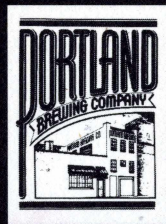


BREW PUB



THE PUBLICATION OF THE PORTLAND BREWING COMPANY

A Search For The Perfect Lager

You know the situation. Domestic lager made by the industrial beer manufacturers—Budweiser, Miller, Coors, etc.—has everything going for it, except taste. But what if Portland Brewing set out to make a lager that tasted like the beers made in Germany? Beers brewed in the tradition of "Reinheitsgebot" (purity and integrity of ingredients—using only water, yeast, hops and barley.) Or, what if they set their sights on a very special lager—the perfect pilsner? Where would they start? How would they discover the taste? There was only one answer.

Road trip!

In order to bring you the best pilsner, a crack research team was dispatched to sample the world's best lagers. The team consisted of **Tony Adams**, President & CEO of Portland Brewing; **Art Larrance**, VP of Administration & Marketing; **Ottomar Rudolf**, Staff Advisor; **Macy Wall**, Board of Directors; **Steve Karakas**, KVO Advertising & PR; and **Ed Hunt, Ted Bowles & Jumbo Fernando**, friends of the brewery.

Their journey led them to Munich, Heidelberg, Meersberg, Rothenburg, Ulm, Tettngang and Moosbeuren in Germany. As well as Prague, Marienbad and Pilsen, Czechoslovakia. Every stop provided great sights, as well as great beer. Highlights included the **Andecks Monestary Brewery, Paulaner Brauhaus, Budweis** tasting room (the original Budweiser), **Pilsner Urquell** (home of the first pilsner), and tasting dozens of other great pilsners. Not to mention some very interesting hefeweizens.

Every Gasthof and restaurant seemed to have its own private label. Most beers are sold locally—not unlike the microbrews in Portland. And while all the beers were very good—they have a taste you just won't find in American pilsners—our highly trained group felt the original Pilsner Urquell and Andecks pilsners were the best.

Having completed this fact-finding mission, Portland Brewing is now dedicated to bringing the perfect lager here—*Portland Pils*. Hopfen und Maltz. Gott Erhaltz!

A toast. . .

To the premier issue of BREW PUB, the every-other-month newsletter from Portland Brewing Company.

After all, at Portland Brewing we do more than brew and taste, brew and taste. We sponsor events.

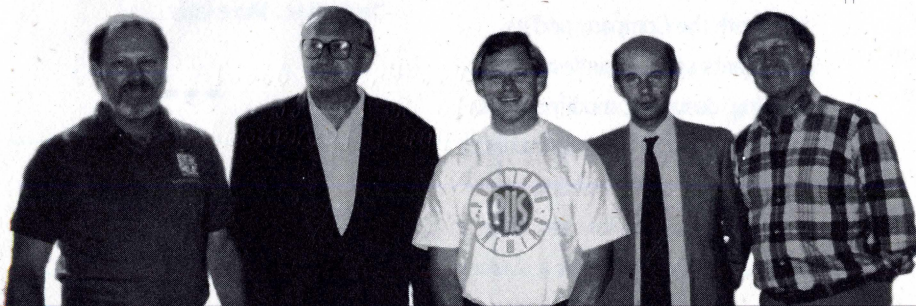
We keep up with the latest in brewing trends. And, yes, we like to have fun (often by brewing and then tasting).



It's our hope that BREW PUB will communicate to our friends and supporters all this and more - with articles, features, and interviews.

If you have any ideas or would like to see something in particular, give us a holler or stop by the pub. For now, look this one over and keep an eye out for more in the future.

Cheers!



The Portland Brewing delegation meets the mayor and assistant mayor of Pilsen, Czechoslovakia. Portland and Pilsen are currently exploring a sister city relationship. Pictured from left: Art Larrance, Mayor Mracek, Tony Adams, the Assistant Mayor and Otto Rudolf.



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10/92 Vol 1, No 1

New Ale

on the Block:

McTarnahans

Newcomers to Portland Brewpub often have difficulty with the name of our latest development, McTarnahans Scottish Ale. We think it will be easier once their tongues are loosened by a pint of this highly drinkable brew. Regular customers have become accustomed to the name since our introduction in January, though most shorten it to Scottish, or our favorite, Macs.

Macs is a copper-colored ale with a complex flavor and aroma. The strong hop character (40 B.U.) is balanced by the maltiness and full mouth feel. It is moderately carbonated, just enough to tickle the tongue with its sparkle. It is a wonderful combination of full taste and refreshment.

Macs is a particularly appropriate nickname because of the man behind the beer. McTarnahans is brewed in honor of the world class runner and part owner of Portland Brewing, Robert MacTarnahan known to his friends simply as Mac.

When you ask for a Macs what you are getting is really "Macs Pride". It symbolizes Macs proud connection to the MacTarnahan clan across the Atlantic and represents the reason that Mac got into the Microbrewery business: to produce a good product incorporating his own character and

heritage. We are all proud of McTarnahans Scottish Ale, but certainly none of us is more proud than Mac himself. It gives him a feeling of his homeland which we hope is conveyed to you as well.

Macs is available in many taverns around the Portland area. Quarts are now finding their way into supermarkets such as Fred Meyer, Safeway and Albertsons, as well as independent grocery stores. You'll start seeing 12 oz. bottles in stores this December. Of course, you can always be sure to get the freshest Macs on tap here at the Brewpub (occasionally cask conditioned). We also have quarts to go.

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PBC Brings

New Brewery to

Northwest

Portland

Since December 1991, we have been busy planning the new brewery to be located on NW 31st Street and Industrial Ave. Several existing shareholders purchased the building from Jack Saltzman in February on behalf of the Company. After taking title, both the Company and its consultants spent countless hours planning, designing, modifying (you name it, we did it) trying to maximize the utilization of the building.

Everything possible was done to enhance its appearance as a showcase

brewery. We have succeeded, and as of this writing we are underway. Construction will be complete in January. Our hats are off to Matt Muñoz who spearheaded the efforts for the Company; to Art James and his staff engineers; to Paden Prichard, designer; and to everyone else who gave time to see this project through.

You may recall that our beautiful copper brewhouse was purchased in Germany from a brewery formerly located in the walled city of Nordlingen. It is a 120 barrel brewhouse and will be the largest of the microbreweries in the Northwest. Our production capabilities will have increased on the order of ten-fold, which should enable the brewery to produce our products on a very cost-effective basis. In addition to the wonderful brewing vessels, there are 120-barrel fermentation tanks for lagers and ales, 12 in total. Shortly after our projected start-up in March, we will add Portland Pils, a type of lager, and Portland Weizen, a top-fermented brew produced with an unusual yeast. We will announce our opening date in our next issue, and hope that all of you will be able to join in the festivities. More later....

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For shareholder information contact: Tony Adams, at Electra Partners. 221-1707.

MAC'S WINS NATIONAL GOLD MEDAL AT GREAT AMERICAN BEER & PALE ALE FOR AMERICAN LAGER IN DENVER, CO