

MODERN Brewery Age



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Bret Williams (above) president and CEO of the Vermont Hard Cider Company, has announced that Vermont Hard Cider plans to merge with the C & C Group, a cider maker that operates in Ireland and the United Kingdom. Mr. Williams said he will continue to lead Vermont Hard Cider as a stand-alone entity, and the company's cidery expansion plans in Vermont will continue apace. *Story below.*

Vermont Hard Cider to merge with C & C Group

The Vermont Hard Cider Company, LLC, maker of Woodchuck Hard Cider, has announced a conditional agreement to be acquired by the C&C Group, a maker of cider brands in Ireland and the UK. The transaction, valued at \$305 million, is subject to regulatory approval.

Bret Williams, president and CEO of the Vermont Hard Cider, said the company will "operate on a stand-alone basis as a wholly-owned subsidiary of C&C."

Mr. Williams said that the company will continue to be based in Vermont, employing its current workforce. Mr. Williams also reported that C&C has committed to mov-

ing forward with Woodchuck's planned construction of a large cidery and visitor's center in Middlebury, VT.

"The U.S. cider category is experiencing tremendous growth," Mr. Williams observed. "As a category, sales are up almost 60% over last year. Woodchuck Hard Cider's growth continues at 25% a year. With this growth comes the need for deeper investment [to] make certain Woodchuck remains the leader of the category it reinvented in 1991."

Mr. Williams called C&C Group "a like minded partner" that has been making cider in the U.K. since 1935.

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North American Breweries sold to Costa Rican brewer

KPS Capital Partners has announced it has signed an agreement to sell its North American Breweries unit to Cerveceria Costa Rica, S.A., a subsidiary of Florida Ice and Farm Company, S.A., for \$388 million. North American Breweries operates four breweries, and is the producer of the Genesee, Magic Hat and Pyramid brands.

KPS formed NAB in February 2009, initially comprised of Labatt USA and the High Falls Brewing Co. (later renamed the Genesee Brewing Co.). In 2010, NAB acquired Independent Brewers United, owner of the the Magic Hat, Pyramid and MacTarnahan's brands.

"In forming North American Breweries, KPS created one of the largest and fastest growing independent beer companies in
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Goldman Sachs analyst downgrades A-B InBev

Goldman Sachs analyst Mitch Collett has downgraded shares of Anheuser-Busch InBev to "sell." Mr. Collett pointed out in a note to investors that A-B InBev shares now trade at almost 17 times forward earnings, high, given that BUD has tended to trade below 13 times in the past five years, and below 11 times in the past 10.

"We believe the company's valuation premium to staples and the global brewers is not warranted given recent operational performance and the company's growth and returns profile," he wrote.

MillerCoors retreats on Chesbay

MillerCoors has announced that it will dismiss pending federal litigation regarding the sale of Chesbay Dist. to the Reyes Bev. Group. For its part, MC seems to have extracted some pledges from Reyes on "retail service metrics." Sources at Reyes indicated that this deal was in the works two weeks ago. Why it was necessary to keep poor Tom Long twisting in the wind at NBWA and the wholesaler meetings is unclear.



Widmer Bros. Brewing Co. co-founder Rob Widmer was barnstorming the U.S. last week, hitting New York City and other markets to help raise awareness about Omission, the company's new gluten-free beer brand. "Omission is the first U.S. beer made with all traditional ingredients that is crafted to be gluten-free," Mr. Widmer said. "European brewers have been using this method for five years, and I don't know why a small brewery in Portland, OR, was the first to bring this to the U.S., but we were. I guess it helped that our CEO Terry Michaelson is celiac, and our brewmaster Joe Casey's wife Sarah is celiac as well. She told Joe, 'If I am going to be married to a brewmaster, he better brew some beer I can drink!'" *Story below.*

Craft Brew Alliance promotes Omission during National Celiac Awareness Month

The Craft Brew Alliance reported that its nationwide rollout of Omission gluten-free beer is complete this month, just in time for National Celiac Awareness month.

"We look forward to sharing these beers with those who wouldn't otherwise be able to enjoy craft beer brewed with malted barley," said Terry Michaelson, CEO of CBA, and a 12-year celiac (*Celiac disease is a condition in which sufferers have a reaction to consuming gluten that damages the small intestine. Gluten is a protein found in wheat, barley and rye.*)

The Widmer Bros Brewing Co., a unit of the Craft Brew Alliance, has used a European-proven method to remove gluten from malted barley during the brewing process. The Omission line includes Omission Lager, a 4.6% ABV, 20 IBU beer, made from pale and caramel 10 malts, and hopped with Citra, Sterling and Mt. Hood;

and Omission Pale Ale, a 5.8%, 33 IBU ale, made from pale, caramel 10, Dark Munich and carapils malts, and hopped with Cascade and Citra.

"Omission is the first beer made in the U.S. with all traditional ingredients that is crafted to be gluten-free," noted Rob Widmer, co-founder of Widmer Bros. Brewing Co. "They've been brewing beers like this in Europe for five years, a German brewery called Lammsbrau was one of the first producers, but we're the first in the U.S."

"They say perhaps 10 million Americans suffer from Celiac," Mr. Widmer added. "And not so long ago, most of the gluten-free beers kind of left you wanting. When we started brewing this, it was very exciting and rewarding for us as brewers. For consumers who had been denied the pleasures of beer, this is a great thing. I go see my physician once a year—just to see how

he is doing—and he told me that he is celiac, and had a six-pack of Omission waiting back home in his fridge. 'I'm back on the train!' he said, very excited. When we began brewing Omission, we began seeing that kind of excitement. We even heard a competitive rep was selling-in Omission on-premise so he can drink a beer when he goes into accounts!"

"Our CEO is a celiac," observed Marty Wall, CBA vice president of sales. "We understood Terry couldn't enjoy our beers. Between Terry and brewmaster Joe Casey, they worked hard to bring this innovation to market. Celiacs can now experience craft beer. These are very approachable beers, they bring people back into beer category that had been excluded. I met a woman in the Seattle market, she hadn't had a beer in 10 years,

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Top 30 Craft Brands, Year-to-Date ending October 7, 2012

SIG Data US Food

Top 30 Craft Brands	Dollar Sales	\$ sales % chg YA	\$ Shr Of Cat	\$ shr of Cat chg YA	Case Sales	Cs sales % chg YA	Cs Shr of Cat	Cs Shr chg YA	Avg \$ Per Cs	Avg \$ per cs chg YA
SAMUEL ADAMS SEASONAL	\$47,344,710	10.7	6.2	(0.2)	1,518,688	7.5	6.5	(0.1)	\$31.17	\$0.92
SIERRA NEVADA PALE ALE	\$43,642,330	7.4	5.7	(0.3)	1,401,654	6.4	6.0	(0.2)	\$31.14	\$0.27
SAM ADAMS BOSTN LAGER	\$33,655,420	(6.7)	4.4	(1.0)	1,104,083	(9.3)	4.7	(1.0)	\$30.48	\$0.88
NEW BELGIUM FAT TIRE ALE	\$26,308,580	4.7	3.4	(0.3)	824,452	2.7	3.5	(0.2)	\$31.91	\$0.59
SAMUEL ADAMS VARIETY PK	\$23,013,510	7.1	3.0	(0.2)	783,268	4.4	3.4	(0.2)	\$29.38	\$0.74
SHINER BOCK	\$18,807,840	2.3	2.4	(0.3)	655,622	(1.1)	2.8	(0.3)	\$28.69	\$0.96
SIERRA NEVADA TORPEDO	\$18,536,220	48.1	2.4	0.6	574,334	48.4	2.5	0.6	\$32.27	(0.07)
SIERRA NEVADA SEASONAL	\$14,268,090	27.8	1.9	0.2	448,532	26.0	1.9	0.3	\$31.81	\$0.45
WIDMER HEFEWEIZEN	\$11,714,720	(2.8)	1.5	(0.3)	386,669	(5.4)	1.7	(0.3)	\$30.30	\$0.82
NEW BELGIUM RANGER IPA	\$9,393,833	42.6	1.2	0.2	289,532	41.9	1.2	0.3	\$32.44	\$0.17
NEW BELGIUM SEASONAL	\$9,139,102	17.9	1.2	0.0	282,125	15.4	1.2	0.1	\$32.39	\$0.68
REDHOOK LONG HAMMER	\$9,066,121	10.1	1.2	(0.0)	308,798	9.2	1.3	(0.0)	\$29.36	\$0.22
KONA LONG BOARD LAGER	\$8,698,212	7.4	1.1	(0.1)	280,667	5.3	1.2	(0.0)	\$30.99	\$0.63
BELL'S SEASONAL	\$8,211,356	24.9	1.1	0.1	244,535	29.0	1.0	0.2	\$33.58	(1.10)
MAGIC HAT NO 9 ALE	\$7,548,508	11.5	1.0	(0.0)	230,427	11.5	1.0	0.0	\$32.76	\$0.02
LAGUNITAS INDIA PALE ALE	\$7,359,387	50.3	1.0	0.2	214,128	48.1	0.9	0.2	\$34.37	\$0.50
DESCHUTES MIRROR POND	\$7,348,256	0.2	1.0	(0.1)	245,428	(5.1)	1.1	(0.2)	\$29.94	\$1.58
SAMUEL ADAMS LIGHT	\$7,181,526	(22.6)	0.9	(0.4)	235,670	(24.5)	1.0	(0.5)	\$30.47	\$0.75
NEW BELGIUM VARIETY PK	\$6,207,485	23.4	0.8	0.1	212,426	21.6	0.9	0.1	\$29.22	\$0.43
DESCHUTES SEASONAL	\$6,156,140	7.7	0.8	(0.0)	204,969	2.6	0.9	(0.1)	\$30.03	\$1.42
DESCHUTES BLACK BUTTE	\$5,313,080	4.0	0.7	(0.1)	172,810	(0.9)	0.7	(0.1)	\$30.75	\$1.44
NEW GLARUS ASSORTED	\$5,252,282	21.0	0.7	0.0	173,466	21.6	0.7	0.1	\$30.28	(0.16)
DESCHUTES INVERSION IPA	\$5,102,203	36.7	0.7	0.1	172,695	30.8	0.7	0.1	\$29.54	\$1.27
SHINER SEASONAL	\$5,003,048	21.7	0.6	0.0	169,376	16.7	0.7	0.0	\$29.54	\$1.22
REDHOOK ESB	\$4,990,806	(7.9)	0.6	(0.2)	171,210	(9.4)	0.7	(0.2)	\$29.15	\$0.48
STONE INDIA PALE ALE	\$4,989,995	26.4	0.6	0.1	108,768	22.7	0.5	0.0	\$45.88	\$1.36
ALASKAN AMBER	\$4,954,579	1.2	0.6	(0.1)	160,127	(3.6)	0.7	(0.1)	\$30.94	\$1.46
ANCHOR STEAM BEER	\$4,586,306	15.9	0.6	0.0	130,330	17.5	0.6	0.0	\$35.19	(0.49)
MAGIC HAT VARIETY PACK	\$4,451,677	(2.5)	0.6	(0.1)	147,641	(3.0)	0.6	(0.1)	\$30.15	\$0.15
SAM ADAMS CHRRY WHEAT	\$4,406,974	(8.2)	0.6	(0.1)	126,729	(10.3)	0.5	(0.1)	\$34.77	\$0.78

Sam Adams Boston Lager may be facing its challenges, but Sam Adams seasonals are booming along, case sales up 7.5% on a good base year-to-date in grocery. Lots of good IPA growth this year as well—Torpedo, Ranger and Lagunitas are the fastest growing, but Long Hammer has also revived nicely.

Top 50 Craft Packages, Year-to-Date ending October 7, 2012

SIG Data US Food

Top 50 Craft Packages	Dollar Sales	\$ sales % chg YA	\$ Shr Of Cat	\$ shr of Cat chg YA	Case Sales	Cs sales % chg YA	Cs Shr of Cat	Cs Shr chg YA	Avg \$ Per Cs	Avg \$ per cs chg YA
Sam Adams Seasonal 12-pk	\$25,607,110	6.1	3.3	(0.2)	885,357	2.9	3.8	(0.2)	\$28.92	\$0.86
Sierra Nevada Pale Ale 12-pk	\$21,788,310	(1.3)	2.8	(0.4)	730,801	(2.4)	3.1	(0.4)	\$29.81	\$0.31
Sam Adams Seasonal 6-pack	\$20,898,970	17.0	2.7	0.1	606,825	14.9	2.6	0.1	\$34.44	\$0.60
Sam Adams Variety 12-pack	\$20,796,160	9.4	2.7	(0.1)	718,303	6.2	3.1	(0.1)	\$28.95	\$0.84
Sam Adams Bostn Lager 12pk	\$20,649,320	(8.9)	2.7	(0.7)	720,656	(11.6)	3.1	(0.7)	\$28.65	\$0.83
Sierra Nevada Pale Ale 6-pack	\$14,578,460	(2.6)	1.9	(0.3)	423,267	(4.3)	1.8	(0.3)	\$34.44	\$0.58
New Belgium Fat Tire 12-pack	\$12,764,700	3.8	1.7	(0.2)	429,812	2.4	1.8	(0.1)	\$29.70	\$0.40
Sam Adams Boston Lager 6pk	\$12,019,860	(2.9)	1.6	(0.3)	350,163	(4.8)	1.5	(0.2)	\$34.33	\$0.66
New Belgium Fat Tire 6-pk	\$10,522,960	2.2	1.4	(0.2)	308,808	0.0	1.3	(0.1)	\$34.08	\$0.72
Sierra Nevada Torpedo 6-pk	\$9,258,057	4.6	1.2	(0.1)	270,772	2.4	1.2	(0.1)	\$34.19	\$0.73
Shiner Bock 12-pack	\$8,701,842	5.3	1.1	(0.1)	320,498	1.6	1.4	(0.1)	\$27.15	\$0.96
Shiner Bock 6-pack	\$8,137,340	(2.3)	1.1	(0.2)	263,625	(5.7)	1.1	(0.2)	\$30.87	\$1.07
Sierra Nevada Seasonal 6-pk	\$7,629,932	22.3	1.0	0.1	223,548	20.2	1.0	0.1	\$34.13	\$0.58
Sierra Nevada Torpedo 12-pk	\$7,585,148	125.8	1.0	0.5	258,384	125.1	1.1	0.6	\$29.36	\$0.10
Sierra Nevada Seasonal 12-pk	\$6,609,349	35.5	0.9	0.1	224,214	32.8	1.0	0.2	\$29.48	\$0.58
New Belgium Variety 12-pack	\$6,207,485	23.4	0.8	0.1	212,426	21.6	0.9	0.1	\$29.22	\$0.43
Widmer Hefeweizen 12-pack	\$6,137,804	(7.5)	0.8	(0.2)	214,312	(9.5)	0.9	(0.2)	\$28.64	\$0.61
New Belgium Seasonal 6-pack	\$6,088,797	23.2	0.8	0.1	180,035	21.1	0.8	0.1	\$33.82	\$0.58
Bell's Seasonal 6-pack	\$5,100,916	(9.3)	0.7	(0.2)	143,256	(10.4)	0.6	(0.1)	\$35.61	\$0.45
New Belgium Ranger IPA 6pk	\$5,049,811	3.1	0.7	(0.1)	149,738	0.5	0.6	(0.1)	\$33.72	\$0.86
Kona Long Board Lager 6pk	\$4,919,386	(0.3)	0.6	(0.1)	151,055	(4.3)	0.6	(0.1)	\$32.57	\$1.31
Widmer Hefeweizen 6-pk	\$4,823,455	7.9	0.6	(0.0)	151,828	5.1	0.7	(0.0)	\$31.77	\$0.80
Lagunitas IPA 6-pack	\$4,695,676	63.3	0.6	0.2	134,896	62.5	0.6	0.2	\$34.81	\$0.19
Magic Hat No. 9 6-pack	\$4,603,875	5.1	0.6	(0.0)	133,956	5.7	0.6	(0.0)	\$34.37	(0.17)
Redhook Longhammer 6-pack	\$4,528,043	3.9	0.6	(0.1)	145,936	3.5	0.6	(0.0)	\$31.03	\$0.13
Magic Hat Variety 12-pack	\$4,451,677	(2.5)	0.6	(0.1)	147,641	(3.0)	0.6	(0.1)	\$30.15	\$0.15
Sam Adams Cherry Wheat 6pk	\$4,385,384	(8.4)	0.6	(0.1)	126,186	(10.4)	0.5	(0.1)	\$34.75	\$0.77
Sam Adams Light 12-pack	\$4,224,202	(24.3)	0.5	(0.3)	148,299	(26.3)	0.6	(0.3)	\$28.48	\$0.73
Redhook Long Hammer 12pk	\$4,071,713	5.3	0.5	(0.0)	148,289	5.0	0.6	(0.0)	\$27.46	\$0.08

Brand and vendor data is excerpted from Symphony IRI monthly reports, U.S. Multi-Channel

Top 50 Craft Packages (continued from previous page) Year-to-Date ending October 7, 2012

Top 50 Craft Packages...	Dollar Sales	\$ sales % chg YA	\$ Shr Of Cat	\$ shr of Cat chg YA	Case Sales	Cs sales % chg YA	Cs Shr of Cat	Cs Shr chg YA	Avg \$ per cs	Avg \$ per chg YA
Deschutes Mirror Pond 12-pk	\$3,938,207	(1.2)	0.5	(0.1)	139,070	(6.4)	0.6	(0.1)	\$28.32	\$1.48
Dogfish Head 60-minute 6-pk	\$3,902,459	26.0	0.5	0.0	91,821	25.2	0.4	0.0	\$42.50	\$0.27
Stone Indian Pale Ale 6-pack	\$3,890,400	26.3	0.5	0.1	90,313	22.1	0.4	0.0	\$43.08	\$1.43
Sierra Nevada Pale 12pk CAN	\$3,799,887		0.5	0.5	127,481		0.5	0.5	\$29.81	
Anchor Steam Beer 6-pack	\$3,724,173	9.3	0.5	(0.0)	103,553	9.0	0.4	(0.0)	\$35.96	\$0.10
Stone Arrogant Bastard 22oz	\$3,653,908	9.8	0.5	(0.0)	58,341	6.2	0.3	(0.0)	\$62.63	\$2.06
New Glarus Assorted 6-pk	\$3,575,468	21.2	0.5	0.0	117,262	21.6	0.5	0.0	\$30.49	(0.09)
Shiner Seasonal 6-pack	\$3,467,990	25.0	0.5	0.0	112,493	19.6	0.5	0.0	\$30.83	\$1.35
Dechutes Seasonal 6-pack	\$3,452,887	14.2	0.4	0.0	109,102	9.2	0.5	(0.0)	\$31.65	\$1.39
Widmer Variety 12-pk	\$3,394,130	15.1	0.4	0.0	119,105	11.6	0.5	0.0	\$28.50	\$0.87
Kona Seasonal 6-pack	\$3,382,046	16.4	0.4	0.0	104,403	10.5	0.4	0.0	\$32.39	\$1.66
Kona Long Board 12-pack	\$3,347,707	11.4	0.4	(0.0)	117,438	12.1	0.5	0.0	\$28.51	(0.19)
Redhook Greatest Hits 12-pk	\$3,336,054	26.3	0.4	0.0	120,336	24.9	0.5	0.1	\$27.72	\$0.32
Dogfish Head 90-minute 4pk	\$3,332,177	39.0	0.4	0.1	53,548	39.1	0.2	0.0	\$62.23	(0.06)
Deschutes Mirror Pond 6-pk	\$3,300,914	2.2	0.4	(0.0)	103,557	(3.0)	0.4	(0.1)	\$31.88	\$1.63
Bell's Two-Hearted Ale 6-pk	\$3,269,819	39.4	0.4	0.1	78,959	39.8	0.3	0.1	\$41.41	(0.12)
Kona Variety 12-pack	\$3,165,987	116.1	0.4	0.2	107,718	109.5	0.5	0.2	\$29.39	\$0.90
Sam Adams Latitude 48 6-es	\$3,145,481	(17.4)	0.4	(0.2)	91,991	(18.7)	0.4	(0.1)	\$34.19	\$0.55
Deschutes Black Butte 6-pack	\$3,141,126	3.5	0.4	(0.0)	97,615	(1.3)	0.4	(0.0)	\$32.18	\$1.49
New Belg Ranger IPA 12pk	\$3,045,141	158.4	0.4	0.2	103,612	154.7	0.4	0.3	\$29.39	\$0.43
Alaskan Amber 6-pack	\$3,004,822	14.6	0.4	0.0	95,103	11.4	0.4	0.0	\$31.60	\$0.89

Hottest package in craft is still the Torpedo 12-pack, case sales up 125% in grocery off a large base so far this year. Sam Adams seasonal packages also showing strength off a large base year-to-date. Heritage craft packages--Boston Lager, Sierra Pale and Widmer Hefe off-pace for the year.


Craft Styles, Year-to-Date ending Oct. 7, 2012 SymphonyIRI U.S. Food

Craft Styles	Dollar Sales	\$ sales % chg YA	\$ Shr Of Cat	\$ shr of Cat chg YA	Case Sales	Cs sales % chg YA	Cs Sh of Cat	Cs Shr cat chg YA	Avg \$ per cs	Avg \$ per cs chg YA
TOTAL CRAFT SEASONAL	\$140,523,600	14.0	18.3	0.0	4,345,591	10.8	18.6	0.2	\$32.34	\$0.90
TOTAL CRAFT IPA	\$139,668,600	40.0	18.1	3.4	3,870,643	34.8	16.6	3.1	\$36.08	\$1.34
TOTAL CRAFT PALE ALE	\$92,515,460	5.8	12.0	(0.9)	2,913,018	3.1	12.5	(0.8)	\$31.76	\$0.81
TOTAL CRAFT AMBER ALE	\$57,859,850	3.2	7.5	(0.8)	1,820,638	(0.2)	7.8	(0.8)	\$31.78	\$1.03
TOTAL CRFT AMBER LAGER	\$44,480,500	(2.0)	5.8	(0.9)	1,418,371	(4.8)	6.1	(0.9)	\$31.36	\$0.89
TOTAL CRAFT WHEAT	\$36,789,140	0.1	4.8	(0.7)	1,206,805	(2.8)	5.2	(0.7)	\$30.48	\$0.89
TOTAL CRAFT BOCKS	\$20,496,280	2.0	2.7	(0.3)	696,076	(1.4)	3.0	(0.3)	\$29.45	\$1.00
TOTAL CRFT PALE LAGERS	\$19,832,030	17.3	2.6	0.1	638,431	11.4	2.7	0.0	\$31.06	\$1.55
TOTAL CRAFT FRUIT BEER	\$18,999,250	7.1	2.5	(0.2)	540,719	3.0	2.3	(0.1)	\$35.14	\$1.35
TOTAL CRFT STRONG ALES	\$13,745,440	12.2	1.8	(0.0)	251,717	6.6	1.1	(0.0)	\$54.61	\$2.73
TOTAL CRAFT SPECIALTIES	\$12,648,540	85.5	1.6	0.6	334,581	87.5	1.4	0.6	\$37.80	(0.41)
TOTAL CRFT BELGIAN ALES	\$12,483,140	43.1	1.6	0.3	260,041	50.4	1.1	0.3	\$48.00	(2.46)
TOTAL CRAFT PORTER	\$10,764,560	15.9	1.4	0.0	312,451	9.5	1.3	(0.0)	\$34.45	\$1.89
TOTAL CRAFT LIGHT BEER	\$9,990,445	(13.8)	1.3	(0.4)	334,099	(15.9)	1.4	(0.4)	\$29.90	\$0.73
TOTAL CRAFT STOUT	\$9,263,110	25.0	1.2	0.1	202,651	16.8	0.9	0.1	\$45.71	\$2.98
TOTAL CRAFT BROWN BEER	\$8,438,382	13.7	1.1	(0.0)	236,629	8.7	1.0	(0.0)	\$35.66	\$1.56
Total Blond, Kolsch Gldn Ale	\$6,894,480	23.5	0.9	0.1	217,363	18.1	0.9	0.1	\$31.72	\$1.39
TOTAL CRAFT ESB	\$5,651,675	(8.3)	0.7	(0.2)	189,007	(10.1)	0.8	(0.2)	\$29.90	\$0.58
TOTAL CRAFT DARK BEER	\$5,539,703	(6.4)	0.7	(0.2)	176,319	(9.8)	0.8	(0.2)	\$31.42	\$1.13
TOTAL CRAFT PILSNER	\$5,519,835	23.9	0.7	0.1	167,609	18.2	0.7	0.1	\$32.93	\$1.52
TOTAL CRAFT RED BEER	\$3,231,412	(7.0)	0.4	(0.1)	78,727	(6.4)	0.3	(0.1)	\$41.05	(0.25)
TOTAL CRAFT SCOTTISH	\$3,035,597	12.0	0.4	(0.0)	82,729	10.6	0.4	0.0	\$36.69	\$0.44
TOTAL CRFT BELGIAN WITS	\$3,022,350	(6.9)	0.4	(0.1)	84,543	(10.1)	0.4	(0.1)	\$35.75	\$1.23
TOTAL CRFT GOLDEN ALES	\$1,983,035	30.8	0.3	0.0	59,457	29.1	0.3	0.0	\$33.35	\$0.44
TOTAL CRAFT MARZEN	\$1,661,063	(23.4)	0.2	(0.1)	54,298	(28.2)	0.2	(0.1)	\$30.59	\$1.90
TOTAL CRAFT BARLEY WINE	\$1,133,521	58.0	0.1	0.0	17,947	37.8	0.1	0.0	\$63.16	\$8.06

IPA has led the style hustings for most of the year, but the arrival of fall seasonals have pushed IPA down to number two. The gradual diffusion of craft style is evident in the fast growing other "specialties" category. Pricing for the craft category also steadily on the rise right across the board, and reaching some pretty rarified terrain—case in point, barley wine, with average case price hitting \$63.

Brand and vendor data in these tables is excerpted from
Symphony IRI Group (SIG) monthly reports, **U.S. Food**

WEEKLY MARKETPLACE

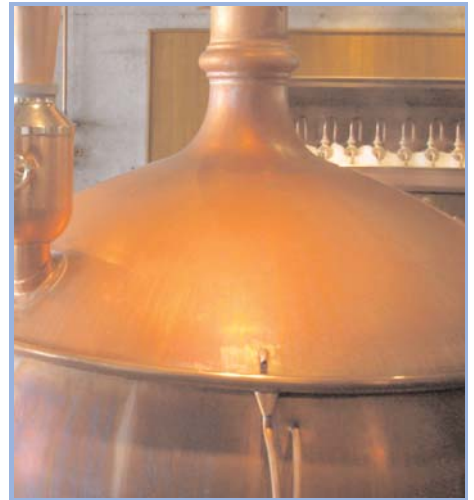
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A WEEKLY E-NEWSLETTER FOR THE SPIRITS BUSINESS — THE SISTER PUBLICATION TO MODERN BREWERY AGE



Boulevard Brewing Co. adds new distribution on both coasts

Boulevard Brewing Co. of Kansas City, MO, has announced an expansion of its selling territory on both coasts. The brewery recently added distributors in California, Georgia and North Carolina, expanding east coast distribution to five states and west coast presence to four states, including Alaska. "These are craft-savvy markets that we've been eager to become a part of," said Mike Magoulas, Boulevard's CEO. "The excitement consumers have shown for Boulevard beers in all three states have

far surpassed our expectations. The thank you e-mails we've received from fans who spent their college years enjoying Boulevard before heading to one of the coasts reinforces our decision for the distribution expansion."

The expansion began in late August with Boulevard shipping Unfiltered Wheat and select Smokestack Series offerings to United Distributors of Atlanta, GA. Northeast Sales Distributing Co. was added to include Athens and round out the

rest of the state.

This month, distributors from the North Carolina Craft Beer Alliance Group (Skyland, Carolina Premium, Long Beverage, Healy, United, Caffey and Coastal) began selling the same brands in North Carolina. In California, Young's Market began distributing Smokestack Series offerings throughout the state.

Mr. Magoulas said further additions are not ruled out, but said "no specific markets have been selected at this time."



Oskar Blues Brewery introduces "Royal Pint" 19.2-ounce tall boys

Oskar Blues Brewery of Longmont, CO, is launching what it calls "America's first 19.2 ounce (Royal Pint / 568-mL), single-serve can." The new package is currently available in Colorado and was part of Oskar Blues Brewery's Ohio and Kentucky launch on October 22nd. It will enter the brewery's entire distribution network in January of 2013. "Continuing to push the boundaries is what gets us up in the morning, it's what drives us," said Oskar Blues founder Dale Katechis. "This package is a product of that drive and passion. Toss a can in your backpack for the backcountry or a grab a stovepipe at music and sport venues. Nineteen-point-two ounces of Dale's Pale Ale to go with your favorite band, Hell yes!" The Dale's Pale Ale Royal Pint will initially feature special 10th Anniversary graphics and will celebrate the brewery's recent announcement of the additional location in Brevard, NC.

Ball Corporation is reportedly the only can manufacturer in North America to make the "Royal Pint" can configuration, which is approximately the height of a 24-oz. can and the diameter of a 16-oz. can. Oskar Blues is the first brewer in North America—craft or otherwise—to package beer in the can.

Vermont Hard Cider to merge with C & C Group

(Continued from Page 1)

"They are committed to using the finest ingredients, supporting local agriculture, and working to reduce their environmental footprint," Mr. Williams added. "They will invest in the expansion and future of the Vermont Hard Cider Company...C&C recognizes that in order to maintain Woodchuck's current success, its core values must remain intact. The brand and company will remain rooted in Vermont, utilizing its current workforce, and the quality of the liquid will not be compromised."

Mr. Williams said that the combination of the Woodchuck and C&C brands would result in "significant opportunities for growth of the cider category."

The C&C Group owns the trade mark Bulmers in the Republic of Ireland, and Bulmers is the number one cider brand in that country (*Note: Bulmers of Ireland is not connected with Bulmer Ltd. of the U.K.*).

Bulmers Cider is sold outside the Republic of Ireland under the name Magners Original Irish Cider, and that brand is C&C's flagship cider outside Ireland. The company also makes Magners

Pear and Magners Golden Draught. All the Magners brands are made in Clonmel, Tipperary, at C&C's Irish cider manufacturing plant. Magners Original Irish Cider is currently the number one cider in the U.K.

C&C Group also produces the Gaymers cider brands in the U.K. These include Gaymers, Blackthorn and Olde English and the premium brand Addlestones. These brands are manufactured at C&C's cider manufacturing plant in Somerset, England.

In 2011, C&C Group acquired Hornsby's, a U.S. cider company based in California. Hornsby's currently makes two brands—Crisp Apple and Amber Draft.

Stephen Glancey, C&C's CEO, said Woodchuck is the key U.S. cider brand. "We recognize what Vermont Hard Cider has done to support and grow the cider industry in the U.S. The cider category wouldn't exist today, if not for the hard work they have put in over the last two decades. Their ability to innovate rare and limited batch ciders serves to push the category forward in the years to come. It is an exciting time to be in the cider business and we are excited to be leading the way."

North American Breweries sold to Costa Rican brewer

(Continued from page 1)

the U.S.," said Raquel Palmer, a partner of KPS, said. "NAB is a complete validation of the KPS investment strategy of seeing value where others do not, buying right, making businesses better and creating value for our investors. We take immense pride in what North American Breweries has accomplished."

Ms. Palmer added, "We congratulate and thank the North American Breweries management team for their tactical execution of our vision, which resulted in the company's significant revenue growth year after year and the eventual acquisition by a leading international strategic buyer."

KPS made significant investments in its brewery properties during its tenure. At Genesee, for example, the company invested in new packaging equipment and opened a new taproom on the brewery grounds.

Cerveceria Costa Rica is best known as the brewer of the Imperial brand, which has been sporadically available in the U.S. Completion of the transaction is expected in the fourth quarter.

American Oud Bruins

Notes from the tasting panel for *Modern Brewery Age*, by Peter V.K. Reid, editor of *Modern Brewery Age*; with 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; economist Ernie Adamo; home brewer Phil Simpson; Greg Zannella, field sales director for Northeast Bev.; Tess Szamatulski, co-founder of Maltose Express Homebrew Shop; Former rocket scientist Mark Szamatulski; Redhook brewer Frank Fermino; Marty Juliano, Northeast rep for Sierra Nevada Brewing Co.; Renzo Kian-Kubota, artisanal beer buyer for Harry's of Fairfield, CT, and David Talbot of the Ultimate Beverage Challenge. **Every month we sample 30-40 beers or ciders. We write up the best; Five-mug rating denotes "Superb."**



The Dissident Deschutes Brewery Bend, OR

The Dissident is Deschutes' first and only sour beer, a brown ale that was named the "World's Best Oud Bruin" at the 2012 World Beer Awards. That's a judgement our panel would echo. This is a remarkably accomplished beer, an Oud Bruin with the richness and polish of the European greats. With wonderful depth, complexity and flavor, this is a Made-in-Oregon world classic.

The Deschutes Brewery describes Dissident as an 11.4% ABV, Flanders-style sour brown ale, made with the addition of cherries, and fermented with *Brettanomyces* for 18 months, partly in pinot noir and cabernet barrels.

"Wonderful nose," said taster Gregg Glaser. "Cherries, and the wood, and the oak—it's not vanilla oak, but raw oak—and the wild yeast, that funky lactobacillus!"

"Hello!" said taster and craft beer retailer Renzo Kian-Kubota. "Nose like a farmhouse ale, but with lots of fruit. Wet socks and fruit!"

"Smells like a wet mouse, and I mean that in the best possible way," said taster Greg Zannella.

"Cherries come out on the nose and in the flavor," said Robert Lachman.

"A perfect sour," Greg Zannella added. "You get some of the malt sweetness, but the sourness is untouched, you get this great sourness. If I could drink this all through the presidential debates, I think I would actually enjoy them."

"You get the sourness, and the fruity sweetness, and the barrel, and it warms you right down to your stomach," said Renzo. "It's just great. The cherries and the wood, everything pleasant and unchecked. The wood

comes through even more as it warms. They should take this to Belgium, show them what's what!"

"A lovely beer, reminds me of a lambic," said Robert Lachman.

"I love the sourness and the natural fruit character," said restaurateur Frank Whitman. "You get sourness from the low pH, and sourness from the cherries, there is so much going on."

"Very complex and wonderfully made," Gregg Glaser concluded.



Enigma New Glarus Brewing Co. New Glarus, WI

A sour brown ale from the hallowed halls of New Glarus, Enigma is certainly the most enigmatic of a flight of brown ales we tasted. Carbonation is light, but flavor delivery is high. In a nod to the beer that put New Glarus on the map, this sour brown ale is fermented with cherries, and aged in unlined oak casks.

"Gorgeous nose!" said taster Greg Zannella of Northeast Beverage. "Cherries, with a touch of spice. Beautiful color as well. This is what beer is supposed to be."

"Cherries right up front, a lambic-like nose," said Robert Lachman.

"And spicy, a touch of nutmeg in there," Tom Conti added.

"This is an amazing beer," said beer retailer Renzo Kian-Kubota. "Nose is cherries and cinnamon, flavor is tart and candyish cherries. It has a cidery quality, like you'd imagine a fresh cherry cider would be."

"Cherry comes out in the flavor, this is like a light fruit sour," said Gregg Glaser. "So tart! There is a stone pit flavor in the back, this is really nice, the carbonation so light, it's like drinking a

still drink."

"Delicious, like a fruit wine," said Frank Whitman. "Finishes with sweet cherry. I'd love to match this with a bleu cheese, a Rochefort."

"They do an awesome job with their cherry beers, and they do an awesome job with this," said Tom Conti.

"Fantastic beer!" concluded Gregg Zannella.



The Meddler Old Bruin Odell Brewing Co. Fort Collins, Co

A new offering from Odell, the Meddler is an 8.9% ABV sour brown Flemish ale. Like the Dissident, Meddler is fermented for 18 months with *Lactobacillus* and *Brettanomyces*. The Odell brewmasters make their Oud Bruin from several generations of brown ales, barrel aged and blended.

Odell has been a wood-aging pioneer, and that barrel expertise is on display here. Old Meddler is an oaky variation on the style, but the wood is well-handled, and accents the beer nicely.

"Wow, that oak! I love the way this smells," said Gregg Glaser. "Wood—dense wood—and the sourness of fruity yeast."

"This is an oakfest, I love it," said Renzo Kian-Kubota.

"Great nose," Greg Zannella agreed.

"Sour, but the sourness is muted by the aged oak, and the vanilla."

"Incredibly tart on the tongue," said Gregg Glaser. "We've had some tart ones, but this is really tart. A little sweetness in the middle, and then back to tart!"

"Tart, but straight beer character, not so much fruit," said Frank Whitman.

"There is an oakiness that hides the
(Continued from page 8)



New Planet Gluten-Free Beer

New Planet Beer Company has announced a long-term agreement to brew its gluten-free beers at Fort Collins Brewery in Fort Collins, CO. "We are very excited to be able to keep pace with demand by partnering with The Fort Collins Brewery and providing our loyal fans with great quality beer brewed and bottled right here in the U.S.," said New Planet founder Pedro Gonzalez. "New Planet is a gluten-free beer brand from start to finish," Mr. Gonzalez added. "And by that we mean that we begin with natural gluten-free ingredients, and we segregate the brewing and bottling process to ensure integrity."

The partnership has announced that Ft. Collins will get a new state-of-the-art brewhouse and increased capacity for 2013.

"A joint effort by New Planet and The Fort Collins Brewery will increase fermentation capacity to 30,000 bbl for 2013," Mr. Gonzalez said. "Along with increased production capacity, New Planet and the Fort Collins Brewery plan to make a significant investment in developing an in-house laboratory."

"Our standards are higher than just meeting federal guidelines—we actually exceed those set by the FDA," added Tom Peters, owner of The Fort Collins Brewery. "We are looking forward to raising the bar by working with New Planet to create a state-of-the-art lab within the walls of our own facility."

New Planet Beer Company began operations in September 2009, introducing the first gluten-free beer brewed and bottled in Colorado. The company now has distribution in 40 states. New Planet offers three styles of beer in 4- and 6-packs of 12-ounce bottles: Tread Lightly Pale Ale, Off The Grid Pale Ale and 3R Raspberry Ale.

Craft Brew Alliance promotes gluten-free Omission beers...

(Continued from page 2)

she broke into tears when she tried Omission. I love the experience of sharing these beers with my celiac friends. It's been a wild ride!"

Within Oregon, Widmer can say Omission is gluten-free, but not nationally. *(Though as one Widmer sales rep noted, "What I tell retailers is, 'I can't say it, but you can'.")*

"The TTB has to approve labels, but they defer to the FDA on this point, and the FDA has been looking at this for 8 years," Mr. Widmer said. "We have a history of working well with TTB, but it's a slow process. They have been great, they've told us, 'We saw this coming, but we have to wait on FDA.' The European Union put this to bed 5-6 years ago, Canada now has as well. A 20 parts-per-million standard for gluten is accepted, but FDA has not accepted the R5 competitive ELISA *(an enzyme-linked test intended to be used on products containing hydrolyzed ingredients, such as malt)* as a test for beer. But empirical evidence shows us that we are on the right track, because our CEO and our brewmaster's wife can drink beer again!"

Brew Notes, continued..

(Continued from page 7)

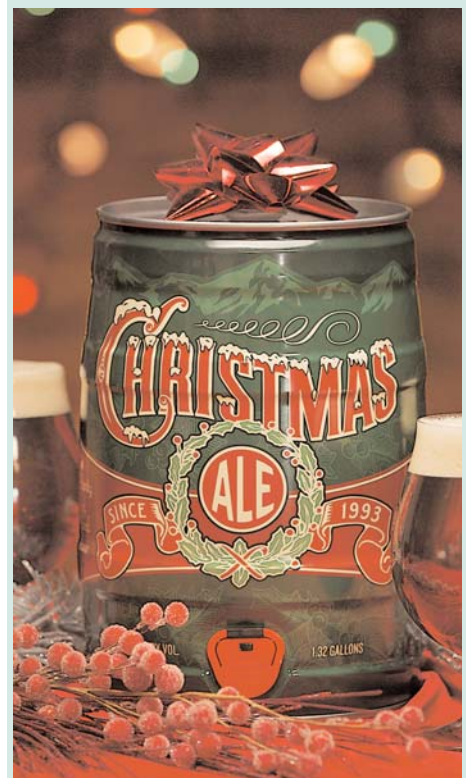
sourness," Gregg Zannella said. "It mutes it, but at the back end the sourness returns, it emerges big time."

"A tart beer, there is some fruitiness there too," said Renzo Kian-Kubota. "The body is brown ale, and the finish is sweet. They must have used a red wine barrel to finish this, had to be."

"Heavy oak for me," said Tom Conti, "but everything else is great."

"When I compare this to other oak-aged beers in this flight, I don't think the oak is overwhelming," Frank Whitman said, "I think the oak is a nice compliment."

Brewers or importers who would like to see their products included in our tastings can send samples (Two 12-oz bottles or One 22-oz bottle or the volume equivalents) to: Modern Brewery Age, 44 Indian Valley Road, Weston, CT 06883.



Breckenridge Brewery offers holiday mini-keg

Breckenridge Brewery of Colorado is releasing its annual holiday beer, Christmas Ale, in a new package—a five-liter/1.32-gallon mini-keg.

"I can't wait to share a mini-keg of Christmas Ale with a handful of friends," said Todd Thibault, Director of Marketing for Breckenridge Brewery. "I just love everything about this package. It's relatively new in the U.S., but there's a lot of synergy with craft beer drinkers in the way it brings folks together around good beer."

The mini-keg is produced by Huber Packaging Group, headquartered in Ohringen, Germany. "Nothing tastes better than a freshly tapped glass of beer, and there's no better way to enjoy than with friends and family," said Markus Britsch, head of Huber Packaging's Beverage Unit. "The five-liter mini-keg is a popular German favorite to celebrate good times at home or beer garden, at family gatherings and festive occasions. It's great to see Breckenridge build on the European heritage and create its own holiday tradition, starting with Christmas Ale."

Mr. Thibault reported that Breckenridge Brewery first introduced Christmas Ale in 1993 and has been brewing this recipe as a holiday seasonal ever since. "Unlike many holiday and winter beers, Breckenridge doesn't add any spice to its Christmas Ale," he said. "The spicy characteristics come from Chinook and Mt. Hood hops. It's a strong ale at 7.4% ABV, but alcohol isn't a prominent flavor after four weeks of cold conditioning." In addition to the new mini-kegs, Christmas Ale is available in 12-oz bottles and 1/2-barrel kegs, together with hand-labeled one liter gift bottles (Gift bottles available in late November).