

Craft Beer Quarterly
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"A resource for
craft brewers and
homebrew shops"

Sponsored by Cargill Malt, Hopunion CBS and White Labs

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Olson receives coveted "Order of the Hop"

This August Ralph Olson traveled to Sofia, Bulgaria to attend the International Hop Grower's Congress, which is comprised of growers and technical people in the hop industry.

During the convention he was awarded the international "Order of the Hop," which he received for his contributions to the hop industry, as well as his work in promoting new aroma varieties in the craft brewing industry.

Find more news about the world of hops and Hopunion on pages 6-7.

Nominated from the grower community in the U.S., he is only the second hop dealer in the U.S. to receive this award.

The first person in the U.S. to receive this award

was Ernie Netter, who was Ralph Olson's mentor and close friend. Ernie received the award almost 20 years ago.

Ralph recently celebrated his 25th year in the hop industry, so this award is surely warranted and well-deserved.

Here are additional details about the award:

Instituted by John the Fearless in the 1360s and

See "Order of the Hop," page 6

A little creative marketing will boost your business

Some tips for capitalizing on the fall rush

By JoAnne Carilli-Stevenson
White Labs Inc.

As summer turns into fall, homebrewing comes back into season as well. Is your shop ready to capitalize on the increase in business? Have you been planning new marketing promotions and ideas during the summer months when the shop may have been slower?

The new brewing season brings opportunities, and after speaking with and visiting many shops over the years, here is a collection of ideas to capitalize and grow your business.

■ **Brew Day:** This shouldn't be reserved for just national homebrew day or just one day a year. Invite your local club to come (offer a store discount if they coordinate the event) and brew at

the shop for the day. Offer HB samples (not just beer, what about wine, mead and root beer?) and snacks, get a press release out about the event in the local paper. Take pictures. And don't forget about home wine making demonstrations!

■ **Holiday Craft Fairs:** It may seem odd, but many local communities hold craft fairs for holiday gifts. Exhibit! Introduce a new audience to the joys of home beer and wine making!

■ **Kit/Recipe of the month:** This allows your current customer a reason to come in monthly for a "deal" and try a new style they might otherwise not experiment with.

See "Marketing," page 5



Deja Brew, a Brew-on-Premise in Massachusetts, pictured above, has come up with several unique marketing strategies. For a sidebar about marketing for BOPs, turn to page 5.

It takes a team to bring you high quality malt

Farmer profile

Name: Kirk Sargent

Organization: Linderman Farms

How big is your farm?

Five hundred acres irrigated, 2,000 acres dry farmed.

What do you grow?

Wheat and barley.

Turn to pages 2-3 for more news about Cargill and the world of malt.

What barley varieties?

Harrington malt and 936 Spring Wheat.

How long have you been in business?

I have farmed for 23 years, 14 with the late Shane Linderman and the next 9 years for his wife Betty Linderman.

What do you like best about your job?

Everyday there is something new to do. There is always a new challenge.

See "Linderman Farms," page 3

How long can uncracked malt be stored?

And other questions

Brewers have asked the following questions for this feature called "Ask the Maltster." For information about submitting your own question, turn to the end of this story.

Q: I have a question about cold steeping. I usually cold-steep my dark grains when making a stout. But, I was wondering if I could cold-steep lighter grains such as Biscuit, Victory, Honey, or Amber malts, etc... Or do they require mashing?

Cavan, Ontario, Canada

A: It depends what you are trying to accomplish and it depends what you are talking about when you say cold steeping. In any event, if you are not converting starch containing grains such as pale malts at amylase ac-

tive temperatures (145 F +) you will get very little if anything out of the grain other than a significant starch haze in your beer.

Q: Is acid malt (Sour Malt) convertible? I purchased one pound of acid malt from my local homebrew store and tired to mash it by itself. I ended up with the stickiest oatmeal I have ever seen, and it wouldn't convert by itself. That is why I am wondering if it is convertible.

Also, what is your recommendation with this malt per 5 gallon all grain batch (Belgian Sour Brown)?
Matt, Temecula, Calif.

A: I've never tried to mash it by itself. The pH is very likely too low for the amylase enzymes to be active. Acid malt is usually used at 5% maximum.

Q: How long can uncracked malt be stored? Is there a cutoff date for when it's time to just toss it?
NC, USA

A: It is difficult to give an estimate as there are a number of factors to consider such as storage temperature and humidity, malt type, etc. That being said, pale malt in excellent storage conditions should still be usable between 6 mths and a year old.

Have questions about malt, barley or brewing? Get them answered by our staff of Maltsters/Brewers. Just visit our web site www.specialtymalt.com and the "Ask the Maltster" section. We will begin posting questions in CBQ.

Ask the Maltster

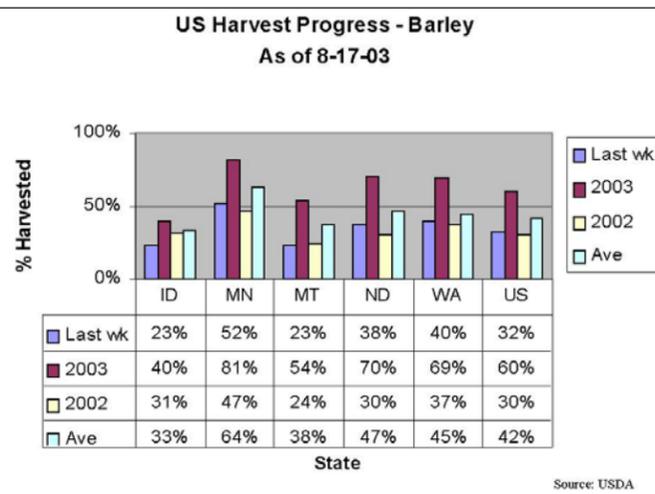
Crop report



2003 BARLEY PRODUCTION SUMMARY

STATE	Seeded		Harvested		Yield		Production		
	2002	2003	2002	2003	2002	2003	2001	2002	2003
	----- (000s acres) -----		----- (000s acres) -----		(bu/acre)		----- (000s bushels) -----		
Minnesota	210	190	165	150	39.0	64.0	7,975	6,435	9,600
North Dakota	1,600	2,100	1,240	2,050	46.0	55.0	79,750	57,040	112,750
South Dakota	80	85	45	75	41.0	53.0	4,056	1,845	3,975
Three States	1,890	2,375	1,450	2,275	45.0	55.4	91,781	65,320	126,325
California	130	100	75	58	68.0	68.0	5,830	5,100	3,944
Colorado	85	80	72	72	100.0	107.0	8,560	7,200	7,704
Idaho	730	760	710	740	76.0	72.0	50,250	53,960	53,280
Montana	1,200	1,200	950	950	42.0	44.0	29,520	39,900	41,800
Oregon	80	70	74	60	50.0	57.0	4,500	3,700	3,420
Washington	350	310	340	300	54.0	49.0	21,000	18,360	14,700
Wyoming	90	90	70	80	70.0	84.0	6,970	4,900	6,720
Seven States	2,665	2,610	2,291	2,260	58.1	62.5	126,630	133,120	131,568
Other	518	476	394	364	72.2	64.8	31,009	28,433	23,582
Total U.S.	5,073	5,461	4,135	4,899	54.9	57.5	249,420	226,873	281,475

Source: USDA/NASS/Agriculture Statistics Board, August 12, 2003 Crop Production Report.



U.S. Good to excellent ratings down -2% from last week. MT and WA still dropping and were down -2% and -6% respectively. Idaho slipped -3%.
Good to Excellent ratings in N.D. remained unchanged at 75% - but crop is mostly mature now.

BARLEY CROP CONDITIONS
As of 8-17-03

State	ID	MN	MT	ND	WA	5 State	Prev.	Prev.
						Aug.	Week	Year
V. Poor	2	0	18	1	7	7	6	6
Poor	13	3	22	5	24	13	12	15
Fair	26	15	27	19	50	25	25	38
Good	47	51	28	51	18	40	44	37
Excellent	12	31	5	24	1	15	13	4
%Good to Exc.	59	82	33	75	19	55	57	41

Malt specials and other news from Cargill

Cold weather is approaching and there isn't a better winter warmer than barleywine and stout. We've got a hot deal for you.

Now through November 2003, mention CBQ when you order and save a \$1.00 a bag on the following malts.

Cargill Special Pale: This moderately kilned two-row malt will lend a forward malt flavor and aroma as well as an amber-red color.

Dingemans Special B (140o-155oL): The darkest of the Belgian crystal malts. Dingemans Special B will impart a heavy caramel taste and is often credited with the raisin-like flavors of some Belgian Abbey Ales. Larger percentages (greater than 5%) will contribute a dark brown-black color and fuller body.

Dingemans Chocolate (Mout Roost 900) (300° - 380° L):

Dingemans Chocolate malt is a high-nitrogen malt that is roasted at temperatures up to 450°F and then rapidly cooled when the desired color is achieved. "Chocolate" refers primarily to the malt's color, not its flavor. This malt will lend various levels of aroma, a deep red color, and a nutty/roasted taste depending on the amount used.

Pauls Black Malt (510° - 585° L): Pauls Black malt starts with the same low-modified Pilsen malt. The

main process difference between Black and Chocolate malt is in roasting time and temperature. Black malt is used in stouts to improve flavor and color.

Pauls Roasted Barley (600° - 680° L):

Pauls Roasted Barley starts with a good quality malting barley of even size. The roasting process is similar to that of black malt, with extra care taken to not char the grain. Roasted Barley will impart a dry flavor and substantial

Meusdoeffer Farb Malt (450° - 550° L):

Roasted at high temperatures to produce a strong, nearly black malt, Meusdoeffer Farb Malt is used to add color and smoky/burnt flavors to dark beers such as stouts and porters.

GABF events

We're looking forward to seeing old friends and meeting new ones in Denver during the GABF. If you don't catch us on the festival floor, come by one of the many CBQ-hosted events.

Wednesday night Brewers Gathering - Wynkoop, 7:00 p.m. - 9:00 p.m.

Thursday night Rocktoberfest at Rock Bottom on 16th Street, 10:00 - ?

Friday afternoon for Bowling @ Elitch Lanes 2:00 p.m.

Changes, changes

On July 16, 2003 Cargill Malt announced the future closing of our Sheboygan, WI malt plant. (Closing will occur Jan. 1, 2004) .

Cargill Malt will continue to produce its full line of colored malts (including High Dried, Munich and Kilned Caramel.) at their, Spiritwood, ND facility.

The decision to transition the colored malt production to the Spiritwood plant was made because of the plants proximity to the barley fields and lower operating costs.

A new kiln is being installed for the colored malt production. We expect consistency and quality of the caramel malts produced on the new kiln to be excellent and customers will not experience any supply interruption.

Cargill Malt - Specialty Products Group will be maintaining its administration office at the Sheboygan facility. Customers will be able to contact Holly, Scott and Kelly as usual @ 800-669-MALT (6258). We look forward to serving your malt needs long into the future.

Linderman Farms

From Page 1

How has farming changed in the last decade?

Every year it gets harder to make a profit. The price of fuel, machinery and chemicals have outpaced the price of the product we are producing.

Cargill Malt works with General Mills to contract grow Harrington barley for its IdaPils brand malt. This program assures that only certified seed is grown on irrigated farms. The result is a consistently high-quality barley. Cargill IdaPils provides you superior brewing results.

How does Idaho compare to the other barley growing areas?

One reason is the fact that Idaho barley is raised in higher altitudes, which gives us cooler temperatures and more moisture to work with. Added to that is that most of the barley in Idaho is irrigated, which gives us a constant top quality product.

How does the irrigation system

work?

Irrigation system is pivots and well.

Describe your role with the contract-growing program:

My part in the contract program is to work closely with Lane at General Mills. They make sure I have the best certified seed to plant. They also help me with any questions or concerns that I might have. At least once during the growing seasons they come to the fields and do a walk through, we discuss the condition of the crop and what, if anything, it will need to make a good product for Cargill. I guess you would say my role is to raise the best crop I can for Cargill.

How was the crop this year?

This year is going to go down as the hottest, driest year on record in eastern



Pictured from left to right are Kirk Sargent, Linderman Farms; Jim Rooney, General Mills-Idaho Seed Plant Manager; Kevin Hodges, General Mills-Product Sales; Lane Larsen, General Mills; and Jane Hillman.

Idaho.

Fortunately with our irrigation sys-

tem, we are able to stay ahead of the drought and raise a good crop.

White labs has new distributor for Canada

New agreement means increased access to products

Effective immediately, Scott Laboratories will offer White Labs pure liquid yeast and fermentation aids to the Canadian brewery and homebrew industry.

Dr. Chris White, President of White Labs, said, "We are happy to be adding Scott Laboratories Canada to our worldwide distribution team. They are very well respected, and have the necessary background and experience in yeast handling to service our customers. We are excited about the increased availability of White Labs Pure Brewers Yeast in Canada, and look forward to working with many new brewers."

Since 1995, White Labs has specialized in, and has been producing, certified pure liquid yeast for brewers, distillers, and vintners. Their full-service laboratory pro-

vides product and microbial analysis, proprietary yeast banking, lab media, lab supplies as well as easy-to-use quality control test kits and brewing accessories. The company's mission is to provide the highest quality product at a fair price with unparalleled service. White Labs' corporate office is located in San Diego, Calif.

Scott Laboratories has been servicing the Canadian brewing industry for just over 15 years, supplying both equipment and ingredients to all types of brewing operations, from the smallest Brew On Premise to the largest National breweries.

"Since we strive to offer the best to our clients, that is why we chose to add White Labs, Inc. as our liquid yeast supplier," said Joe Baker, Technical Sales Representative

for Scott Labs.

"Our customers have consistently told us that when it comes to liquid cultures, White Labs offers the best choice for quality, variety of yeast strains and several packaging options, all of which make White Labs yeast the best and easiest to use. We look forward to a long and productive relationship."

Justin White, Special Projects Coordinator at White Labs, said, "With the addition of Scott Laboratories and its distribution network, White Labs looks forward to educating Canadian brewers and winemakers about the benefits of our products, and then working with them to produce exceptional results."

Scott Laboratories has already begun to take orders. For more information on international distribution, contact Justin White, Special Projects Coordinator at White Labs at 888-5-YEAST-5 or Justin@whitelabs.com.

Hats off to Cody and parents



JoAnne Carilli-Stevenson and husband Guy recently celebrated the birth of their first child, Cody. Cody is pictured at left wearing a White Labs hat.

JoAnne serves as Brewery Products Manager for White Labs at the company's sales office near Boulder, Colorado.

JoAnne is on maternity leave but continues to work part-time.

In fact, she wrote a story for this issue on marketing for homebrew stores, which appears on Page 1.

Try this with used contrainers

Ever wonder what to do with your used containers of White Labs yeast? Both homebrewers and professionals often ask this question of White Labs employees. Marc Gotfried of Morgan Street Brewing took things in his own hands. As seen in the picture below, Marc filled his used containers with beer.

Homebrewers who can't find appropriate uses for their vials can redeem them with White Labs for prizes.

But hurry — rumors have it that some clubs are close to reaching 5,000 vials and the main prize.

For more details, logon to whitelabs.com and click on the customer club link.



Paper writes about homebrew store in Tempe, Arizona

Editor's note: This is an abridged version of a story that appeared on azcentral.com, the web site of the Arizona Republic newspaper. The story, entitled "So you want to make beer?" appeared on June 25. The story included numerous links, including to videos and a slideshow on making beer. To read the full story, logon to <http://www.azcentral.com/home/beer/0625homebrewhowto.html>.

**By Michelle Savoy
azcentral.com**

Making beer sounds like a perfect hobby, but it actually is hard work. Not hard in the sense that it's like alchemy or something, but it does take a long time and a lot of attention. It's not something that you mix up in five minutes then shove into a closet for a week or two

before keggling.

Most first-timers pick up a kit, which is a good idea as it provides all the necessary materials to brew up a batch as well as helpful instructions. This is where finding a good local brewing supply store comes in handy.

We were lucky to find Jeffrey Haines, owner of the Brewer's Connection in Tempe. Haines has developed what he calls a fail-safe recipe for first-timers in the "First Brew Pail Ale" kit, and he instantly became our beer guru. After putting his claim to the test, we can safely say that even novices can make great tasting beer their first time out.

Brewing and the Media

Haines also proclaimed that once we had a taste of home brew, we'd be back for more. His was right on that account as well, and the staff is now hooked on making the stuff regularly.

Making a pale ale is different from making an unfiltered wheat beer, for example, and each beer has its own set of rules. Yet there are some general guidelines to follow.

Regardless of the recipe, sanitation is the name of the game. All materials that come in contact with the wort need to be sanitized, including spoons, thermometers, siphons, buckets and hands. A household bleach solution can be a good at warding off bacteria, but it requires a twenty-minute contact and a rinse in order to be effective.

See "Haines," page 5

Tips to improve fermentation with malt crop

The trade press has been full of stories this year about the poor barley crop. The Milwaukee Business Journal, for instance, reported earlier this year that the crop was the smallest in more than 65 years, driving up costs for brewers.

The barley crop creates more urgent problems for brewers besides rising costs, however. The barley crop itself was poor, which has led to malt with higher protein, more beta glucan and other complex carbohydrates, which creates fermentation difficulties. Malting companies expect this to continue for another three to six months, until the new crop works its way to brewers.

Many brewers have already experienced and worked through problems, but some may have not had trouble yet. Your not out of the woods yet, however, because you may have more trouble when making high gravity beers for the holidays, which have a higher amount of malt. Even when the malt quality is good, trouble with certain batches can be apparent when brewing high gravity beers.

First off, you may have noticed that the fermentation takes longer to reach full attenuation. The telltale signs are normal fermentation for the first few days, but the fermentation hits a wall and stops 2-4 Plato higher than expected. The yeast is normal and vitality is high, but the

complex sugars facing the yeast can be more than they can metabolize.

If given a few extra days, sometimes the yeast can work its way through the complex sugars and reach full attenuation with no further effort on the brewer's part. The best corrective action for the brewer is to work the sugar profile in the mash. Try lowering the temperature of the mash. Record the best temperature, as this may be the one you will want to use for the next six months. Enzymes can be added to the mash, particularly if doing a high gravity beer. Alpha-amylase enzymes would be most beneficial. If you experience run-off problems, beta-glucanase enzymes can be used.

On the fermentation side, there are several things you can do. Over-pitching your yeast can help by having more cells to attack the abundance of complex sugars. Raising the fermentation temperature once 5 Plato is reached can also help. If the fermentation is stuck, you can employ a strategy used by wine makers, who com-



Technical
advise

Chris White

monly experience stuck fermentations, due to the high alcohol involved and the low nutrient value of wine. Wine makers will commonly pull yeast from the bottom and restart it in a small quantity of aerated, fresh must. They let this go for 12 to 24 hours before adding back to the fermentation.

It is important to have the yeast active, because it is always difficult to get yeast to ferment in a beer or wine that is already fermenting, because of the alco-

hol present and the lack of oxygen. So if you add more yeast, regardless if it is from the fermentation or new yeast from our lab, do so only after getting the yeast active.

Also, consider using yeast nutrients if you do not already do so. Servomyces can help because zinc deficiency will add to the problem of slow/stuck fermentations. If the yeast is healthy, it is better able to cope with fermentation stress. If you have any other questions, I would be happy to provide you with further advise. Just write me at cwhite@whitelabs.com.

Chris White is President of White Labs Inc. and is a chemistry and biochemistry lecturer at the University of California, San Diego. He has a Ph.D in biochemistry.

Marketing

From Page 1

■ Work with your local media: Try and get your business featured in the local paper, get a local television reporter to come out and brew for a day.

■ Offer winemaking/beer making for groups: They could come to the shop, or you could go to their home for a small fee and brew with a group. Great for weddings, anniversaries, etc. You may even talk to your local community college about a homebrewing class.

■ And don't forget about these easy and simple ideas: Frequent buyer program; club discounts; friend referral program; direct mail.

■ And just a reminder, is your website current? Do you offer an e-mail newsletter to your customers?

The bottom line is, creativity is the key to growing your business. Standard advertising and marketing methods may work for you, but by being creative you can save money and grow your business.

If you would like to discuss marketing for your shop, contact our sales office at 888-5-YEAST-5 or info@whitelabs.com.

Looking for ways to help promote your sales of White Labs Pure Liquid yeast?

Contact us today to receive our complimentary POS materials for your shop which include brochures, post-

Creative marketing for BOPs

By Ray Schavone

As a Brew-on-Premises, the most common concern expressed by clients and potential clients is, 6 cases of beer is a lot; 1.) My spouse would kill me if I brought that home, 2.) I don't have room to store it, and 3.) What if I get bored with it?

To turn these issues into a business opportunity, we created Half Batch Variety Night. The concept is simple; once a month we have HBVN, and brew six different beers.

We take 12 reservations for the event so everyone gets a half batch of 3 cases of beer made up of 6 bottles from each recipe. The event is held on a night we're not normally open, typically the last Monday of the month.

The recipe selection usually consists of 2 new

recipes, 2 seasonal recipes, and 2 of older recipes. This gives our customers a good cross-section of the beers we brew, and gets them to try something they may not have picked to brew themselves.

We publish a monthly email newsletter where we let people know what beers we'll be brewing that month. This information is also on our web site.

HBVN has worked out well for us. Customers like having a variety of beers to take home. Several customers have gotten together with other friends and created their own HBVN on a regular night!

Ray Schavone is owner of Deja Brew, which was the first dedicated Brew-on-Premise in Massachusetts. The store is located at 510B Boston Turnpike Road, Shrewsbury, MA, 01545. Phone: (508) 842-8991.

ers, kit decals, window stickers and more...

And don't forget to have your customers sign-up for the White Labs Customer Club!

Go to www.whitelabs.com and click on the "Cus-

tomers Club" link on the left hand tool bar. Redeem empty vials for prizes, along with a special monthly e-mail newsletter featuring clone recipes, interviews with professional brewers and more.

Haines

From Page 4

tive, so most home brewers opt for iodophor solution, an iodine-based cleanser that only requires a two-minute contact and no rinsing. This can be found at any

home brew retailer ...

Note: The Yeastbank section of Craft Beer Quarterly is starting a regular series about brewers and homebrew stores that

have been featured in their local newspapers, television shows and other media. Please notify us if you have been the subject of a story by writing

cbqmag@aol.com. Hopefully this feature will encourage others to approach their local media outlets and discuss possible stories.

Three ambassador profiles

TOM MOENCH — Tom's role with Hopunion is one of Ralph and Ralph's angels. He likes his association with Hopunion because of the free hops. Tom was schooled in Florida and has been in the brewing industry for 20 years. He says the people are great and that hops make people nice.

JON MCKINNON — Thirty years ago Jon was introduced to the brewing industry as a home brewer. Ten years ago he was appointed the Japan market representative for Pyramid Breweries. Jon enjoys helping international customers establish successful brewery concepts, and spends over half the year out of the country. In his spare time Jon is an avid mountain climber and is an active participant in the wonderful diversity of world beer culture.



DAVE & BECKY PYLE — Dave and Becky Pyle

have been helping to support Hopunion's client base in the Mid-Atlantic region since the mid 90's.

During this period of time they've forged many lasting friendships with people in the brewing industry all over the United States of America.

Having the opportunity to help educate the public at festivals has been great fun for them. They say that this part of working with Hopunion is especially gratifying. The beer enthusiast of today is surely the Craft Beer Brewer of tomorrow.



Woodall has "Grand Slam" of beer fests

**By Cindy Pitts
Hopunion CBS**

Ralph Woodall recently completed what he likes to call the "Grand Slam" of Summer Brew Festivals. Somewhat akin to the PGA Tour, Ralph traveled back and forth across the country to accomplish this feat.

The tour started on June 3rd with a sales trip through Montana, Wyoming, Idaho and Oregon to attend the June 7th "Mountain Brewers Beer Fest" in Idaho Falls.

Seattle festival

He then attended the "Washington Brewers Guild's Summer Fest" in Seattle on June 14th and 15th. He then traveled to Maine for a two-week vacation, followed by a week of sales calls in Maine, New Hampshire, Massachusetts, New York and Vermont. He attended the "Vermont's Brewers Festival" in Burlington on July 18th and 19th.

Ralph returned to Yakima for two days and then attended the "Oregon Brewers Festival" in Portland on July 25th-27th. After another three days at home he flew to Minneapolis and made sales calls in Minnesota and Wisconsin before attending the "Great Taste of the Midwest" festival in Madison on August 9th.

During this period of two and a half months Ralph visited over 115 breweries and brew pubs. He has visited

over 200 breweries and brew pubs so far in 2003. The tours included the Celebrator 15th Anniversary Party and Barlywine Festival in San Francisco, Rocky Mountain Micro Brewers Symposium in Colorado Springs, National Craft Brewers Convention in New Orleans.

"Organic Brew Festival"

The 2003 tour season will finish with his attendance at the "Organic Brew Festival" on September 13th in Gresham, Oregon; the "GABF" in Denver on September 25th-27th; "National MBAA Convention" in Milwaukee on October 4th-7th; the "NW MBAA" in Seattle on October 18th; and finally the Washington Brewers Guilds "Cask Festival" in Seattle on October 25th.

There may be more in store.

Busy bachelor

In case you are wondering if Ralph has a wife, he doesn't. As a bachelor he is able to set his own hours and come and go as he pleases. He hasn't counted out getting married but would need to find a woman in the airline industry so he could spend quality time during his frequent layovers.

He likes to say he "checks into" his house and puts everything away and is glad to see familiar surroundings and even family pictures on the walls. It is a tough job, but as he likes to say, "someone has to do it."

In Remembrance

**By Ralph Woodall
Hopunion CBS**

As a follow up to the last issue, there are a couple of other brewers who were not mentioned that we want to give our respects.

They are Brian Douglas of Alaskan Brewing, who passed away several years ago, and Bill Friday, "Hop Head" button man and home brewer extraordinaire. Bill passed away earlier this year.

We also wish to recognize all those who have passed away but were not listed. If you will let me know of additional names, I will add them to our next remembrance article.

Tribute to Woodall

**By Cindy Pitts
Hopunion CBS**

This year Ralph Woodall is celebrating his 20th year working in the hop trade business. Back when Ralph was looking for a job, Ralph Olson mentioned that Hopunion had an opening for a temporary job for the hop harvest, and 20 years later he's made a career out of it.

He started out as a sampler and quickly became the traffic manager, which involves both domestic and foreign sales. Also, he worked with inventory control and helped coordinate orders with the pellet and extraction plants.

He had a great interest in working with craft brewers, and in addition to his regular job, helped Ralph Olson with the craft brewing aspects.

Eventually, Hopunion, a German-owned company at the time, sold most of its assets to the John I Haas/Barth company.

The craft brewing part was sold and is now run as a completely separate company named Hopunion CBS. Ralph Olson and Ralph Woodall now form the basis of the new company for sales.

It is nice to finally have a company that deals primarily in the craft brewing industry. Ralph Woodall is an asset to the company and we hope to have him working for Hopunion for at least another 20 years.

Order of the Hop

From Page 1

resumed in the 1900s, the Order of the Hop was intended as a mark of distinction and honor for all "Gentleman" who contribute to the development and prosperity of the "noble" plant, which is so important for beer production.

It was intended to be awarded to hop growers and brewers, administrators and rectors of universities, employees and drinkers of good beer and all who are interested in the "cultivation of the noble hop" and the "agreeable drink."

The International Hop Growers Bureau took over the award of the Order of the Hop at the meeting of the

IHB on May 8, 1970 in Brussels and the Charter was accepted by the IHB on September 30, 1970 in Munich.

The award is designed to lead to further achievements and still greater advances of hop culture.

The Order of the Hop has three grades: Knight of the Order of the Hop (Chevalier); Officer of the Order of the Hop (Officer); Commander of the Order of the Hop (Commander).

The degree of recognition is progressive, with the commander being the highest.

The person to receive the award is presented with a medal and a suitably inscribed certificate.

The medal shows a crown of hop leaves and cones surrounding the Arms of Burgundy with the Lion of Flanders in the middle.

To the left of the Coat of Arms are the letters CICH (Comite International de la Culture du Houblon) above the letters IHB (Internationales Hopfenbauburo) and to the right IHGC (International Hop Growers Convention).

Ralph is truly honored to receive this prestigious award, which includes the medallion and parchment certificate that he will proudly display on the wall in his office.

Olson on crop conditions for the year 2003

By Ralph Olson
Hopunion CBS LLC

The U.S. continues to have an oversupply of hops. For the most part, these are of the higher alpha types as aromas have so far been kept in a fairly good balance.

There have been some recent contracts for crop 2003 and forward that reflect the oversupply of high alpha hops with the prices offered being quite cheap and growers lining up to take them. We did see a slight reduction of acreage from the 2002 crop but the industry in general feels this should have been much more. We currently are around 28,500 acres which is around 1,000 acres less than the 2002 acreage.

There is still work being done to have a "Marketing Order" put in place in the hope of helping to control the acreage and thus try and find a way to create a balance for the industry. There does seem to be about as many growers for an "Order" as there are against.

Big breweries remain neutral

Even the major U.S. breweries are interested in what will happen, but they are trying to remain somewhat neutral for the most part. August Busch visited Yakima and expressed his desire that there not be a "Marketing Order" put into affect. Whether an "Order" is put in place remains to be seen. Meanwhile, the "Growers Alliance Group" that was formed to try and get growers to voluntarily reduce production is now finished. While the values this group held were noble, there just wasn't enough authority to make it work.

As for the crop this year, we see a little bit of a mixed bag. The crop is now underway and it looks like the aroma hops here will be down in production. I have heard of some Perle, Fuggle, Hallertauer and Tettnang fields all coming in pretty light. Haven't gotten any information on alphas yet, but I have to assume they are alright at this point. It appears the hot weather just kept the cones small and while there are enough cones, they just are not weighing out very well.

For the most part the crop should come in pretty

"While the world crop is looking to be quite a bit smaller than last year, it will help to put hops into a better balance."

— Ralph Olson

normal from what we see but there have been a few small items to note. Powdery mildew does seem to be a little bit worse this year than last, but still nothing compared to when it showed itself to the U.S. industry a few years ago. A mild winter and a favorable spring helped this mildew get an early start. Most other pests and diseases appear to be minimal problems at this time.

Very hot weather

We have been experiencing some very hot weather for the past few weeks and this has slowed growth to some extent. There also appears to be some browning of the burrs in some fields, also the result of too much heat, but this isn't very bad at present. We are keeping quite dry and at the time of this report Yakima has had virtually no rain this summer. The water situation in Yakima will be fine for this year, but the reservoirs are always in question as to "will there be enough snow-pack during the winter to insure there is enough water?" Work has been under way to create a new reservoir that would be equal in size to the five we currently have. While the possibility of constructing the reservoir would be many years away, there is much work being done today with government officials to try and eventually accomplish this project.

The name of this proposed project would be called the "Black Rock Reservoir." Meanwhile, the Bureau of Reclamation has started to conserve what water is left this year as there is concerns now of having too little carry over for next year. As for the International aspect, having just returned from Europe, and physically seeing the crop firsthand, I can tell you that the crop situation is quite a

different story.

My first stop was Bulgaria, which doesn't have much of the world's supply, but interesting to see. They grow Cascade, Nugget and Magnum, amongst other varieties, mainly for their domestic use.

The second stop in my trip was Germany where I saw the effects of a long hot summer and drought. In particular, the aroma crop was affected. I saw few cones and few laterals, which makes for smaller cones. Indications show low yields and they are anticipating 25 to 30 percent reduction from last year. I saw varying degrees of spider mite damage, which is partial to the hot weather.

The alphas this year will be quite low, approximately half of the normal. The higher alpha crop is normal at the moment, but they have a longer period to maturity, so they could also be affected.

The Czech Republic looked much like Germany. Their Saaz crop, which is their main variety, will be down 25 to 30 percent or more with lower alpha acids.

English crop a little lighter

My English tours were more normal with little sign of disease or pest damage. The crop may be a little lighter this year, but not too serious compared to the rest.

In conclusion, while the world crop is looking to be quite a bit smaller than last year, it will help to put hops into a better balance. I feel there should be plenty of US hops to buy this fall, but can see running out of some varieties come next summer. With the exception of the UK, expect other European hops to be possibly a little more expensive with less alpha content.

Liberty and US Hallertau T-90 pellets on sale

By Hopunion Staff

In each Craft Brew Quarterly, Hopunion CBS runs a special for some of our hop products.

By mentioning these specials the next time you order, you can take advantage of our terrific prices and have your name placed into another one of our great prize drawings.

The following varieties of hops are on special until the end of September 2003: Liberty & US Hallertau T-90 Pellets. We are offering a \$.30 per pound discount from our regular price for both the 44 lb and 11 lb boxes. Please see the table for more details.

The Liberty is a cross between a tetraploid female hop cultivar Hallertauer

T-90 Variety	Regular 44 lb	Sale 44 lb	Regular 11 lb	Sale 11 lb
Liberty	\$4.85	\$4.55	\$5.05	\$4.75
U.S. Hallertau	\$5.10	\$4.80	\$5.30	\$5.00

Mittlefruh and a downy mildew resistant male. It is an aroma variety that has a mild slightly spicy character. The average alpha acid level is 3.0-5.0% w/w.

It is recommended for Lager, Pilsner, Bock, US Wheat and Kolsch, to name a few styles. It was released in the US in 1991 and has been noted as having close similarities to the German Hallertau.

US Hallertau is from the root stock of the Traditional German Hallertau variety. It has a mild hop aroma that is slightly flowery and somewhat spicy. The average alpha

acid level is 3.5-5.5% w/w. It is more expensive than the Mt. Hood or Liberty because of its lower yield. It is recommended for Lager, Pilsners, Bock, Wheat, Kolsch, Munich Helles and Belgian-Style ales, to name a few styles. There is a distinct difference between US Hallertau and the less expensive Mt Hood or Liberty, so make sure you are getting what you pay for. We always keep them separated and priced to variety.

You can read more about these and the other hops we carry in our new and revised

"Hop Variety Characteristics" book which can also be accessed online at our website, www.hopunion.com.

If you did not receive a book during our recent mass mailing or need additional copies please give us a call and we will send them to you.

We're continuing to grow and it's been a big success thanks to the great customer support. We truly value all your business and look forward to hearing from each of you. If you haven't ordered from Hopunion Craft Sales, feel free to contact us. We're always willing and eager to help. Our Toll Free order line is 800-952-4873; Toll free fax, 800-952-4874; or you can look us up on the web at www.hopunion.com.



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Craft Beer Quarterly

The Back Page

Fear and loathing in Las Vegas

First, the good news. Chris White is still alive, as are all other participants in this year's Las Vegas Pub Crawl 2003, hosted by the "Brewin' with Herb" show.

Held in August, the trip involved getting on a bus near Los Angeles and traveling to Las Vegas, where participants stayed two nights at Main Street Station Hotel and Casino and visited all breweries in the city, including the Monte Carlo brewery, Barley's and Chicago Brewing Co.

White, president of White Labs, at-

tended for the first time, and along the way answered questions about brewers yeast. While enjoying the offerings at Gordon Biersch, many participants played the BrewMaster Game, which White invented.

This trip is a true mecca for the dedicated beer fan. Not only do they get a chance to visit numerous excellent breweries, participants never have to worry about driving. For more information on the pub crawl, and photos from this year's trip, logon to brewinwithherb.com.



Byron Fisher, left, producer of "Brewin' with Herb," plays the BrewMaster Game with other Pub Crawl participants.

John Annen: Valued Hopunion grower/owner

By Cindy Pitts
Hopunion CBS

I'd like to introduce you to John Annen, one of Hopunion's owners. He is also a grower with roots in the hop business.

It all started in 1894 when John's great-grandfather carried hop roots in his back pocket. From there his grandfather started growing his own hops and after

WWII, the business really grew for the family.

They had one of the first horizontal pickers in the industry and the family used to dry their hops by burning wood under the warehouse.



John does green housing, custom propagation, with 18 different experimental varieties to meet demands of growers, Anheuser Busch being one of the biggest customers.

He currently grows 10 different commercial varieties, mostly aroma, with the specialty being Magnum.

More hop news can be found on pages 6-7.

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