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SAN DIEGO BEER WEEK
November 4-13
Beer Week Breakdown Page 8 Inside
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BEER WEEK BREAKDOWN

BEER WEEK EVENTS

With so many events over the course of this 10-day period, it can be tough to sort through them to get to the type of event you want. Here we’ve broken down Beer Week into a variety of themes. Many of these events fit into more than one category, but for simplicity’s sake most are only added to one list. For example: Belgian breweries with cheese and charcuterie is in the ‘International Imports’ section but it could just have easily been in the ‘Cheese’ or ‘Hungry’ sections as well. So be sure to peruse all the categories. Check out more events at westcoastersd.com/event-calendar, where you can submit events for Beer Week and beyond for free.

SOUR & BARREL-AGED BEERS

FRIDAY 11/4
– Sour Night @ Sessions Public
– 4-Year Anniversary & Barrel-Aged Bottle Release @ Amplified Ale Works
– Rare and Barrel Aged Beer Night @ Pizza Port Ocean Beach
– Modern Times Barrel-Aged Devil’s Teeth Night @ Regents Pizzeria
– Wild and Woody (Sour and Barrel Aged Flights) @ Machete Beer House
– Super Sour Series (6 Varieties) @ Kilowatt Beer
– Bourbon BA Conductor Release @ Chuck Ale Biergarten

SATURDAY 11/5
– Karl Strauss Barrelful Beer Week Kickoff @ Hamilton’s Tavern
– 40 Taps of Barrel-Aged Beer @ Sublime Ale House
– Double Talkin’ Jive Mother Pucker: Sour Weekend @ O’Brien’s Pub
– Sour Saturday @ Common Theory Public House
– Tap Takeover w/ Toolbox @ Tap That Oceanside

SUNDAY 11/6
– BBL Aged Brunch @ Sessions Public
– Green Flash/ Alpine / Cellar 3 @ SD Tap Room
– Sour Weekend Continues @ O’Brien’s Pub
– Flanders Red w/ Mulberries Release @ Pure Project
– BA Vanilla Storm Bottle Release @ Rip Current North Park

MONDAY 11/7
– BA Tap Takeover (w/ Guest Breweries) @ Rip Current North Park

TUESDAY 11/8
– Toolbox, Cascade, & Paradox Night @ Churchill’s Pub & Grille
– Tyson’s Big Ass Barrel Aged Night @ O’Brien’s pub
– Sour Beer Fest @ Intergalactic Tap Room
– SD County Sour Kickdown @ Sublime Ale House
– Flanders Red Archive Release @ Council Brewing
– Coronado Brewing Barrel-Aged Mermaid’s Red @ Seven Grand
– Barrel-Aged Beer Night @ Iron Pig Alehouse

THURSDAY 11/10
– Sour Tasting @ SD Tap Room
– Modern Times Barrel-Aged Bonanza @ Bottlercraft Little Italy
– Roll Out The Barrels @ North Park Beer Co.
– We Got The Funk! (20+ Sours on Tap) @ Pizza Port OB

SATURDAY 11/12
– Sour Opening @ Toolbox @ Tap That Oceanside
– Rare, Barrel-Aged & Sour w/ Chocolate Pairings @ Encinitas Ale House
– Barrel-Aged Tap takeover @ New English Brewing
– Barrel-Aged Beer Day @ Duck Foot Brewing
– Rare & Pucker Up Sour Beer Fest @ Public House La Jolla
– What’s Gose’n On w/ Modern Times @ Small Bar
– The Lost Abbey Night @ Churchill’s Pub & Grille
– Celebration of Wild Beers w/ Slater’s 50/50 @ Council Brewing

SUNDAY 11/13
– Hoppy & Sour Mashup @ SD Tap Room
– Sour-Heavy Beer Tasting w/ CA Craft Distributors @ SD Wine & Beer Co.
– Modern Times Bourbon BA Monsters’ Park Night @ Regents Pizzeria
– Stone Brewing Co. Barrel-Aged Beer Brunch @ Iron Pig Alehouse

GOLDEN STATE LOVE

FRIDAY 11/4
– Artifex Night @ Churchill’s Pub & Grille
– A Night w/ Russian River & Acoustic Ales @ Encinitas Ale House

SATURDAY 11/5
– O.G. Night w/ Bear Republic, Lagunitas, Stone, Firestone Walker & Karl Strauss @ Churchill’s
– Firestone Walker 20th Anniversary & more @ Iron Pig Alehouse

MONDAY 11/7
– Sierra Nevada Night @ Churchill’s Pub & Grille
– Steam and a BJ w/ Three Weavers @ Small Bar
– A Night w/ the Kern River Crew @ Encinitas Ale House
– Firestone Walker Rare Beer Tap Takeover @ Sublime Ale House
– Fishermans’ Feast w/ Fieldwork Brewing @ Beerfish
– Fall Brewing vs Bear Republic @ Crushed PB

SATURDAY 11/12
– 2nd Saturday w/ Marin Brewing & Friends @ Hamiltons Tavern
– Fish Outta Water (Out-Of-Town Breweries) @ Beerfish
– The Bruery Tap Takeover @ The Joint OB

SUNDAY 11/13
– Hoppy California Beers @ Pizza Port Solana Beach
– Phantom Carriage Brunch @ Toronado
– O.C. Night w/ The Bruery, Beachwood & Noble @ Churchill’s
– Barrels and Breakfast w/ Ironfire Brewing @ Tap That Oceanside
– Closing Night feat. Deschutes & Karl Strauss @ KnB Bistro & Bottle Shop

CONTINUED ON PAGE 42
MONDAY-FRIDAY
$1 OFF DRAFTS 3-6pm
SUNDAY FOOTBALL
$5 DRAFTS
PIZZA MONDAY
$1.50 SLICES
TACO TUESDAY
$10 BOTTOMLESS TACOS
$1 OFF FIRST DRAFT
WINGY WEDNESDAY
$1 WINGS
THIRSTY THURSDAY
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Our go-to is milk thistle. You can buy it at any health food store in pill form. It has been used by Native Americans as a natural aid to clean the liver.

— Geri Lawson, Indian Joe Brewing

I drink our Bacon-Me-Nuts Bloody Mary. We use local Bloody Michael’s Smokey and BBQ mix from Oceanside, and then we add some lemon juice, sriracha, pickle juice, and olives before topping with cinnamon and sugar donut holes wrapped with candied bacon.

— Beau Schmitt, The Brew Project

That’s easy! Steigl Grapefruit Radler with a shot of mezcal, combined in a pint glass.

— Brian Jensen, Bottlecraft

I’ll have a Ponce’s Michelada with Clamato & Tecate, plus one cheese enchilada and potato rolled tacos. Boom. Right as rain.

— Karen Barnett, Small Bar

Dark Horse coffee, hike up Cowles, bloody beer. Not necessarily in that order.

— Jenny Mann, Beerfish / Sessions Public

After a long night of a few too many I go for Mexican food with lots of hot sauce, and if the hangover is really bad, a big glass of milk. Or a beer!

— Natalie Naylor, Alpine Beer Co.

A shot (or two) of Underberg before bed always works for me.

— Dande Bagby, Bagby Beer Co.

My go to hangover cure is In-N-Out (burger, animal-style fries, and a soda), sweat pants, and 80’s movies.

— Jamie Shelley, Pizza Port

It is true that an ounce of prevention is worth a pound of cure, and when it comes to potential hangovers, I try to employ the same philosophy. Fortunately or unfortunately, when it comes to drinking, I consider myself to be a trained professional. When it comes to alcoholic beverages, I have learned over time to place quality over quantity, though that said, occasionally the quality is so good that the quantity be damned. So yes, I can still tie one on with the best of them, and for those times I gird up my loins as follows:

1. Before I leave home, I brew two strong, ten-ounce mugs of organic rooibos tea with nothing added (although a little milk can’t hurt). Rooibos is known as “nature’s sports drink” and is full of antioxidants, plus minerals and elements that will help replenish your soon-to-be booze-filled body. Prior to departing, I consume one mug after a good ten-minute steep, and the other I leave covered and steeping on the counter for when I get home. The tannins are so low that it doesn’t get bitter, so it’s easy to knock back a cup of room temperature tea quickly before collapsing. On awakening, I drink a big glass of water and brew yet another strong mug of rooibos tea.

2. I will have some yogurt or cheese prior to heavy drinking and definitely if I haven’t yet eaten a meal. I know some folks who do shots of olive oil – a little grease upfront can’t hurt.

3. Irrespective of what alcoholic beverage you are drinking, try and drink at the very minimum an amount of water at least equal to half of the volume of the beverage you are consuming. Follow this pattern for as long as you remain vertical. Oh, and start drinking the water early. Yes, you will pee a lot more but what’s worse, too many trips to the bathroom, or a splitting headache the next day? In addition, younger men who follow this practice will have the added benefit of experiencing the future that awaits them.

4. If you really feel the need to get hammered, go out with someone drinking less than you who is at minimum semi-responsible, and try not to be a dick before you pass out. Other people are out there in the world with you and some are not drinking.

5. Uber, Lyft or Taxi home…hey, call your mom if necessary - at least you’ll be alive (and maybe someone else too) for your potential hangover!

6. If it all goes wrong... hair of the dog that bit you and any food as soon as it’s palatable.

— Sheldon Kaplan, Suds County, USA

HOW TO CURE A HANGOVER

WE ASKED A VARIETY OF BEER INDUSTRY PERSONNEL TO NAME THEIR GO-TO HANGOVER CURE. WITH THAT SAID, PLEASE DRINK RESPONSIBLY, APPRECIATE BEER AND DON’T DRINK AND DRIVE!
#2SCIENTISTS

Balboa Park’s Fleet Science Center has been educating and entertaining San Diegans and tourists alike since 1973. The ninth iteration of their beer-focused community outreach program “Two Scientists Walk Into a Bar” visits 25 locations on Thursday, November 3. Check out the list at right to find a field you’re interested in, and then look for the signs reading, “We are scientists. Ask us anything!” For many readers of this month’s issue, November 3 has come and gone. Thankfully the next date has already been set; mark your calendars for Thursday, March 3, 2017.

**32 NORTH BREWING**
Cancer Drug Discovery / Forensic Anthropology
7 – 9 p.m.

**BALLAST POINT LITTLE ITALY**
Physics / Bioinformatics
7 – 9 p.m.

**BARREL REPUBLIC PB**
Antibiotic Resistance / Neuroscience
6:30 – 8:30 p.m.

**BLIND LADY ALE HOUSE**
Synthetic Biology / Microbial Pathogenesis
7:30 – 9:30 p.m.

**DUCK FOOT BREWING**
Infectious Diseases Drug Discovery / Neuroscience Cell Biology
6 – 8 p.m.

**FALL BREWING**
Reproductive Biology / Cell Biology
6 – 8 p.m.

**GREEN FLASH CELLAR 3**
Safety Engineering / Biotechnology
5:30 – 7:30 p.m.

**IRON FIST BARRIO LOGAN**
Evolutionary Biology / Quantum Physics
6 – 8 p.m.

**IRON FIST VISTA**
Math & Physics / Cancer Biology
6 – 8 p.m.

**MIKE HESS NORTH PARK**
Organic Chemistry / Neuroscience
6 – 8 p.m.

**MISSION BREWERY**
Biochemistry
5:30 – 7:30 p.m.

**MODERN TIMES BEER**
Cell Biology / Addiction Medicine
7 – 9 p.m.

**PANAMA 66**
Physics / Chemical Biology
6 – 8 p.m.

**PIZZA PORT CARLSBAD**
Microbiology / Biology & Ecology
6 – 8 p.m.

**POLITE PROVISIONS**
Analytical & Biochemistry / Molecular Biology
7:30 – 9:30 p.m.

**SIDEBAR BREWING COMPANY**
Endocrinology / Electrical Engineering
5:30 – 7:30 p.m.

**THE FLIGHT PATH**
Medicine & Neuroscience / Astronomy
5:30 – 7:30 p.m.

**THE MANHATTAN**
Marine Science / Climate Science
7 – 9 p.m.

**THE ROSE**
Biological Oceanography / Computational RNA Biology
6 – 8 p.m.

**TIGER!TIGER! TAVERN**
Wildlife Ecology / Biochemistry
7 – 9 p.m.

**URBN COAL FIRE PIZZA**
Biomedical Engineering / Ecology & Biology
7 – 9 p.m.

**VINAVANTI**
Biology & Evolution & Renewable Energy / Mathematics & Natural Sciences
6 – 8 p.m.

**WAVELENGTH BREWING**
Molecular Cell Biology / Physical Chemistry & Math
6 – 8 p.m.

**WHITE LABS**
Bioinformatics / Biology & Biochemistry
6 – 8 p.m.
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We're teaming up with The Jacobs & Cushman San Diego Food Bank, who cite the following as its most needed food items; Canned Meats & Tuna, Canned Soups, Canned Fruits & Vegetables, Canned Beans, Dry Cereal, Rice, Macaroni & Cheese, Spaghetti, Infant Formula, Peanut Butter, Powdered Milk.

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This past month saw the completion of another bumper hop harvest in the Pacific Northwest. I spent a week in and around Yakima, Washington in September during the peak of harvest, visiting brokers and farms to select lots of hops to purchase for brewing in the coming year at Firestone Walker.

Though only my second year coming up to the fields for hop selection, I noted several changes, as increased acreage has caught up to the incredible surge in demand that we have seen due to the unprecedented growth of small and midsized brewers over the past several years. Sought-after proprietary varieties such as Mosaic and Citra have seen massive increases in planted acreage and are approaching the kind of availability that brewers expect from other, more established varieties. I don’t know that the days of trading your firstborn for an extra box of Citra will completely come to an end, but it is clear that demand for these hops has lead to a substantive reaction from growers.

An all-time record of 53,213 acres of hops were harvested in the USA in 2016, up 18.5% from the previous record of 44,882 acres in 2015. Following a multi-year trend driven mostly by the demand for craft beer, acreage continued to shift away from alpha varieties (hops grown solely for their efficient production of bitterness-producing alpha acids) and toward aroma varieties.

While acreage was higher than ever, 91.7 million pounds of hops were harvested, which is shy of the 2008 peak of 94.7 million pounds, despite a harvest of 40,898 acres that year. This discrepancy is due to the industry-wide shift away from higher-yielding alpha varieties like Columbus, Tomahawk and Zeus, which can yield twice as many hop cones per acre than aroma varieties like Centennial and Citra. Collectively known as CTZ, Columbus and Tomahawk are actually the same variety, while Zeus is a closely related variety that is nearly impossible to tell apart from a brewer’s perspective.

Newly-planted hop yards consist of mostly lower-yielding aroma varieties, like Cascade and Centennial, as well as newer proprietary varieties such as Mosaic, Simcoe and Citra, which have experienced huge growth over the last few years and are responsible for much of the increase in acreage.

CTZ acreage, which was number one as recently as 2013, lagged this year behind both Cascade (the most-planted hop at 7,371 acres) and Centennial (5,009 acres) at a still-respectable 4,501 acres. This is down from 6,161 acres in 2013. And in the age of IPA, it is probably no surprise that Citra (4,430 acres) and Simcoe (4,359 acres) are both nearly tied with CTZ and will likely pass it next year. While CTZ is still often used as a bittering hop for IPAs, its dank aroma, sometimes reminiscent of garlic and onion, has fallen out of fashion as newer, fruitier varieties have become more popular for new-school IPAs. Mosaic has also made huge progress recently, representing 2,717 acres this year, a whopping 51% increase over the previous year.

My experience at hop selection in Yakima this year showed great overall quality in both Cascade and Centennial, with some very noteworthy Cascade lots that reaffirmed why it is the reigning king of American hops. Cascade can exhibit a ripe orange aroma that goes along with its floral and grapefruit character, and I think we will be seeing a lot of good Cascade beers in the coming year. It’s great to see a classic stack up well with all of the flashy new varieties out there.

That said, this year was a stark reminder of the importance of being as hands on as possible with hop acquisition. While we found Cascade lots that represent the best that the variety has to offer with regards to our beer, not every lot was good, and many were good but varied significantly from the profile that we were looking for. As a popular hop grown on a massive scale by many different growers in Washington, Oregon, Idaho, and beyond, it is more important than ever to carefully select lots in order to insure you get hops that will make the beer that you want to make.

There were actually several cases where there were lots of some hop varieties that were...
uniquely different from what we usually choose, but showed outstanding qualities in their own right. This presents a unique opportunity for an established brewer, in that you can select a lot that fits the profile for your main beers, while selecting other unique lots for new applications. Sometimes you have to remember to forget about the name on the box, and think more about the aromatic profile of the hops right in front of you.

At this point you might be wondering about the best new and experimental varieties. Well, this was my first year really getting into El Dorado lots, and I was blown away by the bright, juicy lemon character that some had. El Dorado isn’t exactly a new hop, though it has failed to catch on like others in recent years.

Denali is in its first year of full commercial release, and some lots impressed with nice tropical fruit notes. Loral is another hop in its first year of full release, and I think it will be a future standout in beers calling for a more elegantly floral, subtle hop character.

Mosaic continues to show why it’s grown so popular in such a short time, with its beguiling mix of bubblegum and various fruit aromas. It’s almost as if you can’t make a bad beer with it as a single hop, and it goes well with just about any other variety. I think brewers will be more than satisfied with the quality of Mosaic this year, and will have more variation across lots to select what they want for their beers.

Equinox is another new variety that has seen instant popularity, but this year it returns under a new guise. After a trademark dispute with a brewery of the same name, Hop Breeding Company has changed the name to “Ekuanot” in a somewhat cheeky turn. No matter the name, it’s a hop that I loved again for its bright tropical fruit and lime character.

The hop that I was the most excited by this year, hands down, was actually a new experimental hop out of the Neomexicanus genetic stock at the Hop Breeding Company program. I’m going to keep the hop number on the down low for now – it’s extremely limited at the moment – but it was by far the most uniquely juicy hop that I have come across, and I can’t wait to get some in the brewery to experiment with, even if we have to wait another year.

Overall, this year is shaping up to be a great one for brewers, as contracts should be fully filled and there are likely to be extra hops of sought-after varieties on the spot market at reasonable prices for the first time in awhile. Here it is important to point out that the hop market is cyclical – growers will eventually overproduce if they keep putting more plants in the ground, leading to a price bust. While this might be good for brewers in the short term, the pendulum inevitably then swings the other way. No one can perfectly predict long-term demand, especially with so many new varieties coming into popularity. I think we are in for more interesting times in the hop industry as craft beer continues to grow and brewers continue to demand new and interesting aromas.
<table>
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<td>Fri</td>
<td>11/4</td>
<td>Four Variations of Barrel-Aged Monsters Park and Featured Beers</td>
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<tr>
<td>Sat</td>
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<td>Featured Beers</td>
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<td>Mon</td>
<td>11/7</td>
<td>New Kids on the Block Featuring Beers from Pure Project, Resident, BNS, Baycity and Abnormal</td>
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<tr>
<td>Wed</td>
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<td>Cask and Featured Beers</td>
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<tr>
<td>Fri</td>
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<td>Featured Beer and Specialty Pizzas (Hawaiian themed)</td>
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<td>Sun</td>
<td>11/13</td>
<td>Four Variations of Barrel-Aged Devils Teeth and Featured Beers</td>
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**GREEN FLASH VIRGINIA BEACH**

On November 13, Green Flash celebrates the grand opening of their facility in Virginia Beach, VA (1209 Craft Lane). The estimated annual production capacity will be 100,000 barrels, with the location allowing for shipment of fresh beer to the East Coast. A day before the official unveiling, a Treasure Chest Fest will be held to raise funds for Susan G Komen for the Cure.

**MOTHER EARTH NAMPA**

Infrastructure investment in Mother Earth Brew Co.’s Vista location will eventually allow for up to 40,000 barrels/year of production, but it is their Nampa, Idaho operation, opened in early October, that is truly making waves today. That facility “went into full-rate production in August” according to VP Kevin Hopkins. He continued, saying the brewery “currently services five-and-a-half states—Idaho, Nevada, Oregon, Utah, Washington and the northern portion of California. Its initial impact has been the ability to launch full-state distribution in Washington and Oregon with many more states to come.” According to local reports, the brewery could end up being the largest in Idaho, producing 60,000 barrels annually.

**GROUNDSWELL EXPANDS**

It’s been more than six months since Twisted Manzanita Ales & Spirits shut down its Santee base of brewing operations and pulled out of its satellite tasting room in Pacific Beach. Though ownership there implied the business would be back in some form—and it still may—that will not happen at its former headquarters. That facility—both the brewery and distillery components—have been purchased by another San Diego brewery…and it’s not one that most would have expected. Today, Grantville-based Groundswell Brewing Company announced its acquisition of the former Twisted Manzanita facility at 10151 Prospect Avenue.

Founded in 2013 and having called a space at 6304 Riverdale Street in the Grantville neighborhood home over its lifespan, Groundswell will move its brewing operations to Santee upon receiving licensing approval. In doing so, the company will transition from its current three-and-a-half-barrel system to Twisted Manzanita’s 30-barrel brewery. Operation of this new-used asset will be the charge of brewmaster Callaway Ryan, who has been with the company since March of this year after stints at Stone Brewing and the defunct URBN St. Brewery.

This acquisition also brings with it Twisted Manzanita’s distilling equipment, which includes a combination alembic continuous still. Groundswell owner Kevin Rhodes says the company intends to begin distilling within the next 12 months, and says the business, which is approaching 1,000 barrels produced in 2016, anticipates growing to 2,500-3,000 barrels of beer per year courtesy of this acquisition.

Groundswell will hold on to its Grantville space, converting it to a satellite tasting-room. Meanwhile, back in Santee, Twisted Manzanita’s former tasting-room will be wiped clean and renovated to fit its new owner’s identity and aesthetic, which to-date can best be described as kickback and comfortable. —by Brandon Hernandez (westcoastersd.com)

**STONE’S HIGHS AND LOWS**

The county’s largest brewery has been in the news a lot recently. The first half of 2016 saw the opening of its Richmond, Virginia facility as well as the announcement of a new project in Napa. Then in August, the company unveiled a revamped plan for Stone Hotel across the street from the Escondido facility.

On September 6, Stone appointed a new CEO, Dominic Engels, who previously worked as president of POM Wonderful. Just over a week later, Stone celebrated the grand opening of an ambitious and challenging Berlin, Germany operation. And on October 13, news filtered out that dozens of employees had been laid off. When reached for comment, Engels discussed the need to “restructure” the staff, “due to an unforeseen slowdown in our consistent growth and changes in the craft beer landscape.” The move saw more than 55 employees let go, including a number of people who held a long tenure with the company. The statement in its entirety is included below:

“Due to an unforeseen slowdown in our consistent growth and changes in the craft beer landscape, we have had to make the difficult decision to restructure our staff. Unfortunately, this comes despite a year that includes the incredible accomplishments of opening two new breweries, which are ultimately expanding the availability of Stone beers and boosting the reputation of American craft beer in Europe.

More recently however, the larger independent craft segment has developed tremendous pressures. Specifically, the onset of greater pressures from Big Beer as a result of their acquisition strategies, and the further proliferation of small, hyper-local breweries has slowed growth. With business and the market now less predictable, we must restructure to preserve a healthy future for our company. Even given this unfortunate circumstance, we will continue to be fiercely independent and, importantly, Stone remains one of the largest – if not the largest – employers in the craft brewing segment.

It is crucial to recognize that this decision was made after much careful consideration. Approximately 5% of all team members were affected, and they were offered a substantial notice period and career transition services. The team members no longer with our company are talented, committed individuals who have held important roles in our organization, and we expect that their talents will be in high demand. This reduction was not a reflection of the work they did, but a careful decision made to ensure that our company will remain competitive and profitable. No additional layoffs are expected within Stone’s foreseeable future.

In summary, we want to emphasize the following points:

- This year, we completed several significant investments that have been in the works for a number of years.
- A recent decline in domestic growth for the category and for Stone has forced us to restructure in order to preserve our independence in an increasingly competitive category.
- Stone remains one of the largest – if not the largest – employer in the craft beer segment and remains dedicated to providing our fans with fresh beer.” [Emphasis in the original]
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Gold Medals

+ **ALESmith**—OLD NUMBSKULL BARLEYWINE

“AleSmith prides itself on creating accurate examples of world-class beer styles. Our American-style barley wine, Old Numbskull, has once again been recognized by the Great American Beer Festival (GABF) as tops in its category. The AleSmith team is humbled and grateful to receive this high honor. Regarding the origin of the name Old Numbskull, AleSmith founder Skip Virgilio came up with it while still a homebrewer and later used it commercially for AleSmith’s barley wine.” – Peter Zien

+ **Bagby**—SWEET RIDE

“It was actually the first lager we brewed, but it was a much different beer back then. The first version was a little stronger and was hopped differently. It was also much more of a Keller Lager/Pils at that time. Since then, we have brewed it slightly lighter in alcohol, lighter in hops, and filtered it to an extremely brilliant level. The first version was the only one like it. We have been brewing the current version for a few batches now.” – Jeff Bagby

+ **Karl Strauss**—QUEEN OF TARTS

“This beer was a happy accident. A few years back we made 60 oak barrels of our anniversary beer. Two of the barrels went sour and got lost in our warehouse. Two years later they were rediscovered. I tasted them and it was a good sour, just a bit too dry, so I blended them with some Red Trolley and cherries. Thus, “the Queen” was born. Every year since 2010 I have tried to recreate that beer. Two years ago a farmer from Michigan sent me a sample of his tart cherries and I immediately knew they were for the Queen. This year when I tasted the barrels I thought it was the best beer I’d ever made, and fortunately it stood out to GABF judges as well. We now have the formula and process down, so you will see more of the Queen of Tarts in 2017.” – Shawn Steele

San Diego Shines AT GABF

TEAM ALESMAILTH

TEAM BAGBY

for FWIBF in 2015. The thing was a beast, stood out like a sore thumb, and therefore received quite a bit of attention. From the very first minutes on site, everyone was telling Jeff, “Sweet ride, Bagby!” The beer was in the tank already without a name at the time, I think, so it was a perfect fit.” – Dande Bagby
**CULTURE BREWING — BROWN ALE**

“In my adolescence I started veering from super light, mass-produced beers to others like Apricot Pyramid, Arrogant Bastard and Newcastle. I really enjoyed the slightly sweet, nectar fruitiness of Newcastle, and that was the inspiration behind this brown. But I wanted something with more heft, so I increased the ABV and quickly got the recipe to exactly where I wanted it, and we’ve been brewing it like that ever since. We’ve entered it in previous years, and this year it was an unexpected surprise for us to win. Now, we’re going to try to have it available all the time.” – Steve Ragan

**BNS — OLE PROSPECTOR RED ALE**

“There’s nothing new with the recipes, so we’re especially proud of how Old Prospector fared. We just finished working up labels for 22 ounce bottles, and those should be out the second week of November.” – Dan Jensen

**KARL STRAUSS — WINDANSEA WHEAT**

“We have been working long and hard on this beer. It is a labor of love. Not very many breweries continue to do this classic style and we are proud to continue the tradition of a Southern Bavarian-style Hefeweizen. To win a Gold Medal in this category is a feat in and of itself. There is stiff competition in this category, and to win is a testament of our quality and a commitment to excellence.” – Matt Johnson

**RIP CURRENT — BREAKLINE BOCK**

“OK, we repeated the Gold Medal with Breakline which is crazy unusual. I have what we think is a fairly funny story about sitting in the same seats at GABF. In 2015, we won a Gold Medal for the German Bock category and a Silver Medal for the Scotch Ale category, plus a trip to the stage for winning the Very Small Brewing Company of the Year. One thing we learned was not to sit in the center section, middle aisle, since there is no direct way to go all the way down to the stage. Each time we had to loop out of the arena, walk over a section, and then walk all the way down the side aisle. Last year, the entire auditorium had to wait for us after we won the Very Small Brewing Company of the Year award. So, despite learning this lesson last year, when we arrived on Saturday morning to pick our seats, Guy suggested we sit in the same seats for good luck. We weren’t expecting to win another medal this year, so figured it would be fine. Then the Bock category was announced…” – Paul Sangster

**SECOND CHANCE — TABULA RASA TOASTED PORTER**

“We love the name “Tabula Rasa” as it means “Blank Slate” in Latin and describes our experience with Second Chance quite well. Virginia, as an accomplished attorney, came up with the name, and we loved it immediately (after she explained what it meant). Apparently, attorneys use a lot of Latin phrases! I have always loved Porters and have worked hard on that beer over the years. Adding the toasted oats really made that beer rise to the next
level flavor-wise, and is one of my favorites. We have some aging in whiskey barrels with tart cherries and we plan to get that out in the coming weeks.” — Marty Mendiola

Silver Medals

+ BENCHMARK — OATMEAL STOUT

“Oatmeal Stout was one of our four original core beers. It’s the boomerang effect to Matt brewing Speedway Stout for all those years, designed to be a hearty satisfying beer that happened to be small. Everyone loves an Imperial Stout, but a 750 of a 12% beer is not something you can regularly crack open on an average Tuesday night. So we went small. We call it Oatmeal Stout, but it really doesn’t fit the style guidelines for that category. It’s loaded up with oats for mouthfeel, but the recipe more closely follows the guidelines for an American Stout. Being only 4.5% ABV (rather than the 5.7%-8.9% called for in this year’s GABF guidelines) sets this beer up perfectly for the Session Beer category. The guidelines require that we call out a traditionally bigger style that’s been made at a lower ABV (specifically 3.5%-5.0%). One key factor in making this such a satisfying beer is the mouthfeel. It is small, but it really doesn’t feel that way thanks to all that oatmeal. It is creamy and full, if not boozy. But the key to this beer is that it is rich from the malt and crisp from the hops. It’s all about balance, like dark chocolate or black coffee with that bit of bite that sugar and milk can cover up. At the end of the day, though, this beer was born of a desire to have a couple of full pints of a tasty beer flavored beer without need of a friend (or four) to help finish the bottle.” — Rachael Akin

+ BNS — GATLING GUN IMPERIAL STOUT

“Gatling Gun also won a Bronze Medal at the 2016 LA International Beer Competition, a Gold at the 2015 California State Fair, and Silver at the 2014 San Diego International Beer Festival. Look for bottles of it this month.” — Dan Jensen, Brewer

+ DUCK FOOT — THE CONTENDER CHILI IPA

“In 2015 when we had just opened we went to GABF for the first time. At the time we were so proud and hopeful that all four of our entries would place. Anyone that has gotten their hopes up to win and walked away with nothing knows how difficult that process is. At the end of the day we realized there are more losers than winners at GABF and found solace in that, realizing that our hopes might have been out of reach as a brand new brewery. Coming into 2016 we licked our wounds and came up with some new entries. Instead of putting too much hope on winning we kept our hopes at arm’s length and looked forward to having a great time at GABF. As you can imagine, we were surprised and stoked to win a silver medal. Our contender IPA has been a big seller in San Diego and every time we brew a Chili IPA it flies out, so we’re proud to have it medal. But after such a long beer-filled week, we’ve seen photos of us winning the medal, we just wish we could remember it…” — Matt Del Vecchio

+ ALPINE — HFS

“This recipe was the first of our beers to utilize Mosaic hops, and after the first taste we knew we would make it again, and as often as possible. With a limited supply of Simcoe, Citra and Mosaic, it was not feasible to move this beer to major production in Mira Mesa, so we’re sticking with small production in Alpine.” — Shawn McIlhenney

+ KARL STRAUSS — MOSAIC SESSION IPA

“The beer continues to impress all of us. The entire brewing team is proud of this beer and are not amazed at all about how well it does in the market. This is the beer I take home regularly to enjoy with my friends.” — Matt Johnson

+ KARL STRAUSS — LIQUID AC

“This beer was brewed on the satellite system in our La Jolla Brewpub by Senior Brewer Lyndon Walker. A great summer thirst quencher. This is Lyndon’s third consecutive medal win at GABF.” — Team Karl
**MOTHER EARTH — ESB**

“Late last summer I had a friend that had been hounding me for a true ESB. We used to joke about it as he knew that I had lived in England and was a fan of the style. At the time, and still today, we had a major account that needed beers that fit into the Brown or Amber styles, so I asked our Head Brewer Chris about doing an ESB for the winter. He and Lead Brewer Jeff then got this into production for us. It has been in year-round production ever since.

What really makes me proud, however, is not that this beer has now medaled all three times that it has been in competition, but rather, all three medals came from separate production batches that we pulled off of regularly-scheduled brews. To me, it fits the exact mold of clean, qualitative, and consistent brewing. What a credit to the brewers and all, for a beer that we did mostly for nostalgic reasons!” – Kevin Hopkins

**NEW ENGLISH — ZUMBAR CHOCOLATE COFFEE IMPERIAL STOUT**

“Zumbar is our Chocolate Coffee Imperial Stout and was created as a collaboration between New English Brewing and our good friends at Zumbar Coffee & Tea, a renowned local roaster and coffee shop. It’s brewed with a ridiculous amount of their “El Mundo” coffee beans and 2 pounds per barrel of Belgian Dark Chocolate. A true Russian Imperial Stout at 9.3% ABV, this beer is well-balanced with Nugget hops, providing it with 45 IBUs. This ensures a pleasant bitterness that offsets the powerful combination of malts, coffee, and chocolate.

When we first entered Zumbar in the 2012 GABF, we trekked to Denver for the experience as well as the awards ceremony. We didn’t win a medal then, but had a great time at the festival. Meanwhile, Zumbar has captured Gold Medals each year since at the LA County Fair, culminating in 2015 with Best of Show. That was all very exciting.

Knowing this beer had legs, we decided to re-enter Zumbar into the 2015 GABF. This time, we decided to stay home rather that attend the Festival. When our phones started beeping non-stop on the morning of the ceremonies, we were thrilled and honored to learn that Zumbar had won the Gold Medal in the Coffee Beer Category. When 2016 rolled around, we again did not physically attend GABF, but just sent Zumbar off to the Super Bowl of beer. This time we watched the award ceremony via the live stream and were ecstatic when Zumbar won a Bronze Medal. Any GABF medal is a huge achievement, especially as this year the Coffee Beer Category was one of the most impacted categories, as was also the case in 2015. We’ll have a decision to make about whether or not to attend GABF in 2017. We’d love to walk the stage for that fist-bump with Charlie, but also don’t want to jinx our winning streak!

In the meantime, Zumbar will be joining Pure & Simple IPA and Brewers Special Brown Ale in 6-packs and 12-ounce bottles, just in time for beer week!” – Nina O’Hara-Lacey

**PURE PROJECT — ROES RED**

“Roes Red is a Flanders-style beer that has seven different grains and was aged in Pinot Noir barrels from Napa. The name partially comes from Roeselare, a small Belgian city in West Flanders. It’s also a play on Stephen King’s book Rose Red about a house that keeps changing and building itself; we kind of liked that idea since it’s an ever-changing beer.” – Winslow Sawyer

**SOCIETE — THE VOLCANIST**

“We named our American stout, The Volcanist, as a tip-of-the-hat to Deschutes’ Obsidian Stout, which has been a very influential beer to me. We did not set out to clone it, but we wanted to thank it. The Volcanist uses Cascade hops to make it ‘American’ and a nice layered malt bill to help transition the base-malt to the roasted malts. Brewmaster Travis Smith and I are firm believers in this smooth transition. Back to the name: “obsidian” is a volcanic stone. Therefore, we have the Volcanist in relation to volcanoes and volcanic activity. Additionally, obsidian is black, like this stout and every offering in our Stygian line of beers.” – Douglas Constantiner
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The City of Chula Vista is a 10-minute drive south from downtown San Diego. Chula Vista literally translates to “pretty view,” and there is more than meets the eye with this city. It is the second-largest City in San Diego County. Chula Vista has made exceptional advances in preparing the city for business expansion and attraction by collaborating with Baja California officials, and creating an environment for economic growth and prosperity. The city has established economic development initiatives that have created quality infrastructure, a strong consumer base, and a well-educated and experienced workforce. The City of Chula Vista is located at the center of one of the richest cultural, economic, and environmentally diverse zones in the United States.

West Coaster Magazine recently met with Mayor Mary Casillas Salas (pictured above). In public service since 1991, Mayor Salas has served the community in a variety of ways, most notably in The California State Assembly starting in 2006. She has since been elected to the City Council of Chula Vista in 2012 and, most recently, was elected Mayor in 2014. She is the first Latina mayor in the history of Chula Vista as well as The County of San Diego. A lifelong resident of the South Bay and a constant voice of the people, it was a privilege to talk to her and discuss her thoughts about the influx of craft beer businesses in her hometown.

WC: WHY DO YOU THINK INDEPENDENT CRAFT BEER BREWERS AND BEER BUSINESSES ARE COMING TO CHULA VISTA?

MAYOR: I think that craft beer businesses and independent beer brewers are coming to the South Bay as there is a change in demographics relative to craft beer. We have a younger population and a large part of it is the aging millennial. Millennials have the income and buying power to be tastemakers. Moreover, I think that the South Bay, and Chula Vista specifically, is an affordable place for business to relocate or start up. New business owners especially are finding themselves priced out of downtown San Diego, North and South Park, as well as Barrio Logan.

WC: WHAT IS IT ABOUT CHULA VISTA THAT MAKES THE TOWN SO APPEALING?

MAYOR: The work that local government, business associations, and the citizens of Chula Vista have accomplished to make 3rd Avenue’s streetscape more aesthetically pleasing, pedestrian-friendly, and outdoor spaces more appealing will go a long way for a long time to come. There are bus routes, bike lanes, beautiful public outdoor spaces in Memorial Park. The once wide boulevards have been narrowed which has proven to be beneficial in a variety of ways: traffic has been calmed and wider sidewalks encourage walking, outdoor dining, and community congregation. This is just the downtown Chula Vista corridor. Chula Vista at-large has over 49,000 single-family units as well as 31,000 multi-family units, in all. As of the 2010 Census, Chula Vista had a population in excess of 250,000 people with 30% off the household income in excess of $100,000 — an attractive population to service for any business.

WC: IT WOULD APPEAR THAT 3RD AVENUE VILLAGE IS POISED TO BE A HOT SPOT IN 2017 AND BEYOND. WHAT ARE YOUR THOUGHTS AS TO WHY?

MAYOR: 3rd Avenue is our downtown and it saw a new business (Third Avenue Ale House) find instant success just this past year. This success set off a trend of what we are seeing with new businesses. There is great energy and this is just the beginning. There won’t just be breweries, but tasting rooms, world-class bars, and new restaurants. This doesn’t compare to the infill-projects which we will see in the years to come. This will come in the form of new housing in the area directly around 3rd Avenue. When the State of California dissolved Development Zones, the city was able to sell off some parking lots to developers who will build dense housing within the core. This resurgence of development, redevelopment, and growth lends itself to the walkability of 3rd Avenue.

WC: WHAT DO YOU THINK ABOUT CRAFT BEERS? DO YOU HAVE ANY FAVORITES?

MAYOR: I never liked beer; in fact, I thought beer was boring. I only started tasting it over the course of the last year thanks to the selection available at our local restaurants and tasting rooms. I always thought of big beer like light beers you see on television; this is not that. Craft beers are interesting. Craft beers are different. These beers are tasty and they have changed my mind about beer. In fact, I have a favorite craft beer: That Guava Beer from Legacy.

WC: WHAT WOULD YOU LIKE TO SEE ACCOMPLISHED WITH THESE NEW CRAFT BEER-RELATED BUSINESSES?

MAYOR: I want them all to find success because their success is the city’s success. Our downtown will be exciting. Planning and economic development by virtue of our staffers who are excited by craft beer and the vibrancy the scene brings have also been a driving force. These people go above and beyond.
SATURDAY, NOVEMBER 26

Dive in and drink up at the Food Truck & Beer and Cider Festival. Stop by the track Saturday, November 26th and enjoy a variety of gourmet, local eats prepared by more than 30 of Southern California’s top food truck chefs and wash them down with over 100 tasty brews and seasonal ciders. Cheers to all that.

Find out more at DelMarRacing.com.
Some folks just belong together. Their unions are collaborative no-brainers; their symbioses foretold in the stars. Such is the case with the individuals behind North Park Beer Co. and Mastiff Sausage Co. The former—the long-awaited professional foray of standout San Diego homebrewer Kelsey McNair—erected a two-story suds temple paying homage to its neighborhood namesake via stunning, wood-heavy interior design. When doing so, space was constructed for installation of an on-site kitchen to be occupied by one of the city’s top-tier mobile gastronomists. Last month, that operation, Mastiff Sausage, celebrated by debuting an extensive menu of meaty dishes embodying the company’s tagline: Manliness Refined. In doing so, it affixed a sumptuous, stick-to-your-ribs yang to NPBC’s flavorful, effervescent yin, bringing together two of the most natural, time-tested duos in history: beer and meat.

The arrival of their new culinary partners is something the NPBC crew will surely include on their list of things to be grateful for this Thanksgiving. To prepare for this month’s feasting holiday, I recently sat down with McNair, NPBC tasting room manager Jake Nunes and Mastiff exec chef Eric Gallerstein to work on a Thanksgiving dish for you to enjoy.

As Mastiff’s moniker implies, their gastronomic bailiwick is sausages. Their wurst is their best, so incorporating sausage into the Turkey Day regimen was a must, and the perfect vehicle for all that meatiness is baked stuffing. Gallserstein designed a special loose, ground variety specifically for this dish, incorporating sage, garlic, fennel and brandy. It’s simple to make, but if you, like many, are crunched for time leading up to Thanksgiving, Mastiff will be selling one-pound packages of this sausage to-go from the inside counter.

The ingredients within the stuffing are built to complement the flavors in the sausage. Thyme and rosemary further amplify the herbal appeal, while pecans add a touch of woodiness, and Golden Delicious apples and cherries introduce some fruity elements that make for nice segues with other Thanksgiving sides dishes.

The bulk of the stuffing comes from cubed baguettes and features a moist homogenous interior texture countered by a golden brown, crispy top layer. There’s a lot going on in this hearty dish, which made for some interesting discussion when developing the beer pairing for it.

The four of us lined up three NPBC house beers, starting with the lightest of the trio, Save Vs. Fire, a Nelson-hopped imperial pale lager. Clean and crisp with a biting hop-finish, it was the best beer for cutting through the dense dish and resetting one’s palate, but the least compatible with the flavor of the dressing. Next up was Buxton, a hoppy brown ale that was acceptable, and probably would have been the hands-down favorite if the stuffing had been made with rye or pumpernickel bread. Last up was Ray St., a decidedly West Coast red ale that, once its caramel notes synced with the fruit and sausage, and its piney hop flavors found common ground with the herbs, announced itself as the best choice.

So, if you go to pick up your sausage for this dish at the source, be sure to sidle on over to the NPBC bar for a growler fill of Ray St. Or, try your hand at the attached from-scratch recipe and have your own fun pairing craft beer with it. Either way, enjoy your Thanksgiving and the family and friends that top the list of what you are thankful for. •
Thanksgiving Sausage Stuffing
YIELD: 6 TO 8 SERVINGS

- 1 pound French bread crumbs (preferably, baguette)
- 1 pound Thanksgiving Sausage (recipe follows) *
- 3 Tbsp unsalted butter
- 1 cup yellow onion, chopped
- 1 tsp fresh rosemary, finely chopped
- 1 tsp fresh thyme leaves, finely chopped
- 1 tsp kosher salt
- 1 tsp black pepper
- 3 cups turkey stock (or chicken stock, to substitute)
- 1 Golden Delicious apple, peeled, cored and cubed
- ¼ cup dried cherries
- 1 rib celery, chopped
- ½ cup pecan pieces, toasted
- 2 large eggs, beaten
- 1 Tbsp fresh Italian parsley, chopped

Preheat oven to 350 degrees Fahrenheit. Spread the bread cubes in a single, even layer on a large baking sheet. Place in the oven and bake until evenly toasted, 5 to 7 minutes. Remove from oven and reserve in a large bowl.

Cook the sausage in a large skillet over medium heat, stirring and breaking the meat into small pieces until it is evenly browned, 8 to 10 minutes. Remove from the pan and return to the stovetop and raise the heat to medium-high. Melt 1 tablespoon of the butter, then add the onion, rosemary and thyme, and season with salt and pepper. Cook, stirring, for 2 minutes. Deglaze with chicken stock and bring to a boil. Continue to cook until the liquid has reduced by 50%. Add the sausage, apples, cherries and celery, then remove from heat. Pour the sausage mixture and pecans into the bowl containing the bread and mix until thoroughly incorporated. Let cool.

Preheat oven to 350 degrees Fahrenheit. Melt the remaining butter in a small saucepan. Once cool, add the eggs and drizzle with butter. Mix thoroughly and transfer to a baking dish. Place in the oven and bake for 30 minutes, or until golden-brown. Remove from oven, sprinkle with parsley and serve.

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Thanksgiving Sausage
YIELD: 7 POUNDS

- 4 lbs pork butt, ground, chilled
- 1 pound pork back-fat, chilled
- 2 cups ice water
- ¼ cup brandy
- 4 cloves garlic, finely chopped
- 1½ oz salt
- 1 oz fennel seeds
- 1 oz onion powder
- ½ oz black pepper
- ½ oz fresh sage, chopped

Mix the pork butt and fat in a large bowl, then refrigerate. In a separate bowl, whisk together the water, brandy, garlic, salt, fennel seeds, onion powder, pepper and sage until the granular spices have dissolved. Combine the cold pork mixture and seasoning liquid until thoroughly incorporated and sticky. Refrigerate, covered, until ready for use.

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Recipes courtesy Eric Gallerstein, Chef & Co-owner, Mastiff Sausage Company

* – Mastiff Sausage Company’s Thanksgiving Sausage will be available by the pound in November, leading up to Thanksgiving, at its order-window inside North Park Beer Co.

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BLESSINGS OF
The Story and Evolution of San Diego’s Longest Continually-Brewed Commercial IPA
n the can of the latest iteration of Swami’s IPA, a turbaned Indian snake charmer is seen playing his flute as a hose rises from the basket and fills a pint glass at his feet. In the background is a stylized rendition of the famous Encinitas reef break, “Swami’s,” named by locals for the Self-Realization Fellowship Temple that sits on the cliff above it. It is this surf break that gave the name Swami’s to San Diego County’s longest brewed and perhaps most influential IPA, and whose numerous brewers have gone on to brewing greatness.

Prior to Pizza Port Solana Beach becoming a brewpub, it was a local “surfer bar.” Greg Hudson, a building contractor, would occasionally stop by for a beer and quickly built a friendship with fellow ex-Coloradan, Vince Marsaglia. Pizza Port’s co-owner. Hudson had home-brewed in Colorado and helped stoke the brewing bug in Marsaglia, who wasted no time in running a gas line into a vacant area at the back of the bar (where the men’s room is today) and opened up a “secondary kitchen” where he and Hudson began brewing. Hudson recalls brewing a Pale Ale, Red Ale, and Brown Ale and fermenting the beers in “hot dog on a stick plastic.” Those early beers were fairly high in ABV, for both the time and styles in question.

A health inspector soon put a swift end to the “secondary kitchen” and by 1992 Marsaglia and his sister Gina Marsaglia, Pizza Port’s co-owner/founder and current President, installed a proper brewing system and converted the bar into the brewpub it is today. Paul Holborn, the designer and installer of the new brewhouse, began dialing in the system by brewing beers based on the recipes he had initially brewed at his own brewery, Bolt Brewery, in Fallbrook. Bolt, San Diego County’s first craft brewery, opened in July of 1987 and lasted approximately eighteen months. Holborn was one of the “hop fathers” of the early San Diego beer scene. Skip Virgilio, one of AleSmith’s co-founders, recalls that Holborn’s recipes “were super hoppy for the time, because in those days balance was still more the thing.” Although Bolt only lasted a relatively short time, Holborn and his then brewing assistant, Clint Stromberg (co-founder of the new Bolt Brewery in La Mesa) brewed a number of various IPAs at Bolt in Fallbrook, including an 8.2% ABV, 75 IBU Imperial IPA, which was strongly influenced by Sierra Nevada’s Celebration Ale.

Holborn’s recipes brewed at Pizza Port Solana Beach became the primary jumping-off point for the new house beers – all of them hoppy – and started a trend Marsaglia as the first brewer would continue. Hudson, who continued to help out occasionally, recalls that, “None of the recipes for the beers that Paul Holborn had brewed were written down,” so Hudson eventually created spreadsheets of the various recipes that were being brewed. These would later be used to serve as recipe templates for Marsaglia’s “assistant brewers” (i.e., bar servers and/or pizza makers), some of whom would eventually evolve into amazing brewers in their own right.

The precise origins of the IPA that became Swami’s have been lost somewhere in the Pacific Ocean fog around Solana Beach, though Marsaglia notes, “It was probably named by Gina.” Rob Soltys, currently president of Premier Stainess, a San Diego-based supplier of brewing tanks and equipment, was in those days occasionally working as Holborn’s assistant. Soltys recalls dry hopping one of the early batches of the precursor IPA that would later come to be known as Swami’s with Kent Golding hops. Experimentation was always in the cards back then and Marsaglia, Holborn, and Soltys all recall taking an old oak bar rail (the bar had been remodeled when the brew system went in), chopping it up, and adding the wood chips to the fermenting IPA. The beer in those days had a reddish, light-brown color, and according to Holborn, “It looked like a traditional English-style IPA in the beginning.” The beer was also served unfiltered, naturally carbonated, and occasionally on nitro at the Pizza Port brewpub, with early batches being over 7% ABV, and in some instances, perhaps closer to 8%. Marsaglia mentions that in those days the beer “frightened some people” and “I saw the look on their face when they tasted it.”

One thing we know for sure is that Swami’s was eventually brewed with Galena as the bitering hop, and Cascade and Centennial for flavor and aroma. The latter two hops were also used for dry hopping the beer. While Galena is a less popular hop these days, Yuseff Cherney, formerly of Ballast Point Brewing Company, recalls brewing a home brew in the 1990s that used two ounces of Galena in the boil in order to “make some super hoppy and super intense beer.” He adds, “Our friends didn’t like them,” which left more beer for Cherney and his brew buddy to drink at parties. At that time Cherney ran the Home Brew Mart in Solana Beach and also lived in the neighborhood, so he had a front row seat to the early goings-on at the Pizza Port Solana Beach brewpub. The brewpub did not have a mill back then, so the guys at the Home Brew Mart would mill grain for them. Hudson fondly recalls walking from the Home Brew Mart to the brewpub “with a hand truck loaded with grain and hops.”

One of the early, minor recipe changes to Swami’s was switching from Wyeast 1056 American Ale™ yeast that Holborn had used, to a “pitchable” yeast similar to the “Chico” strain supplied locally by Chris White (who would go on to co-found White Labs). This yeast strain, WLP 001 California Ale, is now ubiquitous and used in many San Diego-style IPAs, traditional IPAs, and other beer styles around the United States and worldwide. At the time, while studying for his doctoral degree at UCSD, White was propagating yeast
in a lab at UCSD and selling it to the Home Brew Mart, Marsaglia at Pizza Port, and a few other professional brewers. White recalls that the yeast he supplied Marsaglia “was traded for pizzas for many years.”

White was also supplying yeast to Vinnie Cilurzo at the nascent Blind Pig Brewery in Temecula. Cilurzo, co-founder of Russian River Brewing Company, recalls Swami’s as having “a little color to it back in the day” which according to Cilurzo was not unusual for the times. In San Diego and other West Coast brewing locations, Cilurzo says, “Many IPAs were brewed to a dark-copper, amber-reddish color,” due to brewers being influenced by Sierra Nevada Brewing Company’s Celebration Ale (65 IBU), “which was very hoppy for the times.” In the 1990s, when Cilurzo started Blind Pig Brewery and needed to scale up from his homebrewing batches, Marsaglia gave Cilurzo the Swami’s IPA recipe to use as a guide. Cilurzo used slightly different hops in the early Blind Pig IPA (i.e., Chinook, Cascade, and Centennial), and by early ’96 Columbus was also added to that brew. He did use a combination of Galena and Cascade in Blue Granite, Blind Pig’s seasonal barley wine that he brewed four times a year, though with that said, Cilurzo did not have a lot of choices. Hop varieties available to brewers back then were minuscule compared to what is available today.

Swami’s IPA didn’t make it very far from Solana Beach during the 1990s. Lee Chase, currently of Automatic Brewing Company and formerly of Stone Brewing Company, was at the time delivering kegs for Pizza Port. He recalls “not delivering too many IPA kegs, maybe occasionally to O’Brien’s,” and adds, “There were not a lot of places to distribute the beer to.” At the Pizza Port brewpub, however, things were different. Swami’s had already started developing a cult following with the locals, as Tomme Arthur (currently Director of Brewery Operations and Co-Founder of Pizza Port’s sister company Port Brewing/ The Lost Abbey) found out when he arrived at the Solana brewpub in May of 1997 to take over brewing duties from Marsaglia. Due to demand at the time for Swami’s, the beer was always being rushed to tap and was not as “clean” (as in fermented out) as Arthur desired. Soon after his arrival he started aging it longer which resulted in a smoother beer, devoid of some of the unfermented yeast particles. The locals immediately chastised him for this, accusing him of changing the beer. This was a theme that would continue to persist over the years at the brewpub, and a “Swami’s Army” of devoted locals formed who would police both the beverage and its availability. Brandon Edwards, currently Head Brewer at Columbus Brewing Company in Ohio, was head brewer at Pizza Port Solana Beach from 2009 to 2012 after having worked there as an assistant from 2003. Obviously well known by the locals, when he informed them in 2009 the magic touch

**THE MAGIC TOUCH**

A sampling of Pizza Port Solana Beach’s awards and influences.

**1992**
Proper brew system installed at Pizza Port Solana Beach

**1994**
Vinnie Cilurzo uses the Swami’s IPA recipe to scale up his batches at Blind Pig in Temecula

**1995**
Jack White and Yuseff Cherney from Home Brew Mart Solana Beach scale up their batches at Pizza Port, they would go on to found Ballast Point

**1997**
Tomme Arthur takes over brewing duties at Pizza Port Solana Beach from Vince Marsaglia; Tom Nickel joins Home Brew Mart Solana Beach before assisting in the brewery; Stone Brewing Co., influenced by Blind Pig’s IPAs and Swami’s IPA, releases Stone IPA; Pizza Port Carlsbad opens

**1998**
Kirk McFaul comes on as an assistant at Pizza Port Solana Beach, then moves to Carlsbad head brewer position; Jeff Bagby hired as assistant in Solana Beach

**2003**
Pizza Port Solana Beach named Small Brewpub of the Year at GABF; Brandon Edwards joins as an assistant at Pizza Port Solana Beach; Pizza Port San Clemente opens

**2004**
Pizza Port Solana Beach named Small Brewpub of the Year at GABF for the second year in a row; Nickel wins Champion Small Brewery at the World Beer Cup with Ogui’s Pizza and Brewing Company; Arthur wins the Alpha King Challenge (an annual competition of highly-hopped yet well-balanced and drinkable beers, held in Denver to coincide with GABF)

**2005**
Greg Peters takes the helm at Pizza Port Solana Beach; Bagby wins the Alpha King Challenge
that he was taking over the brewing duties the first thing he was
told in lieu of congratulations was, “Don’t f*ck with Swami’s!” And
no one really did. Apart from Arthur’s minor “clean up” in ’97, the
initial Swami’s recipe had become locked in. Hops in the beer were
the aforementioned Galena, Cascade, and Centennial, and the
malt bill was 2-Row, Carapils, and Caramel Malt 80L which helped
give Swami’s its reddish-brown hue. When the Home Brew Mart in
Solana Beach closed, Pizza Port Solana Beach started receiving
grain from their new sister brewpub, Pizza Port Carlsbad, who had
their own grain silo. That is when the malt changed from domestic
Breiss to English 75. A little later, Arthur also started playing around
with the dry hopping ratios, though at that time he was still using
Centennial and Cascade. Swami’s remained a fairly high 7.5% ABV,
and “Maybe as high as 8% in the early days,” says Arthur.

Speaking of the early days, Tom Nickel, currently proprietor of O’Brien’s
American Pub in San Diego and owner/brewer at Nickel Beer Company
in Julian, recalls visiting Pizza Port Solana Beach in August of 1993 for his twenty-
first birthday and “playing darts and drinking pitchers of Swami’s.” By 1997
he was working at the Home Brew Mart in Solana Beach. Nickel was aware that
the grain delivery to Pizza Port was on Wednesdays and he would do the grain
order and deliver it knowing that in his immediate future there would be a free
pitcher of Swami’s waiting. Then by November of that year, Nickel joined
Arthur as Pizza Port Solana Beach’s first full-time brewing assistant, and no more
part-time help from the bar tenders and pizza makers was required.

Nickel notes that Swami’s was one of the few reliable IPAs available in San Diego.
“There were not a lot of IPAs at the time,” he says, “and Swami’s was a great little treat. It was stronger and more bitter
than the IPAs from Northern California, the Pacific Northwest, and Oregon,
and those were also more malty.”

In regard to locally brewed beers of the time, Nickel adds, “In those days Karl Strauss’ flagship beer was their Amber Ale, AleSmith was doing their
ESB, and San Diego Brewing Company brewed an occasional IPA, but was

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2006
The Pizza Port family wins four awards at the World Beer Cup, including one for Solana Beach

2007
Port Brewing/The Lost Abbey, helmed by Arthur, named Small Brewery of the Year at GABF

2008
Port Brewing/The Lost Abbey named Champion Small Brewery at the World Beer Cup; Yiga Miyashiro joins as assistant in Solana Beach; Arthur wins Alpha King for a second time

2009
Edwards takes over Solana Beach head brewer role; Bagby as brewery operations director leads Pizza Port to Large Brewpub of the Year at GABF (he and his team would go on to complete a “three-peat” by winning in 2010 and 2011)

2010
The Pizza Port family wins six awards at the World Beer Cup; Bagby wins Alpha King Challenge a second time; Ballast Point wins Champion Small Brewery at the World Beer Cup; Pizza Port Ocean Beach opens

2011
Bagby wins Alpha King Challenge for a third time; Miyashiro wins Small Brewpub of the Year with Pizza Port Ocean Beach at GABF

2012
Sean Farrell named Solana Beach head brewer; the Pizza Port family wins five World Beer Cup awards; Michale wins Alpha King Challenge with Melvin Brewing

2013
Devon Randall named Pizza Port Solana Beach head brewer, wins bronze medal at GABF; McHale again wins Alpha King Challenge; Pizza Port Bressi Ranch opens

2015
Randall takes 1st Place at the competitive Bistro IPA Festival; McHale wins Small Brewpub of the Year at GABF with Melvin

2016
Bagby wins a gold medal at GABF with Bagby Beer Co.; Randall wins a silver medal with LA’s Arts District Brewing; McHale wins a gold medal with Melvin Brewing
focused more on their Grantville Gold, Nut Brown Ale, and Red Ale. It was Stone Brewing Company who actually caused the shift to IPAs.

Greg Koch and Steve Wagner established Stone Brewing Company in 1996 and initially brewed just one beer, a Pale Ale. Wagner, the brewer of the partnership, had been influenced originally by the beers of the Pacific Northwest, including Bombay Bomber™ APA brewed by Teri Fahrendorf of Steelhead Brewing Company, during his time as a brewer at Pyramid Brewing Company. Upon arriving in San Diego, Wagner and Koch were both further influenced by Swami’s IPA and the super hoppy beers being brewed by Cilurzo at Blind Pig. Stone released their now popular IPA as their first anniversary ale in 1997 and decided to keep it as a perennial. Although Stone IPA grew slowly at first and was initially eclipsed by Stone’s Arrogant Bastard, it became the first local IPA to be broadly distributed in San Diego County. Most honest neutral observers of the local brewing industry will give Stone IPA the credit it is due for both helping to educate local palates and ushering in the acceptance of hoppy IPAs. To a certain degree, this same influence even went beyond the environs of San Diego County.

When Nickel left Pizza Port Solana Beach after eight months, he went to brew at Stuft Pizza in Del Mar which would soon become Oggii’s. Nickel eventually reworked the Oggii’s beer lineup and mentions that Swami’s was definitely an influence on his hoppy IPAs, including his award-winning Torrey Pines IPA. Around the same period, Kirk McHale, currently Brewmaster and Co-Founder of Melvin Brewing in Wyoming, brewed with Arthur at Pizza Port Solana Beach for about six to eight weeks before moving on to be primary brewer at the new Pizza Port Carlsbad location. McHale remembers Swami’s as being “malty, but with an ‘in your face’ bitterness and very hoppy for the time.”

The beer lineup at Pizza Port Carlsbad was deliberately different than those brewed at Pizza Port Solana Beach as the owners wanted distinctly separate beers for each location, with the exception of Sharkbite Red, which was common to both locations. McHale later brewed an IPA at Pizza Port Carlsbad named, Wipeout. He says, “Wipeout was originally a Swami’s clone,” but adds, “Gina and Vince gave their brewers free rein,” so he decided to revise the recipe more to his own liking. McHale changed the malt bill to 2-Row and Carapils with no more than a 10 percent Crystal Malt 15L component. He also removed the Galena from the boil and used Columbus in its place, then dry hopped the beer twice; once in the fermenter with Columbus and Centennial hop pellets, and later in the bright tank with whole leaf Columbus and Centennial. The resulting beer was super hoppy, but it had a much lighter body than most of the IPAs of the time. McHale followed it up with a dry-hopped Pale Ale that was scaled up from one of his home brews. Initially this beer was called Prohibition, but a cease and desist letter from San Francisco’s 21st Amendment Brewery ended that name, and the light-yellow colored brew was eventually renamed, Palapa Pale Ale. This move towards lighter-bodied, less malt-forward, yet heavily dry hopped IPAs, including Stone’s IPA from around the same period, helped influence a trend towards less malty IPAs that would continue to grow over time with San Diego’s brewers.
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After Nickel left Pizza Port Solana Beach, Jeff Bagby (currently founder/brewmaster at Bagby Beer Company in Oceanside) was hired on as Arthur’s brewing assistant. By that point the Swami’s malt bill had shifted to 2-Row and C60, though for the most part the hops remained the same. Bagby recalls that later on they tried some new things with the dry hopping, including using Amarillo hops at one point. “It was cool to be part of that whole scene,” says a grinning Bagby of the brewpub, “when you could still get in on a Friday!” He adds, “I always liked the beer, as it was aggressive with the Galena as the bittering hops and the 7.5% ABV. There were not too many IPAs around SoCal at that time, and none anywhere near the bitterness or alcohol level. And it would sell like crazy! The beer was brewed as a double batch and took more than two weeks, maybe closer to three, to turn.” Bagby remembers once going through a whole tank in one week and then turning to Arthur saying, “What are we going to do now?”

“The only time people were pissed off at Pizza Port Solana was when there was no Swami’s on,” recalls Arthur with a chuckle. Greg Peters, currently Cellar/Barrel Master at Saint Archer Brewing Company, was Head Brewer at Pizza Port Solana Beach after Arthur left in 2005, and stayed on for three-and-a-half years. He recalls, “I have both fond memories and nightmares about brewing Swami’s at Pizza Port Solana Beach. During the winter we could really let it fully develop in the fermenter, but in the summer it was nearly impossible to keep a double batch (15 barrels) on tap for longer than a week.” Yiga Miyashiro, currently Head of Brewing Operations at Saint Archer Brewing, was for a period in 2008-2009, Peters’ assistant. Miyashiro recalls that, “Greg would stress out about running out of Swami’s at Solana Beach, as there was this hard core group of customers who would only drink Swami’s.” When the brewpub ran out of it, his response to them, “But we have four more IPAs on tap!” would fall on deaf ears. Adds Peters, “If Swami’s was not on, they would turn around and leave.”

Since August of 2013, the current version of Swami’s IPA is only brewed at Pizza Port’s production facility in Bressi Ranch under the guidance of head brewer, Sean Farrell. It is now quite a bit different than the original Swami’s, a version of which is still brewed at Pizza Port Solana Beach as, Solana IPA. Farrell was the last full-time brewer of Swami’s at the Solana Beach brewpub before both he and the beer moved to Bressi Ranch. To create the current Swami’s recipe, Farrell worked closely with Miyashiro (who left the company shortly thereafter to become Head Brewer at Saint Archer) and his successor at Solana Beach, Devon Randall (now head brewer at Arts District Brewing in Los Angeles). Over a period of months they brewed a number of pilot brews at Pizza Port Solana Beach before arriving at an IPA that is more in keeping with the lighter-hued, less malty, and more hop-forward IPAs the San Diego region has now become famous for. The new 6.8% ABV brew no longer has Galena, “But we kept the soul of the beer with Cascade and Centennial,” says Farrell. They also added Chinook, Simcoe, and Citra to the recipe. The malt bill is now 2-Row and Munich Type 1, and rice flakes and dextrose are added to help dry out the beer. “Swami’s is our racehorse now,” adds Farrell. Approximately 12,000 barrels will be brewed this year, which accounts for forty percent of Pizza Port Bressi Ranch’s production – a fitting tribute to a beer that helped define the San Diego IPA landscape.
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As 2016 comes to a close, I wanted to spend some time looking back on what happened this year and what we have to look forward to next year.

**GABF PRO-AM**
The Great American Beer Festival (GABF) wrapped up its 30th year in Denver, Colorado in early October. As part of the competition, GABF has a Pro-Am category for homebrewers who have teamed up with a professional brewery to scale up their winning recipes. San Diego had four entries out of 88 from across the country, but unfortunately none medaled. Our local contestants included Tim Wang with AleSmith (Sweet Creamt Stout with Candy Bars & Peanut Butter), Doug Brown with Ballast Point (Weizenbock), Kevin Stamer with Karl Strauss (American Pale Ale), and Nick Corona with Lightning Brewery (German Hefeweizen).

**STONE AHA RALLY**
Stone Brewing usually has an entry in the Pro-Am, but not this year, as they decided to move their annual competition to November 12, the second Saturday of San Diego Beer Week (SDBW). If you are an American Homebrewers Association (AHA) member and want to attend, RSVP at https://www.homebrewersassociation.org/events/stone-liberty-station-aha-rally/. It’s free if you are already a member. The rally is also a membership drive that offers discounted memberships for those of you looking to join AHA, which is well worth it if you are a homebrewer or even a big craft beer fan. The winner of the Stone competition will once again have their recipe scaled up and bottled by Stone, and will likely be entered into the 2017 GABF Pro-Am competition.

**LEARN TO HOMEBREW DAY**
A week before Stone’s rally is the annual Learn to Homebrew Day on November 5. The AHA is celebrating the 18th year of this event that encourages brewers to teach their non-brewing family and friends how to brew up a batch of beer. “It’s never been a better time to be a homebrewer. And for anyone who loves beer and has never tried homebrewing before, it’s really easy to get started,” said Gary Glass, director, American Homebrewers Association. “We’re excited to see thousands of people around the world participating in AHA Learn to Homebrew Day, taking part in the most gratifying, delicious activity of all time.” Homebrewing created an estimated economic impact of $1.225 billion and 11,672 jobs in the U.S. in 2015. An AHA survey from the same year also found that 41 percent of regular craft beer drinkers who don’t already homebrew express a strong interest in taking up homebrewing.

**AB 2172**
On the legislative front, Governor Jerry Brown has signed into law AB 2172, which more clearly defines where homebrew can be served, and permits homebrew clubs and homebrewers across the state of California to meet, discuss, and share their beer amongst themselves at licensed establishments. These places include craft breweries, beer bars, brewpubs, and restaurants. The new law goes into effect on January 1, 2017 and will give homebrew clubs more options for meetings and events. AB 2172 requires that any meetings and competitions held at these establishments be conducted within an area clearly defined by the authorized licensee. While it’s unfortunate that there are some restrictions, it’s better than the current work-around of “private events” being held for clubs to meet up at such establishments.

**NORTHERN BREWER: BOUGHT**
Supporting your local homebrewing shop is always a good thing, and there are some great shops in the county to get supplies from, but sometimes they don’t have what you are looking for, and online shops help fill in the gaps. So it came as somewhat of a shock when news broke in mid-October that ZX Ventures, the “disruptive growth unit” of AB InBev, acquired Minnesota-based Northern Brewer (NB) Homebrew Supply and its sister company, Midwest Supplies. What this entails remains to be seen, as NB’s founder says “nothing will fundamentally change” with the sale. ABI launched ZX Ventures – the Z stands for zythology, the study of beer, and the X stands for experience – in February 2015, with the goal of investing into higher-end and non-traditional areas of the beer category. “We wanted to be as independent as possible from ABI,” Jerome Pellaud, ZX Ventures’ vice president of craft and specialties, told Brewbound in April. “We have the full support of ABI, but a separate P&L, the budgeting, everything is made separately so that we can have more agility.” Perhaps this helps NB access ABI’s resources and keep prices down, but it remains to be seen how this will effect homebrew retailers in the future.

**LOOKING TO 2017**
While competition season is over for the year, it’s time to start getting ready for next year. It’s a good time to start brewing any high-alcohol beers or lagers, so they’ll have some time to mellow out and mature for the late winter or early spring competitions like America’s Finest City (AFC) and first round of the National Homebrew Competition (NHC). Now is also the time to start saving for a trip to Minneapolis for the 2017 Homebrew Con that takes place June 15 through 17. The AHA is currently accepting seminar proposals through November 28. So if you have a topic you want to talk about, check the guidelines at www.homebrewcon.org/guidelines. 2016 was a great year for local homebrewers and hopefully this continues in the coming year.
NOVEMBER 6: Release of our crowd-sourced rauchbier | 12-6 p.m.
Live podcast recording with SD Brew Talk | 1-3 p.m.

NOVEMBER 8: Beer to the Rescue tapping event benefitting the Lupus Foundation of San Diego | 4-8 p.m.

NOVEMBER 10: Fermented Pairings Series Vol. 11: Sensory Exploration | 6 p.m.

NOVEMBER 11: Trivia night: special SDBW edition | 6:30-8:30 p.m.

NOVEMBER 12: $3 pints & half off growler fills | 12 - 8 p.m.

NOVEMBER 13: $3 pints & half off growler fills | 12 - 6 p.m.

FOR EVENT DETAILS, VISIT WHITELABS.COM/SDBW.
OUT-OF-STATERS

SATURDAY 11/5
– Featured Beers from Cascade @ Regent's Pizzeria
– Sour-Heavy Beer Tasting w/ CA Craft Distributors @ SD Wine & Beer Co.

SUNDAY 11/6
– The Bruery Beer Dinner @ George’s At The Cove
– Avery Rare Beer Takeover @ Encinitas Ale House

MONDAY 11/7
– Fat Heads Beer Dinner @ Belching Beaver Tavern & Grill

TUESDAY 11/8
– Epic Brewing Beer League @ Crushed PB

THURSDAY 11/10
– Allagash Night & Sausages @ Public House La Jolla

FRIDAY 11/11
– Uncommon Beer Night @ Common Theory Public House
– Allagash Brewing & Food Pairings @ Encinitas Ale House

LOCAL FOCUS
(2+ BREWERIES)

ALL WEEK:
– SD County Beers Featured @ Urge Gastropub & Whiskey Bank
– Pizza Port Tap Takeover @ SD-Brewed Bottle Specials @ Pizza Port Bottle Shop

FRIDAY 11/4
– Mavericks Night (OG SD Breweries) @ The High Dive
– Thorn St Brewery vs Duck Foot Brewing @ Crushed PB
– Back Country Beer Night w/ Alpine, Nickel & Cellar 3 @ O’Brien’s Pub
– GABF Winners @ Tap That Oceanside

SATURDAY 11/5
– SD Brewers Guild Festival VIP Takeover @ Broadway Pier
– Port/Lost Abbey vs. AleSmith @ Crushed PB

SUNDAY 11/6
– Jockey Box Party @ Common Theory Public House
– Beer Brunch & $4 Local Drafts @ The Joint OB

MONDAY 11/7
– QAUFFers Turned Pro Brewers Night @ North Park Beer Co.

– North Park Beer Co, Fall, Mike Hess, Thorn St @ Pizza Port Bressi Ranch
– Alpine & Green Flash Rare Beer Takeover @ Sublime Ale House
– $4 All Localdra fs @ The Joint OB
– MNF Keeper Glass w/ Pizza Port & Coronado @ Hamiltons Tavern

TUESDAY 11/8
– Karl Strauss & Belching Beaver @ SD Tap Room

WEDNESDAY 11/9
– New English vs Barrel Harbor @ Crushed PB
– AleSmith/Mikkeller/Modern Times @ SD Tap Room
– Alpine & Green Flash Tape Takeover @ The Joint OB

THURSDAY 11/10
– Lost Abbey/Port Brewing/Hop Concept @ Pizza Port Bressi Ranch
– Lost Abbey/Port/Stone @ SD Tap Room
– New Kids (Breweries & Distilleries) @ Marina Village
– Modern Times vs Pizza Port @ Crushed PB
– $4 All Local Drafs @ The Joint OB

FRIDAY 11/11
– We Beer NP Dinner feat. 6 North Park Breweries @ Waypoint Public

SATURDAY 11/12
– Stone vs Alpine @ Crushed PB
– We Beer NP Dinner feat. 6 North Park Breweries @ Waypoint Public
– Alpine & Green Flash Tape @ Sidecar

SUNDAY 11/13
– Coffee Beer Collab w/ AleSmith & Bird Rock Roasters, Donuts & Brunch @ Pizza Port OB

INTERNATIONAL IMPORTS

SATURDAY 11/5
– Belgian Breweries w/ Cheese & Charcuterie @ Encinitas Ale House
– Belgian Breweries w/ Cheese & Charcuterie @ Public House La Jolla

MONDAY 11/7
– Flights feat. Drive Fonteinen & Cantillon @ Bottlecraft North Park & Little Italy

TUESDAY 11/8
– Duvel Moortgat & Buy 1 Get 1 Burger @ Public House La Jolla
– Baja Beer Night @ Amplified Ale Works

THURSDAY 11/10
– Jopen Brewery & Venissimo Dutch Cheese Class @ Bottlecraft North Park

FRIDAY 11/11
– 2nd Annual Baja Brewery Takeover @ Machete Beer House

SATURDAY 11/13
– Garage Sale w/ Garage Project @ Sessions Public
– Baja for Breakfast @ Small Bar

EVENTS FOR HOP HEADS

FRIDAY 11/4
– Need My IPAs @ Pizza Port Carlsbad
– Hoppy Friday w/ Societe @ West Coast Barbecue & Brew
– Hop Nation w/ Latitude 33 @ Barrel Republic PB

SATURDAY 11/5
– Pizza Port/Half Door/Bottlecraft
– Hazy IPA Can Release @ All Beer Locations

MONDAY 11/7
– Hoppy Beers From Miramar @ Pizza Port Solana Beach

TUESDAY 11/8
– “Amurca” Murky IPA w/ All-American Hops @ Pure Project

WEDNESDAY 11/9
– Kohatu & White Tea IPA Release @ Kilowatt Beer
– Pizza Port Nite (Mini IPA Fest & Parking Lot Party) @ Pizza Port OB
– Classic West Coast IPA Blind Flight Night @ Amplified Ale Works

THURSDAY 11/10
– Beer Releases (Nelson Blanc IPA & more) @ KnB Bistro & Bottle Shop
– Galaxy & Ronibos IPA Release @ Kilowatt Beer
– SD IPA Haze Craze @ Amplified Ale Works
– IPA Lounge w/ 10 Beers @ Thorn Street Brewery

FRIDAY 11/11
– So Rich Chocolates & The Lost Abbey @ Public House La Jolla

SATURDAY 11/12
– Rare, Barrel-Aged & Sour w/ Chocolate Pairings @ Encinitas Ale House
– Vegan Sweets Pairings @ Mission Brewery

SUNDAY 11/13
– Nomad Donuts Macaron Pairings @ Duck Foot Brewing

EVENTS FOR CHEESE LOVERS

SATURDAY 11/5
– Venissimo Cheese & Beer Pairings @ Thorn Street Brewery

SUNDAY 11/6
– Craft Beer & Cheese Ultimate Pairing Festival @ Stone Liberty Station

MONDAY 11/7
– AleSmith Brewing & Cheese Pairings @ Public House La Jolla

SWEET TOOTH?
ALL WEEK
– Andrea’s Truffles Pairings (Limited) @ Mission Brewery

FRIDAY 11/4
– Night of Darkness & Dessert Pairing @ Public House La Jolla

SATURDAY 11/5
– Nomad Donuts & Bird Rock Coffee Pairings @ Coronado Brewing

SUNDAY 11/6
– Nomad Donuts & Beer Pairings @ Thorn Street Brewery

MONDAY 11/7
– Andrea’s Truffles 5-Year Anniversary Beer Release @ Hamiltons Tavern
– Andrea’s Truffles w/ Beer Pairings @ Thorn Street Brewery

TUESDAY 11/8
– Nomad Donuts Beer Pairings @ Council Brewing
– Eclipse Chocolate & Beer Pairing @ Duck Foot Brewing

WEDNESDAY 11/9
– Beer Floats w/ Hammond’s Ice Cream @ North Park Beer Co.

THURSDAY 11/10
– Karl Strauss Peanut Butter Cup Porter Floats @ Tap That Oceanside

FRIDAY 11/11
– So Rich Chocolates & The Lost Abbey Pairings @ Tap That Oceanside

SATURDAY 11/12
– Rare, Barrel-Aged & Sour w/ Chocolate Pairings @ Encinitas Ale House
– Vegan Sweets Pairings @ Mission Brewery

SUNDAY 11/13
– Nomad Donuts Macaron Pairings @ Duck Foot Brewing
WEDNESDAY 11/9
- AleSmith Beer & Cheese Pairings @ Encinitas Ale House
- Pure Project Beer & Venissimo Cheese Pairings @ Third Avenue Alehouse

SATURDAY 11/12
- SmallGoods Cheese Pairings @ 2kids Brewing Co.

STILL HUNGRY? MORE BEER & FOOD
ALL WEEK
- Burp & Slurp: Beer & Oyster Pairings @ Beerfish
- 3-Course Pairings @ Green Dragon Tavern & Museum
- Bitter Brothers Pairings @ Red Card Café
- Confessions of a Beer-Aholic Specials @ Draft Republic

FRIDAY 11/4
- Rare Beer Breakfast @ Stone Escondido
- Latitude 33 Meet the Brewer & Beer Dinner @ Din’s by the Sea
- Cask Release w/ Coal & Barrel BBQ @ Pure Project
- Sausage & Suds Flight @ North Park Beer Co.
- Hops on the Harbor Dinner Cruise featuring Belching Beaver

SATURDAY 11/5
- Escondido Tamale Festival & Beer Garden @ Grape Day Park
- Pop-Up Brunch & Pumpkin "Latte" Stout Cask Release @ ChuckAle Biergarten
- Beer for breakfast w/ Abnormal Brewing @ Small Bar
- Seafood Boil w/ Coronado Cans & Koozies @ Beerfish

SUNDAY 11/6
- Modern Times Vegan Brunch @ Churchill’s Pub & Grille
- Yoga on the Mezzanine @ North Park Beer Co.
- Three Weavers vs. Avery Brewing @ Crushed PB
- Coronado Brewing Tap Takeover @ Draft Republic
- 10 Belgian Beers & Marcel Belgian Waffle Truck @ Council Brewing
- Mission Brewery Craft Beer Lunch @ SEA180 Coastal Tavern
- ChuckAle Biergarten
- AleSmith Tap Takeover @ Sublime Ale House
- Sundaes w/ Chef Alex Carballo @ ChuckAle Biergarten
- Ultimate Beer & Cigar Dinner @ Stone Escondido
- Council Brewing Beers & Hawaiian Pizzas @ Regent’s Pizzeria
- Belching Beaver Beer Dinner @ C Level

FRIDAY 11/11
- Donut Bar, Carnitas’ Snack Shack & Pueblo Pairings @ Mission Brewery
- New English Beer Flights & Slider Pairings @ Burger Bench
- Hops on the Harbor Dinner Cruise featuring Belching Beaver

SATURDAY 11/12
- Carnitas’ Snack Shack Beer Brunch Buffet @ Thorn Street Brewery

SUNDAY 11/13
- AleSmith’s 4th Annual Brew & Food Festival @ Draft Republic
- 32 North Meet the Brewer & Tap Takeover @ Burger Bench
- Pumpkins & Pizza @ Pizza Port Solana Beach

EDUCATIONAL/EGLECTIC EVENTS
ALL WEEK
- White Labs’ 2nd Annual “BeeraMar” Yeast Hunt

MONDAY 11/7
- Karl Strauss GABF Winners & Meet the Brewer @ Iron Pig Alehouse
- InterGalactic Brewing & Star Wars @ Sessions Public
- Cicerone Off-Flavor Training Course @ San Diego State University
- Intro to Homebrewing @ The Homebrewer
- Fishing w/ the Brewers IV @ Fathom Bistro Bait & Tackle
- Pink Boots Society Special Release @ Rock Bottom La Jolla
- San Diego Letters Workshop @ Mike Hess Ocean Beach
- Guided Brewery Tours @ Council Brewing

TUESDAY 11/8
- Beer U: Beer & Sushi @ Stone Company Store Oceanside
- Chicks for Beer w/ Laura Ulrich @ The High Dive
- Blind Taste Test Vote @ Urge Gastropub & Whiskey Bank
- Canned Beers & Keeper Koozie Night @ Waypoint Public
- Belching Beaver Bingo @ Tap That Oceanside
- “I Voted” Sticker = Happy Hour Beer Prices @ Sessions Public
- “I Voted” Sticker = Happy Hour Beer Prices @ Beerfish
- “I Voted” Sticker = 1/2 Price Pints @ 2kids Brewing
- Turbid Tuesday & “I Voted” Sticker = Corkage Fee Waive @ All Bottlecarts
- Beer Week Trivia w/ Latitude 33 @ Next Door

WEDNESDAY 11/9
- All About IPA Class & Tasting @ OB Warehouse
- Glowing Golf Balls 9-Hole Round & Beer Tastings @ The Loma Club
- Beer Education Night (Beatitude Process & More) @ Council Brewing
- Pink Boots Society Meeting @ Societe Brewing
- Drink & Draw Presented by Art Produce @ ChuckAle Biergarten
- Beer-themed Trivia Night @ The Ocean Side
- Green Flash & Alpine Beer Co. Trivia Night @ Iron Pig Alehouse

THURSDAY 11/10
- Fermented Pairings: Sensory
**VETERAN’S DAY EVENTS**

**FRIDAY 11/11**
- Veterans Day “Hoist” feat. Mother Earth @ Churchill’s San Marcos
- Honoring our Veterans w/ Little Miss Brewing @ Sessions Public
- Veterans Day Beer Floats & Military Discount @ Council Brewing
- Veteran’s Day BBQ @ Amplified Ale Works Miramar
- Victory at Sea Tap Takeover Veteran’s Day Charity Event @ Small Bar

**SUNDAY 11/13**
- Latitude 33 Pint Night @ Señor Grubby’s
- Beachtown Throwdown (Multiple Breweries) @ OB Brewery
- Acoustic, Artifex & Societe Takeover @ Public House La Jolla
- Barrel Republic Pacific Beach 3rd Anniversary
- Beer Garden @ Carlsbad Street Faire

**MONDAY 11/7**
- Mission Brewery Monday & MNF @ KnB Bistro & Bottle Shop
- Latitude 33 Tap Takeover @ Draft Republic
- Belching Beaver Tap Takeover @ Sublime Ale House
- MNF Mother Earth Tap Takeover @ Burger Bench
- Latitude 33 Tap Takeover @ Players Sports Bar
- Euphorik w/ Mangoes & Huckleberries @ Pure Project
- Coronado Brewing Tap Takeover @ Barrel Republic PB
- Xocofest w/ Stone Brewing @ Lena
- Industry Monday @ Common Theory

**TUESDAY 11/8**
- Belgian Beer Night @ Thorn Street Brewery
- Beer to the Rescue Release @ White Labs Tasting Room
- Latitude 33 Tap Takeover @ Best Pizza and Brew Cardiff
- Dark and Scary (Dark Beer Night) @ Pizza Port Carlsbad
- Coronado Brewing Tap Takeover @ Queenstown Public House
- $2.50 Sculpin Pints @ The Joint OB
- Coronado Brewing Tap Takeover @ OB Alehouse
- Coronado Brewing Tap Takeover @ OB Alehouse
- O’Sullivan Bros. Brewing Co. 2nd Anniversary Celebration
- Flight of Fall Brewing @ Sessions Public
- Stone AHA Rally @ Stone Liberty Station
- Belching Beaver Keep the Pint Day @ OB Alehouse
- Coronado Brewing Night @ Panama 66

**WEDNESDAY 11/9**
- Abnormal M3 (Mostra Collab.) Tapping & Tap Takeover @ AleSmith Little Italy
- First-Come-First-Serve Cellar Sale @ Pure Project
- Coronado Brewing Tap Takeover & Pint Night @ The Brew Project
- Progressive Pricing Cask Night @ 2kids Brewing
- Latitude 33 Tap Takeover @ The Privateer Marketplace
- Latitude 33 Tap Takeover @ Shanghai Saloon
- Bagby Beer Company Cask & Featured Beers @ Regents Pizzeria
- Coronado Brewing Tap Takeover @ The Bier Garden of Encinitas
- Firestone Walker Takeover & Keeper Glass @ Raglan Public House

**THURSDAY 11/10**
- Coronado Brewing Tap Takeover @ Bare Back Grill
- Pure Project Tap Takeover & Keeper Glass @ Craft Kitchen
- Latitude 33 Tap Takeover @ Shane’s Pizza and Pints
- Throwback Thursday w/ Bay City Brewing @ Sessions Public

**FRIDAY 11/11**
- USA Soccer w/ Mother Earth @ Slater’s 50/50 Liberty Station & San Marcos
- USMNT World Cup Qualifying (America Outlaws HQ) @ O’Brien’s Pub
- Green Flash Treasure Chest Fundraiser @ Regal Seagull
- Latitude 33 Tap Takeover @ Green Dragon Tavern & Museum
- Party Like It’s 1977 w/ Fall Brewing @ Amplified Ale Works
- Soccer & Stout (USA vs. Mexico) @ Benchmark Brewing
- Coronado Brewing Tap Takeover @ Third Avenue Alehouse

**SATURDAY 11/12**
- O’Sullivan Bros. Brewing Co. 2nd Anniversary Celebration
- Flight of Fall Brewing @ Sessions Public
- Stone AHA Rally @ Stone Liberty Station
- Belching Beaver Keep the Pint Day @ OB Alehouse
- Coronado Brewing Night @ Panama 66

**SU 11/13**
- Latitude 33 Tap Takeover @ The Corner Draft House
- Latitude 33 Taps feat. Mangoveza @ Regal Seagull Encinitas
SDBW
SAN DIEGO BEER WEEK 2016

Sun, 6th - Green Flash / Alpine / Cellar 3

Tues, 8th - Karl Strauss / Belching Beaver

Wed, 9th - AleSmith / Mikkeller / Modern Times

Thur, 10th - Lost Abbey / Port / Stone

Fri, 11th - Sour Tasting

Sat, 12th - IPA Tasting

Sun, 13th - Hoppy & Sour Mashup
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Current Projects
- AleSmith Brewing Co.
- Golden Road Brewing
- Karl Strauss Brewing Co.
- Port Brewing Co.
- Societe Brewing Co.
- Saint Archer Brewing Co.
- Stone Brewing Co.

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CONGRATULATIONS

HEAD BREWER DEREK WASAK  BREWERS CASEY WOLLBRINCK & JONATHAN WISE

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By the time you are picking up this edition of the West Coaster, we as a nation will either be on the cusp of electing a new president or the final count will be in. I can’t predict what the outcome will be, but I feel pretty confident in forecasting that anyone reading this will be sick to death of hearing about the election either way.

At times like this I find myself seeking reassurance that America represents more than dueling scandals and a mounting number of doomsday scenarios. I want to remind myself that we as a nation have occasionally proven ourselves capable of nobility and courage. I also desperately want a beer to take the edge off. As it happens, we actually have two different breweries in town who can scratch all those itches.

I’ve become accustomed to circumnavigating business parks in search of a brewery, but Little Miss Brewing (7949 Stormesa Ct, San Diego) feels like it is actively avoiding me. It’s tucked into a distant corner of the park and is relatively nondescript from the surroundings. When you manage to stumble upon it, the raised loading dock on the exterior face feels more like you’ve happened upon the back door and should circle around to the front. Ignore your fears of being scolded for trespassing and proceed up the neighboring ramp.

The interior of Little Miss Brewing is massive. While other tasting rooms can certainly match it in the square footage available to its patrons, the high ceilings and open bay doors give it a cavernous feel. I believe the feel is well worth exposing an open loading dock to the exterior face feels more like you’ve happened upon the back door and should circle around to the front. Ignore your fears of being scolded for trespassing and proceed up the neighboring ramp.

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Brewing Company an endorsement solely on the strength of naming one of their beers “Dunkel Sam Dark Lager”. I didn’t even really like the beer all that much (it had a vaguely soapy finish I found distracting), but goddamn that name is pure gold. I feel like they’ve earned at least another 3 years of business from San Diego on the merit of that name alone.

While Legacy Brewing Company’s Oceanside tasting room is far more compact than Little Miss Brewing’s, it’s a model of efficiency. It hosts ample bar seating, loads of tables, and still finds room for a music stage. It allows parties of any size to find a discreet corner to themselves, which greatly enhances the experience.

The tasting room experience is bolstered by far more than its copious seating. It provides dozens of little features that are easily overlooked, but in totality make it a great place to visit. This ranges from supplying printed menus for taster orders to outfitting the bar with USB charging stations. If you’re there to enjoy televised sportball with your pint, TVs are staggered such that every seat at the bar is a winner. If, however, you prefer to put a sensible distance between yourself and any Raiders fans in attendance, the sunny outdoor patio is a suitable oasis. Overall, the space feels thoughtfully conceived and lends it a tremendous sense of polish.

Legacy Brewing is also a great place to imbibe if you’re unsure what kind of style you’re craving. The variety they offer on their taps is pretty impressive. They usually have 17 different beers on, or 16 beers and one guava-based abomination if your preferences align with mine. In fairness, it’s not nearly as saccharine as it sounds. The floral hop finish keeps the notes of white peach, tropical fruit and pear somewhat in check. If you enjoy a fruited beer, this will probably be your jam.

I enjoyed most of what I had there, but tended to gravitate toward the maltier offerings. The Czarface Russian Imperial Stout has dominant notes of burnt marshmallow, pepper, toffee, and dark chocolate without getting heavy-handed on bitterness or booze. It struck a unique tone for the style that worked well. Similarly the Clan Ross Scotch Ale offered unique pumpernickel aromas with notes of squaw bread, dates and general malty goodness that really satisfied.

The hoppiest options had merit but in general felt a bit restrained. The Hellfire IPA looked the part with its gorgeous chunky ivory lacing and perfumy floral aromatics, but its bitterness faded quickly behind the sharp fruit notes of lemon, orange and peach. It tastes like an uneasy marriage between west and east coast IPA styles. The Hop Off 76 IPA likewise brought big fruit hop presence of tangerine and orange to the forefront of the sip, but was ultimately defined by a malt backbone that gives it more of a DIPA tonality. Both are best described as kinder, gentler IPAs for those that prefer to not have the hops repeat on them too much.

Whether you’re drinking to remember or forget, both Little Miss Brewing and Legacy Brewing Company are worth checking out. Legacy Brewing Company may have many of the advantages of age and wisdom, but either tasting room is bound to impress in their own distinct ways.
My brewing history in San Diego began at home as a wee lad. I used to go to Home Brew Mart in Solana Beach to get supplies where I met Yuseff Cherney of Ballast Point fame. At 20 I started out at the now-defunct Baja Brewing in the Gaslamp until the land was sold to make way for Petco Park. From there I went to Pizza Port for around 9 years, brewing at Carlsbad and San Clemente. I then went on to open Breakwater Brewing in Oceanside with Pizza Port alumni Shannon Sager.

As for the beer scene here in Jackson it’s a lot smaller than SD. We do have three breweries which is a lot for a town of 9,000 people. The scene is similar in that we help each other out and make a huge variety of beer. Snake River Brewing specializes in lagers mainly, then we have Roadhouse Brewing which does barrel aging and sours.

Here at Melvin, we’re specialists in hoppy beer, huge imperial stouts, American fruit beers, and more hops. I ended up in Jackson with long-time friend Jeremy Tofte. We put a nano brewery in a small (and I mean small) space in the back area of Thai Me Up Brewery. We had 170 sq ft for the 4 fermentors, 1 brite tank, and of course the little brewhouse. We never thought it would blow up like this. We now have a 20,000 sq ft location in beautiful Alpine, Wyoming with 30 bbl 4 vessel brewhouse, canning line and all the bells and whistles. Our head of production is Dave Chichura, and we have a lab run by Dr. Dre aka Andrea Baillo, formerly of Maui Brewing.

We just won a gold medal at GABF for our wet hop ale, Melvin IPA. My strategy is to buy the freshest hops and use them in absurd amounts. More is better in the wet hop beers, but that’s how I roll with most brews. (Editor’s note: Melvin Brewing won Small Brewpub and Small Brewpub Brewer of the Year Award at last year’s GABF, including a bronze medal in the same wet hop beer category.)
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Island Brunch Weekends 10AM - 1PM

On The Shelter Island Fishing Pier
1776 Shelter Island Dr, San Diego, CA 92106
619.222.5835 FATHOMBISTRO.COM
AUNT JOY
DARK ENGLISH MILD

Our Aunt Joy is one loveable lady — sweet and just a little bit nutty. The latest addition to our family of beers is inspired by the holiday time guest, who pinches cheeks and doles out sweets upon arrival. Our treat to you, this Dark English Mild Ale is a twist on a classic British style with sweet malty and nutty flavors complemented by notes of toffee and freshly toasted coconut—three pounds per barrel, to be exact—plus a dark chocolate finish. In town for just a short while, this limited-time confection was brewed for ‘Beer to the Rescue’ to fight lupus.
**NORTH PARK BEER CO**

3038 University Avenue

@northparkbeerco

**SDOBBW**

SAN DIEGO BEER WEEK 2016

**FRI 11/4**

“Sausage and Suds”
NPBC beer & Mastiff sausage flights begin!

**SAT 11/5**

Movember Moustache Contest
w/ Mister Brown’s Barber Shop, 1-3pm

**SUN 11/6**

Cicerone® Program Meetup, 4-7pm
& Cicerone® Trivia Showdown, 7-9pm

**MON 11/7**

QUAFF - Homebrewers Turned Pro, 6-9pm

**TUES 11/8**

NPBC beer & Mastiff jerky pairing -
Vote for your favorite pairing & enter to win raffle prizes.
Plus, live election viewing, all day

**WEDS 11/9**

Beer Floats with Hammond’s
Gourmet Ice Cream, 3-9pm

**THURS 11/10**

Beer 101 w/ Jake Nunes, Certified Cicerone®
$10 for 4 tasters & guided tasting class, 6-9pm

**FRI 11/11**

Barrel Aged Flights, all day

**SAT-SUN 11/12-13**

“Mastiff Does Brunch” w/ Nomad Donuts &
beer pairings, 11a-3pm

**NORTH PARK’S FIRST TRUE BREWPUB!**

**Mastiff Kitchen**

now open inside

**NORTH PARK BEER CO!**
Over the next few pages, we’ll share some of our favorite photos from Instagram that were uploaded using the hashtag #sdbeer.

WARNING: Thirst for a tasty, locally-brewed beer may occur.

@2kidsbrewing @abeerdedlady @apintofhoppiness

@bearrootsbrew @beerdaddysd @benchmarkbrewing

Keepin them taps squeaky clean!
#tastetherainbow #beerlines #cleanyourtapspeople

- @bnsbrewinganddistilling

@craftbeer CPA
We are excited to announce the newest brewery to join our portfolio for 2017 in #sandiego, @revisionbrewing.

- @craftsandiego

Last set of #fermenters going in @breweryigniter @sandiegobrewing in#northparksdvia @cltvt

- @hauckarch
The future home of Rouleur Brewing Company!!! 5840 El Camino Real, #101, Carlsbad CA - @rouleurbrewing

The guys responsible for the tasty fresh hop/wet hop beers in OB! Head Brewer Matt Palmer & Assistant Brewer Tom Finney continuing the legacy of amazing beer brewed right here.

- @pizzaportob

The future home of Rouleur Brewing Company!!! 5840 El Camino Real, #101, Carlsbad CA

- @rouleurbrewing
FOLLOW @WESTCOASTERSD ON INSTAGRAM, AND DON’T FORGET TO USE #SDBEER IN YOUR UPLOADS!

OUR FAVORITE #SDBEER PHOTOS WILL APPEAR IN THE NEXT ISSUE OF WEST COASTER SAN DIEGO.

@belchingbeaver has a collaboration brew available with @deftonesband!
#VISTAbeer #SDbeer

- @vistabeer
AVAILABLE IN EARLY NOVEMBER at select tasting rooms and events throughout San Diego!

FEATURING SEXY BREWERS FROM:

- DIVISION 23
- CULTURE
- MONKEY PAW
- LITTLE MISS
- SETTING SUN SAKE
- DUCK FOOT & MORE!

All profits from this calendar will be donated to:

Partners
In Health
an amazing charity that provides vital medical relief in developing countries.

Follow @whatsondraft on Instagram for updates on where to buy them. Go to WhatsOnDraft.tv to purchase one on the internets!

Watch season 2 of What’s On Draft starting January 9th at www.whatsondraft.tv
Launched in early 2016, Serve It Up burst onto the local food scene by producing and distributing a high profile campaign for San Diego foodie phenomenon, the Donut Bar, located on B street in the Gaslamp District. "Those guys came in, treated our staff and donuts like rock stars, got the shots they needed, and produced some amazing work," says Chef Santiago Campa, Owner of Donut Bar. You may have seen some of their incredible work on the Donut Bar Instagram page, or maybe their recent work at the San Diego Tap Room in Pacific Beach, featured on the West Coaster social media pages.

"The idea behind Serve It Up is actually really simple," says company Co-Founder and Head of Production, Daniel Corona. "There’s a reason why there is an entire network dedicated to food. Everyone loves looking at gorgeous images of delicious food. What we are doing with Serve It Up is bringing those high-end sensibilities and aesthetics to San Diego bar and restaurant owners."

Serve It Up creates food photographs and videos for cross-platform distribution for local restaurant owners. "Normally, any restaurant owner who is looking to produce high quality imagery of their entrees would have to go through a very layered and convoluted process," says Austin Faure, Serve It Up’s Lead Cinematographer and Co-Founder. "They might have to go through an ad agency, who would then hire food stylists, who use all kinds of weird tricks, like using mashed potatoes and lard for ice cream. What they’re photographing isn’t even edible. It’s not real."

Corona continues, "We get why they do it, but Serve It Up does it in a way that we don’t rely on illusion. Every restaurant we work with uses fresh ingredients. We just figured out that if the food is fresh and legitimately delicious then it just makes our jobs that much easier."

"Delicious, real food, prepared with care just happens to photograph and film really well. Go figure," continues Faure. "And we do it at a price point that is affordable to local business,” says Corona. “We capture food images like many other production companies film actors. The rules are simple. Have good lighting, and keep the camera and the people moving. The same goes with food. We keep it dynamic to create the experience of anticipation throughout our videos."

"There’s no reason why food photography or video capture needs to be as difficult or expensive as it is," explains Faure. "Most of our shoots take one afternoon to do. We work directly with the owners, or the restaurant’s head chefs, to get their plates picture-ready, and we tend to use really small two or three man crews. That way we keep costs down and are able to move fast."

Daniel Corona sums up the appeal to restaurant business owners. "Everyone has been talking about the revolution that video represents. Well that revolution is here and happening, and restaurant bar owners shouldn’t be left behind. Serve It Up is a San Diego small business, and we are hugely supportive of growing the local economy. Well-executed videos of great food represents a great opportunity for an upsell."

If you haven’t seen their work, make sure to head on over to their Instagram page @Serve It Up Media, and make sure to check out their latest video in collaboration with West Coaster and San Diego Tap Room! •
VISTA BEER!

1. Aztec Brewing Company
   2330 La Mirada Dr. Suite 300
   aztecbrewery.com

2. Backstreet Brewery
   15 Main St #100
   backstreetbrew.com

3. Barrel Harbor Brewing
   2575 Pioneer Ave #104
   barrelharborbrewing.com

4. Bear Roots Brewing Co.
   1213 S Santa Fe Ave
   brbrewco.com

5. Belching Beaver Brewery
   980 Park Center Drive, Suite A
   belchingbeaver.com

5a. Belching Beaver Tavern & Grill
    302 East Broadway
    belchingbeaver.com

6. Booze Brothers Brewing Co.
   2545 Progress St. Suite D
   boozebros.com

7. Ebullition Brew Works
   2449 Cades Way Suite D
   ebullitionbrew.com

8. Full Body Brewing
   1340 Specialty Dr. Suite F
   fullbodybrewing.com

9. Indian Joe Brewing
   2123 Industrial Ct.
   indianjoebrewing.com

10. Iron Fist Brewing Co.
    1305 Hot Spring Way #101
    ironfistbrewing.com

11. Prohibition Brewing Company
    2004 E Vista Way
    prohibitionbrewingcompany.com

12. SpecHops Brewing Company
    1280 Activity Drive
    spechops.com

13. Latitude 33
    1430 Vantage Ct #104
    latitude33brewing.com

FEATURED BREWERY: PROHIBITION BREWING CO. PUB & GRILL
- Celebrating 5 years in Vista w/ award winning beer & food.
- Expanding our building for additional brew equipment & bottling line.
- Proud of our award from the California State Senate for small business of the year.

@VISTAbeer  #VISTAbeer

HEAD TO VISTABREWERSGUILD.COM FOR MORE RELATED TO VISTA BEER!
GREAT AMERICAN BEER FESTIVAL

2016 MID-SIZE BREWING COMPANY OF THE YEAR

QUEEN OF TARTS
GOLD
AMERICAN-STYLE SOUR ALE

WIND ANSEA WHEAT
GOLD
SOUTH GERMAN-STYLE HEFEWEIZEN

MOASIC IPA
BRONZE
SESSION IPA

LIQUID AC
BRONZE
ENGLISH-STYLE SUMMER ALE