Rock Solid
Q&A with SD Brewers Guild President/Rock Bottom La Jolla Brewmaster Marty Mendiola
By WC Staff

WC: What’s the most exciting thing you’re seeing in our local craft beer scene?
MM: The beer and food pairing events. Events such as San Diego Beer Week’s Beer Garden at The Lodge at Torrey Pines – I’d really like to see us do more of those throughout the year.

WC: Speaking of the Lodge, will there be another San Diego Beer Week Preview Weekend in June?
MM: Not this year. With the CBC in town [in May] we found it difficult to get that going. We are doing a lot of work getting the CBC Welcome Reception ready to go. Because of that, we’ve just decided to concentrate on Beer Week in November.

WC: Tell us about SDBW 2012
MM: We’re looking at changing the venue for the Brewers Guild Festival, and the St. Bier looks promising. What’s cool about that space is that it has indoor and outdoor capabilities, with huge roll-up glass doors. Even with the off-chance of bad weather, you’d still get light and the outdoor feel. The venue and date aren’t confirmed yet, but we are hoping to have more details soon.

WC: What else will change for the Guild Festival?
MM: The Guild has hired Herb Massinger as a paid event planner for the Guild Festival. Herb has experience planning marathons and other large events; however he may be best known in the beer world for planning Stone’s annual anniversary festival.

WC: We’re also partnering with radio station FM94.7 again, but we’ll focus on local bands over bigger names this year because we spent a lot of money on the bands in 2011. 94.7’s advertising probably drove an extra 1,000 people and I think we were overwhelmed by that; some breweries only brought a few kegs and others left and came back with more beer. This year we’re going to focus on making sure there’s enough beer for everyone, and we’re also going to partner with a charity, but just who that is hasn’t been determined yet.

WC: What do you think about some of the newer breweries that have just opened in San Diego County?
MM: I am all for small business in the sense of going from homebrewing to professional brewing.

As long as you take it seriously, you’re trying to make good beer, you’re trying to improve, and you adhere to the regulations that are necessary, then I have no problem. I don’t care if there are 100 breweries in San Diego County, but my hope is that they are all quality breweries.

Continued on page 14

Steakout
Gaslamp Strip Club’s James Stephenson shows how to flawlessly unite beef with beer
By Ian Cheesean

San Diego may be a pretty remarkable place to reside, but there’s no denying that living here makes you soft. With the beauty of sunny days and pantheon of amazing local breweries delivering greatness to your doorstep, it’s inevitable. Bark, if you must, but consider that you’re probably reading this at one of a half-dozen of your local gastro-pubs while disdainfully sipping a craft brew and ruminating on its “tangy hints of grapefruit.”

The good news is that Gaslamp Strip Club (340 Fifth Avenue in the Gaslamp) is committed to fortifying San Diegans one charred animal at a time. For the uninitiated, Gaslamp Strip Club’s raison d’être is do-it-yourself grilling amply seasoned with double cutendoes. It has a feel that is equal parts swanky and primal, making it ideal for date territory. Please note: if you opt to check it out and find the restaurant you walk into has grey hamburgers warming over a stereo cut and a DJ loudly directing “Sindhi” to stage 2, double-check your GPS settings.

Gaslamp Strip Club landed on our radar by virtue of their Beef & Brew BBQ dinner series. It stands apart from the multitude of San Diego’s beer pairing dinners by focusing more on education; Executive Chef and Operating Partner, James Stephenson, describes not only how to pair beer with classic steakhouse standards, but demonstrates how
or nearly 1000 years, cloistered monks have been brewing beer behind monastery walls. Known for their uncompromising quality and compelling flavor, these unique abbey ales are sought-after worldwide. Sierra Nevada is proud to bring this time-honored monastic brewing tradition to America with the Ovila series, brewed with the seasons and available in limited quantities at specialty beer retailers near you.

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Hi Beer Fans,

First off, a very special welcome to all the beer industry members visiting San Diego for the Craft Brewers Conference and World Beer Cup. If you’re reading West Coaster for the first time, be sure to check out our massive San Diego craft beer directory and map on pages 22 and 23. Please enjoy your time in our beautiful city, and come back soon.

For both visitors and natives alike, we maintain a solid online calendar of upcoming beer events on our website at westcoasterds.com events-calendar, and some of those events are listed on pages 10 and 21. And for those of you planning the parties, remember that it’s free and easy to submit your own bar or brewery’s happenings online. We constantly scan Facebook, Twitter and e-mail newsletters to find out what’s going on, but your contributions help us tremendously.

A big “hats off” to our columnists, who wrote some great articles this month. Sam Tierney, the guy who got me into better beer while at UCSB, muses on beer’s complex sense of place on pages 4 and 19. Jeff Hammott from San Diego Beer Blog reviews some 2010 World Beer Cup winners that are available in many local bottle shops on page 8, and constant producing machine Brandon Hernández dishes out a great recipe from his repertoire on page 16.

See you again next month.

Salud,

Ryan Lamb
Executive Editor
West Coaster
Finding the West Coast  
**Discussing beer’s sense of place in the world**

By Sam Tierney

Terror is a commonly expressed concept in the wine world, roughly meaning a sense of place that is channeled through a wine. Wine is often more agricultural than beer, allowing for a purer expression of soil, sun, precipitation, heat, and other natural elements that are unique to a place. Even different blocks in a single vineyard have the potential to express unique terror in the wines that they produce, or so the wine world often says.

Beer is almost always a more industrial product than wine. Sure, the mass-produced wines of the world lack almost any sense of place, but even the mostCraft beer goes through a great deal of processing before it fills your glass. Barley must be malted, hops are dried and pelletized, yeast is carefully isolated and grown in sterile lab conditions. Then these ingredients must be brought together through complicated processes in the brewery. Beer arises from a gathering of ingredients that are sometimes specific to a place, but those ingredients and the process of brewing with them are subject to the choices of a brewer, malster, hop farmer at the minimum. In the end, beer doesn’t have terror so much as it has style, tradition, and context; however, these elements can come together to reflect a place just as powerfully as any wine.

In the past, brewers had little choice of what beer they could make. A brewer in Munich two hundred years ago would have had dark malt made from local barley, hops from the neighboring Hallertau region, hard well water, and some sort of mixed-strain, cold-tolerant yeast to work with. He had no choice but to make a malty, dark lager beer. Across Europe, local limitations and laws on ingredients and technology narrowed choices, and local tastes then helped to form what we now know as classic beer styles. This is an over-simplification, but the contrast to the present is real. Brewers today have unprecedented choices in deciding what their beer will taste like. Barley and hops are grown on wide enough scales that you can get almost any ingredients anywhere in the world. Dozens of yeast strains can be ordered expressly to your brewery in amounts ready to ferment a batch of beer. Water is chemically analyzed and recreated using purification and then additions of mineral salts (as I discussed last month). The Bavarian brewer of today is able to order almost unlimited combinations of ingredients from which to make his beer. But he doesn’t, because he brews with style, tradition, and context. Munich still represents a handful of classic styles of beer to the world: dunkel, helles, doppelbock, weisse, and maîtrez being the dominant ones. These are bières de terroir if you will — hopelessly evocative of their native region, just as a Châteauau-de-la-Pape evokes the stony soils of France’s southern Rhone. If you travel north to Bamberg, you’ll find a handful of breweries making smoky, dark rauchbier, something you would never find in Munich. Travel further still and you are in Dusseldorf on the Rhine, where you can find hoppy, dark ales dominating the pubs.

Make your way back to the west coast of North America and you can find comfort in a hoppy pale Ale.

Given the options modern brewers have, and the relative lack of American brewing heritage outside of light lager, how do we craft beer with style, tradition, and context? I can brew a great saison or helles in California, but does that beer lose its context because it’s not from its traditional home? Those beers already have a home. When we brew them here, are we just borrowing someone else’s tradition? Then there is also the context in which we drink.

Bitter is not the same outside of an English pub, and kloch is just a blond ale outside of Cologne. The ritual of consumption in those cases can be just as important as the beer itself. I’ve had plenty of competent and even great American copies traditional styles, but I never find them quite as satisfying as a full of beers at the Augustiner Keller in Munich, or a hand-pulled pint of Fuller’s Chiswick bitter in London. Do we have the same context while enjoying a pint of IPA in the sun on the porch of our favorite local brewpub? How about an Anchor Steam in San Francisco?

Beer culture and local style do not happen overnight. Since a market dominated by decades of increasingly inapaid lager, we’re doing pretty well for ourselves. American IPA and hoppy beer in general seem to be our biggest contribution so far. If American craft beer has a signature flavor, it’s the
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Beer Buzz
News from around the San Diego Beer Community

Collaboration Sensation
— Green Flash recently collaborated with two different breweries. The first, with Belgium’s Brasserie St. Feuillien brewmaster Alexis Brouil, is a dark saison named Friendship Brew that will debut on draught in mid-May and in bottles in the fall. Green Flash’s collaboration with Michigan’s Founders Brewing Company, Luchtfm White IPA, will go on tap Tuesday, May 1 at the Miramar tasting room before meet-the-brewer events at Regal Beagle and Hamilton’s Tavern on May 4.
— Brandon Sieminski, brewmaster at Vista’s Iron Fist Brewing Company, was chosen as the third brewer for Stone Brewing Co.’s upcoming collaboration with Ken Schmidt, winner of the 2012 Stone March Madness Homebrew Competition. Along with Stone brewmaster Mitch Steele, they will brew Pillow Mint At The Ritz chocolate imperial stout sometime in June.
— Ballast Point’s Home Brew Mart location collaborated with Briess Malt, White Labs and Hop Union on a hoppy black steam beer in early April. Briess Malt donated the roasted Blackprinz Malt, White Labs contributed WLP1040 as the yeast strain, and Hop Union added Northern Brewer, Centennial and Crystal hops. The warm-fermented lager will be around 6% ABV, 45 IBUs, black in color, ostensibly dry-hopped, and available at both Ballast Point brewery locations as well as select locations around town the first week of May.
— Derek Freese of Monkey Paw Pub & Brewery and Adam Parker of Kniff Wine Cellars are set to work together on a unique German-style Gose beer for Kniff’s 4-year Anniversary Party at the end of June.

Mother Earth Breaks Ground
Vista’s Mother Earth Brew Co. recently broke ground on their second storefront at 204-206 Main St. in downtown Vista. The 204 address will become the new site of their homebrew store in the beginning of May, while the 206 address will house their new taproom and retail store, with a prospective grand opening sometime in June. Mother Earth’s current 2655 Talbott Rd. location will remain open as a production brewery and tasting room.

Yes, They Can
Scott Blair, owner of the East Village brewery and pub Monkey Paw, announced in April that three of his brewers Derek Freese’s beers will soon be going into 16 oz. cans, a first for any San Diego brewery. Bay Area-based mobile canning operation The Can Van will come down the week of the Craft Brewers Conference to package 100 cases each of Oatmeal Pale Ale, Sweet Georgia Brown and Rich Man’s IPA.
— Blair noted that a conversation with Firestone Walker’s David Walker was key to the move: “I was chewing on this from before we broke ground on the space in 2012 but it wasn’t till I remember speaking to Mr. David Walker from FSW about the new small pub and canning and he was very encouraging of the concept and idea and how I could do it on a small scale.” Plans for the future (a canning line, expansion) are still undecided, but Blair added, “I don’t want it to be one hit wonder so I will continue to push forward with my original plans as we look at our predicted

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Green Flash brewmaster Chuck Silva (left) mells hops with Brasserie St. Feuillien Brewmaster Alexis Brouil. Photo: Tim Stalin. StalinPhotoGraphics.com
goal but suffice to say “Brewed and Canned in San Diego, CA” will be a fact that we will have the privilege to say in a couple weeks.”

Beer Judges Wanted
Are you an employee of a professional brewery, or a BCBA-certified beer judge? The San Diego International Beer Festival and Homebrew Competition is looking for judges (and stewards, for those who aren’t experts but want to learn how the process works). Visit sdbeer.com/beerfestival and click on “entry information” on the right-hand side. Halfway down the next page you’ll see a link to apply for either position. The international beer competition is set for May 19 and the Homebrew Competition for July 1. If you’re a homebrewer and would like to enter your beer in the competition, the registration deadline is Wednesday, May 30.

New Stone Store in Oceanside
Jeff Hammel of San Diego Beer Blog reported on April 20 that Stone is planning

Continued on page 18
Cream of the Crop
Select 2010 World Beer Cup winners readily available in SD
By Jeff Hammnett

This year the Craft Brewers Conference (CBC) is taking place in San Diego, and along with it comes the World Beer Cup, an event presented by the Brewers Association that takes place every other year at the CBC to recognize the best beers in the world. It is considered by many to be the most prestigious beer competition in the world because of the sheer number of entries, with nearly 4,000 this year.

San Diego breweries are no stranger to World Beer Cup awards; Ballast Point and Port Brewing/The Lost Abbey both won the Champion Brewery and Brewer Award in the Small Brewing Company Category (along with Ogie’s San Clemente when it was headed by O’Brien’s Tom Nikkel), and in 2010 alone Alchemist, Ballast Point, Karl Strauss, Alpine Beer Co., Pizza Port and Port Brewing/The Lost Abbey all took home awards for their beers. Looking over that 2010 winners list, there are also a number of award winners from outside of San Diego that are readily available to us here.

Pass Robles’ Firestone Walker has seen quite a bit of success at the World Beer Cup, winning the Champion Brewery and Brewer Award in the Mid-Size Brewing Company Category in 2004, 2006 and 2010. In addition to this award, in 2010 they also went home with medals for their Hefeweizen, Pale 31, Extra Pale Ale, P.L. IPA, Mission St. Pale Ale (sold under the Steinhaus Brewing Co. label at Trader Joe’s store) and my personal favorite, Velvet Merkin, a roasty oatmeal stout which is now released in wide distribution as a fall/winter seasonal named Velvet Merkin. The Velvet Merkin name is reserved for the 100% barrel-aged version available only at the brewery. Remarkably, Firestone Walker took both Gold and Bronze medals in the ultra-competitive American-Style Pale Ale category with Pale 31 and Mission St. Pale Ale.

The Silver medal winner in the American-Style Pale Ale category can also be found in those Drake’s 1500 by Drake’s Brewing, a Simcoe and Centennial-hopped 5.5% ABV Pale Ale, has plenty of pine and citrus flavors and aroma, but the lower alcohol level makes it easy to drink without falling down.

The beers from Cooperstown, New York’s Ommeegang are also easily found in San Diego, including two of the three 2010 medal winners: Ommeegang Abbey, a ruby-colored Belgian-style Dubbel with plum, raisin and fig flavors, and Ommeegang Witte, an easy-drinking Belgian-style wheat beer. Ommeegang also took home a silver medal for Bière De Mars, their take on a French bière de garde style which is bottle conditioned with Brettanomyces bruxellensis. Bière De Mars isn’t as findable in San Diego, but bottles can still be found from time to time.

We got a lot of great Belgian and Belgian-style sour beers here in San Diego, so it can be easy to look past some of the more readily available beers in search of those that are more hard to come by. I’ll admit that I take Rodenbach for granted. Rodenbach, Rodenbach Grand Cru and Rodenbach Vintage are all so readily available that I foolishly look past them because they can be found at nearly any beer store with a halfway decent selection. I was reminded of just how good they are when a visiting brewer friend from Texas was shocked that the ordinary corner store that obviously didn’t put too much thought into their beer selection stocked both Grand Cru and Vintage. He told me beers from Rodenbach weren’t obtainable at all in the state of Texas. In 2010, Rodenbach won a Silver medal in the Wood-and Barrell-Aged Sour Beer category for Rodenbach Vintage.

Across the pond (remember, this is the World Beer Cup), Scotland’s BrewDog received a Gold medal in the Imperial India Pale Ale category for their Hardcore IPA, a 9.2% ABV, 150 IBU hop bomb which BrewDog claims has “more hops and bitterness than any other beer brewed in the UK.”

Our neighbors to the north in Canada took home seven total medals at the 2010 WMC, two of which went to Quebec’s Unibroue, a Bronze for sweet and tart Granny Smith apple-sembling Euphélia Apple in the Fruit Beer or Fruit Beer Category, and a Bronze in the Belgian-Style Pale Strong Ale category for La Fin du Monde, a 9% ABV Golden Ale reminiscent of Belgian Tripels. Both can be found at better beer stores and even some grocery stores in San Diego, often at prices that won’t break the bank.

In the United States Portland, Maine’s Allagash took home two medals, including a Gold in the Belgian-Style Witbier category for their flagship Allagash White, one of the craft beer juggernaut’s that seems to need no description. Up in Oregon, the second most award-winning state after California, Full Sail Session Black won a Gold medal in the Dark Lager category. Packaged in recognizable stubby 11oz bottles, this dark lager is easy to drink with just a hint of roastiness. Equally as dark as Session Black, Barney Flats Oatmeal Stout from Mendocino’s Anderson Valley won Bronze in the Oatmeal Stout category. This smooth and roasty stout is a mainstay in San Diego bottle shops, which recently started showing up in cans as well as bottles.

One of the funny things about beer competitions is that the judges can love a beer one year, and not recognize it the next time around. Luckily, all of those award winners are easily found in local bottle shops so you can try them for yourself. And, come May 5 when the 2012 World Beer Cup awards are announced, there will be a whole new set of winners, and with the amount of great beer we attract in San Diego, chances are a number of those beers will be available here as well.

Aside from West Coaster, Jeff also writes for San Diego Beer Blog at samb- egobeerblog.com, and you can follow him on twitter @SDIBeer.
MAY BEER EVENTS

EVENTS

MAY CRAFT BEER EVENT HIGHLIGHTS

The craft beer events listed on this page and on page 21 are just a fraction of the amount we have on our constantly maintained online calendar. Check out more great happenings at westcoastered.com/event-calendar, and remember that it's free and easy to submit events at your bar, brewery or bottle shop. Let the fun begin!

Monday, April 30 - Saturday, May 5
Craft Breweries Conference Local Events

Thousands of beer industry members from around the globe will descend on San Diego for the Craft Breweries Conference and World Beer Cup this year. Many of these breweries are hosting special events around town to celebrate the occasion. On May 1, the brewers of the Dogfish Head / Victory / Sienie Saison du BUFF collaboration beer (Sam Calagione, Bill Cowański and Greg Koch) will be at Stone Brewing World Bistro & Gardens for a special beer and food feast. Blind Lady Ale House will host numerous beer elite who can sample their beer (Golden Road, Masi, Avery, Odell Blues, 21st Amendment, Tallgrass, Sku, etc.) on May 2. Portland’s Deschutes Brewery is bringing their Woody (pictured below) to several venues, including Whole Foods Hillcrest on May 4 for a cooking with beer demonstration plus a grand finale at Slater’s 50/50 on May 5, complete with live music, Love Child IPA on tap and a case of Abyss 2011. See all the great events at westcoastered.com/event-calendar.

May 22 at the Green Flash tasting room followed by a panel and Q&A portion with Grayson and local industry members.

Thursday, May 3
The Bruery 4-Year Anniversary Party @ El Take It Easy
Orange County’s The Bruery is kicking off a month of celebrations with a party in North Park. Several of their beers will be paired with special dishes by The Linkery’s sister restaurant, and this is one of only ten chances to try the special anniversary ale, Tract. The Bruery will be back in North Park on May 17 at Toronado to continue the festivities, before concluding the month with a brewmaster’s dinner at Stone Brewing World Bistro & Gardens on May 29.

Saturday, May 5
AHA Big Brew Day
The American Homebrewers Association Big Brew Day is a celebration of National Homebrew Day (May 7). Last year, an estimated 6,700 people celebrated the big day at 308 sites. All homebrewers are encouraged to get together on this first Saturday in May to brew, and a world-wide toast is scheduled for noon Central Time. Typing “Big Brew Day” into Google will lead you to the AHA’s website focusing on the event, complete with Big Brew recipes, fun ideas and resources to register or find Big Brew events around town.

Saturday, May 5
Green Flash SK Charity Beer Run/Walk
All proceeds from this mixed road and trail run/walk event in Miramar benefit the Access Youth Academy, a youth enrichment program serving underserved youth from the San Diego area. Registration is $25 before the event or $35 day of, and includes a Green Flash drink voucher for all those over 21. Check-in begins at 11am and the fun kicks off at noon.

Sunday, May 6
Artisan Food & Craft Beer Festival @ Stone Brewing World Bistro & Gardens

Monday, May 14 - Sunday, May 20
American Craft Beer Week
The Brewers Association calls this “The Mother of All Beer Weeks,” and 2011 was the largest celebration yet. As of press time, nothing is set in stone for San Diego (everyone’s thinking about the Craft Brewers Conference and World Beer Cup), but county-wide events will undoubtedly crowd our online calendar for this massive week celebrating small and independent craft brewers. To learn more about ACBW, visit craftbeer.com/pages/news-and-events/american-craft-beer-week and make sure to print out a Declaration of Beer Independence for your favorite spot.

Wednesday, May 16
DrinkAbout Uptown Bar Bus Shuttle
Each month buses from Brewery Tours of San Diego take beer enthusiasts between ten bars in the up-and-coming neighborhoods of San Diego, for free! Get on the bus at Blind Lady Ale House, Small Bar, Live Wire, Torontoo, Sea Rocket Bistro, Station Tavern, Hamlinous Tavern, Rital Tavern, Tiger! Tiger! Tavern, or Bar Eleven. Visit drinkaboutbuses.com for more information.

Saturday, May 19
BeerNerdz Tasting Challenge @ The Beer Co.
Test out your beer tasting skills in this unique blind challenge. Attendees will be given a scorecard with tasting notes, brewery and beer names, alcohol content, and IBUs (bitterness scale) to help figure out what beer you’re sipping on. As of press time, Pizza Port, Rough Draft, El Cajon Brewing Co. and The Beer Co. will all have beers featured. Tickets are $10 off the normal $40 rate until May 4 and include a souvenir tasting glass.
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### BREWERIES/ BREWPUBS

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<td>The Beer Co.</td>
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### FREQUENT TAPPERS

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### EVENTS

- **2012 Real Ale Festival**: Showcased nearly 50 beer styles. Photo courtesy of Melanie Pierce.
An Interview with Marty Mendiola
Continued from Page 1

WC: Have you any advice for the new brewers just starting up?
MM: Yeast health is always an issue. I’ve been lucky here at Rock Bottom because we go through 30-35 barrels a week, so our yeast is nice and healthy with viability above 90%. But if your yeast sits around for 2 weeks and then you harvest, you may have sluggish fermentation and then off-flavors. Whenever I travel and taste other beer, I often wonder about the yeast situation. That’s why in San Diego we’re lucky to have White Labs so close, but you can’t always buy new yeast for every batch of beer, and from my experience first batches with new yeast aren’t the best because they’ll be more fruity and estery. However, it’s usually the subsequent generations that get you to the sweet spot.

The best suggestion I have for new brewers is to organize a tasting panel with people that have experienced and educated palates. Another idea is to take your beer and drink it outside of the brewery; sometimes I’ll fill up a growler of my beer and then take it somewhere else because the change in environment makes a difference in terms of taste, smells, and perception. There are also a few brewery consultants in town like Jeff Bagby and Lee Chase that can help you get a handle on things.

WC: With so many breweries in the county, will we ever reach a point of oversaturation?
MM: I think you can get oversaturated. In particular, I just don’t know how many production breweries can be sustained because there’s only so much shelf space and tap handles right now. On the other hand, the idea of brewpubs opening in neighborhoods is very appealing; with high gas prices and the risk of drinking and driving, getting beer from the brewpub down the street becomes an attractive idea. There are still neighborhoods in San Diego County that could use more places like this, such as El Cajon and La Mesa.

WC: What do you think San Diego’s brewing industry will look like in a year?
MM: I would be highly surprised if the 20+ breweries in planning all actually opened. Even if ten of those opened it would represent a significant increase. I do know that the
Brewers Guild will continue to become more organized. We’re hoping to get a paid position of Executive Director in place soon, and Coronado’s Shawn DeWitt will take over as Guild President for one year on July 1 after many years of service as Vice President.

WC: What’s been your proudest moment as Brewers Guild President?

MM: Seeing the success of San Diego Beer Week 2011. We increased revenue for the Guild dramatically; we have 10 times more money in the bank right now than we did a year ago. We saw a dramatic and measurable increase in beer tourism from 2010, because lots of people came into town for the beer and stayed in hotels.

I’m also proud of my personal development. I’ve always been a brewer, and brewers are usually in the back working, and are seldom involved in the boardroom-style business decisions or meetings. That’s been the biggest learning experience for me: learning how to get things done with a group of people. Having a meeting, working through agenda items, splitting people up into committees, et cetera.
It's All Gravy
Selecting the Right Beer for the Right Recipe
by Brandon Hernandez

Cooking with beer is more than just a trend—it’s a concrete culinary sub-section that’s evolving by leaps and bounds. This column and the recipes and techniques provided by the artisans spotlighted within are proof of that. I recently had the opportunity to hang with several of these past partners, preparing a great dish as part of a multi-course Blind Pint pairing dinner with local beer-and-food consortium, The Transcendem.

My dish for the evening was a duo of shrimp served with a bacon biscuit, brown ale gravy, chocolate stout and a plate of potatoes, which included three different beers incorporating three different beers as ingredients.

As I wrote out the recipes, I indicated the brand name of the exact beer used for each. A number of beer cookbooks go that route, while others simply list the type of beer to use (e.g. amber ale, porter, oontuals).

It occurred to me that, while providing the brand name was helpful, it failed to help the recipe’s end users understand the reasoning behind using, say, AleSmith Asil FSB versus New English Explore FSB. Both are fine beers, but quite different. As such, they will impart different flavors into any dish they are included in, making selecting the most optimal beer for the job crucial to the success of any beer-based dish.

So, what type of beer should you cook with?

The answer to the question is, “the most logical one,” and should be answered on a case-by-case basis. To help illustrate the varying items to consider when doing so, I will use the recipes from the course I served at The Transcendem event.

My dish was designed to deliver two distinctly different shrimp preparations on one plate. One of those preparations was a take on New Orleans-style barbecue shrimp, a dish that actually doesn’t involve any barbecuing. Instead, shrimp are dusted with spicy Creole seasoning and cooked in a rich, creamy gravy. My gravy recipe consists of a mixture of shrimp stock, brown ale and Worcestershire sauce that’s reduced to a syrup, then whisked to brighten the gravy and emulsified while also the shrimp cooks.

When beer, or any spirit, is boiled down, its flavors are intensified. So, if you start with a hoppy beer, you’ll end up with a reduction that’s even more bitter than what you started with. Because I was looking for a very savory, traditional gravy with a balanced, homogenized flavor profile possible with the relatively subtle and restrained body of a stout.

As it turns out, the Roguen and Young’s shrimp dishes are very similar tasting sauces. After a great deal of trial and error, I felt the Young’s based sauce more suitably seamed with the sauce as you create it, and to be a sauce that everyone can afford to splurge on:

Choice on your recipes, in cases where things are too close, why not go with the one that costs less? In this case, that was the Young’s.

With any recipe, there are many other factors to consider—availability, ABV and viscosity, to name a few—but the two that seem to come up most often are how well the flavors of the beer you select will sync with the recipe’s other ingredients and produce the overall tastes you’re working to produce, and the economical aspects. Both are important, and flavor must be paramount. That said, not everybody can afford to splurge on planking down major coins on expensive beers. The key is to weigh both out as logically possible while staying true to your vision, your taste buds and your bank account.

Creole Barbecued Shrimp in Brown Ale Gravy

Yield: 4 servings

2 Tbsp olive oil
1 1/4 cup yellow onion, chopped
2 Tbsp garlic, crushed
1 1/2 tsp salt
1 1/2 tsp Creole seasoning (such as Old Bay)
3 Tbsp bacon fat (or 1 Tbsp unsalted butter and 2 Tbsp olive oil to substitute)
2 cups heavy cream
4 large bay leaves
1 tsp Worcestershire sauce
1 cup AleSmith Caduceus Brown Ale

Heat the oil in a large saucepan over medium-high heat. Add the onion and garlic, season with salt and pepper and cook, stirring, for 1 minute. Add the bacon fat, stock, bay and Worcestershire sauce, reduce the heat to medium-low and simmer for 10 minutes. Remove from the heat and let sit for 15 minutes. Strain the stocks and blend into a small saucepan over high heat. Bring the mixture to a boil and return until it thickens to a gravy consistency. Transfer to a bowl and set aside.

Heat the bacon fat in a skillet over medium-high heat. Season the shrimp with Creole seasoning. Add the shrimp to the skillet and cook for 30 seconds on each side. Remove the shrimp from the pan and set aside. Wipe out the skillet and return it to the stovetop over medium-high heat. Add the cream and whisk in the Worcestershire reduction. Stir to mix and let simmer for 1 minute. Add the bay leaves, stock and ale and Worcestershire sauce, reduce the heat to medium-low and simmer for 10 minutes. Remove from the heat and let sit for 15 minutes. Strain the stocks and blend into a small saucepan over high heat. Bring the mixture to a boil and return until it thickens to a gravy consistency. Transfer to a bowl and set aside.

To serve, ladle a spoonful of gravy onto a plate. Place the biscuit in the center of the plate and arrange the shrimp around the biscuit, use a squeeze bottle to arrange dots of the puree around the plate and serve immediately.

Recipe courtesy Brandon Hernandez

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1 cup Worcestershire sauce
16 large shrimp, peeled and deveined with tails left on
Creole seasoning (such as Old Bay)
3 Tbsp bacon fat (or 1 Tbsp unsalted butter and 2 Tbsp olive oil to substitute)
2 cups heavy cream
4 large bay leaves
1 tsp Worcestershire sauce
1 cup AleSmith Caduceus Brown Ale

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NOTE: This recipe has been adjusted from the original portion served at The Transcendem dinner to an entire serving size.
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Brews in the News
Continued from Page 7

Jeff Match (left) and Lee Chase (right) of Blind Lady and Tiger/Tiger/Bar Hill; funny man Will Ferrell during the Cancer for College Pub Crawl April 14. Photo courtesy of Marissa Parsons, via Urbansticker.com

to open a new company store in Oceanside at 310 N Tremont St. just off the highway near Mission Avenue. Stone Media & Communications Linchpin Randy Clemens confirmed the move, and said that they are hoping for an earlysummer opening. Stone will be not brewing on-site, and the store promises not to be a “cookie-cutter copy” of the South Park location.

Cancer for College Pub Crawl
Founded in 1993 by Craig Pollard, a two-time cancer survivor, Cancer for College has provided over $1.5 million in scholarships to nearly 500 cancer survivors. On Saturday, April 14 Pollard’s good friend Will Ferrell helped lead a double-decker bus pub crawl fundraiser from Blind Lady Ale House to Live Wire Bar and Tiger/Tiger/Bar Hill; a crawl before heading back to BLAH. Between various event packages, a silent auction and the Cancer for College store with cool memorabilia signed by Ferrell, more than $45,000 was raised for the scholarship fund. View lots of photos from the event over on Blind Lady Ale House’s Facebook page, and visit cancerforcollege.org to learn more about the organization and how to donate to this great cause.

U.S. Top 50 Breweries
The Brewers Association, the not-for-profit trade group that tabulates production statistics for U.S. breweries, released its annual list of the top 50 craft and overall brewing companies in the U.S. on April 17. The results are based on 2011 beer sales volume. Paul Gatzka, director of the Brewers Association, said that “in the last 15 years, craft brewing has gone from one percent of the overall beer market to almost six percent in 2011. We attribute a large part of that growth to the many talented brewers who are providing beer lovers with more beer style and flavor choices than ever before.” Locals Stone Brewing Co. (#11) and Karl Strauss (#44) both made the top 50 craft brewing companies list. Several other California brewing companies also made it, including Sierra Nevada Brewing Co. (#2), Lagunitas Brewing Co. (#9), Anchor Brewing Co. (#22), Firestone Walker Brewing Co. (#23), HJ’s Chicago Pizza & Brewery, Inc. (#33), Bear Republic Brewing Co. (#35), Lost Coast Brewery Café (#36), North Coast Brewing Co. (#38), Gordon Biersch Brewing Co. (#40), and Anderson Valley Brewing Co. (#50).

Karl Strauss Imperial Collection
San Diego’s oldest operating craft brewery announced their “Imperial Collection” in April — Off The Rails Imperial Red, Tower 20 IPA (“amped up” versions of Red Trolley Ale and Tower 10 IPA, respectively) and newcomer Wreck Alley Imperial Stout are now all available in 22 oz. bombers year-round. “We basically doubled everything, increasing the malt, bitterness, alcohol and flavor,” says Paul Segura, Karl Strauss Brewmaster. “Our motto has always been to share good beer, but these are a few you will be tempted to keep for yourself.”

In The Works
As of press time, there are 25 breweries in the planning stages in San Diego, in addition to 50 that are currently licensed and operational. View all of them on our SD Brewing Industry Watch 2012 page at westcoastersrd/sd-brewing-industry-watch-2012

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Steakout
Continued from Page 1

-nude flavors. Bone-in ribeyes, filet mignon, and top sirloin all work particularly well.

* A beer marinade needs a minimum of 8 hours to soak in, but try not to exceed 20 hours. Marinade in an air tight bag and flip sides at least once to assure the flavors are presented uniformly. A splash of vinegar in the marinade will help to denature the steak to enhance its tenderness.

* Beers with an earthy or smoky flavor will enhance those characteristics of the meat. Flavor amber, real-forward beers over more hoppy varieties to produce caramel notes that pair well with the sear on the meat.

* Since the alcohol in the beer may cure the meat somewhat, anticipate a slightly shorter cooking time than it would ordinarly require.

The results of this technique were readily evident in my glorious 14 oz ribeye. The Oak-aged Arrogant Bastard Ale marinade rendered the cut noticeably sweeter and more tender than traditional dry preparations. It diminishes the natural flavors of the meat, but this preparation also primes the steak for pairing with beer in a way that is astounding. It will make your favorite scotch ale sing.

It’s time to man-up. SD. Go forth and eat some beer.

Finding the West Coast
Continued from Page 4

to this miraculous spice, particularly the newer varieties being grown in the Pacific Northwest (and now even San Diego County) that display pow-
erful aromatic profiles that contrast starkly with most old-world varieties. While American ale brewing is firmly rooted in the Eng-
lishe ale tradition, the use of these hops to dominate the flavor profiles of our beer has undeniably created a signature style. Cascade is the classic American hop, famously the aromatic signature of Anchor’s Liberty Ale and Sierra Nevada Pale Ale, two of the earliest hoppy pale ales brewed during the craft beer renaissance. Its spicy, resinous grapefruit aroma has driven craft brewing since it originally graced those beers in the 1970s. Newer varieties like Centennial, Amarillo, Simcoe, and Citra have pushed the original citrus profile into even bolder, fruitier territory. In a reverse of the original importation of brewing techniques and styles, European brew-
ers are now beginning to use these new American hop varieties to craft beers with an American flavor. I think there is still work to be done on crafting truly American West Coast beer, but the future is looking hoppy.

Now don’t get the wrong idea. I don’t meant to say that only beers reflecting local style are worth drinking or brewing. Beer is an inherently fragile beverage, best con-
sumed in the peak of freshness in most cases. I love being able to find a fresh, Englishstyle ale from a local brewery because when I am in the mood, I find it preferable to a likely stale, imported ale that is a shadow of itself when consumed fresh on its home turf. The best part of American brewing these days is that we can have it all. I look forward to a future where outstanding and faithful renditions of classic styles continue to be brewed alongside new and interesting beers that reflect our unique West Coast brewing style.
The Ghost of Craft Beer Future

New company, Fezzizig’s Brewing, set to open in Carlsbad

By Brandon Hernández

Many a beer lover is familiar with the name that’s fun to say at holiday parties stocked with Samuel Adams variety packs from Costco that feature its Old Fezzizig Ale. Fittingly, that brew is named after Ebenezer Scrooge’s party-throwing ex-boss from Charles Dickens’ yuletide classic, A Christmas Carol.

That character’s story will be served up to North County coastals in tandem with a new line of five beers when former English major and CSU San Marcos business school graduate, Daniel Guy, opens Fezzizig’s Brewing in Carlsbad. Fully licensed and in the home stretch of the construction process, Fezzizig’s is set to open later this month.

Originally conceived as a coming together of several homebrewers making the jump to the pro ranks, the company has morphed into Guy’s one-man show. Since coming up with the idea for Fezzizig’s two years ago, he’s done a great deal of research, conducted numerous industry interviews, volunteered at festivals, and put in brew days at Mother Earth Brew Co. and Breakwater Brewing Company to get a feel for larger scale production.

Starting out, he’ll be brewing what he refers to as “English-inspired beers with West Coast flair” on a three-and-a-half-barrel system with two three-and-a-half-barrel fermentors and a seven-barrel fermentor for double-batching his most popular beers.

“Being a So-Cal brewery, we’re influenced by all the great weather and local hop fandom, but will work to produce more balanced and drinkable beers. We love our hoppy double IPAs and barrel aged beer, but believe a great session beer has its place, especially on a lazy summer afternoon.”

Fezzizig’s lineup will feature a “Pacific-style” blonde ale Guy describes as a beautiful lambic/wormwood beer, a Citra dry-hopped session IPA, porter, pale ale and a yet-to-be-determined seasonal offering. Those will be available in the tasting room, which is located off El Camino Real near McClellan-Palomar Airport and the City of Carlsbad’s offices. The beers will also be distributed to a small number of nearby draft accounts.

“My mission is to brew the best beer possible while being a responsible member of the community, and prove how great of a small batch brewery we can be,” says Guy. “In a year, if all goes well, we plan to upgrade to a 10- to 15-barrel system, and look into bottling or canning in your two or three.”

CRAFT BEER EVENTS

3/2 WED. SIMALTZ BREWING CO TAP TAKEOVER W/ FOUNDER JEREMY COWAN 8-10PM
3/3 THU. GREAT DIVIDE YETI SESSION W/ BREWER BRYAN BULTZ 6-8PM
3/5 FRI. SIERRA NEVADA NIGHT
3/6 SAT. BEER PAIRINGS FOR BREAKFAST
3/6 SAT. CINCO DE MAYO MEXICAN FOOD PAIRINGS W/ WALISH, GREEN FLASH PALETTE WRECKER
3/7 SUN. NORTH PARK FESTIVAL OF THE ARTS
3/10 SAT. BEER NERDZ BLIND TASTING 4-6PM
3/17 SAT. BALLEST POINT SPECIALTY NIGHT W/ MYSTERY CASK 2PM-CLOSE

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Upcoming Beer Events
Continued from Page 10

light appetizers, bottled water, samples of all the beer and crackers to cleanse your palate. Visit beersneak.com for more information.

Sunday, May 20
North Park Festival of Arts
The craft beer block returns to Ohio Street this year for the 16th Annual North Park Festival of Arts. $30 admission ($35 day of) gets you twelve tastings of local beer from 11am - 6pm. Buy a $31 FM 94/9 Insider ticket online and receive a special beer brewed by Automatic Brewing Co.; the additional $1 goes to the “About the Music Fund” which supports music education in San Diego County public schools. Visit northparkfestivalofs.com for more information.

Tuesday, May 22
8th Annual Rotary Club of Del Mar Sunset Soiree
Join Ballast Point, Green Flash, Pizza Port, Stone Brewing Co. and a host of wineries and restaurants for this evening benefiting the Rotary Club of Del Mar’s efforts to support local and international service projects dedicated to improving the lives of all people. Tickets for this 5:30 - 8:30 pm event on the top level, ocean-view deck of the Del Mar Plaza are $75 cash, or $80 for $250, at delmarunited rotary.com. Appropriate cocktail attire is suggested.

Tuesday, May 29
Karl Strauss Homebrew Competition Deadline
This is your chance to brew with the pros. The winner of this homebrew competition will brew their beer on Karl Strauss’ system for release at the brewery restaurants as well as entry into the Great American Beer Festival’s Pro-Am competition. All entrants must be American Homebrewers Association members who follow the Brewers Association’s Beer Style Guidelines for up to three different beers. This is not a BJCP-sanctioned contest and no score sheets will be returned however. For more information on how to enter visit KarlStrauss.com

Wednesday, May 30
30th on 30th Bar Crawl
Every 30th of the month, 30th Street in North and South Park comes alive with food and drink specials. Find out why people come from all over to visit one of the country’s finest culinary and craft corridors. Jay Porter from The Linkery maintains a fantastic blog, 30thStreet.org, that lists each of the spots’ specials as well as links to their websites and more information.

ON THE HORIZON
Saturday, June 16
Oyster Fest SD
More than 16 beers will be available at this event benefiting Team in Training, Leukemia & Lymphoma Society and Vietnam’s Research Corporation. Tickets cost $25 for all the oysters you can eat, plus cooking demos by celebrity chefs, a “shuck & suck” competition, and an Oyster Expo to teach you all about oyster farming in California. The event goes from 11am to 7:30pm at the Marina Embarcadero North by Seaport Village, and will feature several live bands and DJs. Visit oysterfestsd.com to get your tickets.

Friday, June 22 - Sunday, June 24
SD International Festival of Beer
More than 300 beers from nearly 150 breweries worldwide will be on show at this massive sixth annual event at the Fairgrounds. Unlimited one-ounce tastings in your souvenir cup are $48 per session with Fair admission, or $35 without. Both Friday and Saturday will have two four-hour sessions, while the Sunday 1pm - 5pm session will place special emphasis on San Diego breweries. Special VIP admission is $90 for each session and includes access to a special lounge with food pairings, half-hour early admission and more. Visit sdbeerfair.com/beerfestival to learn more.

Sunday, July 8
Stone Sour Fest
Stone Brewing World Bistro & Gardens Beverage Coordinator “Thx.” Bill Syas is busy hunting down the best sour beers the world has to offer so that you can enjoy them in Escondido’s best beer garden July 8 from 11am - 4pm. Your $45 ticket includes a commemorative glass, fifteen three-ounce taster tickets and plenty of chilled water. If you really want to get into the spirit of sour, you can purchase Stone Sour Fest t-shirts to wear at the event; men’s tees are $10 and women’s are $12, but you have to pre-order them by Monday, June 18 at stoneworldbistro.com/sourfest

Saturday, August 4
BrewFest Encinitas
Mark your calendars for the second rendition of BrewFest Encinitas on August 4. Sponsored by the Encinitas Coastal Rotary Club, last year’s first-time event came just weeks after the messy cancellation of America’s Finest Beer Festival, but the dedicated organizers stepped up and put on a proper show. Two gourmet food trucks, live music and a great selection of local and regional breweries all combined for a feel-good atmosphere under the canopy of trees on the Mira Costa College San Eliso Campus on Manchester Avenue. Tickets aren’t available yet, but you can learn more about the event and the Rotary Club at brewfesteccinitas.com

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