The Evolution of Karl Strauss Beer

+ GABF Winners!
+ SD Beer Week (Nov 3 - 12)
SATURDAY 11/4
Chocolate & Beer Pairing Event

SUNDAY 11/5
Barrel-Aged Bonanza & Library Reserve Series Sale

MONDAY 11/6
Beer Choir (7PM-8:30PM):
Get Social, Drink Beer, Sing Drinking Songs

TUESDAY 11/7
“Beer Week” Trivia & Taco Tuesday

WED 11/8 - FRI 11/10
Speedway Grand Prix 2017:
http://speedwaygrandprix2017.eventbrite.com

SATURDAY 11/11
Bottle Release Party:
Hawaiian Speedway Stout

SUNDAY 11/12
San Diego Beer Week Encore:
Specialty 32 oz. Growler Fills of Hawaiian & Double Barrel Speedway Stout

For more detailed event information, please visit our website and follow us on social media.
BOOZE BROTHERS BREWING CO.

BUENA VISTA IPA  |  6.8% ABV

& BOOZEBROS
NOVEMBER EVENTS & SDBW

EVERY WEDNESDAY $5 CASK POURS STARTING AT 5PM

11/01  LITTLE MISS BREWING CASK & FT. BEERS
11/15  BNS BREWING & DISTILLING CO CASK & FT. BEERS
11/29  GREEN FLASH/ALPINE BEER COMPANY FT. CELLAR 3

SDBW

FRI 11/3  NEW KIDS ON THE BLOCK
ft. Eppig, Pariah and North Park Brewing

MON 11/6  MODERN TIMES

WED 11/8  LATITUDE 33

FRI 11/10  HALF DOOR

SUN 11/12  COUNCIL

EAT MORE PIZZA
DRINK MORE BEER
BE MORE HAPPY

ZAGAT
10 HOTTEST BEER BARS IN SAN DIEGO

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Come see what’s brewing.
15 rotating, seasonal beers always on tap

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Clockwise from the top: Ryan Brooks (SouthNorte), Brian Mitchell (Pariah), Nick Norton (Monkey Paw), Aleks Kostka (Culture) | Photos by Tom Keliinoi

TOUCH BASE WITH US:
info@westcoastersd.com
PB&J BLONDE

“Peanut Butter Jelly Time!” The classic sack-lunch sandwich is now our newest brewing adventure. Tasty flavors of roasted peanuts blend with fruity grape jelly for a unique and inviting blonde ale that is truly sessionable. This begs the question, why eat your lunch when you can drink it?

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SD BEER WEEK 2017 ROAD TRIP

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SOUTH LA
FRIDAY, NOVEMBER 3RD / LITTLE ITALY
"THE NEXT EPISODE" OF SOBW STARTS HERE

ANAHEIM
FRIDAY, NOVEMBER 3RD / SOLANA BEACH
MORE EXCITEMENT THAN JUST DISNEYLAND

SOBW CAN RELEASE
SATURDAY, NOVEMBER 4TH / ALL STORES
A "CHOREOGRAFT" CAN COLLABORATION WITH BORGEON

MIRAMAR
MONDAY, NOVEMBER 6TH / NORTH PARK
BRINGING NORTH OF "THE 8" TO NORTH PARK

OREGON
TUESDAY, NOVEMBER 7TH / LIBERTY STATION
TIMBER! OREGON BEERS LAND IN LIBERTY STATION

PIZZA PORT(S)
WEDNESDAY, NOVEMBER 8TH / LITTLE ITALY
PIZZA PORTS DROP ANCHOR ON INDIA STREET

COLORADO
WEDNESDAY, NOVEMBER 8TH / SOLANA BEACH
PUTTING THE "RAD" IN COLORADO AND YOUR GLASS

CENTRAL COAST
THURSDAY, NOVEMBER 9TH / NORTH PARK
BEERS FROM THE HEART OF WINE COUNTRY

BAY AREA
FRIDAY, NOVEMBER 10TH / LIBERTY STATION
THE CITY BY THE BAY COMES TO THE BEACH

+MORE INFO
BOTTLECRAFTBEER.COM
LOCAL FOCUS

FRIDAY 11/3
- Guild Fest VIP Brewer Takeover at Broadway Pier
- New Kids on the Block (Eppig, Pariah, North Park) at Regents Pizzeria
- Back Country Beer Night with Alpine/Cellar 3/Nickel at O’Brien’s Pub

SATURDAY 11/4
- $3 San Diego Can Celebration at Urge American Gastropub

SUNDAY 11/5
- Chai: Local Coffee Edition with OB Beans at Kilowatt (Both Locations)

MONDAY 11/6
- Alpine / Green Flash / Cellar 3 at TapRoom PB
- Belt Notcher Brown with Secret Coffee Co. at Kilowatt OB
- Miramar Breweries at Bottlecraft North Park
- Mission vs Bitter Bros at Crushed PB

TUESDAY 11/7
- Karl Strauss / Pizza Port at TapRoom PB
- Bourbon Vanilla Oak Amber with Industrial Grind Coffee at Kilowatt Brewing (Both Locations)

WEDNESDAY 11/8
- #SDBeer Allstars Flight Contest at Longship Brewery
- Belgian Dubbel with Swell Coffee at Kilowatt (Both Locations)
- Pizza Port(s) Drop Anchor at Bottlecraft Little Italy
- East County Breweries at Alpine Pub

THURSDAY 11/9
- Coffee IPA with Bird Rock Coffee at Kilowatt (Both Locations)

FRIDAY 11/10
- North Comes South: North County Breweries at Third Avenue Alehouse
- SDBW Beer Garden Day 1 at TapRoom PB
- Imperial Stout with Dark Horse Coffee at Kilowatt (Both Locations)
- Mira Mesa Neighborhood GetTogether at Longship Brewery

SATURDAY 11/11
- Collabapalooza hosted by Karl Strauss at The Observatory North Park
- Coffee Beer Flight Featuring 6 Local Roasters at Kilowatt (Both Locations)
- SDBW Beer Garden Day 2 at TapRoom PB

SUNDAY 11/12
- SDBW Official Closing Event at The Lodge at Torrey Pines

GOLDEN STATE LOVE

FRIDAY 11/3
- South LA Breweries at Bottlecraft Little Italy
- Anaheim Breweries at Bottlecraft Solana Beach

SATURDAY 11/4
- Alvarado Street Brewing Event at Machete Beer House
- Bay Area Breweries at Bottlecraft Liberty Station

OUT-OF-STATERS

MONDAY 11/6
- Melving Brewing Night at O’Brien’s Pub

TUESDAY 11/7
- Oregon Breweries at Bottlecraft Liberty Station

WEDNESDAY 11/8
- Colorado Breweries at Bottlecraft Solana Beach

THURSDAY 11/9
- Founders Brewing Night at O’Brien’s Pub

INTERNATIONAL IMPORTS

FRIDAY 11/10
- Dark Horse Brewing Event at Manhattan Bar

EDUCATIONAL/ECLECTIC EVENTS

SATURDAY 11/11
- Beer for Breakfast with Fieldwork Brewing at Small Bar
TOM HAM’S LIGHTHOUSE PRESENTS:

4th Annual

BREWS & VIEWS

BEER WEEK 2017

ON

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6:00PM-9:00PM

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<td>- Bikes, Brews &amp; Brats with Green Flash at Cal Coast Bicycles</td>
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<td>- Pedal and Pints Anniversary Bar Crawl Ride &amp; Fundraiser at Third Avenue Alehouse</td>
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<td>- Craft Your Own Adventure at Golden Coast Mead</td>
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<td>- Bends and Brews Yoga at Karl Strauss Santa Fe St.</td>
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<td>SUNDAY 11/5</td>
<td>- Boy Scout Charity Event at Mike Hess Brewing North Park</td>
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<td>MONDAY 11/6</td>
<td>- Brewery/Magic Factory Tours (4 Different Times) at Council Brewing</td>
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<td>- Beer Nerd Trivia Showdown Extravaganza at North Park Beer Co.</td>
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<td>- Xperience Virtual Reality at Kilowatt OB</td>
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<td>- Beer Choir Meet-Up at AleSmith Brewing</td>
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<td>TUESDAY 11/7</td>
<td>- QAUFF Homebrewers Turned Pro Meetup at North Park Beer Co.</td>
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<td>- Beer Trivia + Dueling Randalls at Longship Brewery</td>
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<td>WEDNESDAY 11/8</td>
<td>- Beer Education Night (Advanced Sour Talk) at Council Brewing</td>
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<td>- Off-Flavor Course w/ Cicerone Certification Program at White Labs</td>
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<td>- Beer Trivia at Duck Foot Brewing</td>
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<td>THURSDAY 11/9</td>
<td>- Women in Beer Week Tap Takeover &amp; Meet the Brewers at Small Bar SD</td>
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<td>- Educational Barrel-Aged Tasting at Second Chance Beer Co.</td>
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<td>- Mission Wildlife Charity Trivia Night at Mike Hess Brewing North Park</td>
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<td>- Craft Beer Tasting Class with Jake Nunes at North Park Beer Co.</td>
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<td>FRIDAY 11/10</td>
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<td>- Flower Sour Beer Release at Kilowatt Brewing Clairemont Mesa</td>
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<td>- Oaked Ragnabock Release at Longship Brewery</td>
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<td>- Sour &amp; Funky Tasting at TapRoom PB</td>
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<td>- Sour Weekend Begins at O'Brien's Pub</td>
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<td>- Sour Sunday at Pure Project Brewing</td>
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<td>- Barrell-Aged Bonanza &amp; Library Reserve Series Sale at AleSmith Brewing</td>
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<td>MONDAY 11/6</td>
<td>- Out of the Cellar: Aged Beers on Tap at Third Avenue Alehouse</td>
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<td>- Coconut BA Rescue Buoy Draft &amp; Bottle Release at Rip Current San Marcos</td>
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<td>- Barrell Aged Beers with The Lost Abbey at TapRoom PB</td>
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<td>- Sour Night at Mission Brewery</td>
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<td>- Barrell-Aged Tap Takeover at New English Brewing</td>
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<td>- Sour Flight Night at Third Avenue Alehouse</td>
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<td></td>
<td>- Barrell-Aged Beer Tap Takeover at Rip Current San Marcos</td>
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<td>- SDBW IPA Tapping at Mission Brewery</td>
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<td>- Caught in a Rip 3xIPA at Rip Current San Marcos</td>
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<td>SATURDAY 11/4</td>
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<td>- IPA Day with Special Flight at Council Brewing</td>
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<td>- Foggy Nelson Hazy IPA Draft Release at Rip Current San Marcos</td>
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<td>- Nomad Donuts &amp; Beer Pairings at Thorn Brewery</td>
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<td>- Truffles &amp; Beer Pairings with Andrea’s Truffles at Thorn Brewery</td>
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<td>- Don’t Be Self Conchas: Bottle Logic &amp; Pan Dulce Pairing at Machete Beer House</td>
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<td>- Stout Night at Third Avenue Alehouse</td>
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<td>- Ice Cream Beer Floats with Hammond’s at North Park Beer Co.</td>
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T/W: 3-9 Th: 3-10:30
F/Sat: Noon-10:30
Sun: Noon-8
THURSDAY 11/9
- Beer & Donut Pairing with Nomad at Council Brewing
- Chocolate Stout Release + Pint Night at Longship Brewery
- Cupcake and Beer Pairing at Rip Current North Park

SATURDAY 11/11
- Coffee Beer Pairing with Nomad Donuts at Kilowatt Clairemont Mesa

EVENTS FOR CHEESE LOVERS

TUESDAY 11/7
- Rare Beer & Cheese w/ Venissimo at Bottlecraft North Park

THURSDAY 11/9
- Venissimo Cheese & Beer Pairings at Third Avenue Alehouse

SATURDAY 11/11
- Venissimo Cheese & Beer Pairings at Thorn Brewery

STILL HUNGRY? MORE BEER & FOOD

FRIDAY 11/3
- BYOBlub: Beer & Seafood Boil at Coronado Brewing Co.
- Hops on the Harbor Dinner Cruise with Stone Brewing

SATURDAY 11/4
- Boat to Belly with AleSmith & Tuna Harbor Dockside Market at Puesto
- Chili Cook Off at Little Miss Brewing

SUNDAY 11/5
- Green Flash Smokeout at Carnitas Snack Shack
- Beer & Bites with Mastiff Sausage Co. at Thorn Brewery
- Beer Dinner with Melvin Brewing at O’Brien’s Pub
- Kegs & Eggs Brunch with The Brewers at Duck Foot Brewing
- Beer Brunch with Urbanlife Tables at ChuckAleks Biergarten North Park

MONDAY 11/6
- 4th Annual Brews, Views and Chews Beer Pairing at Tom Ham’s Lighthouse
- Steak & BJ Night with Three Weavers Blood Junkie at Small Bar SD
- Taco & Beer Pairings w/ SD Taco Tuesday at Mission Brewery

TUESDAY 11/7
- Small Bar Supper Club feat. Ska Brewing at Small Bar SD
- Burgeon Beer Taco Tuesday Beer Pairing at Sublime Ale House
- Beer Week Trivia & Taco Tuesday at AleSmith Brewing

THURSDAY 11/9
- Duck Foot Brewing Brewmaster Dinner at Waypoint Public
- Hops on the Harbor Dinner Cruise with Stone Brewing
- Sake, Sushi & Beer Dinner at Duck Foot Brewing
- Sake, Sushi & Beer Dinner at Duck Foot Brewing

SUNDAY 11/12
- The Lost Abbey Beer Dinner with Tomme Arthur at O’Brien’s Pub
- Beer Brunch with Urbanlife Tables at ChuckAleks Biergarten North Park
- SDWB Hangover Brunch at White Labs Tasting Room

VARIATIONS ON 1 BEER

FRIDAY 11/10
- Ballast Point Victory at Sea Takeover at Small Bar

FRIDAY 11/10
- Seize. Sip. Serenade. at Second Chance Beer Co.
- Burgeon Beer Keep the Pint Night at Hamiltons Tavern
- AleSmith Ultimate Monday Night Score Sale at Urge American Gastropub
- Burgeon Beer Tap Takeover at The Regal Seagull

SATURDAY 11/11
- 20% off for Active/Retired Military: R&D Kegs at Council Brewing
- 20% off for Active/Retired Military at Longship Brewery
- Warrior Station Benefit Bottle Share at O’Brien’s Pub

TAP TAKEOVERS, ANNIVERSARIES & MORE

THURSDAY 11/9
- Modern Times Showcase at TapRoom PB
- Burgeon Beer Tap Takeovers at Barrel Republic Locations
SAT, 11/4 - Sour & Funky Tasting

MON, 11/6 - Alpine / Green Flash / Cellar 3

TUES, 11/7 - Karl Strauss / Pizza Port

WED, 11/8 - Barrel Aged Beers w/ Lost Abbey

THURS, 11/9 - Modern Times showcase

3 Day Outdoor Beer Garden!

Fri 11/10 - SDBW Beer Garden Day 1

Sat, 11/11 - SDBW Beer Garden Day 2

Sun, 11/12 - AleSmith Beer Garden Invasion

TapRoom

1269 Garnet Ave San Diego 92109 - SDTapRoom.com
- Battle of the Hazys at Sublime Ale House
- 4th Anniversary Celebration at Barrel Republic Pacific Beach
- Keep the Pint Night at White Labs Tasting Room

**FRIDAY 11/10**
- 15th Anniversary Bash at Green Flash Beer
- Burgeon Beer Tap Takeover at The Brewers Tap Room
- The Team’s House Favorites at Urge American Gastropub
- Bonneville 7 at Black Plague Brewery

**SATURDAY 11/11**
- Burgeon Beer Tap Takeover at Churchill’s Pub & Grille
- Woodshop Bottle Share at North Park Beer Co.
- Hawaiian Speedway Stout Bottle Release at AleSmith Brewing
- Labrador Rescuers Nonprofit Fundraiser at White Labs Tasting Room
- Mission Brewery Special Release Night at Vinz Wine Bar

**SUNDAY 11/12**
- SDBW Official Closing Event at The Lodge at Torrey Pines
- AleSmith Beer Garden Invasion at TapRoom PB
- Craft Beer Industry Night at Urge American Gastropub
- SDBW Encore: Specialty 32 Oz. Growlers Fills at AleSmith Brewing

**CASK TAPPINGS**

**FRIDAY 11/3**
- SDBW Cask Tapping #1 at Mission Brewery
- Kick-Ass Cask Night at Belching Beaver North Park

**MONDAY 11/6**
- Modern Times Beer Cask & Featured Beers at Regents Pizzeria

**TUESDAY 11/7**
- Cask Night w/ Thorn St. Brewery at Third Avenue Alehouse

**WEDNESDAY 11/8**
- Latitude 33 Cask & Featured Beers at Regents Pizzeria

**THURSDAY 11/9**
- Cask-Making w/ Brewers at Mission Brewery

**FRIDAY 11/10**
- SDBW Cask Tapping #2 at Mission Brewery
- Half Door Brewery Cask & Featured Beers at Regents Pizzeria
- Kick-Ass Cask Night at Belching Beaver North Park

**MORE NOVEMBER EVENTS**

**MONDAY 11/13**
- Siebel Institute Sensory Panel Management Course at White Labs

**TUESDAY 11/14**
- Societe Gives Back: Pints for Prostates at Societe Brewing
- Black Market Tap Takeover at The Brewers Tap Room Encinitas

**WEDNESDAY 11/15**
- BNS Brewing & Distilling Cask & Featured Beers at Regents Pizzeria
- DrinkAbout at 8 North Park/South Park Area Bars
- Intro to Homebrewing at The Homebrewer

**THURSDAY 11/16**

**FRIDAY 11/17**
- Friday Afternoon Club at Mike Hess Brewing Miramar
- Hops on the Harbor Dinner Cruise with Stone Brewing
- Kick-Ass Cask Night at Belching Beaver North Park

**SATURDAY 11/18**
- Year Four Anniversary at Barrel Harbor Brewing (Both Locations)

**TUESDAY 11/28**
- Societe Gives Back: Pints for Prostates at Societe Brewing

**WEDNESDAY 11/29**
- Green Flash/Alpine/Cellar 3 at Regents Pizzeria

**DECEMBER 2017**

**SATURDAY 12/2**
- Bends and Brews Yoga at Karl Strauss Santa Fe St.

**SUNDAY 12/3**
- SoNo Fest & Chili Cook-Off at 32nd & Thorn St.

**TUESDAY 12/5**
- Epic 5x5 Tasting with Venissimo Cheese at Eppig Brewing
- December Tap Takeover with AleSmith at Yard House Mission Valley

**SUNDAY 12/10**
- Beer + Cookie Pairing with The Cravory at Kilowatt Brewing Kearny Mesa
- Craft Your Own Adventure Brew Day at Kuracali

**THURSDAY 12/14**
- Craft Beer Attorney Webinar Series: How to Fund Your Brewery

**FOR MORE EVENTS VISIT WESTCOASTERSD.COM!**
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**BREWS IN THE NEWS**

- At time of press, Mission Brewery had raised more than $169,000 via their Wefunder investment campaign, which lasts only through December 2. To learn more, visit Wefunder.com/MissionBrewery.

- At time of press, 2,441 breweries had adopted the Brewers Association’s Independent Craft Brewer Seal, since it was debuted over the summer. The BA defines a craft brewer as small, traditional and independent. An additional campaign, Take Craft Back, is a tongue-in-cheek effort to crowdfund the purchase of Anheuser-Busch InBev with $213 billion. On October 24 that effort, which accepts pledges, not actual payments, stood at $2,829,620 “raised” from 8,872 backers.

- Savagewood Brewing founder Darrel Brown has taken over the space of O’Sullivan Bros. brewery and tasting room in Scripps Ranch. Brown plans to keep some of the best-selling O’Sullivan brews on tap, but the Scripps Ranch resident will replace all the signage with his own branding in time for a re-opening on November 2. Near the end of November, Savagewood will hold its official grand opening party. Also, O’Sullivan’s existing employees will stay on at the company.

- Deft Brewing (Bay Park) and Northern Pine (Oceanside) both opened in October, bringing San Diego’s brewery count to 156. Deft Brewing is located at 5328 Banks Street in the Bay Park/Morena area of San Diego Proper. The brewing modus operandi is to celebrate Old World styles, including some that are harder to come by in San Diego County. A touch of New World is sprinkled in here and there in the form of American hops and such. Northern Pine is located on the corner of Horne Street and Civic Center Drive, the brewpub is a joint venture of Northern Pine and the restaurateurs behind popular downtown Oceanside barbecue spot, That Boy Good. The latter specializes in Southern Louisiana-style BBQ and will have a limited menu available during the opening weekend, however, a large kitchen will eventually allow the business to offer its entire menu along with a full suite of catering services.

- Rough Draft Brewing debuted a new company pub on the UCSD campus this past month, at the Mesa Nueva student housing complex. The bar is equipped with 12 taps and a small bar with indoor seating. A roll-up door gives way to an outdoor patio that includes a pool with two Jacuzzis. The latter are available for use by residents and beer may be consumed within them, however no glassware is allowed in the area. UCSD alum Jeff Silver, the owner of the company, utilized one of Rough Draft’s duplicate Type 23 licenses, which required the blessing of regulatory agencies such as the local office of the California Department of Alcoholic Beverage Control (ABC). As one might expect, there were those who were skeptical about installing a venue serving alcoholic beverages on campus, but in the end UCSD elected to trust in the responsibility of its student body.

- At the 2017 Great American Beer Festival, San Diego breweries scored more than a dozen medals (see page 30). WC Contributor Ryan DeBusk, who wrote last month about San Diego’s place in the craft beer world, updated some of his findings. With 14 medals, San Diego won more than the bottom 20 states (plus DC) combined. (0 medals: LA, MD, ME, MS, ND, NE, OK, RI, TN, VT, DC; 1 medal: DE, AR, AL, AK, SC, KY, KS, IA; 2 medals: WI, MA, HI, ID, NH, UT). Also here are the top ten states, and their change from 2016:
  1. CA: 57 (-11)
  2. CO: 38 (0)
  3. TX: 21 (+11)
  4. OR: 17 (-4)
  5. PA: 16 (+9)
  6. NC: 14 (-3)
  T-7. WA: 10 (-4)
  T-7. 10: (-3)
  T-7. 10: (+5)
  T-10. MI: 9 (-1)
  T-10. OH: 9 (+1)

- Last month, Joe Lisica resigned from his post heading fermentation operations for Miramar-based Little Miss Brewing. He cited an amicable parting of ways with owners Greg and Jade Malkin, who brought him on as the company’s first-ever brewmaster and a partner (though goals that would have triggered part-ownership were not reached prior to Lisica leaving). The Malkins wanted to go one direction with the beers they produced, while Lisica favored another altogether different creative trajectory. He was recently hired by Mikkeller Brewing San Diego to serve as its head brewer. Lisica worked at Green Flash Brewing Company in Mira Mesa before moving on to move up with Little Miss. At Mikkeller, he will be responsible for the manufacture of many more styles than he tackled at his last place of employ, filling a beer-board 19 strong and crafting weekly new releases.
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The Evolution of Karl Strauss Beer

At the 2016 edition of the Great American Beer Festival, the Karl Strauss Brewing Company (KSBC) won the prestigious award for Mid-Size Brewing Company and Mid-Size Brewing Company Brewer of the Year.

“We are having the best times of our life right now, for us it is our halcyon days...we have a great team and have never had so many opportunities,” said Chris Cramer with a smile as wide as a Cheshire cat.

Cramer, the CEO & Co-Founder of KSBC, is a jovial fellow by nature who has plenty of reasons to be over the moon. In a relatively flat and slower growing national craft beer market, KSBC is performing well.

“Our sales were up 26.5% through the first six months of 2017,” says Matt Rattner, the brewing company’s President and other Co-Founder, and the yin to Cramer’s yang.

In February, KSBC will turn 29. “We are so old we are cool again,” adds Cramer with a chuckle. When Chris and Matt, San Diego craft beer pioneers, opened their original brewpub on Columbia and B Street in downtown San Diego in February of 1989, it was the first brewing establishment to open in the City of San Diego in 56 years. Their only thought at the time was one of survival.

Back in 1987, Cramer was sitting in a brewpub in Freemantle, Australia and drinking, as he says, “the best beer I had ever had in my life up to that point” when a lightbulb went on, and he realized that the brewpub concept might translate pretty well to his hometown of San Diego. Teaming up with Rattner, his fellow Stanford MBA classmate, the two hatched a plan to create a brewery restaurant in San Diego. Cramer also had, as he has often stated, “a ringer in my family, Karl Strauss.” Strauss was Cramer’s older cousin, affectionately known to Chris as “Uncle Karl.”

Karl Strauss was literally born in a brewery, specifically, his father’s brewery in Minden, Germany. Destined to follow in the family footsteps, young Karl attended the Technical University of Munich-Weihenstephan, where he earned a degree in the science and practice of malting and brewing, as well as his Master Brewer’s certification. Shortly thereafter, in 1939, he emigrated to the United States, as being a Jew in Germany at that time meant that both his life and liberty were at risk. Karl’s visa was obtained with the assistance of relatives here in the states: the Cramer family. The rest of the Strauss family in Germany was not as fortunate as Kar; most perished at the hands of the Nazis.

Through some connections, Karl was able to get a job on the bottling line at the Pabst Brewing Co. in Milwaukee, Wisconsin, and over the years he worked his way up in the company, eventually becoming Vice President of Production in 1960. That job required him to oversee all Pabst brewing operations across the country until he retired from the company in 1983. At that point Karl began a new career as an independent brewery consultant. His first client was John Hall, founder of Goose Island Beer Co. in Chicago. Hall has called Karl his mentor, and as an homage, a room at the Goose Island Clybourn Brewpub was named after Strauss.

Once Chris and Matt had managed to navigate the numerous bureaucratic channels of the city, county, and state to get the required permits to open up the brewpub - no mean feat at that time, and a story so convoluted that it would require an entirely separate article - Karl helped them come up with the initial beer recipes, alongside giving advice on how best to run a brewing operation.

This brewpub also became an initial point of brewery education for other San Diegans who would later leave their mark on the local craft brewing industry. Gina Marsaglia, Co-Founder of Pizza Port and later Port Brewing and The Lost Abbey, learned about the operation of a brewpub by moonlighting as a server; Scott Stamp, Co-Founder of San Diego Brewing Co., worked behind the bar; Jack White, Founder of the Home Brew Mart and associated Ballast Point Brewing Co., was a brewpub tour guide; and Marty Mendiola, Co-Founder of and brewmaster at Second Chance Beer Company, and also for many years the brewmaster at Rock Bottom La Jolla, also got his first real taste of the beer business by starting out as a tour guide, server and bar person at Columbia and B Street, as well as later on working as a server at the Sorrento Mesa location. Marty would also eventually do some keg washing at the Kurtz Street production brewery before he headed off to UC Davis brewing school.

Within a short time the brewpub proved to be a success, so much so that Matt and Chris opened another in 1991: Karl Strauss Brewery Gardens in...
Sorrento Mesa. The beer brewed downtown, Amber Lager (now known as Columbia Street Amber), Gaslamp Gold and Downtown After Dark had by this stage started to gain a local following, and other restaurants and drinking establishments started asking if they could get some of this new beer.

In order to accommodate the demand, in late 1991, Cramer and Rattner, utilizing a refurbished 20 barrel brewhouse that they bought out of bankruptcy in Arizona, built a production brewery in a warehouse in a business park on Kurtz Street, not too far from the Sports Arena. This brewery would be the first production brewery built in San Diego County since the original incarnation of the Aztec Brewery built in 1933, barely post-Prohibition.

The Kurtz Street brewery initially started out brewing only the company’s Amber Lager, and over the next few years as demand increased the brewery expanded from around 2,000 square feet to 12,000 square feet, as new business park bays were leased. The demand for Karl’s beers soon exceeded what could be brewed at Kurtz Street, so it was decided to contract out the production of bottled beers to Steven’s Point Brewery in Wisconsin, a few hours from where Karl was living in Milwaukee. This contract brewing arrangement caused some consternation amongst the fledgling San Diego craft brewing community, which had risen out of the local homebrewing scene and was now starting to have some of its own growth. Although all of the KSBC kegged beer was being brewed locally, some of the other craft brewers made accusations that Karl Strauss was no longer a San Diego brewery.

While today it is fizzy yellow beer under the bridge, for a time there was a growing schism between some of the early homebrewer-founded breweries
in San Diego and KSBC. From various conversations I have had over the years with numerous brewers and some writers who were around at that time, the general consensus is that the contract brewing in Wisconsin, coupled with the fact that some folks thought Karl Strauss was “too big” or “too corporate” or that they “only made German-style beers” (not true!) helped grow this fault line. KSBC were also “the big boys in town” and there is no doubt that this created some jealousy too.

With the value of hindsight, the reality is somewhat different. It was Karl Strauss, both the company and the man, who were helping lay the foundation for craft beer’s acceptance by San Diego beer consumers, and by doing so helping to create future growth opportunities in the region. We should not forget that in 1989 when the Columbia and B Street brewpub opened, and for many years thereafter, San Diego was a Coors Light and a Miller Lite town; Karl’s Amber Lager, with a relatively low SRM (color) of 15, was considered by many to be too dark. There were also folks who wondered if it was safe to drink “micro-brewed beer” that they believed may have been made in a bathtub!

This was the on-the-ground reality that Karl and KSBC set out to change as San Diego craft beer pioneers. Primarily, this was of course for their own benefit and the long-term success of their company, however the resulting efforts benefitted all of the local “micro breweries” who were starting up at that time. Karl, often in conjunction with Chris Cramer, showed up at all sorts of sports events, social events, stores that sold their beer, on TV news, and on the radio, always preaching the gospel of freshly-brewed Karl Strauss beer. Many longtime San Diego residents will recall the company’s radio commercials featuring Karl with his thick German accent: “You’ll agree it’s the best beer you ever tasted...or my name isn’t Karl Strauss!”

In 1995, KSBC bought a property on Santa Fe Street in Rose Canyon in order to build a bigger production brewery, which would come online in 1996 and remains their current home.

In 1996 the company opened another brewpub (or “satellite brewery” as they are now referred to by the company) in downtown La Jolla, and they also shuttered the Kurtz Street production facility. Over the years the Santa Fe Street production brewery has seen a number of brewers get their initial brewery experience before eventually moving on, and by virtue of that, spreading some of the DNA of KSBC into the wider brewing community. Chuck Silva, owner of Silva Brewing in Paso Robles and former Brewmaster at Green Flash, got his initial production brewery experience at Santa Fe Street, as did the current Green Flash Brewmaster Erik Jensen, who was the Head Brewer at Santa Fe Street up until 2002. Pat Korn, the Barrel Master at Green Flash’s Cellar 3, is also a Karl alumnus.

In more recent times, former brewer Derek Gallanosa went on to helm Abnormal Beer Company, and at time of writing he was headed to Northern California to start a new brewery. Additionally, Brian Scott is now the Brewmaster at SR 76 Beerworks, and John Hunter is now the Head Brewer at Bitter Brothers. And in July, former Santa Fe Street Quality Control Manager Shawn Steele became Director of Brewing at Coronado Brewing Company.

While KSBC may have helped create a group of talented brewers, the knock on it, especially in the earlier years, was that the beers were boring and somewhat one dimensional in comparison to the beer styles that were starting to be brewed elsewhere in the county, namely the hoppiest ones. There is some truth to this accusation, but again it is more nuanced. KSBC’s growing list of satellite breweries, including Carlsbad (1999) and Costa Mesa (2002), were certainly crafting a wide range of beers, yet many casual beer drinkers did not venture there, and saw only the company’s packaged beers.

In addition, as time went on, newer San Diego breweries and brewpubs were starting to make more hoppy beer styles that would later come to define the region. KSBC as a company, by their own admission, were slow to get on the hop express, and most of the production beers during this period were still based on the recipes that Karl himself had put into play. Rich Link, a pioneering San Diego homebrewer and former regional writer for Celebrator Beer News recalled in a 2010 interview, Karl saying that “only five percent of market want to drink the beer [styles] that the homebrewers brew...95 percent of market want to drink style of beers we brew;” and Link adds, “and he was right!”

By the early to mid 2000s there was open local criticism, as the following excerpt from a 2004 piece, ostensibly about local beer selections in restaurants, by Joshua Sibelman in the local CityBeat weekly illustrates: “This state of affairs is particularly galling in San Diego, which is home to several gold-medal winning, world-class breweries. Despite this, our beers are more widely recognized elsewhere than at home, evident by their conspicuous absence from so many restaurant beer lists and the selection of Karl Strauss as Best Microbrewery by CityBeat readers. Don’t get me wrong, Karl Strauss produces competent beer-but in a county that’s home to brewers like Stone, Alpine, Pizza Port, Oggis, Green Flash, AleSmith and Ballast Point, it’s a little...
Well today things are very different, and drastically so. I met with Paul Segura, the company’s Brewmaster (of Research and Development) to discuss the current state of affairs and variety of beers being brewed at KSBC. Segura, a UC Davis Brewing School graduate, has worked at KSBC since the late 1990s, after stints with Hops (the former Arizona-based brewpub chain) and later as Head Brewer at the now-defunct Hang Ten Brewing Co in downtown San Diego. I mentioned to him that it is indeed a testament to KSBC that the beers that secured the 2016 Great American Beer Festival (GABF) victory were so varied in their styles - an American Style Sour Ale (Queen of Tarts), a Session IPA (Mosaic), an English Style Summer Ale (Liquid AC) and a South German Style Hefeweizen (Windanssea Wheat). I also noted that only one of the winning beers is a German style. Segura nodded in agreement, shrugged with a “what can one do?” expression, and stated that “there’s diverse beers that we are winning medals with.”

As if to prove his point directly, a couple of weeks after we had this conversation, KSBC won a gold medal at the 2017 GABF for Orange Blossom Common in the Honey Beer category. During our conversation Segura added that “at some point we came back full circle and had this internal look...we pioneered this thing [craft beer in San Diego]...let’s stay who we are. We are back in that mode again, we want to remain relevant in a beer market that is one of the best in the world, and continue to pioneer.”

It is the growth of the California satellite breweries that has allowed this KSBC beer evolution to take place. Cramer and Rattner decided early on to follow
the brewpub model, inspired by the idea of keeping it local. Rattner said that “a lot of breweries were flinging it everywhere, wide and shallow...we wanted to be narrow and deep, which we thought was a better business strategy,” with Cramer continuing, “and also sustainable and right for the beer.”

In regard to local community, the company also supports a number of local San Diego non-profits, most notably a long-term relationship with the Surfrider Foundation, which organizes annual beach clean-ups in conjunction with the brewery. In addition, in 2009 KSBC established the Karl Strauss Brewer’s Education Fund in partnership with the UC San Diego Extension Brewing Program, “created to help aspiring brewers pursue an education in brewing science.”

Over recent years the company has added satellite brewery/restaurants in 4S Ranch, Anaheim, Universal City Walk and downtown Los Angeles, bringing the total number of locations to ten. Rattner articulated that “each of the facilities is an R&D brewery for us and a brand ambassador for us. Last year we did 137 different beer releases, which we will surpass this year.” By mid-August the count was already over 100 beers. “This allows our brewers to experiment, and allows us to get feedback from the market place,” he said.

The results of these “experiments” are clearly plain to see... and great to taste, too! Both the multi-award-winning Mosaic and Liquid AC were initially developed at satellite breweries. The former, brewed by Sean Albrecht, was developed at the downtown location, while the latter was created and brewed by Lyndon Walker at the La Jolla location.

Walker is also responsible for assisting Brewmaster of Brewery Operations Matt Johnson with innovative beers, helping to create Aurora Hoppyalis, a “San Diego style” IPA that earned a bronze medal in the most competitive category at the 2015 GABF, plus numerous other awards since. That beer went into wide release in 2016, and has taken off massively since that time to become the brewery's top seller. Interestingly, number two is Red Trolley, which started out life as the first Christmas beer at the Columbia and B Street location in 1989, and has since been rebranded as an Irish Red Ale.

R&D Brewmaster Segura has moved back to the Columbia and B Street location where he first started brewing for the company. Now, he brews almost all of the many KSBC collaboration brews made with other breweries. “The brewhouse is still the original equipment; nothing has been moved [since its inception],” Segura noted. “It is the oldest continually-operating brewery in San Diego, and other brewers think it is rad to brew on the original brewhouse.”

Segura has now collaborated with many local brewers, including long-established San Diego brewers like Tom Nickel of Nickel Beer Co., Jeff Bagby of Bagby Beer and Marty Mendiola of Second Chance Beer Company. Segura added, “We also want to continue with the spirit that has existed in San Diego for a long time, a spirit of collaboration and cooperation that exists between...
the brewers in San Diego. We are all friends, we know each other...we are still trying to keep the pioneering spirit going, to be pushing the envelope. There is still a lot of music that hasn’t been made yet, let’s make it man!”

Some of these recent collaborations will be featured at the Karl Strauss Collabapalooza Festival on Saturday, November 11 from 1-5 p.m behind The Observatory in North Park. More than 30 local, independent craft breweries will showcase a series of one-off collaboration beers and rare releases. Proceeds will benefit both the San Diego Brewers Guild and the North Park Main Street Association.

KSBC has grown, selling 31,000 barrels of beer in 2008, to 78,600 barrels last year. In order to facilitate this growth in volume, the production brewery at Santa Fe Street has been expanded and reconfigured over time, including the installation of a $2.4 million bottling line and additional tanks during a renovation phase that occurred between 2007 and 2009. This expansion and bottling facility allowed KSBC to finally be able to brew all of their production brews in San Diego and end the contract relationship with Steven’s Point Brewery. More recently, a centrifuge was added, and currently there is an additional expansion underway which involves the addition of two 360 barrel fermenters. All of these changes now allow the brewery to brew up to eight times a day, overseen by the aforementioned Matt Johnson with an assist by Plant Manager Brian Bishop, who previously worked at both Stone Brewing Co. and Anheuser Busch. KSBC have also started to can certain beers for special releases utilizing a mobile canning service, and there are now plans to install a canning line in order to offer more KSBC brews in cans on a year-round basis. The current expansion has allowed KSBC to put on hold, for now, the construction of a “brewery destination campus” on a ten-acre lot that the company owns a short walk from the trolley station at Santee. This planned project will include a production brewery with up to 300,000 barrels of capacity, a tasting room, a beer garden, and a brewpub. The overall plan envisions a multi-year project, and tentative plans are for the production brewery to open in 2021.
In addition, KSBC recently acquired a two-acre lot in San Marcos with plans to open an R&D brewery with a small, flexible brew system and a number of tanks in order to help accelerate and expand their R&D process.

Part of the recent growth in volume at KSBC is also due to the company deciding to get its beer into distribution in Northern California, which started in 2012. Although the company ranked 41st by volume as of 2016, their beer is only distributed in California or “Karlifornia” as it is referred to at HQ. Locally and in Orange County, the company still self-distributes and recently they decided to expand and distribute other San Diego brands. The first two are Black Plague Brewing Company and Benchmark Brewing Company, with hopefully others to follow.

“Here we are the 41st [craft] brewery [in the nation, by volume] according to the Brewers Association and we are only in one state, and the potential in the state is so great,” Cramer said. “It is this confluence of all of the internal talents we have accumulated.” Rattner chimed in, “[We have] a great team,” with Cramer adding, “We can go do really cool stuff...we have put ourselves in a good position to go to the next level.”

On any third Tuesday of the month, if one is driving down Santa Fe Street, past the production brewery, you’ll notice the lights that hang over the patio of the tasting room are on. This may seem a little odd as the tasting room is usually only open to the public from Wednesday through Saturday. The reason for this is that gathered on the tasting room patio are some of the members of QUAFF, San Diego’s nationally-acclaimed and multi-award winning homebrewing club, gathering for their monthly club meeting. In the tasting room there are 20 taps for club members to choose from, always with an assortment of quality KSBC beers of all styles, and often a cask beer too. Just behind the tasting bar one can get a glimpse of the late shift brewers beavering away, creating more quality brews. Somewhere, “Uncle Karl” is smiling.
Winners from the 2017 edition of the Great American Beer Festival (GABF) were announced on October 7. Held annually by brewing industry trade organization the Brewers Association in Denver, Colorado, this year’s GABF saw nearly 8,000 beers entered by more than 2,000 breweries in 98 style categories. 293 were awarded gold, silver and bronze medals after being evaluated by 276 judges. GABF is the country’s largest and most prestigious professional brewing competition. San Diego County breweries have historically fared incredibly well. This year saw another strong showing, with the region’s brewers racking up more than a dozen medals.

Eleven local brewing companies brought home 14 medals this time around, including five golds, six silvers, and three bronze medals Additionally, Mother Earth Brew Co., founded in Vista, earned a bronze medal in the Wet Hop category for a beer made at its Idaho facility.

In the unofficial medal count, Belching Beaver Brewery took top honors at the Alpha King Competition with “Thizz Is What It Is”. Held in conjunction with GABF each year, this friendly competition crowns the brewing company that submits the hoppiest offering amid a stacked field of IPAs. Notably, Belching Beaver’s Head Brewer Thomas Peters took home the same award for the company in 2014. On top of that, Chula Vista Brewery owners Timothy and Dalia Parker received the Samuel Adams Brewing and Business Experienceship, following in the footsteps of Ramona-based ChuckAlek Independent Brewers, who earned the same opportunity in 2014.

The following are the winners from brewing facilities located within San Diego County.

**GOLD MEDALS**

- **Honey Beer**: Orange Blossom Common, Karl Strauss Brewing Company, Carlsbad
- **Imperial India Pale Ale**: Manta Ray, Ballast Point Brewing, Miramar
- **Other Belgian-style Ale**: Witty Moron, Stone Brewing World Bistro & Gardens—Liberty Station, Point Loma
- **Robust Porter**: Tabula Rasa Toasted Porter, Second Chance Beer Co., Carmel Mountain Ranch
- **Session Beer**: Guillaume, Pizza Port, Ocean Beach
**SILVER MEDALS**

**American-style Amber or Red Ale:** Legally Red, Second Chance Beer Co., Carmel Mountain Ranch

**Baltic-style Porter:** Herd of Turtles, Bagby Beer Company, Oceanside

**English-style Summer Ale:** Back in the ESSA, Monkey Paw Brewing, East Village

**Export Stout:** Z-Man Stout, Pizza Port, Carlsbad

**Fruited American-style Sour Ale:** Sour Wench Blackberry Ale, Ballast Point Brewing—Home Brew Mart, Linda Vista

**German-style Wheat Ale:** Hidden Gem, OB Brewery, Ocean Beach
BRONZE MEDALS

Golden or Blonde Ale: Blonde, Culture Brewing Company, Solana Beach

Scotch Ale: Wee Heavy, AleSmith Brewing Company, Miramar

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Local brewers’ ties to NorCal communities affected by October’s fires galvanized fundraising efforts here in San Diego.

Second Chance Beer’s Marty Mendiola and Virginia Morrison were planning to spend their fifth wedding anniversary in the area. “Marty and I used to visit Northern California at least three times a year when he was still with Rock Bottom, as he managed the brewery at the RB Campbell location, and I have family up that way,” said Morrison. “Thus, it holds a very special place in our hearts.”

On Saturday, October 21, Second Chance held a fundraiser in tandem with a celebration of their GABF medals. 20% of beer sales during a two-hour period highlighting Legally Red and Tabula Rasa, plus 10% from the rest of the day, were donated to relief efforts.

Many more events and initiatives are completed or in progress:

- **Toronado** donated $1,000 to the Santa Rosa chapter of the Red Cross, in addition to $1 from every pour of Russian River beer during a mid-month weekend. Russian River’s Vince and Natalie Cilurzo have strong connections to San Diego’s professional brewing and homebrewing communities.
- Proceeds from O’Brien’s Pub’s Wet Hop Fest benefited the United Way of Wine Country.
- 10% of Small Bar’s sales during a weekend in mid-October were donated to King Ridge Foundation.
- Through the end of November, Fathom Bistro Bait & Tackle on the Shelter Island Pier will donate $1 from every Russian River beer, including Pliny the Elder and Blind Pig IPA, to victims’ charities.
- Societe Brewing donated a portion of proceeds from Halloween, October 31.
- 100% of proceeds from BagbyFest by Bagby Beer Co. went to King Ridge Foundation.
- Russian River (Santa Rosa) and Bear Republic (Healdsburg) are planning special releases of Sonoma Pride. Check out the website for three ways to contribute.
- **Eppig Brewing** released one of their beers under the Sonoma Pride label, with 100% of proceeds going to King Ridge Foundation.
- **Craft Beerd** put 50% of the sales from their Russian River-inspired pin (up to the first 50 pins) to the United Way of Wine Country.
- **Societe Brewing** donated a portion of proceeds from Halloween, October 31.
- 100% of proceeds from **BagbyFest** by Bagby Beer Co. went to King Ridge Foundation.
- **Stone Distributing Co.** donated portion of sales throughout October to Direct Relief. For every case of Bear Republic and Russian River beer sold, the company will donate $0.25; Stone will further donate $0.25 for every case of Stone Brewing beer sold in Southern California; and Stone Brewing will donate $0.15 for every case of Stone beer sold via its wholesale distribution partners throughout the rest of California. Also, at time of print the following list of brands distributed by Stone Distributing Co. have committed to splitting a donation of $0.25 per case for the entire month: Avery Brewing Co., Boochcraft, Eel River Brewing, Kern River Brewing Company, MadeWest Brewing Company, Mason Ale Works, Maui Brewing Co., Mikkeller Brewing, Modern Times Beer, Oskar Blues Brewery, Smog City Brewing Company, The Bruery, The Lost Abbey, Victory Brewing Company, and Wandering Aengus Ciderworks.
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The first time I met Gunnar Planter, he was tableside, dressed in chef’s whites and describing a cavalcade of beautifully-plated dishes at The Inn at Rancho Santa Fe’s fine-dining restaurant, Morada. I was there on a fact-finding mission as part of my food writing and, in preparation for my visit, Planter had conducted a thorough Internet search to find out what I’m all about — beer. He brought up that bailiwick along with the fact a chef-friend and former colleague from nearby gourmet gem Mille Fleurs was opening a brewery in Del Mar. I asked him if it was Viewpoint Brewing Company, he confirmed, and soon we were gabbing over the topic like a couple of beer nerds. It was a welcomed surprise, as was his announcement to me via a follow-up email that he was moving on from Morada to become executive chef at Viewpoint.

Being deep into beer and food, I was eager to learn more about Planter and Viewpoint founder Charles Koll’s vision for the business, especially when I discovered they were bringing on a third culinary professional, former pastry chef and Bear Roots Brewing brewer Moe Katomski, to serve as head brewer. That’s a great deal of gastronomic firepower, and they intended to put it all to use from the get-go at their high-profile brewpub on the banks of San Dieguito Lagoon directly across from the Del Mar Fairgrounds. That spot opened in July and has impressed behind a menu stocked with dishes that are a cut above more common brewpub offerings without coming across as stuffy or pretentious.

Pork belly “bites” are dressed with a molasses gastrique while a honeyed balsamic reduction adds sweet-and-sour zing to a salad of watermelon and feta cheese. Jidori chicken receives added savoriness from a jus infused with a house porter and hanger steak is bolstered by both pink peppercorns and a fresh chimichurri sauce. Even chicken wings are more exotic, coated in a dry-rub flavored with black limes or coated in a “Buffalo” sauce made with mild Calabrian chilies.
In my opinion, the most impressive differentiator at Viewpoint is implementation of a first for San Diego brewpubs—a food-and-beer tasting flight. Three beers served with three small-bite offerings designed specifically to pair with each ale. It's the sort of idea so simple and smart one wonders how it doesn't already exist. And now it does. Planter's mode of conveyance for interchangeable flavors and ingredients is a brilliant pretzel bao bun. Viewpoint's initial tasting flight paired a Mandarina Bavaria pale ale with salt-and-pepper shrimp, bacon jam and daikon relish; a red-rye India pale ale with pork belly, apples and kimchi; and a single-malt-and-single-hop (SMASH) saison with oxtail, pickled peppers and coconut hoisin sauce. It's thoughtful, high-level pairing made better by a trio of chef minds.

The recipe for the house bao buns is rightfully well-guarded, but Planter did divulge a couple recipes for those looking to see things from his culinary point of view: mussels that includes nduja, a spreadable Italian-style pork sausage (which can be substituted with easier-to-find Mexican-style chorizo in a pinch) and shishito peppers in a German wheat ale broth. That's followed by a popular vegetarian entrée from Viewpoint's menu, roasted Romanesco cauliflower served over quinoa with roasted baby vegetables and heirloom tomato gazpacho. Get cooking... or simply make a visit to Viewpoint.

Plates & Pints is sponsored by Bitter Brothers Brewing

Mussels & Nduja
WITH SHISHITO PEPPER IN BEER BROTH

Paired with Viewpoint Mandarina Pale Ale
Yield: 3 to 4 servings

2 pounds PEI blue or black mussels
2 Tbsp extra virgin olive oil
5 ounces nduja sausage (or Mexican-style pork chorizo to substitute)
1 cup shishito peppers, stemmed, seeded and thinly sliced
1 bunch scallions, sliced
1 shallot, thinly sliced
5 cloves garlic, thinly sliced
2 cups of hefeweizen-style beer
2 Tbsp unsalted butter
salt to taste
1 lemon
¼ cup cilantro, finely chopped

Soak the mussels in salted water for 20 minutes, then drain and set aside.

Heat the oil in a large pan. Add the sausage, peppers, scallions, shallot and garlic and sauté until they are slightly caramelized, 5 to 7 minutes. Add the mussels and beer, and bring to a boil. When the liquid has reduced by half, slowly whisk in the butter. Season with salt as needed. Finish with a squeeze of lemon, garnish with cilantro and serve, family-style, immediately.
Vegetables currently in season include baby carrots and baby squash.

Roasted Romanesco Cauliflower
WITH QUINOA & HEIRLOOM TOMATO GAZPACHO

Paired with Viewpoint French Saison
Yield: 3 to 4 servings

1 pound heirloom tomatoes
1 Tbsp salt
2 tsp granulated sugar
2 sprigs basil, leaves only, chopped
1 sprig fresh tarragon, leaves only, chopped
2 heads Romanesco cauliflower, halved
extra virgin olive oil
salt and freshly ground pepper to taste
1½ cups quinoa, cooked
roasted seasonal baby vegetables*

Combine the tomatoes, tablespoon of salt, sugar, basil and tarragon in the bowl of a blender or food processor. Blend until all of the ingredients are thoroughly incorporated. Refrigerate until cold.

Preheat oven to 350 degrees Fahrenheit.

Bring a large pot of salted water to a boil. Submerge the cauliflower and blanch for 2 minutes. Remove the cauliflower, dry it thoroughly and place on a sheet pan lined with aluminum foil. Drizzle the cauliflower with the oil, season with salt and pepper, and place in the oven. Roast for 15 minutes, then remove and set aside.

To serve, place a mound of quinoa in the center of a bowl and top with a cauliflower half. Place baby vegetables around the quinoa, then drizzle with cold gazpacho. Serve immediately.
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It’s not often that I am in a position to offer you breaking news. That’s just not a utility that print media offers in this day and age, especially with journalists as lazy as myself. And yet, against all odds, I’m sitting on a bonafide exclusive.

If you are the type of person that is prone to flipping far enough into beer periodicals to find my content, odds are pretty good that news of Ebullition Brew Works in Vista opening to the public isn’t going to floor you. After all, they’ve been in a holding pattern for quite a while. However, I’m willing to bet that you didn’t know that a mere two months after their soft open they have already merged with Sleepaway Brew Co.

I’ll pause a moment here for the waves of astonishment crashing over you to subside.

Brewery consolidation isn’t as unusual as it used to be, but this arrangement was more complicated than most. Trying to plan for it while readying Ebullition Brew Work’s tasting room couldn’t have been easy. Not to mention that regulatory agencies are far more skeptical of merger activities when only one of the two companies actually exist. I’ll bet the paperwork was murder.

One might question the logic of joining forces with a fictional brewery from the What’s On Draft video series universe, regardless of how undeniably chill it is. Still, if you don’t constrain your thought process with logic, it kind of makes sense. Ebullition Brew Works can now tap into a ready-made fan base and Sleepaway Brew Co., not having made an actual beer before, will now expand their potential barrel capacity by roughly infinity percent. That’s some sweet, sweet synergy right there.

While I’m portraying this as something of a farce, there is a legitimate kernel of reality to this story. Despite Sleepaway Brew Co. being a fixture on the show, its on-screen presence has always been an amalgamation of shoots at different breweries. That’s an aspect that executive producer Tom Keliinoi was eager to change in their upcoming third season.
“What’s on Draft has been essentially homeless for 2 years, and we’ve always felt the show would be its best incarnation if we had a home base,” he said.

This association likewise gives a fledgling concern like Ebullition Brew Works a degree of visibility that is hard fought in the increasingly crowded San Diego brewscape. It’s an unusual arrangement, but one that Ebullition Brew Works co-founder Jesse Richardson believes will be highly symbiotic.

“This partnership seems like a great way for both parties to realize their independent visions,” he said.

After attending the grand opening of Ebullition Brew Works, I can corroborate that the brewery is already making their vision manifest. Rather than focusing on a theme and deriving appropriately pithy beer names from it, they are showcasing a broader perspective on brewed concoctions. If you’ve ever found yourself muttering about how impossible it is these days to find decent hekt (a slightly sweet Egyptian brew from antiquity), Ebullition Brew Works could be the place for you.

Ebullition Brew Works may well have taken a long time to come to fruition, but that maturity is reflected in the design of the tasting room. The layout was cleverly reminiscent of a museum exhibit celebrating the innumerable ways our predecessors dulled the edges of reality with fermented products. Of particular note was the IMAX-sized wall of brewing history, which is a convenient way to tune out dull conversations without sacrificing an iota of your phone’s battery life.
Theming aside, the space truly exhibited a high degree of polish. It was detectable in a million tiny details, such as keeping the point of sale area devoid of bar seating, or the way all the innumerable stools slid neatly beneath the wall-length counters to keep walkways clear. The slender midpoint of the room did tend to bottleneck at high capacity, but otherwise it maintained a great sense of flow. Other niceties like the bounty of outlets or televisions positioned such that they are easily viewed or avoided per your druthers, send a consistent message that Ebullition Brew Works will cater to your needs.

Speaking of catering, Ebullition Brew Works is somewhat unique in the way they deliver many of their libations. While they do have a conventional draught setup, several offerings are dispensed through a Bottoms Up brand system. For the uninitiated, it is an advanced fluid distribution platform developed in partnership with alien scientists that are weirdly insistent on using probes to solve virtually everything. It leverages custom glassware with a magnetically sealed porthole, which is temporarily displaced to inject beer from beneath. If you’re wondering why this should matter to you as a consumer, it shouldn’t. I’m only really telling you because once that curious glassware finds its way across the bar it’s only a matter of time before that magnetic plug becomes some drunkard’s fidget spinner. If you have friends with poor impulse control it might be wise to grant them more of a splash radius than usual.

The brews I was able to sample were all quite good, regardless of how they found their way into the glass. The Gidget Saison was the perfect accompaniment to a San Diego autumn - sufficiently spicy to evoke the richer brews of the season, yet crushable enough to counter a climate that refuses to embrace the mandate for cooler months. Its big notes of honeydew, lemon and slightly underripe pear are sure to refresh and tantalize. The White Sand Wheat offered a complimentary experience to Gidget that I also enjoyed with its soft crackery malts, lemondrop hop character, and moderate heft to the body. I would say that their Deli Rye Pilsner was the most distinctive of the group, sacrificing just a hair of archetypical sessionability to imbue it with a moderate peppery spice and bit more chewiness.

As for the the specialty brews, I can safely say that Ebullition Brew Works has the best hekt I’ve ever tasted. It’s also the only time I’ve tasted hekt so it’s only fair to mention it must simultaneously be the worst, but I opt to remain positive. It’s more an enriching quaff than a refreshing one, so if you’re a fan of date nut bread you’re more likely to savor it. I’m just as ill-equipped to comment on the authenticity of their chicha, so I’ll simply note that it was a fun diversion that I would have no problem encouraging samples of. Even if these specialty brews aren’t your favorites, they still serve as a decent reminder to be grateful for how good modern zymology is.

Ebullition Brew Works is many things to many people: a hard fought dream brought to reality, a repository of classical beer studies, and even a television studio. I am also happy to report that the quality of its brews will make it a welcome addition to an increasingly bountiful beer scene in Vista.

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Another day, another couple of outrageously offensive beer labels.

If your first reaction to that sentence is:

“Are you surprised?”

“Why do you care about beer labels when there are starving children?”

“if you don’t like it, don’t buy their beer!”

… then you might be sexist too.

Don’t like hearing that you might be part of the problem? I don’t like having to say it! But that doesn’t mean I shouldn’t (and won’t) call out each and every time I see this happening. Because it will happen again. And again. And again...

Yesterday, it was Acoustic Ales (who deleted the above Facebook post after multiple negative comments and has not confirmed whether or not they still plan to print the labels). Tomorrow, it will be someone else. But let’s focus on this case.

Yesterday, it was Acoustic Ales (who deleted the above Facebook post after multiple negative comments and has not confirmed whether or not they still plan to print the labels). Tomorrow, it will be someone else. But let’s focus on this case.

When contacted for comment, Acoustic Ales replied with this statement:

“We appreciate the feedback from people and would say it’s a bit disheartening as we, in no way, had any intentions of offending anyone or support sexism of any sort, as some of the feedback would suggest.

We have used the same artist for years and have always used our label art to depict the utmost positive portrayals of our love for all aspects of art, music, life & craft beer and how they all interact.

This comes at a time when the these types of topics are very much a hot button in the media and in no way should this be taken as a reflection of what we are about as a brewery.”

I truly can’t believe that in 2017 we’re still having this conversation, as though there’s some mystery as to what’s sexist or not nowadays. Then again, with Trump’s “grab-em-by-the-pussy” ethos, the sexual harassment and assault allegations against Hollywood exec Harvey Weinstein, and the seemingly never-ending list of other sexists and literal rapists in positions of power, the only surprising thing is how unsurprising it is when this kind of violent behavior gets the go-ahead.

Allow me to elaborate on what I mean by “violent”. Can a beer label physically hurt me? No. But does the cultural acceptance of objectifying women create a society where women are not valued lead to actual physical assault? 100% yes. This is rape culture at its finest, and it has no place anywhere — including the beer industry. Even the Brewers Association thinks so; they updated their Marketing and Advertising Code earlier this year to specifically discourage this...
Dear West Coaster.

I gotta say, I am super bummed out to see that it appears you allowed another article to attack and single out yet another SD brewery. If you want to talk about the way women are portrayed in the beer industry or on beer bottle labels, go for it! I think that is an important subject...but to single out one of the small breweries in San Diego and start what you did, all of the absolute hate and fighting between lovers of beer...I just don't get it. How did we get so sensitive? Rape culture, seriously!??!

I look similar to the girl on the blonde label, i'm blond, I wear a bikini and sometimes I even put a flower in my hair! Should I cover up so that I do not get raped!?!? My daughter saw your article and I find it appalling that this was all suggested to her as well. I happen to be a woman and I actually think the Acoustic labels are creative, beautiful and artistic and are in no way offensive.

I wrote you awhile back after another brand new brewery (that actually ended up being one of my favorites) got trashed in their first week of business by Hernandez.

Shouldn't a beer publication that is solely supported by the advertising dollars of the small SD beer industry also be about supporting those that we all care for here, especially in this day and age? I hope you change the direction you seem to be going in. It just seems irresponsible journalism to try to create these ridiculous controversies.

Thank you for hearing me.

- Lucy

My follow up questions would be, is it ever allowable to depict a woman to sell a product? And would the same standard be true for men? I hope you so vigorously attack gender identified products are the grocery store, because I really doubt you practice what you preach. I will gladly shake your hand if you are picketing those stores on the regular.

- Ryan

This is great. Not being able to see this for the sexist objectification that it is changes nothing. I'm so glad the author wrote this. For a woman in a male dominated industry to write this takes guts. I happen to be a woman and I actually think the Acoustic labels are creative, beautiful and artistic and are in no way offensive.

- Omar P.

This is sad. This post should be removed.

- NOT OFFENDED

I think this is a good starting point for discussion on the topic. To outright call them sexist when in many ways they are healthy depictions of the female body, is an extreme case when the reality isn't quite that clear.

- Dana M.
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.

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- @91x_danielle

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- @whatsfermentingjames

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Julian

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spechops.com

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Collabapalooza '17

INDIE BEER COLLABORATION CELEBRATION

Come join us in North Park as we celebrate San Diego’s independent brewing scene with one-off collaborations & rare beers from 38 local breweries.

TIX $40 WITH PROCEEDS BENEFITING THE SAN DIEGO BREWERS GUILD
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