

# HEART <sup>OF</sup> THE VALLEY HOMEBREWERS

This is the HOTV Brewsletter  
VOLUME XXII, NUMBER 6  
June 2002

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**THIS MONTH'S MEETING**

The Heart of the Valley Homebrew Club meets on the third Wednesday of each month, alternating between Corvallis and Albany. Our next meeting will be Wednesday, June 19, at 7:00 p.m. at the home of Lee and Helen Smith. Their address is 2190 Maier Lane in North Albany. Their phone number is 926-2286.

Here are directions to Lee's house:

From Corvallis: Take Highway 20 to Scenic Drive. Go left to Gibson Hill Road (stop sign). Go right to Skyline Drive. Go right to Maier Lane. Go left to the address sign on the tree (2190). Go right to last house. It's OK to park on the grass.

From Albany: Take Highway 20 to North Albany Road. Turn right. North Albany Road curves left and becomes Gibson Hill Road. Go to Skyline Drive and turn left. Turn left at Maier Lane. Go right at the sign on the tree (2190). See above.

The post-festival meeting at Lee's is always a treat. The setting is beautiful and there are lots of places to hang out, inside and outside. There will be plenty of leftover homebrew from the festival, and Lee encourages us to be prepared to take some home with us at the end of the evening. Lee adds, "Helen will be serving a chicken, shrimp, and tasso (cajun ham) jambalaya. We'll also have some hot dogs that were leftover from a previous function. We still have about a quarter barrel of Bridgeport IPA left, all

**PORTLAND INTERNATIONAL BEERFEST**

by Ron Hall

The Portland International Beerfest will be held July 12-14, at a park near the Lloyd Center. You may want to get hotel rooms for the weekend or coordinate drivers. The Lloyd Center is on the MAX line, so you can pretty much stay anywhere downtown, as long as you are sober enough to find the train station afterward. I have a room at the Embassy Suites downtown, but have several friends flying in for the weekend, so I can't promise any floorspace or bedspace. Hope to see you there!

The PDX International Beerfest started last year, and has a more intimate, less frat party atmosphere than the Oregon Brewers Festival, which is two weeks later and which many of you have attended. The beers are much more interesting, and they include dozens of Belgian, German, and other international beers on tap and in bottles. It is not on the riverfront, but at a park near the Lloyd Center on the east side of the river. For more information, here is the website:

<http://www.portlandbeerfest.com/PIB%20Index.htm>

**BEER ADVERTISING SLOGANS**

by Kendall Staggs

The following are slogans from American beer brands. Some of these brands were common, some were obscure, many have gone by the way of the dinosaur. Can you match the slogan with the brand?

- 1 "B'Gosh It's Good."
- 2 "The Friendly Beer."
- 3 "It's the Water."
- 4 "The Beer With the Million Dollar Flavor."
- 5 "The Prince of Pilsners."
- 6 "The Champagne of Bottled Beer."
- 7 "Dog Gone Good."
- 8 "It's Foam Fresh."
- 9 "The Lusty Brew!"
- 10 "A Case of Good Judgment."
- 11 "The Gem of Fine Beer"
- 12 "It's Superior."
- 13 "Got It? Get It!"
- 14 "For Men Only."
- 15 "Wholesome As Sunshine."
- 16 "Lazy Aged."
- 17 "The Beer With A Purr."
- 18 "From the Land of Sky Blue Waters."
- 19 "Smooth As Evening Dusk."
- 20 "A Man's Drink."
- 21 "Hit's the Spot."
- 22 "The Beer That Made Milwaukee Famous."
- 23 "As Fresh As Mountain Air."
- 24 "Best Beer in Town."
- 25 "It's the Grain."

the more reason not to bring a lot of beer. See you in a couple of weeks."

## **SUMMARY OF THE 2002 OREGON HOMEBREW FESTIVAL**

by Joel Rea

Mixed emotions are flying about the 20th Annual Oregon Homebrew Festival and, depending upon who you talk to, there might be different reasons. This year we only had 215 entries, which is down from previous year's entries when we averaged 325. Bummer-for a couple of reasons. It's discouraging to be down from last year; one of our measures of success for the club has been the number of entries in our spring event. Many club members work hard at putting on the festival and it is a letdown to have fewer entries. It's also painful from a financial standpoint because over the last several years we have really built up the festival to the point of relying on it as the club's a major source of revenue.

This year we will be lucky to make a buck off the festival. Our overall expenses were less than last year, but this year we made less because we were short \$750 in entry fees. In recent festivals we have had three or four persons who have submitted 15 to 25 entries each. These power hitters did not participate this year and this had a direct impact on our revenue. Their absence, however, made it possible for many new brewers to win awards, and that may bode well for the future viability of the competition.

We also saw something of a shortfall from the raffle. Although it is impossible to lose money on a raffle featuring all donated items, we did not make as much as we have made in the past. I can only blame a slumped economy to explain why we had fewer donations and fewer raffle ticket purchases.

We had a great festival, though. There were some wonderful beers entered and several people new to our hobby participated in judging and running the show. I would like to thank once again all of the committee members who helped tirelessly to make the festival run smoothly: Mare, for rounding up a great crew of judges; Lee, for making everything happen behind-the-scenes; Matt, for doing a smack-up job stewarding; Kendall, for putting on another great judge training seminar; Dave, for keeping all of the entries in the

26 "A Pip of a Nip in Every Sip."

27 "The Choicest Product of the Brewer's Art."

28 "The Brew That Grew With the Great Northwest."

29 "A Beer As Proud As Its People."

30 "The Beer That is Beer."

Here are the beer brands:

Alpine, Arrow, Atlas Prager, Black Dallas Malt Liquor, Black Pride, Bub's, Buccaneer, Bull Dog Malt Liquor, Champagne Velvet, Chief Oshkosh, Drewrys Malt Liquor, Duke, Edelweiss, Elfenbräu, Falstaff, Frankenmuth, Grain Belt, Harvard Ale, Hamm's, Jax, Miller High Life, Mr. Lager, Northern, Old Crown Bock, Olympia, Pearl, Princeton Tiger Brew, Schlitz, Schmidt's, Walter's.

For the answers see the next issue or email .

## **ARTICLES FROM THE REAL BEER PAGE**

### Craft Beer Sales Top \$3.3 Billion

With growth of 1.2 percent in 2001, craft beer sales topped \$3.3 billion in 2001, according to figures released by the Institute for Brewing Studies. "The industry, which began in the 1970s, has shown growth every year for the past 20 years. That really speaks to the staying power of craft beer," said Paul Gatza, IBS director. In 2001, the industry produced more than 6.2 million barrels of craft beer in the United States. This growth means the net volume gain for 2001 was 78,620 barrels-equivalent to more than 1.5 million cases of new craft-beer sales-bringing the total U.S. craft brewing industry annual sales for 2001 to more than \$3.3 billion.

<http://realbeer.com/news/articles/news-001711.html>

### Pilsner Urquell Eyes Top Ten

South African Breweries (which recently purchased a controlling interest in the Miller Brewing Company) plans a \$10 million a year global advertising campaign in an effort to boost the Czech-brewed Pilsner Urquell into a spot among the world's top ten selling beers. Pilsner Urquell aims to increase production nearly five-fold by 2010 to compete with the world's top selling beers such as Budweiser, Heineken, and Carlsberg. The brewer kicks off its first TV campaign this month in Poland, and will make that country, Germany, Russia, and the United States its four priority markets. The TV ads may reach the U.S. by the end of this year.

<http://www.realbeer.com/news/articles/news-001713.html>

### Russians May Ban Beer Advertising

It appears that booming beer sales in Russia don't excite everybody. In fact, the parliament is considering a ban beer on advertising on TV in the country. The Russian Duma approved the first draft of proposals to prohibit TV advertising of beer, the use of people (especially famous personalities) and animals in beer ads, and the promotion of

right order; Derek, for slinging up some great grub; Eugene, for putting up with registration at his brewery and for providing beer trailer services; Christina, for keeping the beer pouring free and secure; Royal, for putting on a solid raffle. And thanks to everyone else who stepped in to help with stewarding, judging, registering the beers, setting up, and cleaning up!

The flow of the festival went very smoothly-in part because there were only 215 entries. I felt everyone had a great time and it was beneficial to end the main judging just after noon, which allowed us an opportunity to eat lunch, drink a few pints together, and then listen to Jamie Floyd's discussion on the Oregon Brewers Guild. We were cleaned up and departed from the fairgrounds by 4:30.

On May 29 we held a festival committee wrap-up meeting that lasted about two hours. We discussed next year's event and how to make the Oregon Homebrewers Festival more solvent. During our next regular club meeting, at Lee Smith's house, we will further discuss next year's festival and what form and shape it should take. If you are interested at all in how this festival will take place I would strongly encourage you to attend and express your views. The more input there is from members, the more successful next year's festival will be!

### **JUNE LITTER PICK-UP**

by Lee Smith

Our June litter pick-up is set for Saturday, the 15th. As always, we will meet at Hyak Park at 11:00 a.m. and spread out from there. Six lucky respondents will get first use of our new grabber tools (thanks, members, for approving this expense) and two of us will make do with the old ones. I promise a nice day and better-than-average refreshments. Please reply by e-mail or call 926-2286. Thanks.

### **COMMERCIAL BEER REVIEWS**

by Kendall Staggs

#### **A TASTE OF GERMANY ON THE WEST COAST**

German-style Ales are rare in galaxy of domestic craft beers, but here are five West Coast brews that claim a German lineage. All of these are available at Shop Ôn' Go on Van Buren in Corvallis.

beer as a drink to satisfy thirst. "Not American missiles, but [the] alcoholization of people and drugs aggression threaten us," said Vladimir Zhirinovskiy, vice-speaker of the Duma, in discussions on the amendments to the law. "Our society is tired of the aggressive advertising of the yellow devil."

#### Award Winning Beers:

Brewing Industry International Awards

<http://www.realbeer.com/news/articles/news-001705.html>

#### World Beer Cup finalists

<http://www.realbeer.com/news/articles/news-001704.html>

#### Helsinki Beer Festival 2002

<http://www.realbeer.com/news/articles/news-001712.html>

#### Drinker Develops RSI While Hoisting Pints

A Manchester University psychology student is apparently suffering repetitive strain injury-most commonly called RSI-by continuously lifting his pint glass at the local pub. "Matt (Royle) is the first person I have ever seen in my career with RSI caused by drinking beer," specialist physiotherapist Jan Davison told the Oldham Chronicle newspaper. RSI occurs when a tendon becomes inflamed after continuous repetitive movement, commonly caused by racket sports, video games and computer keyboard use. In Royle's case, he visits his Fallowfield local four nights a week and drinks six pints each session.

<http://www.realbeer.com/news/articles/news-001714.html>



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1 Widmer Sommerbräu, Widmer  
Brewing Company, Portland, Oregon

From the Widmer website: "Sommerbräu is crisp, refreshing, and slightly dry with a hint of hop flavor and aroma. It's proof that a lighter beer can also be a flavorful beer." I agree with all that; it is certainly a good summer beer. But it advertises itself as a "Golden Kölsch Beer," and I don't think it quite measures up as a true Kölsch. It needs a different yeast strain to achieve that distinction.

Alcohol: 4.8 percent by volume

Bitterness: 26 IBU

Pale and Wheat malts

Spalter Select aroma and bittering hops

2 Alaskan Summer Ale, Alaskan Brewing  
Company, Juneau, Alaska

From the Alaskan website: "Alaskan Summer Ale balances a softly malted palate with the clean freshness of German Hallertauer hops. The straw-gold color and easy drinkability are an enjoyable way to celebrate summer." Once again, this is advertised as a Kölsch-style ale. It is light, easy to drink, and flavorful. But missing are the characteristics of a true Kölsch, which include yeasty notes and fairly substantial body.

Alcohol: 5 percent by volume

Bitterness: 27 IBU

Pale and Munich malts

Hallertauer hops

3 Curve Ball Kölsch-Style Ale, Pyramid  
Brewing Company, Seattle

From the Pyramid website: "Inspired by the traditional Kölsch-style beers of Cologne, Germany, Curve Ball boasts a clean, crisp, slightly herbal taste and a lighter body." Here's the real deal. I have only had a few Kölsches from Germany (and a few award-winning homebrewed versions), but this one seems very true to style, and that includes a whiff of sulfur in the nose that can only come from the right yeast strain. It is a very good summer beer, and great with sandwiches.

Original Gravity: 1.045

Alcohol: 4.8 percent by volume

Two-Row Barley malt, malted Wheat

Vanguard and Perle hops

4 Uncle Otto's Weissbier, Portland  
Brewing Company, Portland, Oregon

From the Portland Brewing website:

"Uncle Otto's Weiss Beer [is] an authentic German Wheat Beer on par with Munich's finest. This new spring and summer seasonal is made with a remarkable yeast [Weihenstephan] that

imparts complex overtones of banana and clove." The site goes on to say that the beer was named "Weissbier" in an effort to differentiate it from the "rather bland American-style Hefeweizens," adding "They're completely different beers." Brewmaster Alan Kornhauser says, "This is one of the few beers in which yeast is critical to flavor." I would argue that yeast is critical to the flavor of many beer styles, but agree that it is essential to an authentic Bavarian Weizenbier. True to their word, the folks at Portland Brewing have produced a very flavorful example, one that is reminiscent of the Paulaner Hefeweizen, with exaggerated banana notes in the aroma and taste. Congratulations to the brewers.

Pale Two-Row malt, Northwest Winter Wheat  
Tettnang hops

#### 5 Sudwerk Hefe Weizen, Sudwerk Privatbrauerei Hübsch, Davis, California

From the Sudwerk website: "A Bavarian-style unfiltered wheat beer with a light fruity taste and a slightly spicy finish."

This is a more balanced version of the style, with more of the clove-like spiciness reminiscent of the best Bavarian brands. I really liked this one; in fact it is one of the best American interpretations of a German Weizenbier available. Skip the lemon. Enjoy all its subtleties of this beer.

50 percent Pale Two-Row malt, 50 percent Wheat.  
Hallertauer hops