

LISTEN

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GOOD NEWS FOR LOVERS OF REAL BEER

AUG 1 0 1983

Portland, Oregon

to your BEER

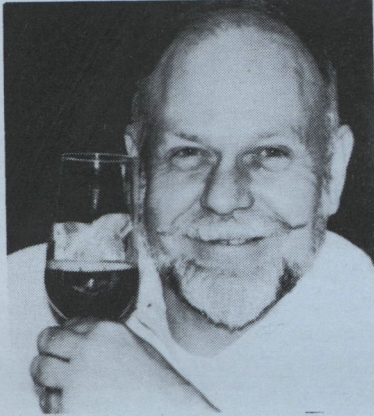


Photo by David Bjorkman

a Fred Eckhardt Publication — dedicated to the improvement of American Beer and the enjoyment of Real Beer from all over the world

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I LOVE THE BREWING INDUSTRY

Just after sending out the first mailing of *Listen* I received a long distance telephone call from a friend in the brewing industry. He was worried that I might turn the folks in that industry against the micro-brewers, make it hard for them to get advice, supplies, information and the like. He felt I had attacked the brewing industry and he didn't want them to retaliate against home brewers and micro-brewers.

Well, first let me say that I am not, in this publication, an advocate of the micro-brewing industry or home brewers. Supportive, yes, but in this publication I am the advocate of you folks who drink beer. You, the folks who have had their beer ripped off, you the American Beer Consumer. As I see it, my job is to show you what you have lost and what can be done to reinstate that loss.

I do not feel there is a conspiracy in the Brewing Industry, but rather an UN-conspiracy. They haven't cared enough for you to make sure you get yours. Rather they have gone pell-mell after the dollar. I don't really expect **Bud** or **Millers** to change their tune unless there is consumer pressure on them. I don't expect them to fire bomb my house either. I expect that one day they will recognize there's money in Real Beer and then, they too, will go after it. I expect the Brewing Giants to recognize that big is not, in itself, better. They are indeed better off when there is

a true free market operating and not one dominated only by the almighty television commercial. The bitter truth of the matter is that we should really blame the small and regional breweries who have followed their lead and copied that beer **exactly** and they are now stuck with that product. They dare not make Real Beer for fear of rocking the boat. They've painted themselves into a corner. I hope to help rescue these regional and small breweries so that once again we can all sample the delights of Real Beer from our local brewery. I look forward to the time when today's micro-brewery becomes tomorrow's small brewery, and maybe down the line a "big" brewery. Nothing would please me better than finding **Sierra Nevada** Pale Ale in supermarkets in Pennsylvania and New York. I like to think the Brewing Giants will take this in stride and respond by making their own Real Beer. When they do I hope to be on hand to congratulate them. Meanwhile, there's **Rainier** Ale (Heilman), **George Killian's** Irish Red Ale (Coors), **Ballantines** Old India Pale Ale (Falstaff), but no entry as yet from the **Bud-Millers** crew. For the record I plan to keep my editorial comments lean and in this corner. I'd much rather talk about Real Beer and where to find it. As for Beerzak—drink General Brewing's generic **Beer**. Why pay more for less? Pro-sit! ■

SPRING TIME IS BOCK TIME

I was in college (Springfield MA) the first time I tried Bock Beer. A friend explained to me that it was dark because it came from the bottom of the beer vats when they were cleaned in the spring. These dregs were the finest beer, he said, because they were aged all year around, and hence the most valuable and delicious of beers.

Logic should have told me that the dregs of anything would be the worst, not the best, but like most college men I shunned logic. I believed that ridiculous story for many years. I read it again a couple of years ago from the pen of one of America's foremost wine writers in one of the

largest culinary magazines in the country! Since those days long ago, however, I have made an annual pilgrimage to the local beer store to purchase this delightful brew, and I have heard many stories concerning the origin of **Bock** beer.

There is almost always a picture of a billy goat on the label, and the story is that in the spring those who drank it acted like youthful billy goats. Another picturesque story concerns a medieval drinking bout between a brewer and a knight, which took place in the village square with the town's mayor presiding. The contestants were

continued

Springtime is Bock Beer Time

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to drink stein for stein and barrel for barrel until one or the other was judged drunk. The contestant was considered drunk when he could no longer thread a needle while standing on one leg. The whole village turned out to witness this magnificent exhibition of plain and fancy drinking. The combatants guzzled beer, stein after stein, liter after liter, until at last the knight dropped his needle and stooped to pick it up. While he was in this position a nearby goat perceived this to be a splendid opportunity for target practice, and he proceeded to do what goats are most famous for doing. The knight was unable to get up, so the mayor awarded the victor's laurels to the brewer. The knight later charged that the goat had been egged onward by spectators, but the mayor declared that had the knight been sober he would not have been disposed of so readily. In this manner the goat (German: **bock**) became the symbol for strong beer served at spring festivities. The story may have had more than a little truth to it, since the name of that village was Einbeck, and **Einbecker** is one of the more famous dark beers produced in Germany.

Traditional **Einbecker** was (and is) brewed in late fall from the first malt and hops of the fall harvest. It was aged in deep caves throughout winter and drunk in the spring. Bock Beer Day, the first day of spring, is the day this beer, traditionally, as first sold. Bock Beer season lasts six weeks. Einbeck (Nedersachsen or Lower Saxony, North Germany) was once the most famous brewing city in Europe. In those days (after 1351) the town brewmaster brought the brewing equipment into the homes of those eligible to brew. The houses were built with tall doors to allow this. Einbeck beer was strong in alcohol content and this made it possible to send the beer over much of Northern Europe. Munich and other Bavarian cities soon adopted the Einbeck style of beer.

In 1589 Bavarian Elector William set up a royal brewery or Hofbrauhaus to make this style of beer. Nowadays Bock beer is lager beer and is required by law (in W. Germany) to have 16° (16% original fermentables extracted only from barley malt, 1065 British degrees). Originally the composition included a fair percentage of roasted or dark malts, but today there are many pale bocks. This beer style is now mostly associated with Bavaria.

Double-Bock (Doppelbock) is a beer brewed originally by monks of the monastic order of St. Francis of Paula who named their beer **Salvator** (Saviour). They went public in 1780 and during the Napoleonic wars became State property which was leased to a private brewer Paulaner Salvator Thomasbrau. St. Joseph day (March 19) is the beginning of Munich "Frujahrsbierfest" where tradition has it that strong beer in the spring has health benefits. **Salvator** was soon copied, and I am told that now there are about 120 of them and they all have an -or suffix to their name. You can buy Doppelspaten **Optimator** from Spaten-brau,

and many others, in this country. **Paulaner Salvator**, these days has an original extract of 19° (1079 British) and 5.9% alcohol (by weight, which is 7.4% by volume when measured as wines are measured). Doppelbock is a strong beer style and if you are worried about the modern version being weaker, it's not. An 1853 sample of **Salvator** had an OE of 19.5° (1081 Br), and 4.6% alcohol (wt). An 1878 sample: 18.4° (1076), 4.8%. You can see that not all breweries make weaker beer these days either!

True examples of European bock beers are not readily available in this country, but an 1879 **Einbeck** beer had 13.7° (1056) and 4% alcohol. Some **Munich** bocks; 1846: 14.8° (1060), 4%; 1866: 12.7° (1052), 3.9%; 1876: 14.9° (1061) 4.4% and 1884: 13.6° (1055) 4%. Well, you get the picture, the beer is the same now as far as stastics go, but of course methods differ these days.

Norway, Denmark, Switzerland and the Netherlands all make decent bock beers, and of these **Aass Bok** from Norway is easily my favorite, with 16.5° (1069) and 4% alcohol, although I'm also partial to **Monkshof Kulmbacker** Kloster-Bock, a Bavarian beer with a rich malty aroma which reveals a delicate **Hallertauer** Hop bouquet.

There are also many pale bocks these days since the term bock beer means strong beer, never mind the color. My favorite pale bock is **Kulmbacker Schweizerhofbrau**. This is really a lovely beer and a prime example of its type. When poured, the head bubbles up from within itself in an exquisite display revealing a fine nose to what the appetite for its great taste. The K-S comes in a wire and porcelean capped bottle: frosting on the cake.

Bock season, in the U.S., starts around the first of March. This year, according to Allen Dikty in **Zymurgy** Magazine, there are only about 20 U.S. Bock beers, most of them colored lagers, colored with either caramel or a little dark malt, and brewed to the brewery's regular formula.

Since U.S. Bock beer is essentially the same as U.S. Beerzak it is easy to see why there is no stampede to buy them and why there has been a steadily decreasing number of them. Now, with the demand for Real Beer, they are again increasing in numbers, but only a few of them are real. A 1905 analysis of 10 bock beers from Milwaukee showed an average OE 13° (1053) and 3.4% alcohol. They had 10-15% color malts and about 0.4-oz hops/USgl. In 1948: 13.5° (1055) and about 3.6% alcohol and 0.3-oz hops/gal. These days the product will probably be about 11.5° (1046) and 3.6% alcohol and 0.2-oz hops/gal. There's a bock beer near you, but I found **Huber** Bock to be very good. I'd like to try **Point** Bock, Micro-brewed **River City Bock** and **Dixie's** new Jagerwahl, but as for the rest, Tweedledum and Tweedledee could do as well. And nothing from the Bud-Miller's crew. ■

Editor's note: I have taken the liberty of including some stastics about beer in this (and future) articles. The Original Extract OE is the percentage

of fermentable and unfermentable sugars available in the beer. The British equivalent is specific gravity written without the decimal. Thus 13° extract degrees (called Balling or Plato degrees) equal 1053 British (1.053). Some of the beer sugars are unfermentable and it is these that give its flavor and fullness of taste. The extraction procedure (mashing) can be engineered to give different levels of these unfermentable sugars (called dextrins) to the beer. This explains why several beers in the same extract range will have different alcohol contents. We describe beer alcohol content as "by weight" in keeping with the industry. The Wine Industry and the British Brewing Industry describe alcohol content as "by volume". Multiply alcohol by weight x 1.25 to find alcohol by volume if you want that information. By examining the figures we have presented, you can see that U.S. beer (and that of England as well) is lower in extract, just as high in alcohol, and brewed with fewer hops. We can also show greater emphasis on grain adjuncts, and will do so in the future. English beer, incidentally (we call that style ale) is lower in extract and alcohol these days, because the English tax their beer on the extract, so the brewer profits more by lowering that (along with alcohol content, which is expressed as volume, and thus sounds like it is stronger when it is not). ■

CALENDER OF EVENTS

Is there a beer event coming soon near you, perhaps one sponsored by your organization? Let us know, send all the details in time for us to publish them. Please! We aren't interested in hearing that Beerzak Breweries Amalgamated will sponsor the U.S. Underwear Championships. We want to hear about large beer tasting, convocations and seminars where people can talk about beer and compare information. Stuff like that.

May 7-8, 1983 U Cal Davis Seminar Establish, equip, and operate a successful small brewery. University Extension, University Calif., Davis CA 95616 (916) 752-0880 \$90

May 31-June 4, 1983 American Homebrewers Assn Fifth Ann. Nat'l Homebrew judging and conference, Micro-brewery conf., and Great American Beer Festival. Hilton Harvest Hotel, Boulder CO. For information write AHA, Box 287, Boulder CO 80306, (send S.A.S.E.) (303) 447-0816 ■

1983 GREAT AMERICAN BEER FESTIVAL

One of the features of the AHA Convention in Boulder CO (above) will be the **Second Annual Great American Beer Festival**. This is sure to be **THE** beer drinkers event of the year, featuring most of America's finest beers. This is on the last day of the conference. The conference will also feature a judging and tasting of the AHA's best home brews and a convocation of Homebrewers

and Micro-brewers. Even if you don't find yourself interested in the production of beer, you will still enjoy the 1983 GABF, Saturday, June 4, 2 to 6 pm, and there will be about 40-beers to taste. You can see and taste for yourself that American Breweries do indeed produce a quality product. Here's your chance to sample those local beers you've never been able to find in your home town. Cost is a mere \$10, for which you get a map showing which beers are where, a mug (you keep that for a souvenir), and some tickets to try your various choices. After that you can buy more tickets. Anchor Steam beer, Sierra Nevada Stout, Boulder Bitter to name a few. They'll all be there along with such old traditions as George Killians Irish Red, Rainier Ale, Ballantine's Old India Pale Ale, F.X. Matt's Maximus Super, Genessee Cream Ale, Geyer's Frankenmuth Premium Light, Point Special, Augsburg Dark, Christian Moerlin, Straubs Beer, Henry Weinhard Special Reserve, and many many more. All the beers you have ever lusted after and could never find. ■

GOOSE HOLLOW INN

Last November the people of California voted against Prop. 11, a bottle deposit law similar to that of Oregon. The opposition to this law was fierce, dominated mostly by the brewing industry and the wholesale distributors of that state. We Oregonians are quite proud of our bottle law, but one series of commercials aired in the campaign depicted some disgruntled Oregonians talking about how bad the bottle law was for Oregonians. Guess what, when the truth about that came out, it turned out that those folks were actually all employed by a local distributor. **Columbia Distributing Co.** is the local distributor of **Budweiser**; and a few other imports. When Bud Clark, the owner of Portland's **Goose Hollow In**, heard about the perfidy of that distributor, he dropped **Budweiser** from his tavern along with that distributor's other beers! Bud Clark runs his pub as a unique Portland experience. A local columnist Jonathan Nicholas put it this way. "(Goose Hollow Inn) is a shrine. Two things are worshipped there: good conversation and **Bud**. The former will never be in short supply. Indeed... 'The Goose' is the nearest thing in Oregon to the British Houses of Parliament: a place where honorable gentlemen can trade insults without fear of coming to blows...(but) henceforth in the king of bars, the king of beers is going to be noteworthy only by its absence."

Bud Clark told us that he had sold over 30,000 kegs of **Budweiser** in the last 21 years and that he was one of the largest draft outlets for that beer in the U.S. He said he was fed up with the low morality of that company in the California campaign. He told Nicholas "I'm about to find out, whether the beer sells the tavern or the tavern sells the beer." **Goose Hollow** blew the last keg of **Budweiser** at 8:54 pm Dec 18, 1982. On the wall hangs Bud Clark's motto: "God damn the eyes of those who obfuscate and deceive." Judgement 12:18 ■

Listen to your beer



Bud Clark Listens to his beer

GOOD BEER PUBS

We had a good response to our request for pub listings and many are presented below. Vince Cottone sent us the three Seattle pubs; David Orbeton sent Portland, Maine's **Three Dollar Dewey's**; Alan Schaeffer, a Dayton, Ohio, attorney, sent us that city's **Sport Page**; and Bob Drousth was quick to add the **Easy Street Cocktail Lounge** from Milwaukee with a note that he didn't know why the Cocktail Lounge label. Frank Nofsinger of Boise ID added San Francisco's **Edinburgh Castle** (a favorite of my own). John Crown sent me **Harry's Mustache** from nearby Oregon City; and finally we accepted a pub with NO beers on tap! Washington DC's own **Brickskeller**, which, Bob Klothe says, claims to have 500 bottled brands, and which he tells me has actually only 2-300 at best. Bob is a member of beer club Brewers United for Real Potables (BURP) a DC group of sure disrepute.

If you have a story about a local pub, we'll pay you \$5 if we use it and \$5 more if you can get a photo that we can use of the owner "listening" to his beer. We need one such story every other issue, next v.1:4—6/30 deadline. You won't get rich, but you can deduct that evening's refreshments from your taxes! Let the IRS sponsor your booze for a change. ■

CALIFORNIA

Edinburg Castle 8 taps (5 imports)
950 Geary, San Francisco CA 94109
(415) 885-4074

MAINE

Three Dollar Dewey's Ale House 4 taps (3 imports)
446 Fore St, Portland ME 04101
(207) 772-3310
Alan Eames, owner

OHIO

The Sports Page 6 taps (1 import)
101 E 2nd St. Dayton OH 45402
(513) 461-1002
Dave Boston, manager

OREGON

Goose Hollow Inn 5 taps (1 import)
1927 SW Jefferson, Portland OR 97201
(503) 228-9723
Bud Clark, owner

Harry's Mustache 9 taps (5 imports)
19195 S Molalla, Oregon City OR 97045
(503) 655-4022
Rod Harris, Dan Mitchell, owners

WASHINGTON

Leschi Lake Cafe 8 taps (7 imports)
102 Lakeside Av, Seattle WA 98122
(206) 328-2233
Mary Wohleb, manager

Murphy's 9 taps (8 imports) closed Sundays
2110 N 45th St, Seattle WA 98103
(206) 634-2110
Chris Barnes, Dan Cowan, owners

Place Pigalle 3 taps, 3 imports, closed Sundays
81 Pike St (Pike Place Market) Seattle WA 98101
(206) 624-1756
William Frank, owner

WASHINGTON DC

Brickskeller no taps, around 200 bottled brands
1523 22d St NW, Washington DC 20010
(202) 293-1885

THIS MONTH'S RECOMMENDATIONS

- Aass Bok** (Norway)
(Merchant Du Vin, Seattle)
- Dixie Jagerwahl Bock** (USA)
- Huber Bock** (USA)
- Kulmbacker Schweizerhofbrau**
(HDT Importers, Portland OR)
- Monkshof Kulmbacker Kloster-bok**
(Mission Imports, Los Angeles)
- Paulaner-Thomasbrau Salvator** (W. Germ.)
(Morandel Wine Imports, San Francisco)
- Point Bock** (USA)
- River City Bock** (USA)