

# MODERN Brewery Age



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**Marc Lemay of Brasserie Dubuisson**, makers of the Bush beers (Scaldis in the U.S. market) pictured in the cask room at the brewery in Pipaix, Belgium. The casks are used in aging "Bush Prestige," a beer that is matured for six months in oak barrels after primary fermentation. Once the beer is bottled, it referments again for up to 3 weeks. This triple fermentation allows the beer to reach 13% abv. "Bush Prestige is truly a unique hearty beer with its rich aromas and stylish bottle," says Mr. Lemay. See *Dubuisson story below*.

## Brasserie Dubuisson doubles capacity

Buisson is old French for "bush" or "scrub," and in the recesses of time the Dubuisson family may have earned their name for farming a scrubby, bushy landscape. By 1931, the brothers Alfred and

Amédée Dubuisson, heirs to a farmhouse brewery in the town of Pipaix, Belgium, decided to forsake farming, and commercialize their beer operation. English brews  
*(Continued on Page 7)*

## Heineken USA appoints Nuno Teles as chief marketing officer

Heineken USA has announced the appointment of Nuno Teles as the company's new chief marketing officer. In March, Mr. Teles will join the company's management team and will report to chief executive officer Dolf van den Brink.

Mr. Teles joins Heineken USA from Heineken Brazil, where he served as CMO and was credited with growing the Heineken

brand by 500% over his four year tenure, helping it achieve the top market share position among premium imported brands in the country. As a result of this performance, Mr. Teles was recently named the 2012 "Best Marketing Professional" by LIDE (a group of the top 100 companies in Brazil).

Prior to his role in Brazil, Mr. Teles held a  
*(Continued on page 6)*

## Anheuser-Busch to buy Blue Point Brewing Co.

Anheuser-Busch has announced it has agreed to purchase Blue Point Brewing Co., of Patchogue, N.Y. Ippolito Christon & Co. acted as financial advisers to Blue Point, and Ettelman & Hochheiser, P.C. acted as legal counsel to Blue Point. Terms of the agreement were not disclosed.

Blue Point was founded by Mark Burford and Peter Cotter 15 years ago in Patchogue, Long Island, where the brewery will continue to operate. Anheuser-Busch has said it plans to invest in the brewery to expand capacity.

"We are deeply grateful to our family of loyal employees and customers. Our success was made possible by the hard work of good people and good beer in Patchogue," said Mr. Cotter, who will continue his involvement with the brewery.

"Together, our talented brewing team and Anheuser-Busch will have the resources to create new and exciting beers and share our portfolio with even more beer lovers," added co-founder Mark Burford.

In 2013, Blue Point sold approximately 60,000 barrels, with 50 percent of the vol-

*(Continued on page 5)*

## Yuengling rolling out in Massachusetts in March

D.G. Yuengling & Son, Inc., of Pottsville, PA has announced that it is expanding distribution into Massachusetts. This expansion is a return to the state after scaling back in the 1990's. Massachusetts is the fifteenth state in the brewery's footprint.

The initial rollout, slated for early March, will include flagship Yuengling Lager as well as Light Lager and Black & Tan.

The brewer reports that seven wholesalers have been assigned to distribute Yuengling products in the state, including: Atlas Distributing, Craft Brewers Guild, Girardi Distributing, L. Knife Distributing, Quality Distributing, Seaboard Distributing and Williams Distributing.

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## Anheuser-Busch InBev Scorecard, Year-to-Date ending January 26, 2014

### IRI Data US. Multi-Outlet

Anheuser-Busch Brands	Volume Sales	Vol % chg	Volume Change	Vol Shr	Vol Shr Chg	Dollar Sales	\$ Sales % Chg	\$ Shr of cat	\$ Shr Chg
ANHEUSER-BUSCH INBEV	48,500,409	2.5%	1,168,559	52.26	-0.79	\$967,919,182	3.9%	48.51	-1.40
BUD LIGHT	18,995,197	2.5%	466,543	20.47	-0.30	\$387,632,350	3.3%	19.43	-0.67
BUDWEISER	7,046,984	1.0%	70,040	7.59	-0.23	\$144,014,116	1.4%	7.22	-0.39
NATURAL LIGHT	4,885,049	-2.4%	-119,124	5.26	-0.35	\$76,648,527	-1.8%	3.84	-0.34
BUSCH LIGHT	3,679,323	2.0%	71,476	3.96	-0.08	\$56,399,001	2.8%	2.83	-0.11
BUSCH	2,842,023	-2.3%	-65,632	3.06	-0.20	\$44,639,261	-1.5%	2.24	-0.19
MICHELOB ULTRA LIGHT	2,058,405	11.5%	211,860	2.22	0.15	\$51,384,807	14.2%	2.58	0.17
NATURAL ICE	1,572,747	0.4%	6,849	1.69	-0.06	\$24,024,229	-2.3%	1.20	-0.11
BUD ICE	1,052,350	8.7%	84,557	1.13	0.05	\$18,165,778	8.3%	0.91	0.01
BUD LIGHT PLATINUM	752,640	-10.6%	-88,925	0.81	-0.13	\$20,290,580	-8.4%	1.02	-0.17
BUD LIGHT LIME	549,164	-10.3%	-62,841	0.59	-0.09	\$14,664,671	-8.4%	0.74	-0.12
ROLLING ROCK	428,099	28.2%	94,114	0.46	0.09	\$7,487,997	22.5%	0.38	0.05
STELLA ARTOIS LAGER	407,493	18.0%	62,240	0.44	0.05	\$14,358,639	18.1%	0.72	0.07
BUD LIGHT STRAWBERRITA	328,094		328,094	0.35	0.35	\$11,223,496		0.56	0.56
BUDWEISER SELECT	299,977	-7.3%	-23,625	0.32	-0.04	\$5,897,653	-8.6%	0.30	-0.05
BUSCH ICE	260,524	34.1%	66,254	0.28	0.06	\$3,584,512	38.9%	0.18	0.04
BUD LIGHT CHELADA	253,294	9.2%	21,393	0.27	0.01	\$8,065,074	10.3%	0.40	0.01
BUD LIGHT LIME A RITA	241,101	-34.1%	-124,923	0.26	-0.15	\$8,231,864	-34.8%	0.41	-0.26
HURRICANE HIGH GRAVITY	230,410	24.4%	45,154	0.25	0.04	\$3,885,964	21.5%	0.19	0.02
BUDWEISER SELECT 55	219,704	-19.7%	-53,813	0.24	-0.07	\$4,293,253	-20.5%	0.22	-0.07
SHOCK TOP BELG WHITE	214,353	8.4%	16,576	0.23	0.01	\$6,481,485	11.3%	0.32	0.01
KING COBRA	188,895	-10.2%	-21,411	0.20	-0.03	\$2,857,527	-8.0%	0.14	-0.02
BUDWEISER BLACK CROWN	183,314	131.0%	103,940	0.20	0.11	\$4,961,515	142.9%	0.25	0.14
NATTY DADDY LAGER	141,544	58.9%	52,443	0.15	0.05	\$2,157,906	38.2%	0.11	0.02
MICHELOB LIGHT	132,244	-19.8%	-32,750	0.14	-0.04	\$3,101,400	-19.1%	0.16	-0.05
BECKS	128,736	-12.0%	-17,638	0.14	-0.03	\$3,654,236	-11.4%	0.18	-0.04
BUD LIGHT CRANBRRR RITA	116,689		116,689	0.13	0.13	\$4,167,177		0.21	0.21
ODOULS NA	107,549	1.6%	1,698	0.12	0.00	\$2,525,894	5.6%	0.13	0.00
BUDWEISER CHELADA	97,082	3.7%	3,435	0.10	0.00	\$3,139,274	4.4%	0.16	0.00
MICHELOB AMBER BOCK	84,246	-10.3%	-9,625	0.09	-0.01	\$2,151,331	-7.5%	0.11	-0.02
HURRICANE MALT LIQUOR	71,647	20.1%	11,996	0.08	0.01	\$1,087,472	27.8%	0.05	0.01
BUSCH NA	70,758	-1.4%	-1,012	0.08	0.00	\$1,267,877	2.6%	0.06	0.00
MICHELOB GOLDN DRFT LT	65,157	-2.6%	-1,742	0.07	0.00	\$1,179,950	-4.4%	0.06	-0.01
LANDSHARK LAGER	58,536	-5.4%	-3,347	0.06	-0.01	\$1,702,518	-6.1%	0.09	-0.01
SHOCK TOP HONEYCRISP	41,659		41,659	0.04	0.04	\$1,264,183		0.06	0.06
BUD CHELADA PICANTE	39,472	97.8%	19,521	0.04	0.02	\$1,286,103	99.0%	0.06	0.03
SHOCK TOP SEASONAL	38,649	-34.4%	-20,307	0.04	-0.02	\$1,177,142	-32.6%	0.06	-0.03
MICH ULTRA LIME CACTUS	35,133	-0.4%	-144	0.04	0.00	\$1,004,898	2.9%	0.05	0.00
GOOSE ISLAND 312 WHEAT	32,150	48.4%	10,484	0.03	0.01	\$1,040,197	57.9%	0.05	0.02
BECKS SAPPHIRE LAGER	28,243	38.2%	7,804	0.03	0.01	\$833,309	36.2%	0.04	0.01
MARGARITAVILLE 5 o'clock	27,347	-18.6%	-6,259	0.03	-0.01	\$783,647	-18.3%	0.04	-0.01
ODOULS AMBER NA	27,076	-2.9%	-818	0.03	0.00	\$642,456	1.6%	0.03	0.00
SHOCK TOP VARIETY PACK	25,758	42.8%	7,721	0.03	0.01	\$679,552	40.0%	0.03	0.01
SHOCK TOP RASPBERRY	23,683	-27.2%	-8,857	0.03	-0.01	\$750,135	-25.7%	0.04	-0.02
ST PAULI GIRL	22,590	-34.0%	-11,659	0.02	-0.01	\$640,961	-29.7%	0.03	-0.02
MICHELOB	22,289	-22.4%	-6,452	0.02	-0.01	\$550,963	-19.4%	0.03	-0.01
BASS ALE	22,051	-20.7%	-5,769	0.02	-0.01	\$665,511	-19.5%	0.03	-0.01
ZIEGENBOCK AMBER	21,844	6.8%	1,399	0.02	0.00	\$656,157	11.2%	0.03	0.00
MICHELOB ULTRA AMBER	21,797	-18.8%	-5,052	0.02	-0.01	\$547,983	-16.5%	0.03	-0.01
HOEGAARDEN WHITE ALE	20,832	-3.7%	-798	0.02	0.00	\$822,652	-2.7%	0.04	0.00
HAAKE BECK NA	18,653	4.3%	767	0.02	0.00	\$543,429	7.9%	0.03	0.00
KOKANEE GLACIER PILS	17,122	0.0%	5	0.02	0.00	\$413,710	-1.5%	0.02	0.00
MICHELOB ULTRA LIGHT	15,289	-13.5%	-2,395	0.02	0.00	\$471,792	-11.0%	0.02	0.00
STELLA ARTOIS CIDRE	14,450		14,450	0.02	0.02	\$683,765		0.03	0.03
WILD BLUE	13,818	7.9%	1,015	0.01	0.00	\$478,339	10.5%	0.02	0.00
BODDINGTONS PUB ALE	13,293	-8.5%	-1,232	0.01	0.00	\$423,932	-5.9%	0.02	0.00
REDBRIDGE	13,260	-0.1%	-10	0.01	0.00	\$456,187	2.5%	0.02	0.00
GOOSE ISLAND SEASONAL	13,231	63.5%	5,137	0.01	0.01	\$425,184	71.1%	0.02	0.01
PRESIDENTE PILSENER	12,068	-30.7%	-5,343	0.01	-0.01	\$344,974	-28.1%	0.02	-0.01
BEST OF BELGIUM	11,830	39.3%	3,338	0.01	0.00	\$389,651	35.0%	0.02	0.00
LEFFE BLONDE PALE ALE	10,838	3.1%	323	0.01	0.00	\$441,306	4.8%	0.02	0.00
SAINT PAULI N A	10,693	-4.5%	-506	0.01	0.00	\$310,795	-2.6%	0.02	0.00
MICH ULTR POM RSPBRRY	10,591	-18.1%	-2,344	0.01	0.00	\$299,686	-15.2%	0.02	0.00
GOOSE ISLAND VARIETY PK	10,153	309.1%	7,671	0.01	0.01	\$294,359	335.9%	0.01	0.01
GOOSE ISLAND HONKERS	9,435	118.2%	5,111	0.01	0.01	\$314,680	131.5%	0.02	0.01
GOOSE ISLAND IPA	9,379	197.2%	6,224	0.01	0.01	\$323,588	196.8%	0.02	0.01
BUD LIGHT CHELADA XLIME	9,347		9,347	0.01	0.01	\$292,986		0.01	0.01
BECKS PREMIER LIGHT	7,775	-30.9%	-3,482	0.01	0.00	\$231,630	-27.8%	0.01	-0.01
BUDWEISER PROJECT 12	7,425	-73.6%	-20,699	0.01	-0.02	\$183,033	-73.3%	0.01	-0.03

Brand and vendor data is excerpted from IRI monthly reports, US Multi-Outlet

# MillerCoors Scorecard, Year-to-Date ending January 26, 2014

## IRI Data U.S. Multi-Outlet

MillerCoors Brands	Volume Sales	Vol % chg	Volume Change	Vol Shr	Vol Shr Chg	Dollar Sales	\$ Sales % Chg	\$ Shr of cat	\$ Shr Chg
MILLERCOORS BREWING	25,966,897	2.7%	680,264	27.98	-0.36	\$501,086,077	6.0%	25.11	-0.21
COORS LIGHT	7,526,170	2.1%	153,788	8.11	-0.15	\$152,655,861	3.7%	7.65	-0.23
MILLER LITE	6,187,989	2.9%	174,847	6.67	-0.07	\$124,400,434	4.1%	6.24	-0.17
KEYSTONE LIGHT	2,189,916	0.0%	-657	2.36	-0.10	\$32,887,528	1.6%	1.65	-0.08
MILLER HIGH LIFE	2,008,381	-4.0%	-84,436	2.16	-0.18	\$31,841,338	-3.7%	1.60	-0.17
TENTH AND BLAKE	1,084,364	6.4%	64,923	1.17	0.03	\$32,710,637	8.2%	1.64	0.02
ICEHOUSE	916,834	-8.9%	-89,376	0.99	-0.14	\$15,011,848	-7.3%	0.75	-0.11
STEEL RESERV Hi Grav Lag	734,373	1.3%	9,544	0.79	-0.02	\$12,926,114	1.0%	0.65	-0.04
MILWAUKEES BEST ICE	692,894	0.5%	3,712	0.75	-0.03	\$9,439,685	2.7%	0.47	-0.02
COORS	670,145	11.8%	70,656	0.72	0.05	\$13,297,367	14.9%	0.67	0.05
MILWAUKEES BEST LIGHT	657,709	-8.5%	-61,118	0.71	-0.10	\$8,894,386	-7.2%	0.45	-0.07
BLUE MOON BELG WHITE	494,185	12.2%	53,698	0.53	0.04	\$15,509,923	13.2%	0.78	0.04
MILLER GENUINE DRAFT	412,191	-9.7%	-44,320	0.44	-0.07	\$7,884,413	-9.4%	0.40	-0.07
REDDS APPLE ALE	372,512	3309.1%	361,585	0.40	0.39	\$11,517,999	3141.9%	0.58	0.56
MILLER 64	275,447	-17.2%	-57,213	0.30	-0.08	\$5,300,004	-16.6%	0.27	-0.07
MILWAUKEES BEST	228,830	-3.7%	-8,829	0.25	-0.02	\$3,103,827	-2.9%	0.16	-0.02
OLDE ENGLISH 800	227,953	-2.8%	-6,461	0.25	-0.02	\$4,048,393	-0.7%	0.20	-0.02
MICKEYS MALT LIQUOR	198,703	-6.4%	-13,512	0.21	-0.02	\$4,130,045	-5.8%	0.21	-0.03
KEYSTONE ICE	193,009	0.1%	106	0.21	-0.01	\$2,872,759	-0.2%	0.14	-0.01
MILLER HIGH LIFE LIGHT	161,306	-12.2%	-22,507	0.17	-0.03	\$2,213,205	-12.0%	0.11	-0.02
FOSTERS LAGER	154,847	3.1%	4,631	0.17	0.00	\$3,892,991	5.1%	0.20	0.00
REDDS STRAWBERRY ALE	154,200	n/a	154,200	0.17	0.17	\$4,763,456		0.24	0.24
ICEHOUSE EDGE LAGER	123,127	62.8%	47,490	0.13	0.05	\$2,202,628	58.6%	0.11	0.04
MILWAUKEES BEST	119,324	-14.6%	-20,437	0.13	-0.03	\$1,748,370	-12.2%	0.09	-0.02
BLUE MOON SEASONAL	90,580	-13.9%	-14,576	0.10	-0.02	\$2,884,048	-12.9%	0.14	-0.03
Leinenkugl Seasonal Shandy	85,437	8450.6%	84,438	0.09	0.09	\$2,508,140	8874.6%	0.13	0.12
MOLSON CANADIAN	79,415	-7.5%	-6,449	0.09	-0.01	\$1,619,439	-8.3%	0.08	-0.01
HAMMS	79,054	-12.3%	-11,058	0.09	-0.02	\$1,020,929	-9.6%	0.05	-0.01
GEO KILLIANS IRISH RED	71,985	-16.8%	-14,567	0.08	-0.02	\$1,844,349	-16.0%	0.09	-0.03
BAND OF BREWERS AMBER	68,488	562.2%	58,146	0.07	0.06	\$1,881,656	664.9%	0.09	0.08
BLUE MOON VARIETY PACK	62,184	-3.6%	-2,303	0.07	-0.01	\$1,744,122	-3.1%	0.09	-0.01
STEEL RESRV Triple Export	61,934	-4.3%	-2,793	0.07	-0.01	\$1,102,498	0.6%	0.06	0.00
STEEL RSRV ALLY BLKBRY	51,574	n/a	51,574	0.06	0.06	\$1,198,285		0.06	0.06
LEINENKUGELS SEASONAL	48,761	9.1%	4,050	0.05	0.00	\$1,408,314	12.8%	0.07	0.00
FOSTERS PREMIUM ALE	44,081	-4.9%	-2,294	0.05	0.00	\$1,041,282	-3.4%	0.05	-0.01
RED DOG	35,540	12.0%	3,820	0.04	0.00	\$483,133	7.8%	0.02	0.00
SPARKS Bkbery Ultraviolet	29,035	-15.5%	-5,320	0.03	-0.01	\$658,253	-14.4%	0.03	-0.01
MAGNUM	28,037	-1.2%	-354	0.03	0.00	\$392,004	2.9%	0.02	0.00
MOLSON ICE	25,919	-18.9%	-6,021	0.03	-0.01	\$510,400	-18.3%	0.03	-0.01
HEN WEINHRDS PVT RSRV	23,395	-24.9%	-7,771	0.03	-0.01	\$577,334	-26.4%	0.03	-0.01
LEINENKUGELS VARIETY PK	23,255	34.2%	5,922	0.03	0.01	\$612,039	34.8%	0.03	0.01
HAMMS SPECIAL LIGHT	23,242	-20.9%	-6,154	0.03	-0.01	\$242,534	-14.7%	0.01	0.00
PERONI NASTRO AZZURRO	22,486	-9.6%	-2,377	0.02	0.00	\$787,956	-6.3%	0.04	-0.01
SPARKS ALL OTHERS	22,211	-20.8%	-5,819	0.02	-0.01	\$514,228	-22.2%	0.03	-0.01
OLDE ENGLISH HG800	21,170	-7.6%	-1,738	0.02	0.00	\$392,077	-7.3%	0.02	0.00
COORS BATCH 19 LAGER	17,130	44.5%	5,275	0.02	0.01	\$578,246	49.5%	0.03	0.01
LEINIES SUNSET WHEAT	14,321	-19.8%	-3,541	0.02	0.00	\$435,510	-18.7%	0.02	-0.01
MILLER CHILL	13,699	-40.1%	-9,167	0.01	-0.01	\$310,681	-37.6%	0.02	-0.01
COORS NA	13,552	-8.1%	-1,187	0.01	0.00	\$300,339	-5.6%	0.02	0.00
PILSNER URQUELL	12,761	-18.8%	-2,954	0.01	0.00	\$427,847	-19.1%	0.02	-0.01
LEINIES HONEY WEISS	11,782	-17.6%	-2,525	0.01	0.00	\$321,482	-18.3%	0.02	0.00
LEINENKUGELS	11,448	-20.7%	-2,996	0.01	0.00	\$179,482	-18.7%	0.01	0.00
MOLSON GOLDEN	10,881	2.1%	223	0.01	0.00	\$252,430	1.5%	0.01	0.00
SPARKS LEMONADE	10,408	-9.9%	-1,145	0.01	0.00	\$221,297	-8.5%	0.01	0.00
HEN WEINHRDS BLUE BOAR	10,329	-11.6%	-1,350	0.01	0.00	\$254,733	-8.8%	0.01	0.00
MOLSON XXX	9,886	-3.3%	-338	0.01	0.00	\$299,298	0.4%	0.02	0.00
GROLSCH LAGER	9,532	0.5%	46	0.01	0.00	\$338,607	2.5%	0.02	0.00
MICKEYS ICE ALE	9,071	-5.5%	-528	0.01	0.00	\$179,965	-0.7%	0.01	0.00
SHARPS NA	8,565	-17.6%	-1,828	0.01	0.00	\$155,722	-17.9%	0.01	0.00
LEINIES BERRY WEISS	8,095	-12.1%	-1,118	0.01	0.00	\$235,502	-11.4%	0.01	0.00
LEINIES HOPPIN HELLES	7,098	n/a	7,098	0.01	0.01	\$190,273	0.01	0.01	
Leinies Lemon Berry Shandy	5,776	-72.8%	-15,495	0.01	-0.02	\$177,221	-72.2%	0.01	-0.03
GEO KILLIANS IRISH STOUT	5,669	2160.9%	5,419	0.01	0.01	\$153,810	2153.1%	0.01	0.01

Big Two data for the first month of the year, in IRI's multi-outlets (MULO (Multi-Outlet) reflects the following channels: Food, Drug, Mass, Walmart, Club (Sam's and BJ's), Dollar and Military. And in the data shown here, Convenience is also added in.

\* Case equiv. Excerpted from IRI, Total U.S. Multi-Outlet & Convenience

# WEEKLY MARKETPLACE

## At First Glance

The draft beer experience begins at the bar.



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## Anheuser-Busch to buy Blue Point Brewing Co.

*(Continued from page 1)*

from its flagship brand, Toasted Lager. It also sells Hoptical Illusion, Blueberry Ale and a range of seasonal brands.

"As we welcome Blue Point into the Anheuser-Busch family of brands, we look forward to working with Mark and Peter to accelerate the growth of the Blue Point portfolio and expand to new markets, while preserving the heritage and innovation of the brands," said Luiz Edmond, CEO of Anheuser-Busch, a unit of Anheuser-Busch InBev of Leuven, Belgium. "With Anheuser-Busch's strong beer credentials, we share a commitment to offering high-quality beers that excite consumers. Blue Point brands have a strong following and even more potential."

Anheuser-Busch reported that its purchase of Blue Point is expected to close in early second quarter of 2014.

Blue Point Brewing Company was founded in 1998 by Mark Burford and Pete Cotter, and is currently the 34th largest craft brewery in the U.S., according to the Association of Brewers. Blue Point Brewing Company has been independently owned and operated and its beers are currently distributed in 15 states, including New York, New Jersey, Massachusetts, Connecticut, Pennsylvania, Rhode Island, New Hampshire, Vermont, Maryland, Delaware, Virginia, North Carolina, Georgia, Florida, and Michigan.

Blue Point Brewing Co.'s portfolio includes more than 40 brands.

## Baxter intros Cali-style lager

Baxter Brewing Co. of Lewiston, ME, will soon introduce Tarnation, Baxter's first lager beer, brewed in the style of the "steam" beers of 19th-century California.

Like all Baxter beers, it will be sold only in cans. Beginning the first week of March, Tarnation will be distributed throughout Baxter's four-state footprint (Maine, New Hampshire, Vermont and Massachusetts).

"We've been offering a steady rotation of small-batch beers on tap only in our in-house tasting room for the past year and a half or so," said Ben Low, Baxter's director of brewing operations, "and Tarnation proved to be among the most popular ever. We're really excited by the chance to bring something entirely new to our region."

Tarnation will be added to Baxter's new 12-can "Backpack" variety pack.

## U.S. Association of Cider Makers appoints Board

The United States Association of Cider Makers (USACM), the national trade association of the cider industry, has elected a new Board of Directors.

The election took place at the Association's Cider Conference, a meeting, that took place last week at the Westin Hotel and Conference Center in downtown Chicago, attended by some 200 cider and perry makers.

The USACM new board includes:

- Mike Beck, Uncle John's Cider Mill (MI)
- James Kohn, Wandering Aengus Ciderworks (OR)
- Dan Rowell, Vermont Hard Cider (VT)
- Robert Vail, Angry Orchard (OH)
- Bruce Nissan, MillerCoors (IL)
- Dan Wilson, Slyboro Ciderworks (NY)
- Charlotte Shelton, Albemarle Ciderworks (VA)
- Brad Page, Colorado Cider Co. (CO)
- Scott Donovan, BlackBird Cider Works (NY)

"The incredible growth of hard cider over the last year has made an organization like this all the more important," says USACM president Mike Beck. "The USACM represents the interests of both the largest and smallest cider operations and allows the industry to speak with one voice. We are excited for the future growth of the category. Throughout 2013, the organization worked to grow membership and advance legislative priorities. This led to the creation of the CIDER Act which is currently making its way through the US House and Senate. The bill seeks to create a tax definition for cider that allows for increased carbonation and higher alcohol by volume over what current tax law allows."

The US. Association of Cider Makers was founded in February, 2013 at "CiderCon," the third annual gathering of Cider Makers from across the U.S.

## Heineken USA brings in Nuno Teles from Heineken Brazil as new chief marketing officer

*(Continued from page 1)*

variety of marketing roles at Heineken NV in Lisbon and Amsterdam. He originally joined the business through the acquisition of Scottish & Newcastle.

Mr. Teles began his career at Unilever, spending eight years in a variety of marketing and innovation roles across Europe. He later led marketing for a mobile phone start-up and ran his own successful fashion retail



### Isochem Complete Beer Analyzer from LT Industries

LT Industries of Gaithersburg, MD, reports it has introduced an analyzer designed to provide improved product analysis and quality control for Beer Breweries.

"The IsoChem Complete Beer Analyzer was designed drawing on LT Industries' years of experience developing quality control solutions for the Beverage Industry," says Brian Thomson of LT Industries, Inc. "It can provide key beer properties such as Alcohol, Original Gravity, Calories, Sugars, Apparent and Real Extract and more. The optical measurement technique measures all properties in a single scan that takes seconds. Results are displayed on a customized user interface and can be logged or printed as necessary. The IsoChem system also provides a path to upgrade to online beer measurements. Online monitoring can help breweries reduce waste during product switchovers and continuously monitor quality. Users can take advantage of the ability to measure 20 process points, communication to control systems via Modbus and other standard protocols and washdown process enclosures."

Mr. Thomson said the IsoChem Beer Analyzer can serve as "a complete laboratory analysis solution for validation and quality control" by enabling measurement of numerous beer properties with a single instrument. "The simple test procedure requires no specialized training and all properties are measured in seconds with a single scan," he said. "The simple optical measurement virtually ensures that experimental repeatability will not be a factor in measurement results. The user-friendly Operator Console software provides clear, customized result reporting to fit your specified quality parameters. IsoChem Analyzers provide unparalleled value with their ability to be upgraded to online process analyzers that measure directly in the beer production process. When your beer operation is ready to grow, so are we. With accurate measurements, easy operation and the online upgrade potential, the IsoChem Analyzer can be an important part in growing your business."

and wholesale business.

"Nuno brings incredible passion, creativity and drive to his work and he is exactly the right leader to take our portfolio of upscale, badge brands into the next phase of our growth journey," said Dolf van den Brink, HUSA CEO. "I'm thrilled to have him join the Heineken USA management team."

"I'm honored and excited to drive the Heineken USA brand portfolio to the next

level and be part of such a winning management team," Mr. Teles said. "In this competitive beer market, to win with consumers, we need to challenge the status quo and aim to change things with bold moves."

Mr. Teles holds an MBA from IMD in Switzerland. He currently lives in Sao Paolo and will be relocating to the U.S. with his wife and four daughters. He will be based in the HUSA New York City office.



## O'Fallon introduces Zeke's

O'Fallon Brewery of O'Fallon, MO, will launch Zeke's, a new single-hop pale ale, in February.

O'Fallon brewmaster Brian Owens said he created Zeke's because he wanted an "easy to drink beer with a rich, full hop aroma and flavor."

Mr. Owens said Zeke's is "a dry, crisp, light-bodied pale ale brewed with Galaxy hops, which gives it a unique citrusy flavor and aromas of passion fruit, grapefruit and pineapple."

Mr. Owens brewed Zeke's Pale Ale with two-row, Bonlander and Honey malt. "Galaxy hops are added at the very end of the boil in a technique called burst-hopping that allows the beer to gain the hop flavor and aroma with just the right balance of bitterness," he said. "The result is a dry, crisp, light-bodied ale with a fresh hop aroma and just a hint of honey."

"The tastes and demands of craft beer drinkers are evolving quickly, and people now are looking for big flavor in beers that aren't too high in alcohol and are lighter than most craft beers," Mr. Owens noted. "We wanted Zeke's to be special so we used only Galaxy hops which produce a really citrusy flavor and an amazing aroma."

Zeke's will be available beginning Feb. 10 in six-packs of 12-oz. bottles and on draught. Zeke's Pale Ale is 5.1 percent alcohol by volume, contains 29 IBUs and will be priced at parity with other O'Fallon brands. Zeke's is the first new full-time beer from O'Fallon since the brewery introduced Hemp Hop Rye in 2010.

O'Fallon also recently reintroduced its spring seasonal beer, Rager Red, an Irish red ale, available in six-packs of 12-oz. bottles and on draught. Zeke's Pale Ale and Rager Red will be distributed throughout MO, AR, AL, IL, IN, IA, KS, KY, MI, OH, PA, TN, MS, and WI.

## Brasserie Dubuisson doubles capacity...

*(Continued from page 1)*

were very popular in Belgium in the post-World War I period, a legacy of the presence of English troops in Belgium during the war. So the Dubuissons anglicized their brand name to "Bush" and focused on production of a 12% abv amber beer in a hybrid British/Belgian style.

For many decades, this potent amber was the sole product from Bush, but in the 1990s, the brewery began to make a wider range of beers. These included a Bush 7%, Bush Blonde, and Bush de Noel.

The brands were well established in European markets, but when they arrived in the U.S., the Bush name caught the attention of Anheuser-Busch. A-B's lawyers pointed out the phonetic similarity of the names and sternly encouraged the company to change the brand name for export. For their new export identity the Dubuissons settled on Scaldis, the ancient Roman name for the Schelde River.

Today, the Bush/Scaldis beers make up a little under half the brewery's 50,000 hectoliter production, because in 2000, the brewery developed a strong golden beer called Cuvée des Trolls, which proved remarkably successful. It now makes up about half the brewery's production, and continues to be the fastest growing brand.

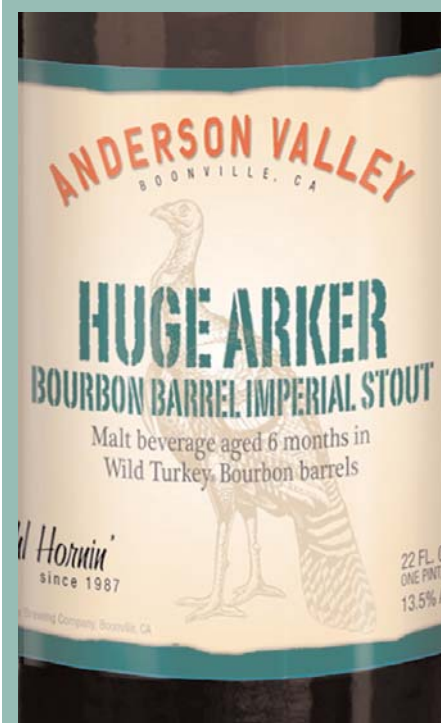
"Cuvee des Trolls is a triple, a blonde beer, fresh and very easy to drink, and slightly perfumed with dry orange peels," says Marc Lemay of Brasserie Dubuisson.

Mr. Lemay reports that the growth of Cuvee des Trolls has helped drive growth for the whole brewery.

"We have invested massively last year and this year," Mr. Lemay says. "Five million euros for a new brew room, a Krones brewhouse and with extension of fermentation area, with a new warm cellar, new offices and solar panels, and an energy recovery system in the brewhouse to warm the office."

"The brewhouse was too small, since we have doubled production in last five years," he says. "So we built the new brew room, a little bigger, and we modernized our 1960s technology to 2000s technology. Our new brewhouse and tankage increases our capacity from 50,000 hectoliters to 100,000."

*(Continued on page 8)*



## Anderson Valley fields Huge Arker "Barl" stout

The Anderson Valley Brewing Co. of Boonville, CA has introduced the newest beer in the Anderson Valley/Wild Turkey "Barl Series," called Huge Arker Imperial Stout. Beginning in early February, limited quantities of draft and 22oz bottles will begin distribution in select markets around the United States.

"Huge Arker" contains 13.5% ABV and 88 IBU. It is an imperial stout aged in Wild Turkey Bourbon barrels for several months.

"I believe the deep 'alligator char' used in our American oak barrels truly compliments the full-bodied, roasty nature of this imperial stout," said Jimmy Russell, Wild Turkey Master Distiller. "Even though our barrels are used only once to age our family of bourbons, it's great to see their legacy continue on in the form of creating world-class bourbon barrel-aged beers."

"We combined the passion and innovation of our brewers with the tradition and consistency of Wild Turkey Bourbon barrels to create this collection of world-class barrel-aged beers," said Trey White, owner of Anderson Valley Brewing Company. "After the success of the highly popular and sessionable Anderson Valley Wild Turkey Bourbon Barrel Stout, it was only natural for us to continue experimenting with new beers to expand the series."

According to Mr. White, the new stout "boasts a deep mahogany color and dark, luscious aromas of burnished oak that mingle with candy sugar, bourbon and hearth-baked bread. The luxurious flavors redolent of honey and molasses are intertwined with the richness of dark chocolate and the ardent warmth of alcohol, underpinned with hints of coffee, vanilla and dark fruits."

# Brew Notes: Crux Freakcake

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, formerly of Yale University; Connecticut state 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 and future craft brewer Mark Szamatulski; Marty Juliano, Northeast rep for Sierra Nevada Brewing Co.; Renzo Kian-Kubota, artisanal beer buyer for Harry's of Fairfield, CT, and a variety of guest tasters, lately including the noted homebrewer John Watson. **Every month we sample 40-50 beers. We write up the the best examples of a given flight of beers; Our rating of "Five mugs" denotes "Excellent" and "Superb" with all panelists in agreement; Four mugs denotes "Very Good" and "Well worth seeking out."**

**Crux Fermentation Project** has been in operation for about a year and a half now, and they're turning out a broad variety of lagers and ales. Their already polished repertoire owes much to the eminence grise in the brew-house, Larry Sidor, formerly of Deschutes. We expected great things from this brewery, and the first Crux beer we sampled met those great expectations. See review below.



## Freakcake Barrel-Aged Oud Bruin Crux Fermentation Project Bend, OR

Freakcake is a very accomplished beer, from its polished packaging to the sophisticated ale in the bottle. It's a Bend, Oregon version of an Oud Bruin, made with Belgian aromatic malts, accented by lemon and orange zest, and "a Brettanomyces induced secondary fermentation flecked with sour cherries, raisins, cranberries, figs, dates, and currants for a mildly acidic ale." This 10.5% abv beer comes out sweet and strong, like a big crazy fruitcake,

and then the Brett kicks in and dries it out. Freakcake is an exciting drinking experience, an Old World style reimagined in delicious fashion.

"Aroma is very appealing, that Brett really pops out at you," said Mark Tambascio of the My Place beer bar.

"Smells great," said John Watson. "This has got a lot of stuff going on, plenty of dark fruit and alcohol."

"Wow, I like the smell of this," said Gregg Glaser, "and I like the way it all comes together in the taste. Fruity and rich, and finishes very dry."

"Fruit and brown sugar in the body and flavor, this has a lot of ingredients, and a lot of alcohol," John said. "Strong, but light-bodied, it has a full sweet flavor, and then the Brett rips through it and dries it out."

"In the nose you get oak and bourbon, and in the flavor all that fruit, lemon and orange peel," said Robert Lachman. "But it's not some old syrupy thing, it's very light bodied and drinkable and appealing."

"This defies categorization," said restaurateur Frank Whitman. "I love the fruit flavor, it is all very deep and mysterious and intriguing, and then I get a

big shot of alcohol at the finish."

"Great Flanders Red aroma," said Mark. "If you handed this to me, I'd think it was a big Flanders Red. There's some sweetness in the aroma, and in the flavor, all the sour cherry and dried fruit, it's hard to describe, but terrific. It's got a decent amount of alcohol, and a nice dry finish. The yeast and alcohol really dry it out."

"I like this a lot," agreed Gregg Glaser of *Yankee Brew News*. "I love the interplay of the fruit flavors and the alcohol. It's a wonderful beer, and the Brett really makes a nice contribution."

"It's got that big fruitcake appeal, but it's not too sweet because of the Brett," said John Watson.

"Lots of lush, layered fruit flavors, very complex but it finishes nice and tart and dry," said Pete Reid.

"You could age this, it would be pretty interesting," said Mark. "I think it would be way drier in a year or two."

Brewers that would like their beers reviewed in this space can send samples (two 12-oz, one 22-oz or the volume equivalent) to:

**Modern Brewery Age,  
44 Indian Valley Rd, Weston CT 06883**

## Brasserie Dubuisson, maker of Scaldis beers, doubles capacity...

*(Continued from page 7)*

The success of Cuvee des Trolls encouraged the company to experiment with other beers, including Bush Prestige.

"Bush prestige is classic Scaldis aged for six months in new oak barrels, it's a pure beer, very rich and fruity," Mr. Lemay says.

"We can innovate in new products," Mr. Lemay added, "but when we launch a new beer, the product has to be well balanced for the consumer, no extreme beer, at the end it has to be good balance, if we want to produce for a long time the same product.

"We are never in a hurry because we are independent," Mr. Lemay points out. "Ten years ago, ABI wanted to launch Beck's with a big promotion, and no success. Then they brought in Brahma, but again they were not patient enough. When we introduce a beer, we do it in a slow way, with no big publicity. First we sell beer, then we invest in marketing."

About 40% of the brewery's production is exported, including to the U.S., where the brands are handled by Vanberg & DeWulf. "Our sales in US not that big," Mr. Lemay

says, "But we want to be the quality reference point for higher alcohol beers."

"Pils is down in Belgium now," Lemay comments. "We brew only high fermentation beer. Special beers create an alliance among the producers. Pils producers have to compete with each other, but we family brewers can all sell our beer together.

"For the future, we will remain independent," Mr. Lemay says. "All we need is reasonable growth, to give us the money to invest in the brewery. We are the oldest brewery in Wallonia, and we are here to stay."