5TH ANNIVERSARY ISSUE!

Q&A W/ BREWERS GUILD’S PAIGE MCWEY

+ BAVARIA BEER TOURING
SDBW EVENTS INSIDE
AND MORE!
When the winter winds begin to howl, hunker down with good people and great beer to ride out the storm. Our Snowpack features four beers with a spectrum of flavors ranging from bright, bracing hops to smooth, roasted malts and rich coffee.

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NEW TASTING ROOM NOW OPEN

9990 ALESmith CT. SAN DIEGO, CA

SABTURDAY 11/7
SUNDAY 11/8 - MONDAY 11/9
TUESDAY 11/10
WEDNESDAY 11/11 - FRIDAY 11/13
SATURDAY 11/14
SUNDAY 11/15

LEARN TO BREW DAY
BARREL-AGED BEERNANZA
RANDALL SPECIAL
SPEEDWAY GRAND PRIX
BARREL-AGED & HAWAIIAN SPEEDWAY RELEASE PARTY
32OZ RARE BEER GROWLER FILL DAY

ALESmith.com // Facebook Instagram Twitter @ALESmithBrewing
Each year, San Diego Beer Week arrives and rains down a myriad of events. Like a Vegas buffet, planning and strategy are key. Otherwise, you’ll end up asleep somewhere and missing out on the fun.

This list is subjective. I focused on events that have uncommon beers and especially beers from out of San Diego. I also really want to check out some of the newest beers/breweries/spots in town. In other words, I’m fixing to learn what’s up on the cutting edge of San Diego beer and tasting the best that America’s Finest Beer City/County can produce.

My sources: our WC online beer event calendar at westcoastersd.com, Beer Week’s official website SDBW.org and our generous advertisers (make sure to check out the ads in this issue, for there are plenty of amazing happenings in there).

San Diego’s finest are also avid local beer fans and well aware of San Diego Beer Week. Don’t be a drunk driving dickhead, use your phone to talk to space and summon a Lyft or Uber. Uber lets you split fares now so you can break up the fare with the squad.

I only regret that I have but one liver to lose for my county.
-Jerry Sanders

FRIDAY, NOVEMBER 6TH

+ VIP GUILDFEST

Verily, this event’s grown a bit since it’s cozy inception in 2013. That said, I’m expecting a state-of-the-union for how SD beer is tasting while enjoying a sunset on the water. Details are slim as to who is pouring what exactly, but there will be unlimited food, beer and access to local brewing community folks.

If you’re attending both days, I recommend hunting the whales during the VIP. See below for my tip on the 2nd day.

+ AMPLIFIED ALE WORKS 3-YEAR ANNIVERSARY

There’s a growing number of adults in Pacific Beach who choose local beer over vodka slushies and our resident brewery is Amplified. Cy Henley makes amazing beers out of his seaside brewhouse, the biergarten patio overlooks the ocean and the food is amazing. When people ask me why I moved from North/South Park to PB, I take them here (then Crushed, TapRoom and Iron Pig afterwards if it’s one of those nights).

SATURDAY, NOVEMBER 7TH

+ SAN DIEGO BREWERS GUILD FESTIVAL

I will most likely be slightly woozy from the previous evening, but nothing will keep me from this festival. That’s because this festival is awesome. While there won’t be unlimited food, there will be even more beer and friends present, and I can get a better view of the boats floating around the bay during the day. West Coaster will have a booth with cool SDBW 2015 t-shirts, too. You can say hi to myself and Co-Founder Ryan. If you do, bring treats.

The general Saturday Guildfest session is a great time to check out just-opened breweries, as this is their first-ever Guild Fest

Continued on p.4
SEIZE.
SIP.
ENJOY.

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TAP ROOM HOURS
MON-THUR | FRI | SAT | SUN
4-8 PM | 3-9 PM | 12-8 PM | 12-5 PM

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SDDBW
SAN DIEGO BEER WEEK 2015

FRIDAY 11/6 (6PM)
SD MAVERICKS TAP TAKEOVER - The High Dive is kicking off San Diego Beer Week with our ode to the original San Diego Breweries.
• Ballast Point
  COPPER NITRO, BLACK MARLIN PORTER
• Alesmith
  VIETNAMESE SPEEDWAY STOUT, NUT BROWN
• Stone
  VERTICAL EPIC 12/12/12, PALE ALE 2.0
• Karl Strauss
  PEANUT BUTTER CUP PORTER, UNDER THE STAIRS SERIES SOUR
• Port
  •Lost Abbey RED POPPY

FRIDAY 11/13 (6PM)
BALLAST POINT TAP TAKEOVER - All 20 taps will be pouring some insane specialties from Ballast Point.

THE LIST
MARGARITA LONGFIN
KEY LIME AND TANGERINE DORADO
PINEAPPLE AND GUAVA GRUNION
LONGFIN SHANDY - ROSE HUES OF STRAWBERRY, LEMON
ORANGE & MILK CHOCOLATE VAS
TART PEACH PALE
MANGO & PASSION FRUIT SCULPIN
TART PALE - CRANBERRY, POMEGRANATE, LIME
GRAPEFRUIT LONGFIN LAGER
MANGO EVEN KEEL
TART CHERRY BLACK MARLIN PORTER
PINEAPPLE SCULPIN IPA
BLUEBERRY CALCO AMBER
WATERMELON DORADO IPA
THAI CHILI Wahoo
BA BARREL
BA PORTER - NITRO
COOKIE MONSTER
COCONUT VAS
SOUR WENCH
EVEN KEEL
GF SCULPIN
VICTORY AT SEA
PIPER DOWN
GRUNION PALE ALE
VICTORY AT SEA 4 ROSES

Along with these two events, we will be rotating a healthy selection of specialty beers from some of San Diego’s smaller breweries as well as other California staples. Also expect a few promos & pint nights throughout SDBW. Cheers!

VOTED BEST NEIGHBORHOOD BAR
VOTED BEST SAN DIEGO DIVE BAR
VOTED TOP 5 BEST CRAFT BEER BAR, BEST BAR IN SD COUNTY & BEST JUKEBOX IN A BAR

1801 MORENA BLVD | HIGHDIVESD.COM
and they’re going to want to impress. As of late October, brand
ew breweries that opened this year are: Abnormal, Bay City,
Division 23, Duck Foot, Guadalupe, Half Door, Helix, Home,
Kilowatt, Magnetic, Novo Brazil, Pacific Islander, Prodigy, Second
Chance and South Park. Be gentle with your Untappd ratings; re-
member all breweries were once baby breweries :) 

**BARREL-AGED RARE BEER NIGHT @ PIZZA PORT OCEAN
BEACH**

I’ve never been to Pizza Port Ocean Beach and left disappointed
with the offerings brewed on site. Nacho & the brewing team cre-
ate awesome beer that won’t stop winning awards, so I’m going
to hunt some barrel aged whales from OB and the rest of the
Pizza Port empire this evening. If I’m able, I hope to sample some
of the other beers from other breweries that they’ll have on tap
as well. I fully expect to make some lame Captain Ahab / Moby
Dick / whalezbro jokes while doing this. Did you know Pizza Port
makes pizza, too?

**SUNDAY, NOVEMBER 8TH**

**BAJA BEERS @ BOTTLECRATH LITTLE ITALY**

I was going to type some remark bemoaning the old Bottlecraft,
but then I remembered the old location sucked compared to the
new one. This will be the first Beer Week for Bottlecraft Little Italy
2.0, and Baja breweries are ON FIRE right now. While I couldn’t
get a hold of the tap list for this event, based on the above facts I
know Bottlecraft will put on a good event. Ballast Point Little Italy
is a catty-corner away, and they have beer, too.

**EPICUREAN BEER GEEK TOURS @ WHITE LABS, BROTHERS PROVISIONS, STONE FARMS AND SOCIETY**

A new face launching for SDBW, Epicurean San Diego is an
outfit that promises beer, food and education while ferrying you
to White Labs, Brothers Provisions, Stone Farms and Societe. I
don’t get to visit White Labs, Brothers and Societe enough, and
I’ve never actually had a beer at Stone Farms. The cost is $115,
and if there’s food and beer involved that’s a pretty good price
especially since it includes transportation and a meal. Great event
for out-of-towners and if Sunday doesn’t work the same tour runs
daily November 5th-8th & 12th-15th from 10:30AM-3:45PM.

**MONDAY, NOVEMBER 9TH**

**BREWS, VIEWS & CHEWS @ TOM HAM’S LIGHTHOUSE**

It’s not just about beer, folks. Beer Week brings a lot of stellar
foodie events, and this is one of them. Tom Ham’s Lighthouse
is an iconic San Diego landmark that underwent a significant re-
model and has stepped up their beer program in 2015. This event
features six breweries such as Ballast Point, New English and
Belching Beaver paired with six plates from the chefs of Soda &
Swine, Carnitas Snack Shack and The Little Lion Cafe. Live music
and a killer view of my lovely hometown’s downtown seal the deal
for me.

**ABNORMAL BEER CO. / CORK & CRAFT BEER PAIRING
DINNER FEATURING MODERN TIMES & ALMANAC**

Another equally killer option is up north at Abnormal Beer Com-
pany / Cork & Craft. A proper sit-down beer dinner, this multi-
course meal will have beers paired from Modern Times, Almanac
and Abnormal paired with the skilled Cork & Craft Kitchen. While
I don’t know the particulars of this event, I was lucky enough to
attend an outstanding AleSmith beer dinner early in 2015. It’s
a safe bet that with months worth of practice this will be worth
every penny.

**TUESDAY, NOVEMBER 10TH**

**THE FULL TABLE @ BENCHMARK BEER**

Like most San Diegans, I dig my badass hoppy Single/Double/
Triple/Quadruple IPAs. That said, as my palate evolves (and my
liver ages), I find myself appreciating gentler, more subtle beers.
Benchmark Brewing Company’s Table Beer is a fine example of
what I’m talking about, and this night will feature 12 different
variations of the slightly roasty Belgian style ale. This event is a
great way to tune your tastebuds. Grab a pint of regular Table for
a control beer, and then taste the versions that have been barrel-
aged or Brettanomyces-innoculated. Check out how changes in
ingredients or processes can create such dramatic differences.
Within walking distance is the rest of the developing Grantville
neighborhood beer cluster which includes Groundswell and San
Diego Brewing Co.

**WEDNESDAY, NOVEMBER 11TH**

**SOUR TAP TAKEOVER @ RIP CURRENT NORTH PARK**

Unlike most non-brewing satellite tasting rooms, 2015 Great
American Beer Festival Very Small Brewery of the Year Rip Cur-
rent’s North Park location serves guest taps in addition to the
beer brewed in the San Marcos production facility. Rip Current
has deep connections with local homebrewing club QUAFF
(Quality Ale and Fermentation Fraternity). Thus, the staff is pretty
enthusiastic about quality brews - even if they don’t brew it them-
selves. Guest taps will be pouring a tart selection from Almanac,
Toolbox, Council, Dogfish Head & more starting at 3PM.

**THURSDAY, NOVEMBER 12TH**

**7TH FLING W/ GREEN FLASH @ HAMILTON’S**

Like the Hajj, all San Diego beer faithful should attend this event
once in their lifetime. The morning starts at Morley Field with a
brunch. While you munch, Hamilton’s proprietor Scot Blair and
his staff are busy matching up players to create even teams of
four. After a brief talk regarding rules, the shotgun disc golf tour-
ament starts. Disc golf is the de-facto sport of San Diego Beer,
and expect several brewers to be in attendance. While all skill
levels are welcome and the fun level is high, there is stiff compe-
tition. Camaraderie and silliness are expected by all attending.
Winners get to tap the cask at the afterparty which takes place at
Hamilton’s. The afterparty is closed to non-Flingers, boasts lunch
and a hosted bar until 3PM (when Hamilton’s normally opens).

**CRAFT BEER + BITES @ SILO**

Maker’s Quarter is a slick venue located right off where the 94
freeway ends. $35-$40 ticket gets you unlimited tastings of beer
from 15 breweries, with food, craft cocktails and wine available for purchase. Proceeds benefit the San Diego Brewers Guild, and this event is also a graduation celebration for the recent batch of students from the San Diego State Business of Craft Beer Program. Across the street is Monkey Paw and both Half Door and Mission are within walking distance (along with the rest of downtown).

FRIDAY, NOVEMBER 13TH
+ BEER WITHOUT BORDERS @ MACHETE BEER HOUSE
As I mentioned, the Mexican craft brewers are doing some great stuff. It’s much easier to get to National City than Tijuana, and Machete is one of the bright stars of the growing South Bay beer scene. All 30 taps will be taken over by breweries such as Insurgente, Agua Mala, Border Psycho and Wendlandt. For those lucky enough to have a designated driver, don’t forget to check out La Bella Pizza, Manhattan Bar and Third Street Ale House while you’re in the area to understand #SouthBayUprising.

+ BATTLE OF THE GUILDS @ TORONADO
This event ruled last year. Try beer from the greater Los Angeles and San Francisco first. Breweries that will be included from LA: Three Weavers, Beachwood, Ladyface, Monkish, Phantom Carriage + more. From the Bay Area: Magnolia, Cellarmaker, Thirsty Bear + more. Last year had lots of brewers in attendance from San Diego, Los Angeles and San Francisco; this is a good event to mingle! Stop in early if you’re looking for the rarer beers, or pop in while roaming 30th. Don’t forget to cast your vote for San Diego!

SATURDAY, NOVEMBER 14TH
+ THREE AMIGOS @ O’BRIEN’S PUB
Former Pizza Port brewers Tom Nickel, Jeff Bagby and Tomme Arthur have each staked their own claims at Nickel Brewing Co., Bagby Beer Co., and Lost Abbey, respectively. An event with these three dudes present is a treat. If you wanted a chance to hang out with the best of the business while tasting some insane beer, this is it. Early afternoon is probably the best time to hit this event up. O’Brien’s is within the Kearny Mesa brewery cluster, which means Societe, Council, Kilowatt and Helm’s are all within striking distance. For food, across the street are two cool new beer pubs Common Theory and Dumpling Inn.

SUNDAY, NOVEMBER 15TH
+ THE BEER GARDEN AT THE LODGE AT TORREY PINES
Located on the grounds of the 5-star Lodge at Torrey Pines, the endpiece event of San Diego Beer Week is not to be missed. Gaze upon the majesty of the Torrey Pines golf course and the Pacific Ocean while stuffing your unmajestic, Beer-Week weary maw with unlimited, expertly matched food & beer pairings. This last official San Diego Brewers Guild event of the year explains to all senses why San Diego is awesome. •
In addition to the news that the local brewing company is working on a tasting room in Temecula, in October San Diegans learned that Ballast Point will soon be going public with an IPO valued at $172.5 million. On October 19 the company filed an S-1 form with the Securities and Exchange Commission; this is the first step in the process. In that public form, which you can view at https://www.sec.gov/Archives/edgar/data/1648798/000119312515346618/d87353ds1.htm, lots of company details are revealed. For example, Sculpin IPA and Grapefruit Sculpin IPA represent more than half of their sales, and net revenue will likely double in 2015: in the first six months of this year, it stands at $51.7 million, whereas 2014 on the whole was $48.9M. While West Coaster is excited that eager drinkers will be able to invest in the business within the next couple of months, we hope that the quality of their products remains high as big-time outside shareholders will expect profitability quarter after quarter.

BIG BEER MERGER

It’s been culminating for some time, but this past month SAB Miller agreed to a $100+ billion merger with Anheuser-Busch InBev. The news came on the heels of a Reuters report that AB InBev is being investigated by the U.S. Department of Justice and the California Attorney General as they buy up distributors around the country, including two in California recently. This led the California Craft Brewers Association to issue a statement, saying that the above developments “have given rise to questions about the company’s long-term intentions.” Executive director Tom McCormick continued: “This has caused concern among our members. At the very least, it establishes the critical need to preserve self-distribution for small brewers and demonstrates the need to preserve and protect a fair and equal marketplace. The CCBA has been and will continue to be involved in this.
Industry leader in the design, production and service of water purification systems for breweries.

Check out our systems at Coronado Brewing Co., AleSmith Brewing Co., Ballast Point Brewing & Spirits, Saint Archer Brewery, and White Labs.

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SAN DIEGO BEER WEEK AT WAYPOINT

SAN DIEGO’S BEST BEER RESTAURANT

Keep the Glass with Pizza Port
Saturday 11/7

Keep the Glass with Societe Brewing
Sunday 11/8

Beer Dinner with Fall Brewing
Wednesday 11/11

Waypoint Cellar Release Night
Thursday 11/12

Keep the Koozie Night
Friday 11/13

SAN DIEGO BEER WEEK AT WAYPOINT

SDBW.ORG

Waypoint Public House

SDBW.ORG

Raglan Public House

SAN DIEGO BEER WEEK 2015

November 9th
86 Flight Night
featuring rare Lost Abbey beers

November 11th
The Lost Abbey

November 8th
Keep the Pint Night
featuring beers from:

Specials all week
Speciality beers all week long from only San Diego breweries. Keep up with our facebook to see our list and what we put on that day!

Raglan Public House

1851 Bacon Street
Ocean Beach, CA 92107
619.794.2304

Amplified Ale Works

Patio Pints
$4 pints from a featured brewery on SAT/SUN

23 Rotating Taps

Ocean Front Beer Garden

German Beer Night
$6 steins every WEDNESDAY

933 W. Mission Blvd
659-210-5222
Amplifiedales.com

Raglan Public House

1851 Bacon Street
Ocean Beach, CA 92107
619.794.2304

Organic Burgers Local Craft and NZ beers
IT'S BEEN A LONG YEAR, BUT WE MADE IT...

WE'RE ONE!

THANK YOU FOR YOUR SUPPORT!

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FACEBOOK.COM/FALLBREWINING

FOR A PLETHORA OF
ONE YEAR ANNIVERSARY MERCH,
SHOW / PARTY, BEER RELEASES
& SAN DIEGO BEER WEEK EVENTS
ALL OVER TOWN!

NOVEMBER 6TH-15TH

MENTION THIS AD DURING OUR ANNIVERSARY
& SAN DIEGO BEER WEEK AND GET A FREE STICKER. WHOA

FALL BREWINING COMPANY
4542 30TH STREET SAN DIEGO, CALIF 92116

BE IN IT.
DON'T BE EVENT DRIVEN. BE ITSELF AS ALONG.

LOVE YOUR PRODUCTS.
LISTEN TO THE CLASH.

I HEART TACOS!
Beer & Cider Fest is back! From 12:00pm to 4:00 p.m. on November 28, cheers to Bing and your favorite Thoroughbred while sampling from more than 100 local and international brews plus a variety of seasonal ales and ciders. Meet the local brewers, check out beer inspired merchandise and groove to DJ’s in the Seaside Concert Area. Purchase five 7 oz. frosty samples for $20. Racing starts at 12:30 p.m. Following the Beer Fest, stay for the concert featuring SUBLIME WITH ROME, both free with racetrack admission.

For more info, visit DelMarScene.com

SUBLIME WITH ROME

October 29 – November 29
issue.” If you are interested in reading some interesting articles on the topic, here are a few links:


SCIENTISTS LOVE BEER, TOO

Balboa Park’s Reuben H. Fleet Science Center presents the next round of “Two Scientists Walk Into a Bar” during San Diego Beer Week. On the evening of Thursday, November 12, they’re sending representatives to the local bars and breweries below with signs reading, “We are scientists. Ask us anything!” As the date comes closer and more details are finalized, you’ll be able to see which science fields are being explored where at this link: http://www.rhfleet.org/events/two-scientists-walk-bar

1. Panama 66 (6 - 8 p.m.)
2. Tiger!Tiger! (7:30 - 9:30 p.m.)
3. Blind Lady Ale House (7:30 - 9:30 p.m.)
4. Polite Provisions (5:30 - 7:30 p.m.)
5. Societe Brewing Company (5:30 - 7:30 p.m.)
6. URBN Coal Fire Pizza (7:30 - 9:30 p.m.)
7. The Manhattan (7 - 9 p.m.)
8. Ballast Point Little Italy (7:30 - 9:30 p.m.)
9. Duck Foot Brewing (5:30 - 7:30 p.m.)
10. Wavelength Brewing (6-8 p.m.)
11. Modern Times North Park (6:30 - 8:30 p.m.)
12. Green Flash Tasting Room (6:30 - 8:30 p.m.)
13. Green Flash Cellar 3 (5:30 - 7:30 p.m.)
14. Pizza Port Carlsbad (6:30 - 8:30 p.m.)
15. Small Bar (7:30 - 9:30 p.m.)
16. White Labs (6 - 8 p.m.)
17. The Flight Path (5:30 - 7:30 p.m.)
18. The Rose Wine Bar (6 - 8 p.m.)

TAPHunter’s Hot 30

Local beer-finding app TAPHunter provided us with this snapshot data of its 30 most searched-for beverages over a two-week period in October. Consumers: Download the FREE TAPHunter app today to find out where to find these beers are near you. Bar & Restaurant Owners: Do you have these beers on tap? Make sure you are part of the search by adding your business to TAPHunter today.

1. Russian River Pliny the Elder
2. Alpine Nelson
3. Belching Beaver Peanut Butter Milk Stout
4. Russian River Blind Pig
5. Ballast Point Sculpin IPA
6. Small Town Not Your Fathers Root Beer
7. High Water Campfire S’mores Stout
8. Russian River Pliny the Younger
9. Mother Earth Cali Creamin
10. Alpine Duet
11. Karl Strauss Peanut Butter Cup Porter
12. AleSmith Speedway Stout
13. Firestone Walker 805
14. Ace Pineapple Cider
15. Ballast Point Pumpkin Down
17. The Hop Concept Tropical & Juicy IPA
18. AleSmith San Diego Pale Ale .394
19. Noble Ale Works Naughty Sauce
20. Twisted Manzanita Witch’s Hair Pumpkin Ale
21. AleSmith Evil Dead Red
22. Societe The Pupil
23. Russian River Supplication
24. Yuengling Lager
25. Stone 20th Anniversary Encore Series: 08.08.08 Vertical Epic Ale
26. Ballast Point Nitro Sculpin IPA
27. Stone Enjoy By 10.31.15 IPA
28. Rip Current Vanilla Storm
29. Stiegl Radler Grapefruit
30. Mission Hard Root Beer

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29. Stiegl Radler Grapefruit
30. Mission Hard Root Beer
UPCOMING EVENT SPOTLIGHT:
SONO FEST & CHILI COOK-OFF
SUNDAY, DEC. 6TH, 11 AM-5 PM
@ THE INTERSECTION OF 32ND & THORN
In 2014, this volunteer-produced event hosted approximately 18,000 attendees for a good cause: proceeds went to McKinley Elementary School’s arts, music and Spanish programs.

38 restaurants participated in the #chilismackdown with Small Bar taking the title of Best Overall for their short rib chili with mild heat. Kensington Cafe’s vegan chili won for Best Vegetarian, Waypoint Public was voted Most Unique thanks to its use of house-made chorizo and brisket, smoked porter and charred jalapeño crema, and Carnitas’ Snack Shack was The People’s Choice. Their chili featured Smokehouse Kings’ smoked brisket, prime ribeye steak, plus pinto and kidney beans.

This year, 40 local eateries vie for accolades alongside a beer garden of 18 breweries ($5/pour). $20 gets you five chili tastes and a keeper bowl -- while they last -- made by San Diego Ceramic Connection, whose owner Kouta Shimazaki founded the SoNo Fest in 2009. The SoNo name comes from a blend of South Park and North Park.

More event highlights, besides the free admission, include 30+ local vendors to help with your holiday shopping, live music on two stages, four food trucks and games for kids.
There are few San Diego County businesses viewed to be as locally focused and engrained in their community’s fibrous being as Mother Earth Brew Co. This family-run operation started as a tiny nano-sized brewery and homebrew supply store in a single business suite measuring just over 2,000 square feet. It has since taken over most of its home-base business park, moved the recreational retail component to a large combo homebrew store and bar in the heart of Vista’s old town area, grown into a “mid-sized brewery” (per classification of industry group, the Brewers Association) with a staff of nearly 50 employees, and upped distribution to seven states. All that without leaving what has become one of the county’s densest municipalities, brewery-wise (with 11 operating brewhouses, it’s second only to the City of San Diego). But the next step in Mother Earth’s evolution will take it far from Vista—namely… Idaho?

MEBC chief branding officer Kevin Hopkins reports that the company is building a second, much larger brewery in Nampa, about 20 miles west of Boise. At first, it may seem a bit of an odd choice, constructing a second production facility so far from home, and in a part of the country that lacks a craft beer culture as defined as San Diego’s. But the decision falls in line with Mother Earth’s geographically strategic growth plan, which sees the company attempting to build out across the country in a regional manner. Idaho presents a cost-effective option with the potential for increased distribution to the Pacific Northwest and various markets where MEBC beer is not currently sold west of the Mississippi.

The Nampa facility will come in at 40,000 square feet and include room and options for expansion. A four-vessel, 40-barel Mueller brewing system will also be configured for add-ons, as needed. There will also be a public tasting room and corporate office space. Adding the second brewery should allow MEBC to double its current beer barrelage. Initially, Nampa production should mirror that of Vista—which will support distribution throughout California, Arizona and Hawaii, with remaining markets being supplied by the new brewery—but should demand justify it, the Idaho facility can ramp up so that total annual totals exceed 100,000 barrels.

Mother Earth founder and CEO Dan Love and head brewer Chris Baker will relocate to Nampa to head the new project. Back in Vista, expansion will continue until maximum capacity is reached. Hopkins estimates that will occur sometime next year. Items on the nearer horizon for the company include the release of several limited-edition beers, including a barrel-aged Belgian-style quadrupel and barrel-aged version of MEBC’s Sin Tax imperial peanut butter stout for the autumn and winter editions of its Four Seasons of Mother Earth line, plus the return of a Russian imperial stout called Quit Stalin during San Diego Beer Week.
Featuring 11 beers to tantalize your tongue, including: Monsters’ Park BBA Coconut and Apricot Fruitlands

Sunday, Nov. 8
Modern Times
Keep the Glass Night

We invited our friends from Baja California Norte, the leaders of the craft beer movement in Mexico, to grace all 30 taps! Come meet the brewers and sip on Mexico’s best.

Friday, Nov. 13
Beer without Borders

Choose from over 15 Barrel Aged beers on tap!
Create your own tasting flight!
All BA bottles 20% off

Tuesday, Nov. 10
Tart Tuesday!

Choose from over 20 sours on tap!
Create your own tasting flight!
All sour bottles 20% off

Saturday, Nov. 14
Rollin’ Out the Barrels

Choose from over 20 sours on tap!
Create your own tasting flight!
All sour bottles 20% off

2325 Highland Ave.
National City, 91950
Machete Beer House  Machete Beer
#SouthbayUprising  #MacheteBeerHouse
Stefan Stanglmair and his mother Barbara welcoming the tour group to their hop farm in Hallertau.
In early October, a group of Pink Boots Members and affiliates embarked upon a nine-day tour of Bavaria in southeastern Germany, with sponsorship by Samuel Adams, Sierra Nevada, Lagunitas Brewing Company, Stone Brewing Company, Bavarian Private Brewers Association, and the Brewers Association of Upper Franconia. Organized by Tom Conrad of Treasures of Europe Tours with help from Pink Boots, this was a tour de force focusing on small breweries with the goal to educate women craft professionals on Bavaria’s beerscape. Bavaria has the highest concentration of breweries in Germany, accounting for almost half of Germany’s approximately 1,300 breweries. In total we toured 17 breweries, most with brew houses in the 15-20 barrel range with some exceptions. While this is a small sampling of breweries in Bavaria, the tour offered a portal into the changing beer scene in the region, which is experiencing a slow shift from established traditions to the introduction of craft styles and brewing practices.

To say that Bavarian brewing is steeped in tradition is a gross understatement. Visiting breweries that have existed for hundreds of years, sampling recipes that have been handed down from generation to generation, and meeting brewers who literally have brewing in their blood is an incredibly humbling experience. As I met men and women who grew up in their parents’ breweries, and then began brewing themselves, my paltry four years in this industry seemed like nothing. As a result of this generational approach to brewing, change in the region is slow, and respect for tradition is obvious in the beers being produced. Bavarian brewers have been crafting beers under the Reinheitsgebot, or German Beer Purity Law, for almost 500 years now, since 1516. At a basic level, the law stipulates that only certain brewing practices are allowed, and limits beer ingredients to barley, hops, water, and yeast. While additions and complexities have been introduced to the law in subsequent years (such as the use of wheat), at its core the Reinheitsgebot and the loyalty it inspires in many of the brewers we met is a reflection of the region’s respect for tradition.

And yet, some brewers are starting to tweak old recipes and venture into what they term ‘craft bier’ that still stays true to the Reinheitsgebot. The resulting beers are a fascinating blend of traditional styles with hesitant but enticing hop and malt flavor profiles that shine due to the subtlety of the taste, rather than boasting in-your-face flavors. From exploring beer in San Diego as well as the larger American craft scene, I’ve gotten used to the boldness that characterizes what we consider craft. But Bavarian craft beer offerings gave something completely different: a chance to test my palate and detect the nuanced subtleties of flavor resulting from playing with a traditional style through recipe tweaks rather than complete overhauls.

At Brauerie im Eiswerk in Munich, a nano brand that represents the craft arm of Paulaner, we tried a Weizenbock dry hopped with Mandarina Bavaria. The traditional strong banana and clove nose of a Bavarian Weizenbock was gently penetrated by a mellow mango, hinting at flavor to come. One swallow of the highly carbonated, richly bodied beer, and I was in heaven, as the Mandarina Bavaria hops played perfectly with the malt backbone and yeasty character of the beer. At Meinel-Bräu in Hof we sampled a fresh-hopped Imperial Pilsner. At 5.3% with fresh Spalter Select hops and 100% Pilsner malt, this beer was on the hoppiest end of what we tried during our tour, and yet was still restrained enough to let the underlying Pilsner honey flavors and nose shine. Layered onto the malt flavors were gentle notes of elderflower, strawberry, and grass that didn’t overwhelm the palate or scream ‘wet hopped!’.

Behind these beers stand a group of brewers who are operating in a rapidly shifting commercial landscape as cheap, mass-produced beer floods the markets in an attempt to drive smaller competitors out of business. There is barely room on the shelves for small brewers’ more traditional beer styles, much less for craft styles that Bavarian consumers are slow to adopt. The result is a focus on hyper-local markets, and a reliance on customers’ nostalgia about particular brands as well as love for ‘slow’ and locally-crafted products, for which they will pay a premium.

Perhaps the most extreme example of hyper-localism was a visit to a traditional Zoigl Stube room in Falkenberg, a brewing custom centuries old when the right to brew in Germany was given to one house in a community. The result is a communal brewhouse where a handful of brewers take turns. Each unique batch is then served at the brewer’s family house for five to six weeks, and the family hangs the Zoigl star on the side of the house so locals will know when and where the beer is available. It doesn’t get any more traditional, or awesome, than sitting in the Stube with locals, enjoying a half liter of Zoigl, and listening to accordion music while munching on a pretzel.

Another example of the locally-driven market comes from Friedmann Brewery in Gräfenberg, where we met owners and brewmasters Barbara Friedmann and her mother Siggi Friedmann. While Siggi was reluctant to enter the brewing business, which was at the time exclusively a man’s world in Bavaria, she ended up inheriting the brewery from her father after he went over her head to enroll her in a brewing degree program. Today she and her daughter produce
six core traditional beers and no craft styles: a Landbier, Pilsner, Dunkel, Lager, Weisse, and Festbier. The beers are distributed locally, but most sales come from their tavern and biergarten as well as customers dropping off empty bottle cases and picking up new ones directly at the brewery.

Other brewers are enthusiastically embracing both the old and the new. Brewmaster sisters Moni and Gisi Meinel-Hansen of Meinel-Bräu in Hof are 11th generation brewers carrying on the Meinel traditional family recipes of Lager, Pilsner, Marzen, Hefeweizen, Dunkel, Weizenbock, and Dopplebock. But they have also launched a new line of beers called Holla die Bierfee, a collaboration line of beers with two other female brewers meant to cater to women’s tastes. The line is doing very well, often selling out within weeks of each new release. We tried their most recent offering, a Spelt Pale Ale fermented with a traditional house strain as well as white wine yeast. The slight spiciness of the spelt balanced perfectly with the fruity esters of the yeasts and light hop aromas.

On the supply side, we visited Stanglmair Farm and Hops Field in Hallertau hosted by Stefan Stanglmair as well as Jennifer Glanville of Samuel Adams. The farm has been around for centuries, growing and improving with each generation. But recently Stefan has implemented sweeping changes to cater to new hop demands and varieties including Hallertau Melon and Monroe. They are even going so far as working closely with Samuel Adams to determine optimal hop picking times – up to two weeks later than ‘peak’ times – as well as a packaging technique to ensure as much of the hop as possible is pelletized.

One of the last breweries we visited was on the opposite spectrum of tradition. Operating a nano system out of his garage, Brewmaster David Hertl of Braumanufaktur Hertl in Schlüsselfeld showed us around his micro operation, which focuses almost exclusively on craft styles and experimentation. We got to sample an IPA as well as a beer-wine hybrid he was working on. As much as his beers are off the beaten path for Bavarians, he too is following the “stay local” model by developing a fierce following within the town.

Our tour guide, Tom, made an astute observation at the beginning of the trip. It is easy to imagine your own local cosmos is the center of the beer universe. For me that is San Diego, where creativity and surprise are often prized above all else. Traveling through Bavaria and experiencing beer recipes older than my grandparents made me ponder what allows a beer style to have longevity. What do we lose in chasing the new, the next, the craziest flavor, the highest alpha acid? What can we find in subtlety, balance, and steadiness? The tour was an opportunity to immerse ourselves in a completely different brewing world, with a unique outlook on the role beer plays in day-to-day life, as a cornerstone in the background. Bavaria, I’ll be back.

Continued on page 20→
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WHAT LIES BEYOND THE RED DOOR

BY BRANDON HERNÁNDEZ

This time of year is about giving thanks. I’m giving thanks that one of my favorite restaurants is providing local brewers great opportunities for showcasing their beers as vehicles for pairing top-level cuisine built on edibles procured from local purveyors. That eatery is Mission Hills’ The Red Door, a cozy, home-style hub for edibles grown and crafted throughout San Diego County. Always rather wine-centric (not that there’s anything wrong with that), I’ve longed for beer dinners to become part of their regiment, and thankfully it has as part of special Farmers, Friends and Fishermen collaboration dinners.

Count local brewers among the “friends” in these quarterly feasts. The last one, which took place in summer, incorporated the beers of URBN St. Brewing Co. (which, I hear through the hop bine, will soon change its name to URBN Brewing Co.), which brewmaster Callaway Ryan delivered first-hand in freshly-filled growlers from his El Cajon brewpub. Of his five ales, Jumbo double India pale ale was paired with chilled cucumber-lime gazpacho with uni and shrimp caught fresh by Catalina Offshore Products, and the simply-named St. Brown Ale accompanied roasted pig slow-cooked in URBN St.’s Bravecourt Stout.

We started with a light summery dish so we went with the cucumber soup with a hint of spice. The URBN IPA had a lemony aroma, carbonation and hoppiness, perfect to cool down both the spice of the cucumber soup and pair with the shrimp, but not overwhelm the overall delicateness of the dish,” says The Red Door owner Trish Watlington. “We roasted our pig with traditional flavors and so it paired great with the URBN beer. Its spicy, earthy bitterness was perfect to cut through the fat of the pork.”

It was a highly successful meal served mostly to individuals that had never heard of URBN St. and, for the most part, weren’t big into the local beer scene. Don’t count The Red Door’s kitchen leader among those unfamiliar with the wealth of ales and lagers in his backyard. “I’ve seen the local beer scene evolve into something great, like a fine wine for San Diego.” says executive chef Miguel Valdez. “Every day, we have the opportunity to keep pushing the boundaries in what we do and local beer is one of those boundary-pushing things.”

Valdez counts URBN St. Saison as one of his favorite local beers. It would appear his palate matches those of judges at the Great American Beer Festival, where that beer took home a medal as one of the top three Belgian-style farmhouse ales in the country. So, you know you can trust his instincts on local beer, but further proof is provided by expert pairings that accentuate the roastiness of a dark beer, grassiness of a hoppy ale or the floral spiciness of the aforementioned saison.

Valdez sees the almost endless possibilities beer presents for just about anything, food-wise. “Beer is great with beef, pork or poultry as well as a variety of vegetables. I like to slow-cook or braise with it. I also like to use fresh herbs, especially thyme, rosemary and sage with beer. You can make an amazing pork shoulder with a slow cooker, a few herbs and a great stout.”

While he’s a bit mum on that braised swine recipe, The Red Door is offering up a pair of recipes—some crispy, delicious fried zucchini blossoms stuffed with a mixture of mascarpone and goat cheese, plus a wintry salad incorporating Tuscan kale, butternut squash, quinoa, cranberries and pine nuts.

The next Farmers, Friends and Fishermen event will take place on
November 4 and focus, not on beer, but on mead. Those honey wines will be provided by Oceanside’s Golden Coast Mead and be paired with four courses incorporating ingredients from Be Wise Ranch, Blue Sky Ranch and Pacific Micro Farms, among others. The night will kick off with cocktails and appetizers at 5:30 p.m. followed by dinner. Tickets are available on brownpapertickets.com.

“We love our local organic farmers, ranchers and sustainable fishermen. They work ridiculously hard to barely get by and we firmly believe it’s our obligation to support them and to encourage others to do the same," says Watlington. "Our vision for these dinners and The Red Door as a restaurant is to create a cuisine that helps guests connect with local, ethical producers, and build sound ecological relationships with the land and sea.”

And as for fermenter-to-glass relationships, Valdez adds, “I love that we have such an extensive local brewing scene because I have loads of choices for beers to drink, beers to pair and beers to cook with.”

FRIED CHEESE-STUFFED SQUASH BLOSSOMS
YIELD—18 SQUASH BLOSSOMS

- ½ cup goat cheese
- ½ cup mascarpone cheese
- 1 clove garlic, finely chopped
- 2 Tbsp parsley, finely chopped
- 1 Tbsp fresh thyme, finely chopped
- 1 tsp olive oil
- 18 large squash blossoms, rinsed with stems and pistols removed
- canola oil for frying
- 3 cups breadcrumbs
- salt and freshly ground black pepper to taste
- 2 eggs, lightly beaten

In a small bowl, mix the cheeses, garlic, parsley, thyme and olive oil until all of the ingredients are completely incorporated. Transfer the cheese mixture to a pastry bag and use it to fill the squash blossoms. Once stuffed, gently twist the ends of the petals together to keep the stuffing inside.

Fill a deep skillet with 1 inch of canola oil and heat to 350 degrees Fahrenheit. In a large bowl, mix the breadcrumbs, salt and pepper together. Place the eggs in a shallow dish. Working in small batches, dredge the squash blossoms in the eggs, followed by the breadcrumbs, then add to the skillet to fry. Fry until golden and crisp, turning over to make sure all sides are cooked equally, 3 to 5 minutes. Transfer the squash blossoms to a plate lined with paper towels to drain. Season with salt and serve immediately.

CHEFS TIP: Miguel Valdez, The Red Door Restaurant

“Always start with a beer you like. If you don’t want to drink it, you won’t like it in your cooked food.”

WINTER KALE & QUINOA SALAD
YIELD—6 TO 8 SERVINGS

- 2 Tbsp dried cranberries
- 5 Tbsp plus 3 Tbsp white balsamic vinegar
- 1 Tbsp rice wine vinegar
- 1 Tbsp honey
- 1 Tbsp extra virgin olive oil
- 1 tsp salt
- 2 bunches (about 1 pound) Tuscan kale, ribs and stems removed, julienne
- 1 cup quinoa, cooked and chilled
- 1 cup butternut squash, cubed and roasted
- 2 Tbsp pine nuts, lightly toasted
- Parmesano-Reggiano cheese, shaved

Place the cranberries in a small bowl. Add 5 tablespoons of the balsamic vinegar, cover and let soak overnight.

Drain the cranberries and set aside. Whisk the remaining balsamic vinegar, rice wine vinegar, honey, oil and salt in a large bowl. Add the kale, quinoa, squash, pine nuts and cranberries and toss to coat. Let stand for 20 minutes at room temperature, tossing occasionally. Season to taste with salt and pepper. Transfer to a serving platter, garnish with cheese and serve.
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HOME & AWAY
As the point person for nearly all things guild-related, Paige McWey’s job gets more complicated by the day in this rapidly-growing industry. But she’s taking it in stride, building partnerships and projects to help spread the word about our Capital of Craft.

SO ONE OF THE BIG QUESTIONS FOR THE GUILD IS ABOUT SAINT ARCHER. ARE THEY STILL A MEMBER BREWERY?

No. A couple of weeks after news broke we had a scheduled executive board meeting where our board’s officers and directors discussed the issue for over an hour and reviewed our by-laws with our General Counsel. We also reached out to the Brewers Association and to the California Craft Brewers Association as organizations we look up to, to see how they were handling these types of business transactions. We did our due diligence, especially since this could theoretically happen more than once. At the following executive board meeting, the board continued to review the by-laws and decided at that time to remove Saint Archer from guild membership because they no longer meet the brewery member qualifications set forth in our bylaws. Specifically, the majority interest in the company has to be an independent entity. So while they’re still employing San Diegans and they’ve done great things here, it goes back to independent ownership.

YOU ARE EMPLOYED BY BOTH KARL STRAUSS AND THE GUILD. HOW DOES THAT WORK?

The position I now have at the guild didn’t exist before, and at that time the guild’s president was Brian Scott, who worked at Karl Strauss. So I was interviewed by Matt Ratner, who has been on the guild board for many years, for a position with Karl Strauss, and by Brian Scott for the position with the guild. I joined Karl Strauss in May 2013 and we did the full culture training including a brew-along. About a week later I started working for the guild, in the Karl Strauss Pacific Beach offices. I haven’t had any issues with people wondering if there’s a bias there. In my guild duties I work 1-on-1 with the brewers, and while in the Karl Strauss offices we’re all talking about the different events we’re going to over the weekend, and other projects we have going on. So there aren’t any issues there; I wouldn’t want to be in an office by myself anyways.

IS THE DROUGHT A MAJOR ISSUE FOR BREWERIES?

We did some research on our brewers’ water usage and it
turned out to be less than .1% of San Diego’s total water usage. We took the statistics that come from the Brewers Association on local breweries’ barrelage, and then contacted the San Diego Water Authority. Even with varying levels of brewery efficiency, we’re well under 1%. Our partnership with the Water Authority has been great. They’ve helped educate our breweries and their staff through seminars on proper water usage and how they can recycle more water. They know that water cuts or price increases would really affect our industry.

WHAT IS YOUR DAY-TO-DAY LIKE?

The work with the guild ebbs and flows. So much of what I do with the guild is related to events, both public and private. Recently we held an economic and tourism summit at the Sheraton San Diego Hotel & Marina on Shelter Island to encourage local media, politicians, hoteliers, restaurateurs and industry members to really get behind Beer Week. We’ve also had other meetings, like with the California ABC, recently. Our public event calendar is fuller than ever before with our spring Rhythm & Brews, a golf tournament in the fall, San Diego Beer Week and our Guild Festival. And in between those events, we have monthly Board of Director meetings and three General Meetings for our members. But when it’s slow with the guild, which doesn’t really happen that often these days, I’ll work with different departments here at Karl Strauss. Usually I’ll help with events because that’s in my wheelhouse.

SPEAKING OF GUILD EVENTS, WILL YOU HAVE ANOTHER JOB FAIR?

Definitely. The first job fair in September was a lot bigger and more successful than we imagined, especially with the crazy heat that day. We had 1,100 people RSVP and 550 people attend. We partnered with SDSU and UCSD’s brewing programs, and we’ll have to look at our schedules for 2016, but I’d like to have two job fairs per year. One in the spring to coincide with their graduations, and another in the fall.

WHAT ARE YOUR BIG GUILD PROJECTS?

Working towards maintaining that Capital of Craft status, definitely. Last year we did a major rebrand of the guild and Beer Week, as well as a complete re-do of the guild map. We’ve also discussed briefly the idea of regional labeling - having some sort of ‘Made in San Diego’ or ‘Capital of Craft’ sticker bug to help build the SD Beer brand even more. And for the last two years we’ve had a PR firm to help spread the word. This year we’re working with Bay Bird Inc. We try to do a lot of local stories since there are still so many people who don’t know that they’re living in the capital of craft beer. Bay Bird also helps us get stories in the Asian and European markets, which is fun to see, since we’re looking to generate more and more tourism revenue through beer. I’ve also been working on partnerships with entities like the California Craft Brewers Association, the Sacramento office of the ABC, the San Diego Tourism Authority, and the San Diego County Hotel-Motel Association. Those relationships are really beneficial to the local industry. And for Beer Week, we’re doing another Battle of the Guilds at Toronado on November 13. You can expect a line out the door, but inside there’ll be amazing beers from San Diego, Los Angeles and San Francisco breweries.
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Blair Bars [blair bahrs] - Adjective

1. Inspiring an overwhelming feeling of great beer reverence and admiration
he chalkboard tap list at the Perrault Farms experimental brewery in Toppenish, Washington is a portal into the future of hop aroma. Hops featured here in pilot batches are likely to wind up in beers across the world in a couple of years. The Perraults are part owners of the Hop Breeding Company, a partnership between John I. Haas and Select Botanicals Group, which is responsible for many of the new hops coming out of American farms these days. Aroma powerhouses like Simcoe, Citra, Mosaic, and Equinox all hail from HBC test yards in the Yakima Valley.

Further down the valley, Hopsteiner has their own breeding program, which has produced recent hits like Lemondrop, Calypso, and Eureka. In nearby Moxee, Roy Farms has their own test plot for the American Dwarf Hop Association, which has recently released the standout aroma hops Azacca and Jarrylo. In addition to these private programs, the USDA has released many of the varieties that we know today from public university programs in Oregon and Washington. These include classics like Cascade, Chinook, and Willamette, as well as new varieties Tahoma, Yakima Gold, and Cashmere, which were more recently developed at Washington State University.

While classic European varieties like Tettnager, Saaz, and Goldings predate modern hop breeding, most of the hops we use today are the result of the time-intensive process of crossbreeding existing varieties to come up with new ones. Early proponents of these techniques mixed wild North American with cultivated European hops in an attempt to get the best that each had to offer: higher bittering potential in the former, and desirable aroma in the latter. This has continued for almost a century, leading to the cornucopia of hop varieties that we enjoy today.

New hop varieties typically spend a decade or more in a breeding program before they are grown for commercial sale. Selecting new crosses begins with agronomic considerations – disease resistance and yield being of supreme importance. For example, downy and powdery mildew resistance is desirable because these diseases have a devastating effect on crop yields. How many pounds of cones a hop plant will yield per acre is also very important because a new variety has to yield a high enough amount to be commercially viable. As demand for hops increases, it becomes even more imperative that farmers are able to maximize the output of their hop yards. Older, poorer yielding varieties will likely continue to be phased out in order to move in higher-yielding varieties that are better able to meet market demands. Hop yards require expensive trellis infrastructure to train the hop bines as they grow, and installing new yards is expensive compared to maximizing existing yards. In addition, hops in Yakima have to compete with expensive fruit like blueberries for farmable land. If farmers can make more money growing something else, they oftentimes will. Developing better-yielding new varieties will allow farmers to supply more hops at a sustainable price to the brew-
ing industry. If brewers continue to demand older poorer-yielding varieties like Willamette, they will have to be willing to pay a premium to incentivize farmers to keep the plants in the ground.

Another agronomical consideration is harvest window. During harvest, a farm has to pass all of its hops through picking, drying, and baling infrastructure. If all of the hop varieties on a farm ripen at exactly the same time, the farm cannot pick and process them all while they are at optimal ripeness. Developing new varieties that ripen at differing times during harvest allows farmers to evenly spread out the harvest and get all of their hops picked during their optimal windows.

After passing agronomic tests, hops are grown on test plots for several more years to assess their alpha acid levels, oil content, stability during storage, and how brewers react to them, both in the field and the pilot brewery. After multiple successful growing seasons, a new hop that is well received by brewers will be expanded to its own yard. After successful full-scale brews and enough brewer interest, it might be lucky enough to get a name – hops are first known by their breeding program number – and be released for full commercial production.

Every year during harvest, brewers from around the world visit Yakima to select freshly-harvested hops from the lots of suppliers with whom they have contracts. Selecting lots during harvest ensures that a brewer gets the best hops available that meet their quality standards and fit the profile of their beer. While in Yakima, some brewers also walk the experimental yards for the breeding programs, rubbing and smelling the ripe experimental hops, and hopefully honing in on their favorites. If multiple brewers select a certain hop as being of interest for its aroma, the program will mark it to move on for further testing.

Walking the rows of experimental hops this year for the first time, I was fascinated to see how related crosses could all play variations on an aromatic theme. HBC 472 is a very unique and distinctive hop that is gaining traction in the Hop Breeding Company yards. It has a huge coconut and tropical fruit aroma that is unlike any other hop on the market right now. Smelling its related crosses going down the row, there were varying degrees of the same distinctive aroma, but it was clear why this particular plant had been picked out, compared to say, 470 or 474. In other areas of the yard, a huge blueberry, banana, or bubblegum aroma could quickly turn into garlic and onion from one plant to the next. After an hour of smelling dozens of plants, we had a whole wish list of hops that we wanted to see more of in the future. We’d also smelled dozens more that would likely never make it to commercial production for one reason or another.

Back at the Perrault brewery, we tasted HBC 472 featured in a single-hop IPA. That big coconut aroma was in full force. It will be interesting to see how brewers end up best using a hop like that—maybe in a porter or stout? It’s clear from all the different and unique directions that new aroma hops are taking that not all will become IPA standards. Softer, more subtle new hops like Steiner’s Lemondrop will likely find favor in less hop-dominated styles like wheat beers, lagers, and perhaps saisons. Another big takeaway for me with all of these new distinctive aroma hops is that they won’t all be good as single or featured hops—some will end up best as accents used to fill out a complex blend. Perrault also had beers featuring 438 (big pineapple, tropical, and stone fruit) and 291 (floral, citrus, stone fruit), two other hops that I would expect to see more of in the next few years. I know that I can’t wait to brew with them! •
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#southbayuprising is a hashtag that’s something akin to a rising tide. As the saying goes, a rising tide floats all boats. That is to say, as an environment improves, all will benefit from it. It’s strange to write this, but despite San Diego County being home to over 115 breweries, only a couple are in the South Bay. Moreover, in terms of our broader region, it is Baja California in Mexico that in fact has a better reputation for its beer, beer culture, and World Beer Cup award-winning brewers. Though the South Bay is now on the map, thanks to places such as The Manhattan and Machete, it is but a speck on that map when compared to the rest of the county. I spoke to a couple of folks who I am working alongside, as GM of La Bella Pizza Garden, to change this perception. Say hello to Kendell Manion of Third Avenue Alehouse and Jim Shirey of Bay Bridge Brewing. (Next month we’ll speak with even more beer businesses south of the 54).

WC: HOW LONG HAS YOUR BUSINESS BEEN AROUND?

3AA (THIRD AVENUE ALEHOUSE): We started the project in this space in May 2015. (By we Kendell means her partner Michael Stenberg and his parents Melinda and
Machete Beer House has been a hit with locals and visitors alike. We have all been working tirelessly on this project. Michael did the metal work, my father’s construction company Marian Construction was the general contractor. We opened for business on Friday, October 9, 2015.

**LBP (LA BELLA PIZZA):** La Bella Pizza Garden opened 60 years ago in October of 1955. Grandma Kitty and Papa Tony came from New York by way of Sicily. Today we are four generations strong and still family-owned and operated.

**BBB (BAY BRIDGE BREWING):** Bay Bridge Brewing first opened in 2006. My partner Doug Chase and I have always been Bay Bridge Brewing, however, we used to be located 3 blocks down the road. We opened the current facility in January of 2010 and opened our doors to the public in 2015.

**WC: HOW DID THE COMMUNITY RESPOND?**

**3AA:** There was a sense of excitement! There were more people than anticipated, and a really nice natural flow of traffic. We popped our doors open at 4pm and stayed open right up until midnight. Grillfellas was on hand to feed everyone; we plan to feature them and other food trucks every week to feed the mix of people we are seeing here at the ale house. A range of people from the neighborhood, older, younger, are walking to the bar from their homes. There’s a real sense of community already; people were running into old friends, catching up. There were friendly faces all around.

**LBP:** A lot has changed over the years. We still have customers who share stories about how La Bella was the first place where they ever tried spaghetti and pizza. Beer, however, has also always been a part of what we do. In fact, we still have our original liquor license that allows us to sell beer to go and for delivery! We’ve seen an influx of people responding year after year to our craft beer offerings. Craft beer has been a part of what we’ve done here since the 90s; we’ve watched it grow, and have grown along with it.

**BBB:** Early on, we were distributing and providing all the beer for The Brewhouse at Eastlake. Here’s a bit of trivia, Mission Brewing brewed at our facility in their early days when Ray Astamendi (Co-founder of Fall Brewing) was their head brewer. In 2013 we applied for a permit to open our tasting room. We struggled with governmental bureaucracy, but we ultimately prevailed in July 2015! People come for the beer, listen to live music, watch a ball game, play some corn hole. Those memories and good times stick with them, and that makes them come back to have another beer with us.

**WC: WHEN SOMEONE VISITS, HOW DO YOU WANT THEM TO FEEL?**
**3AA:** First and foremost, we want them to feel welcome and relaxed. For someone new to craft beer, it can be intimidating. We want to be approachable for noobs, exciting for the connoisseur, and a place for everyone in-between.

**BBB:** We provide traditional style beers that you can no longer find at a lot of places. It is important to have places around town that people don’t have to travel great distances to reach. As important as places like North County and North Park have been to the craft beer community, it’s more important that locals in all areas have a place to call their own. I want people to feel that they have a place nearby where they can have some very fine beers.

**LBP:** “La Bella - Where People Meet To Eat.” That’s our tagline, but that’s what we strive to be. We’ve hosted everything from weddings to wakes in our 60 years. We have not changed a thing about the pizza, but always make sure to listen to customer feedback. As the community has shown appreciation for our craft beer offerings, we have been able to provide special events such as featuring a new brewery each month and showcasing rare and impossible to get beers on draft.

---

**WC: WHAT DO YOU WANT TO ACCOMPLISH REGARDING THE #SOUTHBAYUPRISING MOVEMENT THIS YEAR?**

**LBP:** We’ve been a lonely island here in Chula Vista for a long time. With the success of Machete in National City, The Manhattan in West Chula Vista, and the advent of Third Avenue Alehouse as well as Novo Brazil and Bay Bridge Brewing more people are finding a reason to come visit us when they come to the South Bay. Amazing pizza and craft beer, what else could you want?

**3AA:** The concept here is coffee shop meets wine bar, but we are a craft beer bar through and through. We built a place in Chula Vista that celebrates San Diego County’s craft beer community while being a part of it. In terms of #southbayprising it’s about time Chula Vista and the South Bay had a place to call their own ale house; we are excited to be a part of what’s going on with this movement and we are excited to see what’s in store for us all.

**BBB:** I was glad to see National City’s Machete Beer House coin that hashtag. I feel we have been a part of that movement since 2006. Until recently we were the southernmost brewery in California. It’s important that Chula Vista and the South Bay get recognized for what is being accomplished down here.
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Landed at the Lakers vs Warriors game to see what all the fuzz is about. The gold jerseys are cool, but I’m more about this delicious golden Session IPA from @baycitybrewing You can find them in the west wing at the all craft beer kiosk!

“

WESTCOASTERSD.COM | 49
Welcome to @hwcbeercave, where the Beer Dept. @holidaywinecellar will be posting new items, sales and events frequently. Beer posts only!

Field trip! Getting a first look at our shiny new brewhouse, currently under construction at Premier Stainless in Escondido. Exciting!
Finally checking out La Mesa’s finest, @helixbrewingco. One of my favorite brewery interiors by far. Great energy and excellent brews. Favorite: hoppy red ale, “Red n’ Active”

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We’re so grateful to do what we love every day: making what we love to drink, and sharing it with you. From the first time we tried combining a few home brew IPA recipes at Home Brew Mart to the latest batch of Sculpin at Miramar, we’ve dedicated every brew to the people we’ve gotten to share this beer with. Cheers, to all of you.

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