

# MODERN Brewery Age



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## Excise tax discussion continues on the Hill

*Associated Press*—A push for new taxes on soda, beer and wine to help pay for Americans' health care is stirring up more than just the beverage industry. Advertisers, corn refiners—even addiction treatment centers—have mobilized their lobbyists, reflecting how a tax increase for a handful of popular products can reverberate broadly across Washington.

The Senate Finance Committee calls the proposed taxes "lifestyle tax proposals,"  
*(Continued on Page 8)*

## A-B launches Bud Light Golden Wheat

Anheuser-Busch has announced it is launching a wheat version of Bud Light.

The national roll-out of Bud Light Golden Wheat will take place the week of Oct. 5.

This is the second extension of Bud Light, after the successful launch of Bud Light.  
*(Continued on page 8)*

## Pittsburgh to close down

Pittsburgh Brewing Co. will close its brewery, and the owners will contract production at Latrobe Brewing Co., according to Iron City Brewing President Tim Hickman. Mr. Hickman told Pittsburgh reporters that attempting to modernize the company's Lawrenceville brewery would be too expensive. Iron City will brew its last batch of beer in Pittsburgh in late June.

## Jeffrey Coleman regains Paulaner import rights

With the dissolution of the Heineken USA Star Brands unit, the Paulaner brands will go to a new Paulaner import company headed by former Paulaner North America chief Jeff Coleman.

A number of importing companies were vying for the Paulaner rights, but the brewery decided to go with a known quantity.

PNA's Jeffrey Coleman and former PNA  
*(Continued on page 8)*



## Pabst adds artistic twist to guerrilla marketing

Murals showcasing Pabst Blue Ribbon are showing up on the walls of urban buildings around the country. The murals (like the one above, titled "Pink Elephants Go Home" by Eugene Duane of Milwaukee, WI) are based on art submitted to an annual Pabst art contest. The winning artwork is turned into murals by Colossal Media, a New York agency retained by Pabst. "We've done murals in Seattle, Boise, Grand Rapids, Kansas City, Atlanta, Minneapolis, and also we're doing some in Madison, Wis.," said Keith Abrams, account executive at Colossal Media.

In each market, Pabst gives Colossal Media a list of its best accounts, and Colossal personnel search for likely walls to paint. Colossal artists then paint the murals, using the contest winning paintings as templates. In Boise, the campaign caused some controversy, since it had not been clear to all involved that the murals would essentially be billboards for Pabst Blue Ribbon. But Boise allowed the project to proceed, with the stipulation that the murals be removed after 90 days. Keith Abrams said Colossal will be back in Boise at the end of August to remove the murals. "All of the walls except for one were already painted brick," said Abrams. "So, the one that was just bare brick will be a little bit more intensive, but we do this stuff a lot so it shouldn't be a big deal."

## Calif. AG warns MillerCoors on wholesaler agreement

The California Attorney General's office wrote a letter to MillerCoors associate general counsel Kelly Grebe last week, informing the company that certain provisions in the MillerCoors wholesaler contract are contrary to California's alcoholic beverage control licensing laws, and should be considered unenforceable.

Back in November 2008, the California ABC had notified MillerCoors that it had concerns regarding the level of control over beer distributors that the agreement gave

to the brewer. MillerCoors Counsel Grebe met with the California Attorney General's office in April, and sent a written proposal to address the AG's concerns in May. But the AG's letter of last week notes that the Attorney General considers three problems unresolved, as follows:

1. Paragraph four, which covers MillerCoors' control over the distributor's business plan.

2. Paragraph Seven, which relates to  
*(Continued on page 2)*

## California AG takes MillerCoors to task on agreement...

(continued from page 1)

MillerCoors' control over the hiring and firing of the distributor's management employees.

3. Paragraph Eight, which includes MillerCoors' assertion of the right to approve changes in the distributor's ownership.

According to the AG's office, while MillerCoors' May letter addressed these issues, it did not resolve them.

For example, in its May letter, MillerCoors referenced paragraph four, and conceded that a business plan could be jointly determined by brewer and wholesaler. However, the AG said MillerCoors has not yet amended paragraph four.

The AG's office noted this discrepancy in their letter. "This office is disappointed that MillerCoors has declined to provide a written amendment to paragraph 4 of the Agreement," California AG Edmund Brown wrote. "MillerCoors has insisted on an agreement that is uniform nationwide, and although MillerCoors apparently believes that this is administratively convenient for its own business interests, that position is inconsistent with the disparate alcoholic beverage laws in the 50 states and is contrary to the sovereignty granted to states in this area under the Twenty-first Amendment...We expect MillerCoors to act in good faith, but its refusal to provide technical amendments to bring the Agreement into conformity with California law raises our level of concern regarding the Agreement."

The AG noted that in regard to MillerCoors' approval rights regarding the selection and retention of the distributor's senior management (*paragraph seven*) MC has agreed to limit MillerCoors' rights regarding senior management to the position of "operating manager" of MillerCoors' brands; and agreed to base its rights on standards of commercial reasonableness.

"MillerCoors does not, however, go far enough," the AG wrote. "MillerCoors' ultimate right to approve the selection and retention of the distributor's management employees gives MillerCoors control of the day-to-day operations of the distributor. This conclusion is bolstered by the Distributor Standards, which MillerCoors sent out after our meeting in April, that define the term operating manager broadly and that display a far reaching intent by MillerCoors to exercise day-to-day opera-

tion of the distributor's business at MillerCoors' discretion. I also note that paragraph 7 implicates other provisions of California law unrelated to alcoholic beverage controls, including the Fair Employment and Housing Act and various provisions of the Labor Code, in that MillerCoors may be making itself an employer of such employees."

Regarding MillerCoors' rights regarding changes in ownership of the distributor as set forth in paragraph 8 of the Agreement, the AG said MillerCoors has declined to make any meaningful change to the Agreement.

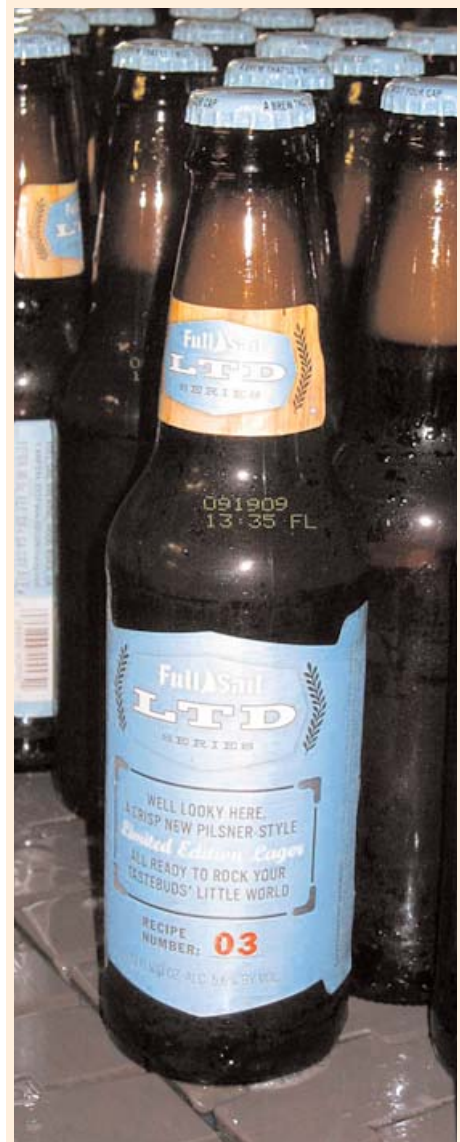
The AG noted that MillerCoors could drag out the distributorship sales process—by imposing itself between the distributor and any-third party purchaser, by reviewing a potential sale prior to the distributor having discussions with any third-party, and by possessing the option to negotiate for purchasing the business itself. MillerCoors' has also claimed right of first refusal and the right to refuse assignment of its distribution rights to any purchaser of the distributor.

The AG said that "if MillerCoors were to exercise these provisions, MillerCoors would have such far-reaching leverage over the distributor that MillerCoors would effectively control that distributor's business."

The California AG said that MillerCoors is taking too much upon itself. "MillerCoors is not licensed as a distributor, and MillerCoors is not permitted to exercise virtually unfettered control over who can own a distribution business and how that business is run day-to-day," the AG wrote. "The State of California regulates these distributors as licensees, and for MillerCoors to control such licensees, who in fact distribute non-MillerCoors products that are in direct competition with MillerCoors' own products, violates California's alcoholic beverage control laws and the spirit of openness that the People of California require of this closely regulated industry."

The AG's office said it agrees with the California ABC that paragraphs 7 and 8 of the wholesaler agreement give MillerCoors "a contractual right to exercise the privileges of a distribution licensee without actually being so licensed" and the AG has deemed those provisions to be unenforceable under California law.

(Continued on page 5)



### Full Sail releases LTD 03

LTD 03, Full Sail's small batch lager brand has been brewed, bottled and is being shipped out to wholesalers, the brewery reports.

This year's iteration is described as "an elegant pilsner" with "a spicy floral hop aroma, a malty medium body, and a smooth thirst-quenching finish." The 5.6% abv, 35 IBU pils is made with two-row malt and Sterling hops.

"Our LTD Series is a great way to offer our customers a distinctive series of small batch lager beers," says Irene Firmat, Full Sail founder and CEO. "Each LTD series beer showcases an original lager recipe and is available for a limited time only. The LTD series provides a wonderful opportunity for us to explore some of our favorite beer styles and we are thrilled at the response we have generated. Not only do our fans love this series, critics love it too. Since its release in 2007, LTD has brought home five gold medals from the World Beer Championships and one from the North American Beer Award."

LTD 03 will be sold in six-packs and on draught and will be available June through September.

## Top 20 Segment Brands, Case Sales, 4-weeks and 13 Weeks ending 5/17/09

Excerpted from IRI Data Total **US Food/Drug/Convenience**

Top 20 Beer Brands	Four wk case sales	Cs Sales % Chg YA	Cs Share Of Cat	Cs Shr of Cat chg YA	Avg Price Per Case	\$ per cs Chg YA	13-week Case Sales	13-week cs sales chg YA	13-wk Cs shr of cat
CATEGORY - BEER	95,854,900	(0.7)	100.0	0.0	\$19.37	\$0.50	291,283,300	(0.4)	100.0
BUD LIGHT	20,545,070	(4.0)	21.4	(0.7)	\$19.54	\$0.62	62,622,280	(3.3)	21.5
BUDWEISER	8,631,157	(9.6)	9.0	(0.9)	\$19.50	\$0.64	27,251,580	(8.4)	9.4
COORS LIGHT	7,107,766	2.9	7.4	0.3	\$19.18	\$0.57	21,257,650	2.9	7.3
MILLER LITE	6,826,892	(5.5)	7.1	(0.4)	\$19.07	\$0.59	20,615,240	(6.8)	7.1
NATURAL LIGHT	6,127,162	5.8	6.4	0.4	\$14.03	\$0.70	18,836,710	5.0	6.5
BUSCH LIGHT	3,811,329	4.5	4.0	0.2	\$13.73	\$0.49	11,579,710	4.1	4.0
BUSCH	3,450,525	5.7	3.6	0.2	\$13.99	\$0.42	10,667,220	5.3	3.7
CORONA EXTRA	2,924,074	(4.9)	3.1	(0.1)	\$29.11	(\$0.33)	7,800,531	(7.3)	2.7
MILLER HIGH LIFE	2,608,240	2.4	2.7	0.1	\$14.36	\$0.57	7,985,627	2.7	2.7
KEYSTONE LIGHT	2,521,348	22.3	2.6	0.5	\$13.34	\$0.63	7,529,198	17.2	2.6
NATURAL ICE	1,847,209	7.7	1.9	0.2	\$13.26	\$0.46	5,851,644	9.2	2.0
MICHELOB ULTRA LIGHT	1,588,247	(1.1)	1.7	(0.0)	\$22.53	\$0.67	4,798,693	(0.6)	1.6
HEINEKEN	1,443,059	(13.0)	1.5	(0.2)	\$31.16	\$0.70	4,477,042	(12.8)	1.5
ICEHOUSE	1,146,321	(7.9)	1.2	(0.1)	\$15.61	\$0.50	3,650,166	(6.3)	1.3
BUD LIGHT LIME	1,078,949	101.5	1.1	0.6	\$25.65	(\$0.63)	2,894,226	440.1	1.0
BUD ICE	1,006,488	38.3	1.1	0.3	\$15.65	(\$1.03)	2,932,735	32.8	1.0
MILWAUKEES BEST LIGHT	919,580	(11.4)	1.0	(0.1)	\$12.37	\$0.57	2,915,387	(11.9)	1.0
MILLER GENUINE DRAFT	855,177	(17.4)	0.9	(0.2)	\$18.89	\$0.69	2,597,823	(17.3)	0.9
TECATE	828,589	(1.7)	0.9	(0.0)	\$19.39	\$0.68	2,382,607	2.3	0.8
MODELO ESPECIAL	799,502	19.2	0.8	0.1	\$26.00	(\$0.57)	2,254,445	21.1	0.8

Top 20 Premium Brands	Four wk case sales	Cs Sales % Chg YA	Cs Share Of Cat	Cs Shr of Cat chg YA	Avg Price Per Case	\$ per cs Chg YA	13-week Case Sales	13-week cs sales chg YA	13-wk Cs shr of cat
DOMESTIC PREMIUM	47,489,320	(3.0)	100.0	0.0	\$19.33	\$0.59	144,970,800	(2.7)	100.0
BUD LIGHT	20,545,070	(4.0)	43.3	(0.4)	\$19.54	\$0.62	62,622,280	(3.3)	43.2
BUDWEISER	8,631,157	(9.6)	18.2	(1.3)	\$19.50	\$0.64	27,251,580	(8.4)	18.8
COORS LIGHT	7,107,766	2.9	15.0	0.9	\$19.18	\$0.57	21,257,650	2.9	14.7
MILLER LITE	6,826,892	(5.5)	14.4	(0.4)	\$19.07	\$0.59	20,615,240	(6.8)	14.2
BUD ICE	1,006,488	38.3	2.1	0.6	\$15.65	(\$1.03)	2,932,735	32.8	2.0
MILLER GENUINE DRAFT	855,177	(17.4)	1.8	(0.3)	\$18.89	\$0.69	2,597,823	(17.3)	1.8
BUDWEISER SELECT	691,122	(12.9)	1.5	(0.2)	\$19.28	\$0.52	2,171,905	(10.1)	1.5
COORS	574,081	1.2	1.2	0.1	\$18.57	\$0.58	1,752,411	2.2	1.2
MILLER GENUINE DRAFT LIGHT	462,743	240.2	1.0	0.7	\$19.58	\$2.42	1,322,681	265.1	0.9
YUENGLING TRAD LAGER	460,885	24.4	1.0	0.2	\$21.00	\$0.79	1,428,407	25.9	1.0
MICHELOB GOLDEN DRAFT LT	90,046	(12.2)	0.2	(0.0)	\$18.38	\$0.76	255,286	(10.3)	0.2
BUDWEISER AMERICAN ALE	79,816	0.2	0.2		\$26.87		275,247	0.2	
YUENGLING LIGHT LAGER	52,466	52.8	0.1	0.0	\$21.35	\$1.09	155,529	42.5	0.1
YUENGLING BLACK AND TAN	45,955	24.0	0.1	0.0	\$21.48	\$1.05	149,400	21.9	0.1
BUD ICE LIGHT	22,498	(11.1)	0.0	(0.0)	\$18.11	(\$0.28)	70,290	(15.1)	0.0
LEINENKUGEL	19,065	(9.4)	0.0	(0.0)	\$15.57	\$0.74	56,751	(1.8)	0.0
LEINENKUGEL LIGHT	4,436	(10.5)	0.0	(0.0)	\$13.14	\$0.47	12,302	(9.7)	0.0
MICHELOB GOLDEN DRAFT	3,585	(7.1)	0.0	(0.0)	\$16.90	\$1.06	11,010	1.6	0.0
GRAIN BELT PREMIUM	3,293	15.7	0.0	0.0	\$19.95	\$0.39	9,841	31.5	0.0
BUDWEISER ASSORTED	3,009	(23.3)	0.0	(0.0)	\$19.73	\$1.33	11,620	(27.6)	0.0

Top 20 Sub Premium	Four wk case sales	Cs Sales % Chg YA	Cs Share Of Cat	Cs Shr of Cat chg YA	Avg Price Per Case	\$ per cs Chg YA	13-week Case Sales	13-week cs sales chg YA	13-wk Cs shr of cat
DOMESTIC SUB-PREMIUM	26,450,620	3.8	100.0	0.0	\$13.80	\$0.60	81,400,460	3.0	100.0
NATURAL LIGHT	6,127,162	5.8	23.6	0.6	\$14.03	\$0.70	18,836,710	5.0	23.5
BUSCH LIGHT	3,811,329	4.5	14.3	(0.0)	\$13.73	\$0.49	11,579,710	4.1	14.2
BUSCH	3,450,525	5.7	13.2	0.1	\$13.99	\$0.42	10,667,220	5.3	13.3
MILLER HIGH LIFE	2,608,240	2.4	10.3	(0.2)	\$14.36	\$0.57	7,985,627	2.7	10.2
KEYSTONE LIGHT	2,521,348	22.3	9.2	1.4	\$13.34	\$0.63	7,529,198	17.2	8.9
NATURAL ICE	1,847,209	7.7	6.7	0.2	\$13.26	\$0.46	5,851,644	9.2	6.9
ICEHOUSE	1,146,321	(7.9)	4.9	(0.7)	\$15.61	\$0.50	3,650,166	(6.3)	5.1
MILWAUKEES BEST LIGHT	919,580	(11.4)	3.1	(0.5)	\$12.37	\$0.57	2,915,387	(11.9)	3.2
PABST BLUE RIBBON	794,832	16.4	3.2	0.4	\$14.83	\$0.81	2,372,791	18.8	3.1
MILWAUKEES BEST ICE	742,206	0.2	2.5	(0.1)	\$12.31	\$0.60	2,262,293	(7.0)	2.5
MILWAUKEES BEST	622,490	(12.6)	2.2	(0.4)	\$12.69	\$0.69	2,000,181	(12.2)	2.3
MILLER HIGH LIFE LIGHT	308,839	(2.5)	1.1	(0.1)	\$12.94	\$0.39	928,840	(4.1)	1.1
OLD MILWAUKEE	262,504	(18.5)	0.9	(0.2)	\$12.98	\$0.81	813,380	(18.3)	0.9
KEYSTONE ICE	247,543	38.7	0.8	0.2	\$12.18	\$0.36	757,481	37.6	0.8
OLD MILWAUKEE LIGHT	112,937	(33.6)	0.4	(0.2)	\$12.43	\$1.30	349,415	(25.7)	0.4
BUSCH ICE	97,466	(2.4)	0.4	(0.0)	\$13.22	\$0.62	296,353	(3.8)	0.4
RED DOG	74,413	(28.0)	0.3	(0.1)	\$13.15	\$0.51	241,225	(28.1)	0.3
LONE STAR	74,350	15.2	0.3	0.0	\$16.14	\$0.46	231,544	11.9	0.3
HAMMS	72,517	(5.8)	0.3	(0.0)	\$13.20	\$1.02	224,126	(14.3)	0.3
BUD DRY	70,332	(5.5)	0.3	(0.0)	\$15.02	\$0.27	222,574	(5.4)	0.3

Excerpted from IRI Monthly **Food/Drug/Convenience Data**

# Top 20 Segment Brands, Case Sales, 4-weeks and 13 Weeks ending 5/17/09

Excerpted from IRI Data Total **US Food/Drug/Convenience**

Top 20 Imports	Four wk case sales	Cs Sales % Chg YA	Cs Share Of Cat	Cs Shr of Cat chg YA	Avg Price \$ per cs Per Case	\$ per cs Chg YA	13-week Case Sales	13-week cs sales chg YA	13-wk Cs shr of cat
IMPORT	9,998,226	(3.1)	100.0	0.0	\$27.61	\$0.09	28,831,310	(3.9)	100.0
CORONA EXTRA	2,924,074	(4.9)	29.2	(0.6)	\$29.11	(\$0.33)	7,800,531	(7.3)	27.1
HEINEKEN	1,443,059	(13.0)	14.4	(1.6)	\$31.16	\$0.70	4,477,042	(12.8)	15.5
TECATE	828,589	(1.7)	8.3	0.1	\$19.39	\$0.68	2,382,607	2.3	8.3
MODELO ESPECIAL	799,502	19.2	8.0	1.5	\$26.00	(\$0.57)	2,254,445	21.1	7.8
CORONA LIGHT	564,732	0.9	5.6	0.2	\$28.06	(\$0.27)	1,392,229	(0.8)	4.8
LABATT BLUE	343,006	(0.6)	3.4	0.1	\$19.32	\$0.39	1,005,394	(2.4)	3.5
DOS EQUIS XX LAGER	272,986	35.5	2.7	0.8	\$27.65	(\$0.33)	679,473	23.9	2.4
LABATT BLUE LIGHT	255,680	11.5	2.6	0.3	\$18.54	\$0.48	714,248	7.7	2.5
HEINEKEN PREMIUM LIGHT	235,758	(18.0)	2.4	(0.4)	\$30.74	\$0.88	719,686	(14.7)	2.5
PACIFICO	185,692	(4.0)	1.9	(0.0)	\$27.57	\$0.55	479,117	(2.1)	1.7
STELLA ARTOIS LAGER	161,038	17.9	1.6	0.3	\$35.76	\$1.57	496,769	21.0	1.7
FOSTERS LAGER	159,517	(2.9)	1.6	0.0	\$24.55	(\$0.10)	479,545	(7.3)	1.7
NEWCASTLE BROWN ALE	158,963	(14.8)	1.6	(0.2)	\$33.49	\$1.31	521,917	(9.0)	1.8
BECKS	147,207	(6.4)	1.5	(0.1)	\$28.89	\$0.67	464,879	(5.7)	1.6
MOLSON CANADIAN	102,912	0.2	1.0	0.0	\$20.06	\$0.95	291,824	(5.3)	1.0
RED STRIPE	100,538	(6.8)	1.0	(0.0)	\$30.34	\$1.03	285,487	(4.8)	1.0
GUINNESS DRAUGHT	100,037	(3.3)	1.0	(0.0)	\$36.06	\$1.45	532,954	(1.6)	1.8
AMSTEL LIGHT	93,971	(14.7)	0.9	(0.1)	\$30.23	\$0.65	288,678	(16.4)	1.0
NEGRA MODELO	84,328	(3.2)	0.8	(0.0)	\$29.53	(\$0.27)	225,187	(4.0)	0.8
DOS EQUIS XX AMBER LAGER	82,462	11.8	0.8	0.1	\$27.04	(\$0.69)	183,705	1.5	0.6

Top 20 Craft Brands	Four wk case sales	Cs Sales % Chg YA	Cs Share Of Cat	Cs Shr of Cat chg YA	Avg Price \$ per cs Per Case	\$ per cs Chg YA	13-week Case Sales	13-week cs sales chg YA	13-wk Cs shr of cat
CRAFT	2,228,430	8.6	100.0	0.0	\$31.17	\$1.01	6,737,244	7.0	100.0
SIERRA NEVADA PALE ALE	193,253	0.5	8.7	(0.7)	\$32.26	\$0.71	606,720	(1.6)	9.0
SAM ADAMS BOSTON LAGER	164,303	(0.9)	7.4	(0.7)	\$30.86	\$0.96	524,358	(4.9)	7.8
SHINER BOCK	119,840	10.5	5.4	0.1	\$27.46	\$0.55	376,095	6.2	5.6
SAMUEL ADAMS SEASONAL	113,977	(0.3)	5.1	(0.5)	\$30.31	\$0.42	294,035	(1.3)	4.4
NEW BELGIUM FAT TIRE	113,251	19.4	5.1	0.5	\$32.97	\$1.28	342,030	14.1	5.1
WIDMER HEFEWEIZEN	58,433	(9.3)	2.6	(0.5)	\$30.80	\$1.30	186,307	(8.4)	2.8
SAMUEL ADAMS LIGHT	44,694	(16.5)	2.0	(0.6)	\$30.46	\$0.78	148,184	(17.8)	2.2
SAMUEL ADAMS VARIETY PACK	39,799	24.4	1.8	0.2	\$29.40	\$0.48	121,898	14.0	1.8
SIERRA NEVADA SEASONAL	36,728	(25.2)	1.6	(0.7)	\$31.82	\$4.86	108,340	6.4	1.6
REDHOOK LONG HAMMER IPA	33,631	(6.4)	1.5	(0.2)	\$30.68	\$2.55	109,357	0.8	1.6
DESCHUTES MIRROR POND	33,120	(10.0)	1.5	(0.3)	\$30.75	\$1.17	112,284	2.4	1.7
REDHOOK ESB	32,821	(9.3)	1.5	(0.3)	\$29.41	\$0.51	102,214	(15.9)	1.5
PYRAMID HEFE WEIZEN ALE	31,730	(9.1)	1.4	(0.3)	\$29.90	\$0.70	104,113	(2.3)	1.5
PYRAMID THUNDERHEAD IPA	27,051	145.3	1.2	0.7	\$23.52	(\$5.47)	79,228	75.2	1.2
MAGIC HAT NO 9 ALE	22,356	31.9	1.0	0.2	\$33.47	\$1.57	67,391	42.9	1.0
DESCHUTES BLACK BUTTE	20,987	10.1	0.9	0.0	\$29.50	(\$0.49)	60,986	2.2	0.9
ALASKAN AMBER	20,672	(21.8)	0.9	(0.4)	\$30.60	\$1.11	63,699	(9.6)	0.9
NEW GLARUS ASSORTED	20,532	25.1	0.9	0.1	\$31.64	\$1.87	57,060	12.7	0.8
BRIDGEPORT INDIA PALE ALE	19,100	(0.2)	0.9	(0.1)	\$29.25	\$0.38	55,177	3.3	0.8
BOULEVARD WHEAT	18,644	6.2	0.8	(0.0)	\$28.41	\$0.44	56,495	10.5	0.8

Top 20 Malt Liquor	Four wk case sales	Cs Sales % Chg YA	Cs Share Of Cat	Cs Shr of Cat chg YA	Avg Price \$ per cs Per Case	\$ per cs Chg YA	13-week Case Sales	13-week cs sales chg YA	13-wk Cs shr of cat
DOMESTIC MALT LIQUOR	2,470,282	0.5	100.0	0.0	\$15.29	\$0.57	7,857,083	(0.3)	100.0
STEEL RESERVE HIGH GRAVITY	738,053	(3.1)	29.9	(1.1)	\$15.78	\$0.66	2,371,966	(4.0)	30.2
KING COBRA	313,468	3.2	12.7	0.3	\$12.82	\$0.63	991,826	2.7	12.6
OLDE ENGLISH 800 ML	283,086	5.0	11.5	0.5	\$15.34	\$0.08	874,027	0.8	11.1
HURRICANE HIGH GRAVITY	249,820	35.0	10.1	2.6	\$14.37	\$0.12	802,197	34.1	10.2
MICKEYS MALT LIQUOR	208,586	2.3	8.4	0.1	\$19.12	\$0.74	671,987	3.5	8.6
COLT 45 MALT LIQUOR	193,003	(10.8)	7.8	(1.0)	\$15.48	\$0.93	625,792	(9.5)	8.0
SCHLITZ MALT LIQUOR	127,771	(17.3)	5.2	(1.1)	\$15.01	\$0.52	403,225	(17.5)	5.1
HURRICANE MALT LIQUOR	99,400	8.1	4.0	0.3	\$12.47	\$0.69	310,974	9.3	4.0
STEEL RSRVE TRIPLE EXPORT	63,512	(13.3)	2.6	(0.4)	\$16.52	\$0.93	187,914	(16.0)	2.4
MAGNUM	58,212	(22.1)	2.4	(0.7)	\$12.33	\$1.09	178,965	(23.3)	2.3
OLDE ENGLISH HG800	36,967	25.3	1.5	0.3	\$16.29	(\$0.32)	131,866	32.4	1.7
SCHLITZ HIGH GRAVITY LAGER	28,675	557.7	1.2	1.0	\$16.78	(\$0.10)	83,799	616.7	1.1
MICKEYS ICE ALE	13,522	4.4	0.5	0.0	\$16.89	\$0.73	41,065	(1.5)	0.5
CAMO BLACK ICE	9,696	(1.2)	0.4	(0.0)	\$18.39	\$1.04	30,832	(8.5)	0.4
BULL ICE	9,537	(34.1)	0.4	(0.2)	\$16.42	\$0.40	30,646	(34.3)	0.4
CAMO SILVER ICE	9,468	(31.8)	0.4	(0.2)	\$18.28	\$0.86	30,954	(38.9)	0.4
COUNTRY CLUB MALT LIQUOR	7,099	(27.9)	0.3	(0.1)	\$13.19	\$1.29	25,711	(14.0)	0.3
ST IDES MALT LIQUOR	4,646	17.4	0.2	0.0	\$16.33	\$0.72	14,149	2.2	0.2
COLT 45 DOUBLE MALT LIQUOR	1,768	(11.4)	0.1	(0.0)	\$18.02	\$1.25	5,339	(10.3)	0.1
SILVER THUNDER ML	1,646	17.1	0.1	0.0	\$12.30	\$0.52	5,304	15.8	0.1

Excerpted from IRI Monthly **Food/Drug/Convenience Data**

## CA AG takes MC to task

(Continued from page 1)

"Similarly, we would also deem paragraph 4 to be unenforceable should it be exercised as written in the Agreement," the AG's letter added.

"Given that these provisions are unenforceable," the AG's letter concluded, "a distributor will not be in violation of section 23300 merely by entering into the Agreement. If MillerCoors were to enforce paragraphs 7 or 8 of the Agreement, as it maintains it has a right to do, or paragraph 4 in a manner other than as stated in your May 8th letter, we will review that action and take whatever steps are appropriate under California law. Such review would include, but not be limited to, unlawful business practices...and California laws relating to anti-trust and franchising. This office has a particular concern that the coercive effect of this Agreement, which gives MillerCoors a high level of control over the distributors' businesses and operations, could ultimately result in a detrimental impact upon competition in this industry, particularly as to small and craft breweries, and we intend to monitor that issue closely."

The California Beer and Beverage Distributors applauded the AG's action.

"The California Attorney General's decision...upholds transparency and accountability in our state's alcohol licensing laws," said CBBB President Victoria Horton. "This decision prevents contractual control of any tier of the industry by another tier of the industry. The decision is rooted in the fundamentals of the 21st Amendment which led to the adoption of the three-tier system and is embedded in California's alcohol beverage laws."

Horton added, "CBBB intends to encourage our members to fully comply with the Attorney General's ruling. It is our hope that MillerCoors will also respect the Attorney General's decision and revise its Distributor Agreement to conform to California law and to immediately cease and desist from seeking to have its Agreement executed in its current form by any California distributor."

Ms. Horton noted that the California Attorney General and Department of Alcoholic Beverage Control is now aligned with state regulators and law enforcement officials in Nevada, Michigan, and Virginia who have reached similar conclusions.



## Crown Imports hosts "Corona Cares" event for kid's hospital

Crown Imports Chicago-based corporate employees toasted with Corona at the recent 'Corona Cares' fundraiser in Chicago. Four local accounts—Emerald Loop, The State, Timothy O'Toole's and Halligan's—hosted the event, which generated donations for Children's Memorial Hospital. "The 'Corona Cares' program, which kicks off during the Cinco de Mayo selling season, was initiated in 2005 by Crown Imports and local wholesalers to benefit sick kids and their families at Children's Memorial Hospital," noted Emily Reynolds of Crown LLC. "Total donations for the life of the program have exceeded \$50,000. Crown provides all of the necessary tools to Chicagoland-area wholesalers including, 'Corona Cares' paper limes that are sold in retail accounts, customized pennant strings, and a graphics CD for use in creating banners and posters. The money raised through the program is used for a variety of purposes including, helping fund care for the most critically ill kids, pediatric research, as well as programs that support hospitalized children and their families emotionally, socially and developmentally." Founded in 1882, Children's Memorial Hospital was ranked as one of the top pediatric hospitals in the country by *U.S. News & World Report*.

## A-B joins with U of Tennessee on barley-growing project

Scientists with the University of Tennessee's Ag Research Center report that they have teamed with Anheuser-Busch to grow experimental barley crops.

Researcher Dr. Chris Main told Tennessee's WREG that barley "could provide the Tennessee grower an alternative winter crop that can be quite profitable."

While Midwestern barley is planted in spring and harvested in fall, in Tennessee, barley is planted in fall and harvested in spring.

"What that does for a brewery is evens out the supply of barley throughout the entire year," Main said, "and it allows them

to diversify their production region, so if they have problems up in the mid-west, they can get some production in the south."

In fall 2008, the experimental crop was planted, totaling eight varieties. Now, in late spring, it's ready to be harvested.

The new crop would also give benefits to Tennessee farmers, Main told WREG. "We've had excellent yields. This barley will yield just as well as wheat. What's really attractive for the Tennessee producer is it matures anywhere from two to three weeks earlier than the wheat we plant."

UT's Ag center has been working with A-B for two years on the project.

## Michelob takes medals at North American beer awards

Michelob Brewing Co. reports it won four medals at the recent North American Beer Awards. Michelob Original Lager took a gold in the American premium lager category, Michelob Dunkel Weisse took gold in

the dunkel weisse category, and Michelob AmberBock won a silver and bronze in two different categories. The beers were recognized by panels of expert judges during a ceremony on June 5 in Idaho Falls, Idaho.

# WEEKLY MARKETPLACE



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# Modern Brewery Age

**Editorial:** (203) 216-7488

**E-Mail:** [pete@breweryage.com](mailto:pete@breweryage.com)

**Web-site** at [www.breweryage.com](http://www.breweryage.com)

**EDITORIAL STAFF**

**Editor** Peter V.K. Reid

**Contributing Editor** Gregg Glaser

**PRODUCTION**

**Graphic Artist:** Pete Reid

**ADVERTISING**

**Ad Manager:** Diane Apicelli

[Advertising@breweryage.com](mailto:Advertising@breweryage.com)

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## Wholesaler Events

**June 24-28**—Virginia Beer & Wine Wholesalers' Associations. 20th Annual Joint Convention at the Ritz-Carlton, Amelia Island, Florida. For more information, contact Shelley Gravatt at (804) 783-2655 ([SGravatt1@aol.com](mailto:SGravatt1@aol.com)).

**September 22-25**—The National Beer Wholesalers Association Annual Convention and Bi-Annual Trade Show. Caesar's Palace, Las Vegas, NV.

**October 12-13**—The Associated Beer Distributors of Illinois' Annual Convention, Jumer's Hotel & Casino in Rock Island, Illinois. Contact: Carol Z. Shirley, vp admin, Tel: 217-528-4371 or e-mail to: [carol.shirley@abdi.org](mailto:carol.shirley@abdi.org)

**November 11-13**—California Beer & Beverage Distributors 62nd Annual Convention at the Estancia LaJolla Hotel and Spa in LaJolla, California. For more information contact Rhonda Stevenson at 800-952-8308.

**Note:** Send meeting information to [press@breweryage.com](mailto:press@breweryage.com)

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# Brew Notes: Five Mug picks of the week

Notes from the tasting panel for Modern Brewery Age, by Pete Reid, editor of *Modern Brewery Age*; with regulars Gregg Glaser, editor of *Yankee Brew News*, and Tom Conti and Robert Lachman of the YBN tasting panel. Joining us each week is a rotating cast of tasters, to include Dr. Steve Victor, formerly of Yale University; Lt. Commander Von Bair, USN, ret.; expat-Briton Gerry Nicholls, graphic designer Phil Simpson, videographer Paul Lin; Greg Zannella, field sales director for Northeast Beverage of Orange, CT; Michael Anstendig, a writer for *New York Magazine* on-line; Marty Juliano, Northeast rep for the Sierra Nevada Brewing Co., and Frank Fermio, brewer at the John Harvard's Brewhouse in Manchester, CT. Samples for tasting should be sent to Modern Brewery Age LLC, 44 Indian Valley Road, Weston, CT 06883.



## Sierra Nevada Kellerweis Sierra Nevada Brewing Chico, CA

This week, we profile three superb beers that are out right now.

The first of the three, Sierra Nevada Kellerweis, was released by the brewery June 1st, and should be available throughout the country by mid-June.

The Sierra Nevada brewers traveled to Bavaria to perfect this one, visiting a number of classic hefeweizen producers, and deciding that open fermentation was the key to getting the most out of the yeast. It was an inspired decision, and resulted in a hefeweizen that can stand with the very best of the Germans. (The next step might be to offer it in a bigger bottle, so it can stand beside the Germans on the shelf as well).

"Banana jumps out at you, then the clove hits," Gregg Glaser said. "Fruitiness comes through in the flavor too, but it's dry at the finish." "Sharp and dry for the style," said Von Bair.

"With some German hefes the banana can be cloying, this is not," said Dr. Steve Victor.

"Great creamy effervescence," said Greg Zannella. "Tastes fresher than most of the German stuff you get."

"Reminds me of the Franziskaner version," said Phil Simpson, "it's a really nice hefe."

"Not overly sweet," said Tom

Conti. "All the flavor you want in a hefe, but still dry and refreshing." "Sierra really tagged it," said Gregg Glaser.

## Batemans XXXB Bateman & Son, Ltd. Wainfleet, England (Imported by SBS, Seattle)

Some English ales have a subtle complexity that can be lost once they make their way to this side of the Atlantic. But Batemans Triple XB is a rich, full bodied ESB robust enough to make the trip.

The 5% abv ale is rich with biscuity malt and subtle fruit and spice from the hops.

"Nice malty sweet nose, good body," said Greg Zannella.

"Biscuity aroma," Gregg Glaser agreed, "some roast in the flavor, and more hop finish and bite than in some comparable English ales. A lot more assertive than you might expect."

"Like a pale ale," said Marty Juliano, "The English don't go for a lot of hop flavor, but I like this. Bass is too bland, but this has a great flavor profile, a really nice English ale."

"Hop aroma is pretty subtle," said Robert Lachman, "It's got enough hop bitterness, but bitterness from the boil and not finishing hops."

"Lovely malt character, rich and biscuity, with a bit of toffee or caramel," said Pete Reid. "The hops accent rather than dominate."

"I'd love to try this on cask," commented Greg Zannella.

## Terrapin 90 Shelling Terrapin Brewing Co. Athens, GA

A Terrapin Brewing Co. Side Project or limited edition beer, this one is a Scotch Ale. But as one can tell from the "90 Shelling" twist on the 90 Shilling name, this is a Scotch Ale as seen through the Terrapin prism, and probably the better for it. Where Scotch Ales can be cloyingly sweet, Terrapin has created a lush, layered malt wonderland.

With its deep dark color, complex malt nose, and luscious mouthfeel, this is a Scotch Ale you can drink. Several of our tasters said it was the best Scotch Ale they ever had.

"Great deep color," said Gregg Glaser, "this is a dark, dark ale." "Strong grainy, roasty nose," said Von Bair. "I would expect it to be sweeter. I like it so much better than Scotch Ale."

"So malty!," said Greg Zannella. "Real chewy mouthfeel, I like it." "Nice chocolatey nose," said Marty Juliano. "There's a little hop, it's almost hoppy for a Scotch Ale. With that and that great chocolate character, that's a nice, nice beer."

"Like a rich dark bread, with chocolate, caramel and even some dark fruit," said Pete Reid.

"The malt is so well handled." "This is delightful," said Dr. Steve Victor. "I'm amazed they are brewing this in Georgia this time of year, this would be a wonderful beer for the cold weather up here in New England."

## Excise tax discussions continuing on Capitol Hill...

(Continued from page 5)

saying the levies would slow sales of products that contribute to rising medical costs.

Health care providers have weighed in quietly. The American Hospital Association has voiced support for "tax incentives on lifestyle-related choices," while the American Medical Association backs raising alcohol levies but has been silent on taxing sweetened drinks.

Soft drink and alcohol lobbyists have snapped into action, though so far their campaigns have also been quiet.

Their low-key approach is due partly to committee leaders' warnings to refrain from public attacks or be accused of sabotaging health care overhaul. They've also held back because they have faced only modest lobbying from tax proponents, and because they think the proposal may prove so unpopular that it ultimately won't threaten their businesses.

"They don't want to call attention to a quietly smoldering fire," said Rogan Kersh, an associate dean at the Wagner School of Public Service at New York University.

Besides alcohol, drinks with sugar, high fructose corn syrup and similar sweeteners would be targeted, though diet drinks with artificial sweeteners would not.

The American Beverage Association, representing makers of sodas, sports drinks and similar products, has been among the most active foes. "Dangerous

Tax Threat Looms on Capitol Hill," the beverage association's Website warns, urging the industry's 220,000 employees to e-mail Congress.

Many alcohol industry trade groups declined to discuss the Finance committee proposal. The Wine Institute, representing California vintners, provided one paragraph saying the tax would cost jobs, raise prices and single out a drink that is "part of a healthy diet and lifestyle for millions of Americans."

The Distilled Spirits Council of the United States has a Web site called "Stop Hospitality Taxes." It lets viewers automatically send e-mail opposing the tax to members of Congress.

Many policy watchers say the tax proposals face an uphill climb.

Previous efforts to raise soft drink levies have failed in the states. Maine voters rejected a soft drink tax last November and New York Gov. David Paterson dropped a proposed tax on sodas earlier this year. Several senators on the Finance committee, including top Republican Charles Grassley of Iowa, have said they oppose the proposal.

"Before you tax Joe Six-Pack on his beer and Joe Junior on his soda pop, people are going to say, 'Can't you go out and find some savings from'" the health care system, said one committee member, Sen. Ron Wyden, D-Ore.

## A-B to introduce Bud Light Golden Wheat in Oct.

(Continued from page 1)

Light Lime last year.

The development of Bud Light Golden Wheat began about two years ago, A-B brewers said, within the St. Louis Research Pilot Brewery. The beer is made with wheat malt and is flavored with orange and coriander. It is unfiltered, and contains 118

calories and 4.1% alcohol by volume.

"We're trying keep it in the franchise of Bud Light but certainly give it its own look," v.p. marketing Keith Levy said. "We're not trying to out-craft craft."

Mr. Levy said the company would spend about around \$30 million on the launch, with TV, print, online and other media.

## New Paulaner USA importer to be formed

(Continued from page 1)

CFO Colleen Mackey will resume their management roles within the new importer, which will be called Paulaner HP USA. New to the company will be Patrick Magallanes as chief marketing officer.

The brewer said Paulaner HP USA will represent Paulaner and Hacker-Pschorr "plus a prestigious group of international specialty brewers, fine wines and spirits."

Mr. Coleman currently heads Distinguished Brands International, which represents brands including Fuller's and Erdinger. It is not clear if those brands will join the Paulaner HP portfolio.

Mr. Coleman said promotional programs for the balance of 2009 will be sent out in the coming weeks, and orders are being taken for this year's Paulaner and Hacker-Pschorr Oktoberfest beers.



## New Hooker Watermelon Ale

Thomas Hooker Brewing of Bloomfield, CT, has added a summer seasonal Watermelon Ale to their portfolio.

The brand is described as "a light ale with a big Watermelon nose and smooth finish with only a touch of sweetness."

The brand just received high praise in *Playboy* Magazine as "the best summer craft beer."

"Our Hooker Watermelon Ale is sure to please a variety of palates lending itself to being the perfect summer treat," brewery owner Curt Cameron said. "The tag line 'Strangely Refreshing' fits the brew perfectly. It's fun to watch folks try it for the first time, their reactions typically start with a curious face and end in a smile and a nod... 'Wow, that's great. It smells like a Jolly Rancher, but tastes like a beer.'"

This year the brand will be available in both on draught and in 12-ounce bottles. Mr. Cameron said Thomas Hooker Watermelon Ale will be available May through September.

# St Louis, City of Beer

*Special to Modern Brewery Age,  
By Gregg Glaser*

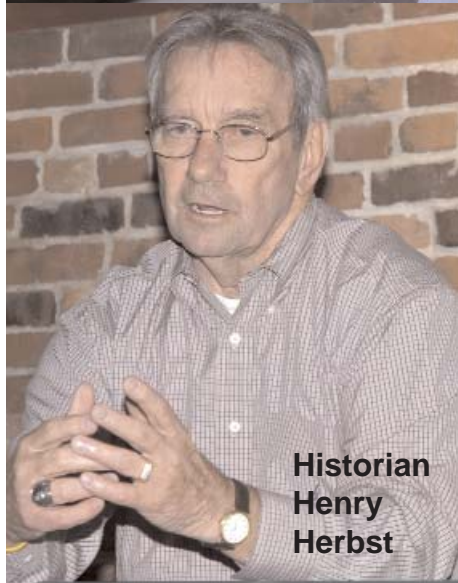
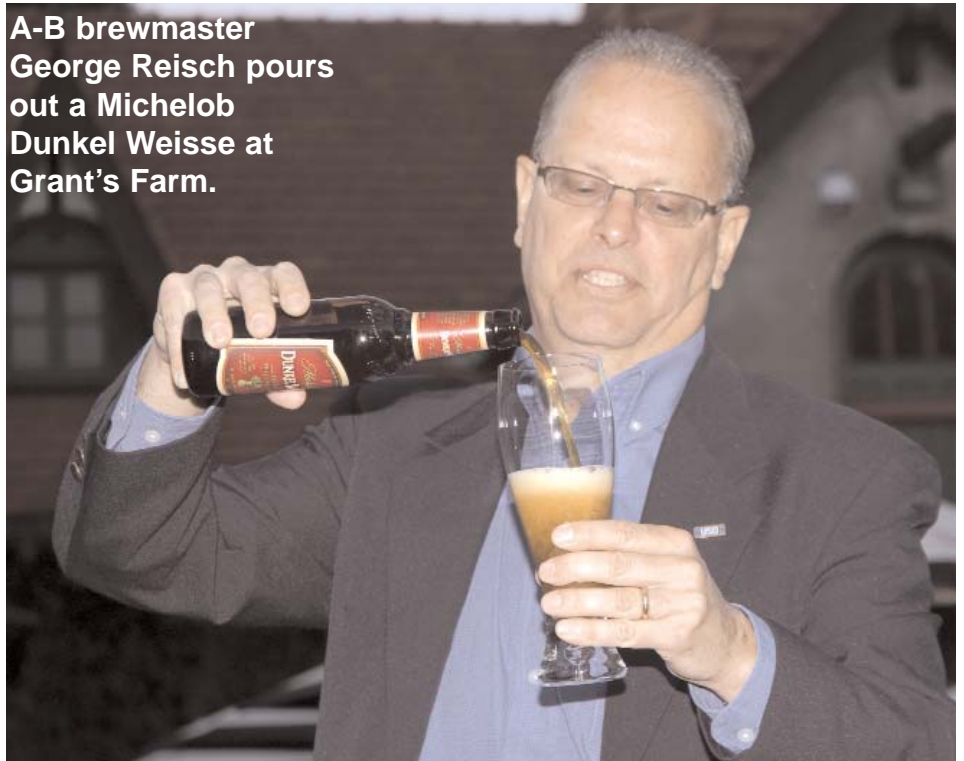
**T**he third annual St. Louis Brewers Heritage Festival took place in the city's huge Forest Park on June 5 and 6, as the culmination of St. Louis Craft Beer Week. At the fest, eleven St. Louis microbreweries and brewpubs, including several from nearby towns, served about 70 beers to attendees outside under the huge beer tents.

The focus of the fest, according to the organizers, was to "celebrate St. Louis' rich brewing tradition by bringing together our local brewers for a weekend of sampling and discovery."

This fest has successfully accomplished this goal each year in a manner different from most beer festivals. Instead of each brewery maintaining its own table to serve its beers, the St. Louis Brewers Heritage Festival is organized by beer style, with competing breweries grouped together. There was one large tent for ales and one for lagers. In each tent, beer styles were grouped together along the length of the tent and individual beer names (including the brewery name and beer style) hung above. In this way, a taster could sample a pilsner, for example, from as many breweries that had style of beer available at the fest. What this method of sampling accomplished was to allow the breweries to show off their beers in a non-branded manner. Thus, a tiny new brewery, such as Buffalo Brewing, which opened last year, could "compete," so to speak, with a powerhouse like Anheuser-Busch. Well, sort of. A-B had 18 beers to taste at the fest, whereas Buffalo Brewing, and some other small micros and brewpubs only had two beers available. However, with only those two beers, Buffalo Brewing's Rye IPA was a huge success. It sold out early during the Friday evening session.

The St. Louis Convention & Visitors Commission decided that a great way to promote the city would be to invite a diverse group of about a dozen newspaper and magazine writers from across the country to visit St. Louis for a few days before - and of course during—the big beer

**A-B brewmaster  
George Reisch pours  
out a Michelob  
Dunkel Weisse at  
Grant's Farm.**



**Historian  
Henry  
Herbst**

fest. And as if St. Louis' status as an important city in U.S. history (the Gateway to the West) wasn't enough of a calling card, the focus for these writers was St. Louis' brewing history from 1809 to the present.

#### **Henry Herbst: Mr. St. Louis Beer History**

Local beer historian Henry Herbst served as the linchpin for the brewery history tutorial. Herbst, a former A-B employee, a major-league breweriana collector and a

brewery historian, is the co-author of *St. Louis Brews: 200 years of Brewing in St. Louis, 1809-2009*, due out this October from Reedy Press. His co-authors of the 300-plus page, illustrated, hardcover book are his friends and breweriana collectors, Kevin Kious and Don Roussin.

Herbst could talk for days on the subject of St. Louis breweries, but he can also be succinct and focus on key dates in the city's brewing history. The first St. Louis Brewery is dated as opening in 1809, and there were many breweries from then until 1840 when John Adam Lemp from Germany opened the city's first lager brewery. It turns out that the huge number of German immigrants in St. Louis craved the style of beer they enjoyed in the old country, and the natural limestone caves found underneath St. Louis were perfect for cold conditioning—lagering—this style of beer.

By 1860 there were 40 breweries documented as operating in St. Louis, and by 1876 Lemp Brewing, as well as the smaller Anheuser-Busch, were using refrigerated rail cars and warehouses to keep beer fresher for extended shipments out of the city. In 1889 the St. Louis Brewing Co. was

*(Continued on Page 10)*

formed as a consolidation of several existing breweries. This company and other independent breweries died out over the years before, during and after Prohibition, so that by the 1970s only A-B was left standing as a St. Louis brewery.

The city didn't see another brewery until 1991 when Schlafly Beer opened as a brewpub in the shadow of mighty A-B. By 1995, Morgan Street Brewery opened in the city's historic Laclede's Landing area (where the New Orleans's-based French fur trapper, Pierre Laclede set up a settlement in 1764). Over the next years a few other micros and brewpubs opened and closed in St. Louis. Today, within the city limits, there are also Square One Brewery (2006), Hill Brewing (2007) and last year's three new entries: Amalgamated Brewing/The Stable, Mattingly Brewing and Buffalo Brewing. Cathedral Hill Brewing is set to open in 2010. And then there are a handful of breweries in nearby towns, such as Augusta Brewing, Highland Brewery, O'Fallon Brewery and Trailhead Brewing.

Notes on a few St. Louis Breweries follows:

#### **A-B & The Michelob Brewing Co.**

A history of A-B could take volumes. Suffice it say for now that inside the huge brewery in St. Louis the previously named Research Pilot Brewery (opened in 1981) was re-dubbed last year as Michelob Brewing Co. This is where all the Michelob-banded beers from A-B are formulated and tested. The Michelob brand goes back to 1896.

A great deal of what went on in the Research Pilot Brewery still takes place at Michelob Brewing. It's an experimental brewery where A-B brewers get to play with ingredients, brewing techniques and beer styles. After new beers are perfected here, under the guidance of brewmasters such as Kristi Saviers, Scott Lauer and Adam Goodson, they are brewed on the big brew kettles at one of A-B's 12 regional breweries.

At a beer dinner held outside in the Bauernhof courtyard at Grant's Farm (the 281-acre ancestral home of the Busch family, located just south of St. Louis, where a portion of the land was farmed by U.S. Grant in the 1850s), A-B Brewmaster George Reisch (a fifth generation brewmaster) presented a four-course beer dinner. Some of the beers came from the



**Dan Kopman, co-founder of the Schlafly Brewing Co., gives a tour of the company's Bottleworks.**



Michelob Wheat Beer Sampler Pack, such as Shock Top Belgian White and Michelob Dunkel Weisse, as well as Beach Bum Blonde Ale and Michelob AmberBock. A-B Executive Chef Sam Niemann prepared the food.

There will be a Michelob Fall Sampler Pack this September, but the names of all the beers in that pack have not yet been released. A sneak taste was possible at the brewery however, of a remarkable hoppy and tasty Rye Pale Ale, which will be part of the fall Michelob beers.

#### **Schlafly Tap Room & Bottleworks**

Tom Schlafly and Dan Kopman opened The St. Louis Brewery—The Tap Room—in 1991 as the first brewpub in Missouri. Located downtown, The Tap Room is housed in two adjoining and restored buildings (listed on the National Register of Historic Places) constructed in 1902 and 1904 for the Swift Printing Company.

"We opened in 1991 without the standard St. Louis bar necessities," Kopman

said. "No Bud, TV, music or basic bar foods. We wanted a different feel, closer to what I experienced when working at a brewery in London years ago." That brewery was Young's, until recently one of only two small, independent breweries in London. "We've grown more than our expectations," he added, "with the majority of our sales local."

Schlafly bottles and kegs its beers these days at a new facility located just two hundred yards outside the St. Louis city limits in Maplewood, in a building that was formerly a grocery store. Dubbed the Bottleworks, it's St. Louis' first new production brewery since the end of Prohibition. This facility is not just a brewery but also a restaurant, which features food from as many local sources as possible. There's a small garden off to the side, which provides vegetables and herbs for the kitchen, and Bottleworks even hosts a farmer's market in the parking lot once a week during the growing season.

*(Continued on page 11)*

# St Louis: City of Beer

(Continued from page 10)

"Our intent at Bottleworks," Kopman said, "was to brew 30,000 barrels a year. We now expect to be brewing 50,000 barrels a year before too long, but that's where we'll max out."

Schlafly Beer brews a huge number of different beers through the year at both the Tap Room and Bottleworks. There are seven year-round beers, seven seasonal brews, four special releases, four bottle conditioned beers in 750-ml bottles, two 750-ml barrel-aged big beers (Imperial Stout and Oak-Aged Barleywine) and 30 Single Release beers each year (these last only available at the Tap Room).

## Morgan Street Brewery

The city's second brewpub, Morgan Street Brewery, opened in 1995 on land first cleared in 1791 in what were once two buildings that were machine shops making capstans for barges on the Mississippi. The brewhouse is powered by St. Louis municipal steam, a system built for the city at the time of the 1904 World's Fair.

Morgan Street brewer Marc Gottfried brews mostly lagers and proudly stated, "I use only four varieties of hops, all low alpha acid: Tettnanger, Hallertauer Mittlefrau, Saaz and Cascade." With these four hops he brews about 17 different styles of beer a year, 700 barrels in total, with Honey Wheat being 50 percent of sales.

## Square One Brewery

Husband and wife Steve Neukomm and Molly McKenna opened Square One Brewery, a brewpub, in the Lafayette Square neighborhood of St. Louis in 2006. They also own Augusta Brewing, a micro, in nearby Augusta, MO.

As an interesting side note, St. Louis is known as a "City of Neighborhoods," each with its own special character, and there are 60 such neighborhoods in the city. Lafayette Square was the first planned park in St. Louis, named after the Marquis de Lafayette (a hero of the American Revolution) who visited St. Louis in the 1820s. He was apparently the toast of the town during his visit. Today, the Lafayette Park area is architecturally famous for its French-style Second Empire homes (a.k.a. "Painted Ladies") with mansard roofs.

There are usually eight keg taps and one cask tap at Square One on any given day,



Morgan Street brewer Marc Gottfried

and brewer John Witte has a portfolio of about 44 beers he can brew through the year. The brewpub also sells 750-ml bottles of Augusta Farmhouse Saison and Augusta Belgian Tripel.

In addition to brewing, Steve Newcomb's newest passion is distilling. He opened St. Louis' first distillery last year, and in his gleaming copper pot still, he's producing several tasty spirits. These include Spirits of St. Louis Vodka, Spirits of St. Louis Rum, Green Flash Spiced Rum, Spirits of St. Louis Gin, Citrus Mello Cello, a whiskey and Agave Blue.

## Amalgamated Brewing at The Stable

Lemp Brewing of St. Louis was once the largest brewery in the U.S. It's flagship beer was Falstaff, a brand that came back after Prohibition, but not from Lemp Brewing, which didn't survive the dark years. The Lemp family home, a mansion in the Benton Park neighborhood near the brewery, went through hard times over the years (three members of the family committed suicide within its walls, starting in 1904) and after the Lemp family left, the mansion was at times a boarding house and worse. In 1975 it was turned into a restaurant and inn, today listed as "one of 10 most haunted houses in America" by Life magazine.

A short walk from the mansion are the old Lemp Brewing stables, once the home of the draft horses that delivered Lemp beer throughout St. Louis. Last year a St. Louis restaurant group founded Amalgamated Brewing and opened a small brewery inside these stables called—The Stable.

The Stable is part micro (almost nano)

brewery (draft only) and good-beer bar and restaurant. Beside the two house-brewed beers - Helles and Märzen - there are also 24 taps and 35 bottles of mostly super-premium craft beers and imports. Also produced on premise are spirits by distiller Jake Jones. He's currently working with a pot still and producing clear rum, aged rum (using oak spirals), a London-style gin, grappa, sambuca and corn whiskey. The spirits line brand name is 85 Lashes.

## Hill Brewing

Ray Hill said he just "had" to become a brewer. "I was a homebrewer from 1998 to 2002," Hill said, "and when I decided to go pro it took me five years to get my beer to market."

He said he studied the contract brewing model of Jim Koch and followed that path at several breweries, including Bluegrass Brewing in Kentucky, Spanish Peaks, High Falls and finally A-B. "I began talking to A-B in 2006," Hill said, "and in 2007-2008, I brewed at the Research Pilot Brewery. That ended when InBev bought A-B."

Hill is now in the process of constructing a 15-barrel microbrewery in St. Louis and he's selling his beers at all three independent St. Louis grocery store chains. His beers, available in 12-ounce bottles and on draft, include his flagship, Golden Pilsner, and 11 others. One of the newest is a pecan ale, brewed on the base of a northern English brown ale.

"There are only two other pecan ales in the U.S., as far as I know," Hill said, "and neither is sold in St. Louis. I wanted to do something different."