the fermenting, aging and bottling equipment worked. He was there when they fermented their first batch. He was 25 years old and just getting started, but at that point he already had a vision for something bigger.

**“It’s has never been our plan to strive to be the next big regional or national cider. We are more focused on working within our current capacity to produce the most local, relevant, and high quality products on the market”.**

He envisioned a New York based cidery that sourced only locally grown apples and ingredients. A cidery that spoke to the nostalgia of growing up in the Hudson Valley of NY but was also urban and cutting edge. A cidery that produced only high quality products and that appealed to consumers that were longing for something new and local. The model fit perfectly into what was happening in the beverage world at the time as the craft beer revolution was in the midst of a historic boom. Cider drinkers fit definitively into the craft beer category and craft beer drinkers seemed equally intrigued by the flavor profiles and deliciousness of cider as they were about the complexity of beer. The business model made sense, and del Peral wanted to dive all in, but he was 25 years old with no assets and no cash. So...he did what any young entrepreneur would do. He called his parents.

Alejandro’s mother, Sonya, had practiced law in the Capital Region for more than 20 years. While she had a successful career, she was looking for something different. When Alejandro approached her with the idea of opening an urban cidery in the City of Albany she was understandably hesitant. Knowing nothing about the industry she wasn’t sure if it was

a wise business decision. But she too had an entrepreneurial spirit and dug further into the opportunities tied to hard cider. What she found was intriguing and opened her eyes to the industry. The glowing data on positive hard cider trends convinced his mom to go all-in and the concept of Nine Pin Ciderworks began to take shape.

Alejandro was in need of the perfect location. His father, Casiano was the artist who had been commissioned to paint the rose on the McKinney Ironworks building at 925 Broadway in Albany. The 32 ft. tall mural depicts a rose that appears to be growing out of the roof of the neighboring warehouse building. Its beauty grabs the eye as you drive south towards downtown on Broadway just pass past the giant dog Nipper. As fate would have it, the warehouse space was available and was well suited for what del Peral needed to bring Nine Pin to life. And his father just happened to know the landlord. In May of 2013 they signed the lease and Alejandro was in business.



Now that he had a location del Peral could dig into building his cidery. The original business plan called for a strictly wholesale cidery. The vision was to become the dominant local cider and to grow to be sold statewide. They would produce the cider there in Albany and would sell it to retailers through a beer distributor. However, in June, 2013, the New York State Legislature had just approved a new type of license that would allow hard cider producers using only New York State apples to also have a tasting room. Nine Pin acquired the first “Farm Cidery License” in the state and, although having a tasting room was an afterthought, it would turn out to eventually help define Nine Pin’s urban personality. But

now he needed to not only manage the cider making and the distribution, now he also need to manage a tasting room.

Alejandro rolled up his sleeves and got to building his business. With the help of his dad and a few local friends, he set up his facility. He was committed to sourcing all of his juice blends and ingredients from New York State orchards. He quickly developed a special relationship with Samascott Orchards out of the Hudson Valley. They believed in his vision and, because of the 2013 bumper crop, helped him get started.



In September 2013 he fermented his first batch of Nine Pin Hard Cider. With no wholesaler yet signed on to distribute his brand, he was on his own. He became aware of a cider tasting event that Remarkable Liquids was doing at Lucas Confectionery in Troy and, although he was not invited, he decided to just show up with some of his new cider to see how consumers would react to it. While

he was there he was introduced to some of the owners of JK Scrumpy's Cider (Flushing, MI) and Thistly Cross Cider (Scotland), both of whom produce ciders that were fairly well known and well respected by current cider enthusiasts. Both sampled del Peral's cider and agreed that Nine Pin was good. Very good! Alejandro remembers that night fondly stating that he felt validated and his confidence grew. It was also that evening when he met Jared and Spencer from Remarkable Liquids who both shared in the enthusiasm that Nine Pin was a delicious and marketable cider. It seemed

serendipitous that both Remarkable and Nine Pin were young, up-start companies that wanted to have a positive impact on the local craft beer/ cider market and beyond. The relationship with the distributor flourished and when del Peral's first commercial batch had aged



to his standards. Remarkable Liquids immediately began selling Nine Pin with great success. Alejandro admits that a key component of Nine Pin's initial success was timing. That fateful meeting with the Remarkable team was coupled with the fact that Capital Region hadn't yet seen a local cidery stand up and spike its flag in the ground as "your local cidery". The timing was perfect. And Nine Pin has been killing it ever since!

Now what you have is a 17,000 square foot facility that produced almost 70,000 gallons of hard cider last year. Most that was served primarily right here in the Capital Region but the brand also saw success as it gained distribution outside of the Albany area. Their small tasting room attracts hundreds of visitors every week and is becoming a "must visit" if one travels through Albany. The brand is now available statewide and sales are growing rapidly. Their newly equipped warehouse is poised to handle the impending growth and their recent expansion will allow them to eventually reach their NYS Farm license capacity of 250,000 gallons annually. The dream is alive and well.

John Bulmer





John Bulmer



John Bulmer

Perhaps what is most refreshing about Alejandro is- when pressed about “what do you do when your cidery reaches maximum capacity and you need to expand?” - del Peral states that “It’s has never been our plan to strive to be the next big regional or national cider. We are more focused on working within our current capacity to produce the most local, relevant, and high quality products on the market”. He also sees an opportunity for New York to better capitalize on being such a strong agricultural state. He points to recent and upcoming innovations that speak to what they are capable of to bring attention to New York State produced products. This past summer their collaboration with Brewery Ommegang (Cooperstown, NY) called “The Lion’s Share” used the brewery’s highly desirable Belgian-style yeast strain and an apple blend sourced from Columbia County’s Samascott Orchards. It was met with rave reviews! Alejandro emphasizes that the project represents what New York based craft producers can do together in pursuit of establishing the Empire State as a leader in the craft beverage revolution.

This September, Nine Pin launched their new tasting room at their Broadway location. The newly renovated area more than doubles the space that they had been sampling in and, thanks to new legislation passed in 2016, will not only feature their own ciders but also craft beer offerings on guest taps occupied by NYS Farm Breweries. Clearly the spirit of supporting New York State is alive and well at Nine Pin.

So, while Nine Pin continues to grow distribution, you will be sure to see the brand becoming available at more and more retailers around the Capital Region and beyond. Pick one up and give them a toast. Perhaps, a toast...to the American dream. And, if you happen to be strolling along Broadway, just north of Albany...



John Bulmer



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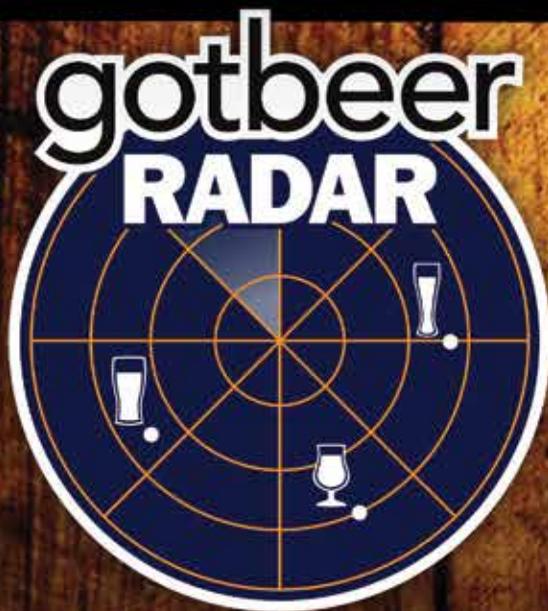
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# Home Brewer's Cellar

Notes from Brewer George de Piro

BEER 101:

THE INGREDIENTS

Beer. If you're reading this, I'll take a guess and say it is among your favorite beverages. Why shouldn't it be? Beer is rich with interesting aromas and flavors, surpassing wine in complexity. "Heresy!" shout some vinophiles, but it makes objective sense: beer has more ingredients than wine, and each is complex on its own.

**Malt** is the second most abundant ingredient and beer and certainly one of the most important. Malt is a seed, usually barley, that is germinated and then dried in a kiln. Depending on the drying method, the maltster can produce different colors and flavors of malt. The brewer chooses their malts based on the types of character they want in the beer.

All beers are made from mostly pale malts because they contain special enzymes that change starch into sugar. Smaller quantities of darker malts are used to give the beer flavors ranging from bread crust to caramel to mocha. Darker malts are also potent coloring agents, giving a naturally made beer its enticing hue.

Like grapes in wine, malt provides the food that yeast will turn into alcohol and carbon dioxide. Unlike grapes, malt contains little sugar; it is mostly starch that brewers' yeast can't eat. That is where the brewer comes in: it's their job to change that starch into sugar in the process called "mashing."

Any food for the yeast that isn't derived from malt is called an **adjunct**. It's a common error to call spices "adjuncts" but they're not; they provide no fermentable material. Sugary adjuncts can be consumed directly by the yeast but starchy materials, like oats, rice or corn require intervention by the brewer to render them fermentable.

Some adjuncts are used to lighten a beer's character; rice and corn are used by the makers of bland, light-colored lagers for this purpose. Other brewers use adjuncts to add complexity to beer. Dark Belgian candy sugar, molasses, honey and fruits will all feed the yeast and add interesting flavors and aromas to beer.

**Yeast** are another critical ingredient in beer; without our fungal friends, there would be no fermentation. Yeast consume sugar and produce alcohol, carbon dioxide, and energy for growth. They also make a host of other chemicals, some of which are flavor active. Yeast can contribute subtle notes or bold character to a beer.

**Malt, adjuncts, yeast, hops and water: with five classes of ingredients, beer can be a very complex drink.**

All of the dozens of different strains of brewing yeast can be separated into one of two categories: ale or lager. Ale yeast work at about room temperature and can add fruity or spicy notes to beer. Some ale yeast, like that found in Bavarian-style Weizenbier, produce so many flavor active compounds that they take over the beer's flavor profile.

Lager yeast work best at cooler temperatures, fermenting at about 50-56°F. Treated properly, they make less fruity and spicy flavors than most ale yeast, allowing the malt and hops to take center stage in the beer's flavor profile. One might argue that lagers are inherently less complex than ales, but that would be ignoring the tremendous range of character that can be formed by the other ingredients.



**Hops** are the newest ingredient to be routinely used in beer, coming into regular use in about the 14<sup>th</sup> century (people used other spices for thousands of years prior). They are flower-like structures on perennial vines. They grow in temperate regions all over the world, but the Pacific Northwest of the United States is the most important hop growing region in the world today.

Hops are used to give bitterness to beer and, if the brewer desires, aroma character ranging from subtle spice to interesting fruit to bold citrus. Bitterness and aromatic character are formed by different classes of chemicals, so the brewer can control these characteristics independently. Adding hops early in the boil lends bitterness to the beer while adding them late in the boil, or even post-fermentation, adds aromatic notes.

**Water**, the most abundant ingredient in beer, has yet to be mentioned. This is mostly because it's a bit dull. Also, while the chemistry of brewing water is critical, its flavor effect is pretty subtle compared to the other ingredients.

In the bad old days, before brewers knew anything about chemistry, it was only known through trial and error that certain beer styles could be best brewed in certain regions. It turns out that the *residual alkalinity* (RA) of water plays a key role in the brewing process. Pale beers require low RA, dark beers can deal with higher RA in the water.

Other aspects of water chemistry have more subtle impact on beer character. High carbonate water will yield beers with a somewhat harsh hop bitterness, making such water more appropriate for malty, dark beers like those native to Munich, Germany. Water with a fair amount of sulfate in it will produce beer with a bit of a minerally edge but soft hop bitterness.

Such water is found in places renowned for their pale ales, like Burton-on-Trent in England.

Thanks to modern chemistry, brewers can adjust the mineral profile of their water to optimize it for the styles of beers they brew. It's certainly great if the real estate one is considering for a brewery has access to water like that in Albany or Pilsen, but not necessary. As long as the water supply is free of pollution and excess organic material, it can be made into good brewing liquor.



Malt, adjuncts, yeast, hops and water: with five classes of ingredients, beer can be a very complex drink. Flavors can include soft malt and delicate floweriness or caramel and mocha with resinous, citrus and all points in between. Aside from the ingredients, variations in the brewing process also contribute to the character of beer. Given all these variables, it's easy to make beers that rival – or exceed – wine in complexity.

**Georgè de Piro is the Chief Brewing Officer and a founding partner at Druthers Brewing Company in Albany and Saratoga Springs, NY. He has a BS in biochemistry and has won many awards at the World Beer Cup and Great American Beer Festival.**

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# Oktoberfest

SHOULDN'T IT BE "SEPTEMBERFEST"?

By Erik Budrakey

Well not really...but it is a catchy headline, don't ya think?

When it comes to our favorite beer drinking holidays, it struck me a few years ago that I really didn't know what we were celebrating. I know for Mardi Gras that I would cruise to New Orleans, grab a 32 oz beer from a booth wedged between 2 bars, and stumble the streets as the women exposed themselves and the men drunkenly threw beads to them. I know on St. Patrick's Day that I would dress in green, drink green beer or Irish Stouts, and wake up the next day only to ask my friends to fill me in on my behavior the night before. And I know for Oktoberfest that I would attend local festivals and drink awesome German beer and make fun of all the dudes that were wearing lederhosen. I knew that we were celebrating something, and I knew that we were pretty good at it....I just didn't know WHAT it was that we



were celebrating. You've probably noticed the selections in the stores and beer bars shifting over the past couple of weeks from light, crisp, sometimes fruity Summer Season-

al Brews to a multitude of Oktoberfest offerings. Well that's because Oktoberfest is right around the corner! But what is this Oktoberfest? Why is it celebrated? And should I spell it with a "c" or a "k"? Let's dive in shall we?

Basically, on October 17, 1810 the Crown Prince of Bavaria was married to a Princess (never mind their names, not important for this drill) and all of the citizens of Munich were invited to attend the week long festival to celebrate. They were held in a field in front of the Munich city gates.

That same field, know to the locals as the "Weis'n", is where the festival is still held every year. As the Prince required, only beer brewed under the German Purity Law called "Reinheitsgebot" (produced only with barley, hops, water) and only beer brewed

**BEER**  
**1,823,000**  
**gallons**





within the Munich city limits may be served at the festival. Technically, only these beers should have Oktoberfest spelled with a "k". Other beers of this style, typically a Marzen Style Lager, should spell Octoberfest with a "c". (Although many American craft breweries spell it with a "k" and I really don't hear any complaining.)

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



and Dirndls, drinking great German beer, and basically "getting" their German on" for a hell of a party. I have had the luxury of attending the festival 2 times over the past few years and I can tell you... if you have to spend the rest of your life trying to get there...GET THERE! It will be an experience that you will never forget. In the meantime, be sure to check our calendar of events for upcoming local festivals... so you can get your German on!

## BOSTON BEER'S NITRO PROJECT



Earlier this year Samuel Adams released their new innovation "Nitro Project" featuring **Nitro White Ale**, **Nitro Coffee Stout**, and **Nitro IPA**. Available in 16oz./4-pack cans, each brew is nitro-infused with a widget at that bottom of its can. Founder Jim Koch explains, "By infusing nitrogen into the beer, it allows for a beautiful dense, creamy head and then flavor-wise it smooths the beer out and brings a different flavor that I think you're going to enjoy." Rumor has it that starting in September they will release the **Nitro Coffee Stout** on draft. Keep your eyes peeled for that one!

## SIERRA NEVADA LAUNCHES 2016

**GERMAN COLLABORATION** - Sierra Nevada Brewing Co.'s latest **Oktoberfest** offering is now available and is receiving rave reviews. This collaboration explores the roots of Germany's famous Oktoberfest beers. Each year, the brewers at Sierra Nevada partner with a different German brewer to explore a different approach to the style. This year they collaborated with Bamberg, Germany's Mahrs Bräu on a new version of the classic style. "This authentic version of the festival beer is deep golden in color with a rich malt complexity, but with a noticeable spicy hop character from the use of the nearly forgotten Record hop varietal." Look for it anywhere that sells great beer.



## NEW BELGIUM HITS THE SHELF

This past May the nation's #4 ranked craft brewery, New Belgium Brewing Co. out of Ft. Collins, CO, finally rolled into New York State as eager fans waited to drink them up. Their lineup includes their flagship darling **Fat Tire Amber Ale** as well as **Ranger IPA**, **Citradelic IPA**, and other year-round favorites. Their fall seasonal offering, **Pumpkick**, is now available and is bringing back a bite of tartness by adding the unexpected kick of cranberry juice to brighten this traditionally spiced seasonal ale. **Pumpkick** is brewed with plenty of pumpkin juice, cinnamon, nutmeg, and allspice, but it's the cranberries and touch of lemongrass that give it an extra flavor kick. Check it out when you see it out there.



## LAGUNITAS BEER CIRCUS TO EXPAND



Something they've done at the brewery for years is now coming to more cities. **The Lagunitas Beer Circus 2016**, which features "Freaktacular entertainment, live beer and fresh music", will hit Chicago, New York, Petaluma and Azusa, CA and benefit local nonprofits. The New York show will be scheduled for Saturday, October 1st at Brooklyn's MCU Stadium Lot. Snag your tickets NOW and see things you cannot unsee! (I smell a road trip!!)

## BELL'S BREWERY ANNOUNCES NEW

**BREW** - Kalamazoo, Michigan's Bell's Brewery will launch **Roundhouse India Red Ale** in cans. Previously only available on draught, the 7.5% ABV hoppy red ale will debut in 12 oz. cans packaged in 6-packs. It will start shipping in September. "Roundhouse has been a favorite for so many years since we started brewing it in 2009," said Bell's Vice President Laura Bell on their website. "It has a distinctive place in our beer portfolio and frankly, it was time to put this amazing beer into cans," she added. This is the third new addition to their packaging lineup this year. Just like **Hopslam**, **Roundhouse** is best enjoyed as fresh as possible.



Bell's Brewery, Inc.

## STONE BREWING CONTINUES TO CELEBRATE 20 YEARS

If you ask Stone co-founder Greg Koch, no single day can contain something as momentous as Stone's 20th anniversary. So they're celebrating this milestone over the course of an entire year by releasing some fan-favorite beers from their 20-year history. Using original recipes and bottle art, Stone is looking back on some highlights from their past while on the way into a future filled with continued creativity, passion and a helluva lot of fun. Their **20th Anniversary Double IPA** weighs in at 8.0% ABV and can be found in their 22oz Stone Anniversary 4 Pack.



## BROOKLYN PLANS "BIGGER/BADDER"

**BREWERY** - Brooklyn Brewery has announced that they will be opening a second brewing facility in Brooklyn. The new brewery, which is slated to open in 2018, will call the historic Brooklyn Navy Yard their new home. The new location will be conveniently located next to the brewery's current Barrel Aging Facility. Most exciting is the news that Brooklyn will be opening a **massive beer garden** on the rooftop of the facility. Craft beer fans will be able to take a tour of the brewery from a walkway that will run above the brew house. A beautiful beer garden will live on the roof of the sixteenth floor. From there, beer lovers will be able to see the Manhattan skyline and all of Brooklyn. It will be the perfect environment for a beer lover to sip a fresh-crafted beer while enjoying the ambiance of New York City wrapped up in the charm of Brooklyn Brewery. (I smell another road trip!)



## FOUNDERS BREWING CO SERVES UP

**BREAKFAST!** - Yup, it's that time of year again. Grand Rapid, Michigan's Founders Brewing Co. has released the 2016 version of their highly desirable **Breakfast Stout**. This 8.3% ABV/60 IPU Stout is the coffee lover's consummate beer. It is brewed with flaked oats, bitter and imported chocolates, and two types of coffee. Founders describes, "This stout has an intense, fresh-roasted java nose topped with a frothy, cinnamon-colored head that goes forever". Breakfast is served!



## HARPOON OCTOBERFEST CELEBRATIONS

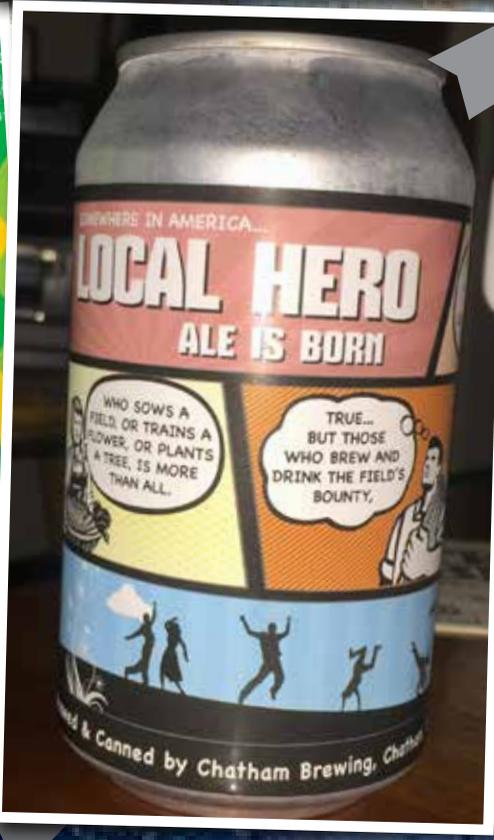
**HARPOON** - Harpoon Brewery will host their annual Oktoberfest celebration at their Boston brewery on Friday, September 30th and Saturday, October 1st. The massive Oktoberfest party allows revelers to indulge in the very best of Harpoon's year-round and seasonal beers as well as their ciders. The fest also features bratwursts, chicken dancing, keg bowling and more! Harpoon will be toasting to 27 years of Oktoberfest while oompah music takes over South Boston. If you have never attended this festival...put it on your craft beer bucket list. It's awesome! Can't make it that weekend? Harpoon hosts the festival again on Saturday and Sunday, October 8th & 9th at their second brewery location in Windsor, Vermont. Prost!



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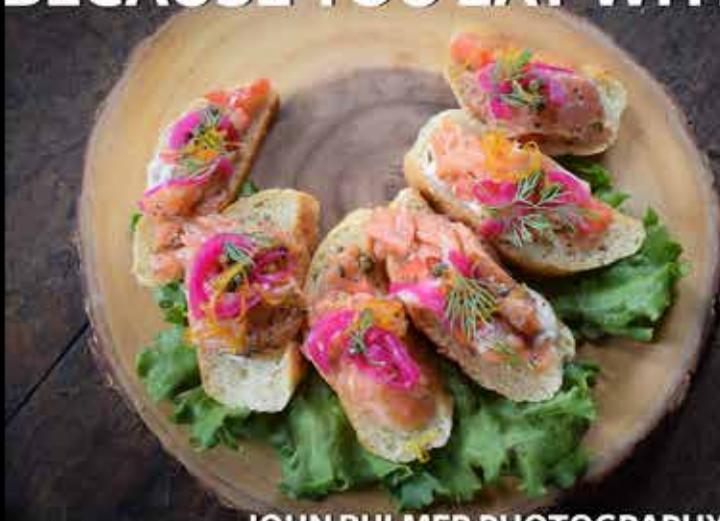
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