

August 2007



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Next Meetings

September 15th

Dave Moford's House
5784 N DeWolf Ave
Clovis, CA. 93611

October 27th

Hogtoberfest

San Joaquin Worthogs

<http://www.sjworthogs.org>

San Joaquin Valley

Worthog Review

Last Meeting

No official meeting last month due to camping trip and the pub crawl.

As someone once said "We don't know what we don't know". And we don't know what happened at the two events last month because we have received **NO** reports from **ANY** members as to how both of these events turned out.

Thanks to all of the members (except for Donald Thornton) for providing absolutely no input to the newsletter and no feedback about it over the past year.

Maybe we should publish the newsletter less often? Don't forget to not give us your opinion!

What to bring to meetings:

- Yourself and anyone who's interested in beer and brewing.
- Beer to share. (Homebrew or store-bought craft brew and imports).
- Food to share. (Chili, things to throw on the grill, sides dishes, etc.).
- Good vibes to share.
- Money for raffle tickets, dues (\$25.) and/or non-member entry (\$5.).
- Pen and paper for recipes and phone numbers.

Please Drink and Drive Responsibly !

Next Meeting

Dave will be doing a demo brew, so if you know of anyone who is interested in seeing Dave do his magic on his RIM's system, have them join us. As always, great beer, food, and conversation. Bring your swim trunks or bathing suit as I am sure it will still be hot.

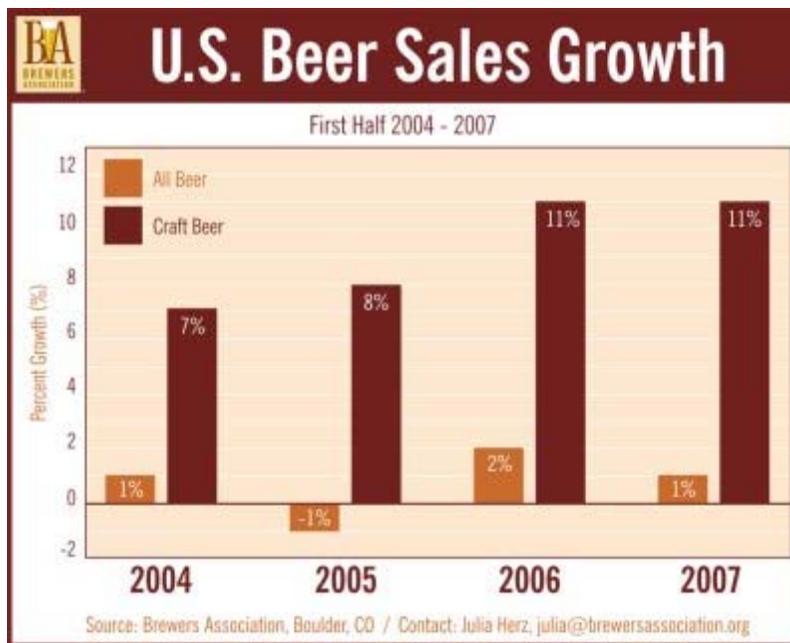
AHA Club only competition for Bock's. Our entry must be received in Dallas by October 1st. Bring your best for judging.



Brewers Association Reports Mid-Year Numbers Craft Beer Segment Continues to Set the Pace for the Beer Category with Double-Digit Growth

Boulder, CO – August 15, 2007 – The [Brewers Association](#), the trade association that tabulates industry data for craft brewers, reports craft beer sales and growth continue to break records. The volume of craft beer sold in the first half of 2007 rose 11% compared to this same period in 2006 and dollar growth increased 14%. For the first time ever craft beer has exceeded more than a 5% dollar share of total beer sales.

Overall, the U.S. beer industry sold one million more barrels in the first half of 2007 compared to 2006, with 400,000 of these new barrels produced by [craft breweries](#). This equates to 3.768 million barrels of craft beer sold in the first two quarters of 2007 compared to 3.368 million barrels sold in the first half of 2006.



For a high resolution version of this image and others related to this story go to :
http://www.beertown.org/pr/images/2007_midyear_numbers.html

Scan data from Information Resources, Inc. provide additional data points that confirm strength for the segment. Craft beer sales in the supermarket channel through July 15th, 2007 showed a 17.4% increase in dollar sales compared to the same period in 2006. This growth in sales was higher than any other alcohol beverage category.

“The 1,400 small, independent and traditional craft brewers in the U.S. have hit their stride,” said Paul Gatzka, Director of the Brewers Association. “United States craft brewers are making many of the world’s best beers, and the marketplace is responding.”

Coupled with the growth statistics has been a tidal wave of media coverage in the first half of 2007 including NBC’s Today Show on July 3 stating, “Beer is the new wine and can go with just about any food.” Additionally, Gallup, in its latest poll on alcohol beverages, announced for the second straight year that “Beer Again Edges Out Wine as Americans’ Drink of Choice.”

Julia Herz, Director of Craft Beer Marketing for the Brewers Association concluded, "Craft beer market share is steadily and consistently growing. A grassroots movement is responsible for this success as appreciators continue to trade up."



[Boston Beer to buy Pennsylvania brewery](#)

[Boston Beer Co.](#), the brewer known for its Samuel Adams brand of beer, said today it has agreed to buy a Pennsylvania brewery for \$55 million.

The purchase is expected to take place late next spring, and if the transaction goes as planned, Boston Beer said it will "discontinue exploring the option of building a new brewery in Freetown, Mass."

"Our decision to purchase this brewery, rather than build a new brewery in Freetown, was a difficult and complex one," said Martin Roper, [Boston Beer's](#) president and CEO. *"A combination of rapidly escalating steel and copper costs, increased costs of European brewing equipment caused by the reduced value of the dollar, as well as other construction and production costs and our own growth, recently led us to look again at other existing breweries that we might be able to buy. Comparing the projected construction costs of a new brewery against the price of buying and renovating the Pennsylvania brewery, leads us to believe that this is the better long-term strategic decision for the company."*

"We are able to secure twice the brewing capacity for less than half the cost of building the Freetown, Massachusetts brewery. If our due diligence in Pennsylvania and discussions with local government and infrastructure suppliers proceeds acceptably, we will not be proceeding with the Freetown project."

The seller is [Diageo North America Inc.](#), whose British parent is a beverage company known for such brands as Smirnoff vodka, Johnnie Walker Scotch, and Guinness Stout, Boston Beer said.

The company estimated that the Pennsylvania brewery, which is located about 60 miles from Philadelphia, will initially increase Boston Beer's brewing capacity by about 1.6 million barrels of beer annually, with the potential for expansion to over 2 million barrels.

The facility would complement company-owned breweries in Boston and Cincinnati, Boston Beer said.



US Craft Beer Now Available in China

Efforts from the Brewers Association's [Export Development Program](#) Make American Craft Beer a Reality Overseas

Boulder , CO – July 5, 2007 – The Brewers Association's mixed container export concept took off in China. In February of 2007 the first ever container of US [Craft Beer](#) was exported and since the first shipment the Chinese have liked what they're drinking.

This inaugural 'mixed container' had craft beers from Brooklyn Brewery (New York), North Coast Brewing Company (California), and Rogue Ales (Oregon). These beers are now available in eight on-premise establishments in Shanghai with further distribution anticipated.

Bob Pease, [Brewers Association](#) Vice President says, "This first container sale marked the success of the Brewers Association mixed container export concept and it marked the opening of a vast new market for US craft beers. The immediate reaction in-country surpassed expectations."

Due to the success of this first shipment, in May of 2007 additional shipments were ordered including

beers from two additional companies Kona Brewing Company (Hawaii) and Gordon Biersch Brewing Company (California). Dan Gordon, Gordon Biersch President says, "It really is remarkable that American craft beer is one of the few American consumer goods that are desired in China. Gordon Biersch is very excited to ship beer to China and I personally plan on working the market."

The mixed container export concept began in 2005 with a research study on China's craft beer market funded by the United States Department of Agriculture's Emerging Markets Program, a program funded by the USDA. This study was used by Josh Weiner and Daniel Berkowitz to create the [American Craft Beer Partners](#), a separate business unit of The Longboat Group, solely devoted to exporting US craft beers to China.



Invited guests to the BA's beer dinner enjoy an assortment of US craft beers on the balcony of Finestre, an up-scale restaurant on Shanghai's famous Bund.

Photo Credit: Brewers Association

The Brewers Association also participated in the 2007 SIAL China trade show, May 7-13, the largest trade show in the world, to host a beer and food paired dinner for trade and media. The Brewers Association plans to return to China for additional promotional activities and work to further develop this emerging market.



GENERAL INFORMATION

- There are a bunch of AHA homebrew competitions that are open to any homebrewer, so don't be shy and send your best in. A list of competitions can be found at <http://www.bjcp.org>. Just click on Competitions.



OLD BREWING STUFF

The immense importance of a pint of ale to a common person should not be overlooked.

- CANON OF ST. PAULS'S CATHEDRAL, 18TH CENTURY

I feel wonderful drinking beer; in a blissful mood with joy in my heart and a happy liver.

- SUMERIAN POET, CIRCA 3000 B.C.

Did you know that around 3000 B.C. the protectors and providers of beer were goddesses not gods? The goddesses of beer were Ninkasi, the Earth Mother, and Ama-Gestin during this time period.



CLUB MEMBER INPUT NEEDED (YES, REALLY!!!)

If any member has a tip, event, etc. that they would like to share with your fellow club members, please forward to dave_decker@comcast.net or Jason_decker6@yahoo.com . Photo's also accepted from any of the meetings.



LAST MEETING PHOTOS

Yahoo! Photo's is ceasing service in September and we are looking for a new home for the club photo archive. We will keep you posted.



BEER STORY'S OF INTEREST

Oil prices making fill-ups costly? That goes for mug refills, too. High-priced gas has farmers scrambling to plant corn for biodiesel—neglecting barley, the main ingredient in ...

<http://www.msnbc.msn.com/id/19886681/site/newsweek/>

The Belgians love their cherry beers. Americans like to squeeze lime into their longnecks. ... Hot melon in your beer? Bud tests additives Beverage giant diversifying its portfolio with fruity ...

<http://www.msnbc.msn.com/id/16815536/>

... Resort in Washington state, there were some clues scattered nearby — dozens of empty cans of beer. ... Bear downs 36 beers, passes out at campground Rainier, not Busch, the beverage of choice for ...

This is a story from 2004 but still makes me chuckle!

<http://www.msnbc.msn.com/id/5756809/?GT1=4529>



2007-2008 CLUB ONLY COMPETITIONS

September/October 2007

Bock

Entries are due 10/1/07 and judging will be held 10/9/07. Entry fee \$7 (make checks payable to AHA).

Larry Kemp
c/o: Data Base Products
12770 Coit Road
Suite 1218
Dallas, TX 75251

Hosted by Larry Kemp and the Cap and Hare Homebrew Club of Dallas, TX.
This competition covers BJCP Category 5 beer styles.
For more information, contact Larry Kemp at kempbrewing@aim.com

November/December 2007

Pilsner

Entry fee \$7.

Hosted by Todd Crockett and the Gold Country Brewers Association of Orangevale, CA.

This competition covers BJCP Category 2 beer styles.

For more information, contact Todd Crockett at toadlc@pacbell.net .

January/February 2008

Dark Lagers

Entry fee \$7.

Hosted by Susan Ruud and the Prairie Homebrewing Companions of Fargo, ND.

This competition covers BJCP Category 4 beer styles.

For more information, contact Susan Ruud at Susan.Ruud@ndsu.nodak.edu .

March/April 2008

Perfect Porter Challenge

Entry fee \$7.

Hosted by Ron Smith and the Foam Blowers of Indiana (FBI) of Indianapolis, IN.

This competition covers BJCP Category 12 beer styles.

For more information, contact Ron Smith at RonSmith@MarketWiseSolutions.com .

May 2008

Extract Beers

Entry fee \$7.

The host for this competition is available.

This competition covers All BJCP 2004 beer styles (Categories 1-23)*. Extract must make up more than 50% of the fermentables.

For more information about hosting this or other Club-Only Competitions, contact Janis Gross at janis@brewersassociation.org .

August 2008

Mead

Entry fee \$7.

Hosted by Al Boyce and the Minnesota Home Brewers Association of Edina, MN.

This competition covers BJCP Categories 24, 25, 26.

For more information, contact Al Boyce at allan.boyce@usbank.com .

September/October 2008

Imperial Anything

Entry fee \$7.

Hosted by Fred Bonjour and the Clinton River Association of Fermenting Trendsetters (C.R.A.F.T.) of Macomb Township, MI.

This competition covers imperialized versions of all BJCP categories; you must state the imperialization of the beer (ABV, IBU, etc.) on the entry form.

For more information, contact Fred Bonjour at homebrew@wideopenwest.com.