

# The Grapevine

SPRING 2016



## BIG BREW DAY 2016

In 1988, Congress pronounced May 7 as National Homebrew Day. May 7 is also 2016's National Homebrew Day. In conjunction with the American Homebrewers Association, we will host a Big Brew in honor of OUR day.

Come brew with us at our New Rochelle and North Greenbush stores in New York and our West Boylston and South Weymouth stores in Massachusetts. As usual, we will provide plenty of food and giveaways. We will be charging \$15 and a can of food for brewing, all of which will be donated to either the Greater Boston Food Bank or the Regional Food Bank of Northeastern NY.

The recipe for Big Brew Day is *Summertime Ginger Ale*. If you cannot make it, stop by the stores and you can get the ingredients for 20% off. If anyone prefers to brew the alternative official recipe, the *Strike Team Chanukah Altbier*, it will be an additional \$10. Please pre-register since we have limited space.

## Heads Up!!!

If you're reading and enjoying this newsletter, we want you to continue to receive it. Just send an e-mail to us at [newsletter@beerbrew.com](mailto:newsletter@beerbrew.com) and let us know if you want to continue to receive the printed copy mailed to you OR if you'd like to move over to our on-line version. Same great content, just without the paper.

If you decide on the online version, we'll send you a Homebrew Emporium coupon good for 20% off your next purchase. If we don't hear from you, you may be removed from our mailing and e-mailing lists.

## From the Prez

Next year will be the 20th year since we began managing Homebrew Emporium. It's been a lot of fun, with some moments of terror thrown in here and there. Russell and Randy will soon take over and Anita and I plan to be less involved with the company. The homebrew industry has taken a new course over the past few years. In a way, we've done our job too well. Whereas 5 or 6 years ago there were only a few hundred breweries, today there are over 4,000 with a new one opening every day. Big beer is being nibbled to a more fitting size. This is how the market is supposed to work. Lots of small companies paying attention to what their customers want. The country is awash with good beer... wine too, and cider, mead and distilled products. But it has created problems for us.

First, there was an influx of new stores. Then something else happened. With the increase in good beer came a lessening of the need to make your own to have really good libations. So we don't see you as much. In addition, the big internet homebrew companies put increasing pressure on brick and mortar stores. When shipping is factored in, their products are mostly the same cost as ours. Plus you get advice here that runs the gamut from beginner to professional. Our employees have won hundreds of contests, taken cask management in Britain, taken beer judge classes, and helped our customers start their own breweries. As neighbors, we also support local charities – and local economies – through employment and payment of taxes. Things will sort themselves out over time and we've been through other downturns in the industry. But next time you think of making some tasty beverage, please support a local store.

We thank you for your past support. We're here for you still. We've got some great new products as well as most everything else you need. Thanks. Come see us soon.

**Roger**

# BREW NEWS

A ROUNDUP OF NEWS ABOUT BEER FROM AROUND THE WORLD

## Craft brewers continue to grow

The Brewers Association announced that small and independent craft breweries saw a 13 percent volume increase and a 16 percent retail sales increase during 2015. This marked the eighth consecutive year that craft breweries grew by double digits. Craft beer is the only beer category that grew. The total US volume shrunk by 0.2%.

The Brewers Association considers that "independent" is an important part of their definition of a craft brewery ever since big breweries and investment firms began increasing their pace of acquiring craft breweries. Small, defined as less than 6 million barrels of production, is controversial. Critics have accused the Brewers Association of increasing the former definition of 4 million barrels to the current 6 million barrels to appease Boston Beer Company. However, Congress in their proposed revision of the alcohol beverage tax code agrees with the 6 million barrel definition as the top limit for craft breweries.

## Local barley malt demand booms

As the number of craft breweries increases, so does the demand for locally grown barley malt. The Brewers Association reports an increase in the number of craft malting companies from five in 2010 to thirty-six in 2015. Plus there are 50 being planned or under construction.

A surprising development is the malt house under construction in a former Miller brewery in central New York by oil giant Sunoco. Sunoco must think that craft brewing will continue to boom because the facility will handle 100,000 bushels of barley annually to serve the craft brewery market.

This is a radical uptick from 2010 when Valley Malt in Hadley was the only craft malt house in the Northeast.

## Bright Ideas opens

Bright Ideas Brewing recently opened on the grounds of Mass MoCA in North Adams, MA. The brewery has a taproom with a small area for performances. Eventually, the lineup will include a porter, IPA, pale ale, wheat, red ale, seasonal and destination beers.

They will also be brewing a "quaffable lager that will be light but fresh and made with love." They consider it to be their version of a craft PBR. That will be good news to beer lovers because the location is on the way home for many of the people who paddle the rapids of the Deerfield River, hiked the Taconic Crest Trail or biked the Ashuwillticook Rail Trail. Of course, the 150,000 annual visitors to Mass MoCA and local craft beer lovers will also be well served.

## Waste not.....

Peter Hills and Jon Swain started London's Hackney Brewery as an environmentally sound cask ale brewery. Since beer has always been described as liquid bread, they decided produce "Toast" a pale ale, with bread. They receive shipments some of the 13,000 slices of bread thrown away every day from sandwich shops. The bread, toasted to give a caramel note, along with hops, malt and yeast, is the basis for Toast. Profits go to Feedback, an organization fighting food waste.

## Craft Brewers Whiskey Project

Berkshire Mountain Distillers, after epicurean and financial success from their bourbon aged in used craft beer barrels is now making whiskey from craft beer. Named the Craft Brewers Whiskey Project, about 1,000 gallons of beer makes 53 gallons of whiskey. Boston Beer was the first to sign on. Two whiskeys, Two Lantern (Boston Lager) and Shay's Rebellion (Cinder

Block), should be available shortly. Some local craft brewers who signed on are Shipyard, Chatham Brewing, Captain Lawrence, Berkshire Brewing, Long Trail, Big Elm Brewing, Harpoon, and Jack's Abby.

## Tree House Brewing

Tree House Brewing, Monson, MA, beer is highly acclaimed but hard-to-get. It plans a new 45,000 square foot facility with a 30,000 barrel capacity. An expanded retail location will offer sales, bottle sales, and full pours at least five days a week. Having full pours available in a tap room setting would be a big step forward for Tree House, which currently cannot serve on site at the Monson location outside of samples.



### In New York

#### Homebrew Emporium

470 North 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

#### West Boylston Homebrew Emporium

45 Sterling Street (Route 12)  
West Boylston, MA 01583  
508-835-2739

#### Modern Homebrew Emporium

2304 Massachusetts Avenue  
Cambridge, MA 02140  
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**25% OFF**

## YEASTS

We have some interesting new yeasts from Omega One is the DIPA, double IPA, reportedly used by Heddy Topper, plus several mixes of Belgian yeasts. Reg \$11.95.

**\$1.00 OFF**

## HOP RHISOMES

Hop rhisomes are in. Mix & match.

**\$5.00**  
**\$4.50 ea**  
**10 or more**

## HOP SPYDER

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## FANCY GROWLERS

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Normally \$32.95.

**OR 2 FOR \$50**

## BREWERS BEST KITS

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Watermelon Wheat

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Blueberry Honey

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Order by May 15th.

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## CORNY KEGS \$75

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## 10-GALLON BARRELS \$105

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## Summertime Ginger Ale - Spice Beer Extract Recipe

This is what we're brewing on Big Brew Day... here's the recipe:

### INGREDIENTS (for 5 gallons)

#### Fermentables

- |                  |                                     |
|------------------|-------------------------------------|
| 2.0 lb (0.91 kg) | Extra light dry malt extract        |
| 1.0 lb (0.45 kg) | Belgian aromatic malt               |
| 1.0 lb (0.45 kg) | Clover honey<br>(added to the boil) |
| 0.5 lb (0.23 kg) | Lactose (added to the boil)         |

#### Hops

- |               |                                         |
|---------------|-----------------------------------------|
| 1.0 oz (28 g) | Spelt whole hops,<br>2.5% a.a. (45 min) |
|---------------|-----------------------------------------|

#### Yeast

Wyeast 2565 Kölsch Yeast,  
or White Labs WLP029  
German Ale/Kölsch yeast,  
or a sufficient yeast starter

#### Miscellaneous

- |                |                                                                 |
|----------------|-----------------------------------------------------------------|
| 0.75 tsp (3 g) | Irish moss added 15 minutes<br>before end of the boil (opt.)    |
| 2 oz (56 g)    | Fresh chopped ginger added<br>to the boil (15 min)              |
| 2 oz (56 g)    | Fresh chopped ginger added to<br>secondary fermenter for 7 days |

### DIRECTIONS

Put 2 gallons (7.6 L) of water in the boil pot and heat to 150°F (66°C). While the water is heating, put the Belgian aromatic malt into a grain bag and tie off the ends so the grains can't escape.

Once the water has reached 150°F (66°C), immerse the grain bag in the water for 30 minutes. For more information on steeping specialty grains, visit the Intermediate section of Let's Brew on the AHA website.

After 30 minutes, remove the grain bag and let it drip until it stops. Add the extra light dry malt extract to the water and stir until totally dissolved.

Bring to a rolling boil for 60 minutes; add hops, honey, lactose, ginger, and Irish moss at specified intervals from end of boil.

Strain wort into sanitized fermentation vessel with 2-3 gallons (7.6-11.4 L) of pre-boiled & chilled water for a total volume of 5 gallons (18.9 L)

Pitch yeast when temperature reaches 65°F (18°C)

After 5 days, rack to secondary fermenter and age for another 10 days, adding remaining ginger for the last 7 days.

*Keg at 2.5 volumes of CO<sub>2</sub> or bottle condition with 4 oz (113 g) corn sugar*

*Boil Time: 60 minutes*

*Original Gravity: 1.028 (7° P)*

*Final Gravity: 1.000 (0° P) SRM: 6°*

*IBU: 19*

*ABV: 3.68%*