

## Next Meeting – Sept. 14

We were outside last month, and it was refreshing. Maybe nice weather and no Durty Nellies party will strike again. No AHA contest will be held, but I'm sure that there will be lots of homebrew to sample. If you missed last month, get your T-shirt and membership card this month. See you at 7:30 PM with 4 bottles of homebrew or \$5 in your hand

## Upcoming Club Events

Tuesday, October 12 – Monthly meeting, Durty Nellies, 7:30 PM.

Tuesday, November 9 – Monthly meeting, Durty Nellies, 7:30 PM, AHA Strong Ale Contest

## Thank you, Mark & Laura

Another wonderful picnic. Gee, that was so much fun that we should maybe schedule two next year. Just kidding, Procters. Have you ever thrown a party for 50 people? I have, and believe me, it's a lot of work even if you cater it completely. Well, I just was at a party for 50, and I want to commend Mark and Laura for opening their home to our Club and helping make our picnic into the smashing success it was. Not only did they spend the time shopping they had to prepare all that meat which took even more time. I hope you guys got a lot of leftovers and a lot of appreciation from everyone.

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## Club Picnic – August 21

Would it happen? Would we be rained out? God smiled somewhat on Club Wort and the picnic went off on the date promised. If only God had brought that cold front one day earlier.

I got to Mark & Laura Procter's a half hour after the 1:00 PM starting time, and met the three other members – Evan Van Dyke, Elliot Hamilton and Brad Griffin – who had arrived earlier. Mark was figuring out how to set up the box so he could tap into his brown ale, 2 pale ales and a Flatlander's Oktoberfest. He was drinking a Costco generic ale that came from a mixed case he decided to purchase. The temperature was in the 80's, but the humidity was typically high as it has been all summer. Mark had piled scrap cardboard in his fire pit, but I figured no one would want to be anywhere nears a fire that day. Luckily, there was a variety of shelters in the backyard and a tarp over the deck where the beer was to provide shade.

Three surprise arrivals were among the members arriving later. First, Ralph Schneider was back from Arizona, toting some Stella "Pissoir" but bringing a wife-prepared side dish. Then Rich Sieben came with his "ABC" – an Apple Butter Cyser he made from last October's cider pressing adventure. He had gotten it up to 24% alcohol. Finally, Dave & Julie Schoemaker came toting a Sour Belgian Ale. Elliot's 2006 Barleywine IPA and Bob Wappel's Red Rye Ale completed the tap beer available, but there was a large selection of bottles including Old Rasputin Imperial Stout courtesy of Dave Banks.

Mark & Laura started the food out with some hot wings appetizers out of the smoker. The main

course of 3 types of pulled pork – regular, chipotle, and spicy-sweet – along with brats, burgers, and all the side dishes, came out around 4:15 PM.

El Presidente John Guilfoil got there about 5:00 PM, in plenty of time to eat. I'm not sure about Mike Hudak, although his better half was there. The games that people brought were utilized all day, and even at 7:30 PM, there were still at least 20 still enjoying Mark & Laura's hospitality.

## Aug. 2010 Meeting Notes

Fresh air at last. Our string of indoor meetings ended as we were let out into the patio even though there seemed to be some sort of party in the upstairs room. Our Swiss ex-member, Jim Arendt, was in attendance along with 22 members.

We first began with introduction of our guest, David Galante, who is a Palatine resident and a beer drinker. Dave laid his \$20 at the end of the meeting and joined our group.

Dave Banks gave a Treasurer's report, \$1,504.42.

John Guilfoil then outlined all the various committees he has organized, and invited members to apply to them:

1. Executive Committee – John, Barry Filerman, Dave, Pat Smith and Bob Breitling.
2. Brew-In Committee – Randy Drumtra and Elliot Hamilton. Will also control equipment, yeast propagation, and grain buying.
3. Communications Committee – John wanted the website to be under this one, but Randy D declined to give up control.
4. Social Activities Committee – Will control the picnic, pub crawl, and Christmas party.
5. Education Committee – Evan Van Dyke and Laura Procter. Will control the library, meeting education, and book club.
6. Membership Committee – Will control membership renewal, dues collections, and

gathering of information as to why members drop out.

7. Beer Steward Committee – Paul Lange and Jim Holbach. Will control beer distribution at meetings.

John said he would email the membership about the committees. He also expected that each committee would create a budget for its activities.

Mark Procter talked about the picnic. Drainage problems at his place left the possibility that the picnic might be postponed until September 11<sup>th</sup>. He would email Thursday, August 19 evening if there would be a problem. He also pledged to send out an email invitation about the picnic.

My idea about procuring a wine barrel was endorsed by the membership. Kevin Bradley will research and report back to the membership.

No beers were entered in the AHA Sour Ale contest. The evening ended with the sound of beer drinking and mosquito slapping.

## Aug 2010 Tasting Notes

*Written by Newsletter Editor*

Barry couldn't make last meeting, so here are my sparse notes.

Eric Raz brought a Blue Moon Witt, fermented with Belgian Abbey yeast. Better than the original Blue Moon.

Randy Drumtra brought some of the Club brew-in Witt.

Mike Bushen had an American Wheat.

John Hannemann snuck in an Irish Red from a kit brew made by his brother.

The Club 80-shilling Scotch Ale surfaced as Jason Kopeny served his vanilla-flavored version.

Evan Van Dyke made a kit Oktoberfest.

Jim Holbach brought his Flatlander's Oktoberfest, and Mark Procter brought the same, but he fermented it with Munich yeast.

Someone served an expired (2008) Mr. Beer brown ale kit that definitely showed its age.

Finally, Dave Banks used an on-line recipe to brew a Surly Furious knock-off.

## **Cooking With Beer Tips**

Beer adds a rich, earthy flavor to soups and stews that makes them taste like they've been simmering for hours. Beers with a sweet or nutty taste can add depth to desserts.

While some recipes call specifically for beer, many recipes that call for wine can be prepared with a brew – they'll come out with a maltier, toasty flavor.

One last thing to remember – if you don't like the beer, you won't like the finished product after cooking.

Wheat beers are well matched for salads and fish.

Pale Ales and Bitters go with rich, fatty meats like game.

Pair Porters with stews.

Stout is the choice when making or serving dessert.

## **Getting Crafty**

For years, makers of craft beers have been chipping away at the market share of America's three beer giants. Now, the big brewers are craftily playing the same game.

The major brewers generally avoid using the parent company's name on the labels for their craft beers. Anheuser-Busch lists Green Valley Brewing Co. as the maker of its Wild Hop Lager, an organic beer. Jacob Leinenkugel is owned by SABMiller, while Blue Moon Brewing is a 100%-owned subsidiary of Molson Coors Brewing. But, don't look for these giants on the beer labels.

Being owned by the giants and their vast distribution networks are growing at a faster pace than the smaller craft beers. It also helps to have large staff and extensive marketing resources to

quickly gain a foothold in emerging categories of the beer industry.

Some beer aficionados and industry executives deride the brews made by big companies as "faux" crafts. "Any brand put into the marketplace with an intentional lack of affiliation with the brewery brewing it, I consider that a faux craft," says Tom McCormick, executive director of the California Small Brewers Association.

The major brewers say they're not trying to deceive anyone. "We see Blue Moon as being a special Brand," says Andy England, chief marketing officer of Coors. It's "no more relevant than Kashi cereal being owned by Kellogg or Lexus being owned by Toyota."

In the U.S. beer generally must be sold through distributors, and the big brewers have far larger distribution networks than independent brewers do.

The major brewers mostly promote their craft brands through word of mouth, a departure from the drumbeat of TV commercials touting their mass-market brands. To spur interest, the companies have representatives meet with bar owners to teach them how to talk up the brands' attributes. The companies also host tasting dinners to pair the beers with certain foods that bring out the flavor.

Miller has made Leinenkugels into a national brand, with presence in almost every state. Jake Leinenkugel expected to get his butt kicked out in the east coast because in 1994 they tried expansion and it failed. But, new attitudes and the power of the web made the second foray out east successful. Blue Moon was almost killed by Coors in 2000, but their distributors taught bartenders to serve it with a slice of orange and it took off.

Some independent brewers, like Boulevard Brewing from Kansas City, have not fared so good trying to expand against the big guys. Others, though, like New Belgium and their Fat Tire Amber Ale, liken the effect of the big brewers bringing legions of

new craft drinkers to a rising tide raising all ships.  
“Go Blue Moon,” says their chief brand officer.

## AHA Beer Contests

Note the style guideline numbers (and letters) after each beer. You can check at [www.homebrewersassociation.org](http://www.homebrewersassociation.org) to get the style info.

November 2010 – Strong Ales (19) – Old Ale, English & American Barleywine.

January 2011 – English Pale Ales (8) – Standard, Special & Extra Special/Strong Bitter.

March 2011 – Bock (5) – Maibock, Traditional, Doppelbock, Eisbock

April 2011 – Wood-aged Beer (22C)

## Classified Section

Club Wort T-Shirts; Price to be determined sometime in the future.

Three-pound (1 Quart) containers of honey; Cost is \$8.00; Contact Elliot Hamilton at [elliioth@m11.net](mailto:elliioth@m11.net)

Used Homemade Counter-Flow Chiller; ¼” copper pipe inside garden hose; 5-gal chilled in 10 min. \$40; Contact Randy D at [ddwbrew01@comcast.net](mailto:ddwbrew01@comcast.net)

## Great Taste Picture

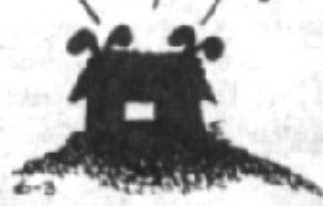


### HÄGAR THE HORRIBLE



INSTEAD, YOU JUST CHANGE THE SUBJECT, DON'T YOU?

ANSWER ME! / DON'T YOU?!



EVER WONDER WHERE THE FOAM COMES FROM ON THE TOP OF BEER?





# Aug Meeting Pictures

Taken by Elliot Hamilton



Our Newest Member, David Galante

