

The Grapevine

FALL 2016



AB InBev buys Northern Brewer/Midwest Supply



More accurately, ZX Ventures (a subsidiary of AB InBev that prides itself on "disruptive growth") has acquired Minnesota-based

homebrewing supplier Northern Brewer / Midwest Supplies. While Northern Brewer maintains on their website that it is "still a family-owned local business," the perception of movement by such a large interest into the relatively miniscule space of homebrewing has many homebrewers understandably nervous. Home-brewing has long served as an incubator for professional brewing talent (see our article below). Philosophically, many homebrewers started to brew when they were seeking alternatives to what the large brewing concerns such as InBev were putting out. As one homebrewer put it: "[y]ou make a choice, a vote, a statement every time you open a bottle of craft or homebrewed beer instead of a can from a factory with an advertising budget that could swallow your local microbrewery whole." That homebrewer was the founder of Northern Brewer, Chris Farley, in a post titled "Good Beer is Your Right." You do have a choice. We hope that you chose to shop at your local Homebrew Emporium.



Craft Beer Boom Continues and once again it is fueled by homebrewers!

We are witnessing an unprecedented time of growth in the craft beer industry. This is terrific in many ways: providing more choice to consumers in the marketplace, creating jobs, and fulfilling someone's dream of opening a brewery. Many of those people opening breweries are coming directly from the ranks of homebrewers. More specifically: **our customers are turning pro!** Here are just a few that have recently opened:

In New York

Homebrew Emporium
470 N. Greenbush Road (Route 4)
Rensselaer, NY 12144
(518) 283-7094

Westchester Homebrew Emporium
550 North Road
New Rochelle, NY 10801
(914) 637-2337

In Massachusetts

Modern Homebrew Emporium
2304 Massachusetts Avenue
Cambridge, MA 02140
(617) 498-0400

South Shore Homebrew Emporium
58 Randolph Street
S. Weymouth, MA 02190
(781) 340-2739

West Boylston Homebrew Emporium
45 Sterling Street (Route 12)
West Boylston, MA 01583
(508) 835-3374

www.beerbrew.com

From the Prez

Earlier this month our Finger Lake trip for juice was a pleasant one. We stayed in Geneva and drove down the west side of Seneca Lake. We had beautiful weather, but little color in the foliage. The wine should be very good this year. I'm making a Baco Noir, a hearty hybrid. There were plenty of new wineries, but the amount of new breweries was striking.

We have some new product we hope you'll like. We've ordered SCOBYs for our Kombucha Kits. Some new grains are available such as apple smoked malt. We also sourced some NY unmalted rye, oats and dent corn.

Be sure to order your Limited Edition wine kits by December 7th (see inside)! Thanks for your business. We look forward to seeing you soon.

ROGER



Based in Everett, MA
Shops at **MODERN**



Based in Watertown, MA
Shops at **MODERN**



Based in Elmsford, NY
Shops at **WESTCHESTER**



Based in Medford, MA
Shops at **MODERN**



Based in Bridgewater, MA
Shops at **SOUTH SHORE**



Based in Cambridge, MA
Shops at **MODERN**



Based in Dalton, MA
Shops at **RENSSELAER**

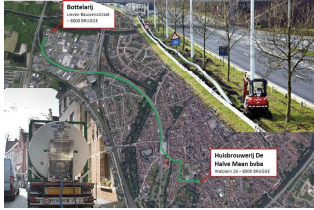


Based in Medfield, MA
Shops at **MODERN**

BREW NEWS

A ROUNDUP OF NEWS ABOUT BEER FROM AROUND THE WORLD

Beer Sent Through Pipe



The Belgian city of Bruges had a problem. Their **De Halve Mann** (The Half Moon) Brewery was sending hundreds of trucks a year through the crowded streets of this

1200-year-old city. The solution to ease the congestion? A 2+ mile pipeline to transport 1,500 litres of beer at 12 miles per hour out to their bottling facility at a cost of nearly \$4.5 million.

Certain Hops are Hard to Find

The craft beer sector is growing so fast that hop growers can't keep up with the demand for its newest hits. A host of smaller, regional brewers are having so much trouble finding enough Citra™ that many have been unable to make their beers. The shortages are contributing to the sudden slowdown in craft beer sales. During the first half of the year, independent brewers' volumes grew about 8%, ending six years of double-digit growth, according to the Brewers Association, which represents the industry.

The problem isn't a lack of hop production. Farmland devoted to the crop has increased 65% over the past five years to about 51,000 acres from 31,000 acres.

About 70% of that land is planted with high-demand varieties. It's types like Citra™ that have extremely limited acreage that are causing the bottle neck.

Poor World Barley Harvest Expected

Craft brewers are worried about the quality of this year's barley crop. Bad weather from Canada to Europe is about to alter the economics of the beer industry's fastest-growing market. Malt accounts for 43 percent of ingredient costs. But this year, grain quality has dropped after parts of the Canadian Prairies got three times the normal rainfall.

It isn't just in Canada, the world's sixth-largest barley grower. France and Germany, the biggest producers after Russia, are also harvesting less this year because of heavy rains. Global barley output is set to drop for the second time in three years, according to U.S. Department of Agriculture data. That's boosting costs for brewers and distillers, who use an estimated 30 million tons of malted grain annually. There aren't many alternatives because malted barley is essential to the process. Some are passing that cost along to customers while others try to find cost savings elsewhere in production.

CLOSER TO HOME

New President Elected

No, not the President of the United States of America, the President of the Massachusetts Brewer's Guild! Robert Burns, co-founder of Everett-based **Night Shift Brewery** (who

started as a homebrewer at our Cambridge location), was voted into the position mid-September. He will be working to protect and promote Massachusetts craft brewers through legislative initiatives and marketing outreach.



Local Brewer Wins Sam Adams "Brewing the American Dream" Experienceship

Beverly Armstrong of **Brazo Fuerte Artisanal Beer** was selected for this unique mentoring program. Based in Watertown, MA, Bev



is the founder of Massachusetts' first woman-owned brewery. They are currently contract-brewing out of **Great North Aleworks** in New Hampshire but hope to be able to open a brewery and tap room in Watertown based on the knowledge gained through this program. This is the first winner from Massachusetts in the six years of this program.



If You Grow Hops, You Should Try 'Shrooms!

In the fall of 2015, Roger and Russell inoculated logs with mushroom plugs. Not even a year later, they fruited! If you have grown your own hops, grapes, or any other vegetable you might consider growing mushrooms yourselves. The process is very easy: just some freshly cut logs, a drill, a drill bit, mallet, and the plugs themselves. In the spring, we would love to hold a class at your local shop to show you how we did it. If you would like more information or to be put on or list for classes please contact:
russell@beerbrew.com



We are retooling this competition to make it more relevant to the individual stores. Your local shop will be letting you know the details sometime after the New Year.

winexpert™ Limited Edition Wine Kits West Boylston Celebrates

Cabernet Franc from Washington
Vermentino (white) from Italy
Milagro (red) from Spain
Blanc de noir (white) from California
Grenache Cab (red) from Australia

We've made a lot over the years and they have all been spectacular.

Order by **December 7th!** Delivery is staggered over the first few months of the new year (2017).

We sell high-end brewing equipment!

Looking to upgrade your existing brewing setup? We can help you with that! We offer the same high-end brewing gear as the other online sites at the same low prices. Conicals, brew kettles, mash tuns. These items are only available through our website: <https://beerbrew.com/product-category/equipment/>



Homebrew Days & Open House

Our West Boylston shop celebrated the end of summer with a series of classes and a meet & greet. This event showcased the various hobbies we cater to. We raised \$50 for the **Wachusett Food Pantry.**



FALL SPECIALS - THROUGH 6 JANUARY 2016

Buy any **BREWER'S kit** at full price, get a second at **25% OFF!**



-OR-

Buy any **SEASONAL kit** for **20% OFF!**



← Chocolate Chili Stout **NEW**



Chocolate Milk Stout →



ABV: 7.0% - 8.0% | IBUs: 40 - 48 | Difficulty: Easy



Holiday Cheer Ale

IBU: 21 Color: Light to Med Brown ABV: 6.4%





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Rensselaer, NY 12144

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Smoked Brown Ale

Based on our Nut Brown Ale recipe, this is a great way to explore our smoked grain options. Brown ales are a nice change-up from winter's dark ales while the smoked character certainly braces you for a long winter's night!

OG: 1061 **FG:** 1.017 **ABV:** 6.3% **IBU:** 23 **SRM:** 26

INGREDIENTS (for 5 gallons)

Fermentables

- 3.3 lb Amber Liquid Malt Extract
- 2.0 lb Amber Dry Malt Extract
- 1.0 lb Dark Brown Sugar
- 1.0 lb Crystal 60
- 0.5 lb Chocolate Malt
- 0.5 lb Amber Malt
- 0.5 lb Smoked Malt (Brewer's Choice)

Hops

- 1.5 oz Mt. Hood hop, pellets, 5.9% AA (60 min)
- 0.5 oz Mt. Hood hop, pellets, 5.9% AA (15 min)

Yeast

1 packet US-05, White Labs 001, or Wyeast 1056

Priming Sugar 5 oz (3/4 cup) for bottling

All-Grain Option

Replace liquid & dry malt extracts with 7 lb 2-row and an additional 1.0 lb of Crystal 20. Mash at 156°F for 60 minutes. Reduce bittering hop to 1.0 oz.

Directions

Steep crushed grains in 2½ gallons of water at 155°F for 15 minutes. Remove grains. Bring water to a boil. Add extracts and brown sugar. Return to a boil. Add bittering hops (60 min). Boil for 45 minutes. Add flavor hops (15 min). Boil for 15 minutes. Flame out. Splash into fermenter. Top up to 5 gallons. Cool below 80°F. Pitch yeast. Ferment at 70°F for 10-14 days. Bottle with priming sugar or force carbonate to 2.6 dissolved volumes of CO₂. Age at least 2 weeks though the flavor should mellow at 2 months.

Try these smoked malts!



- Beech
- Oak (Wheat)

- Cherry
- Maple

- Apple **NEW**
- Cherry
- Mesquite

- Peated
- (NOT recommended. If you must, reduce quantity to 2 oz.)