

BEER *on the wall*

"Drinking Beer Promotes Freedom of Speech"



Craft Brews. "The Champagne of the Recession"

Craft breweries report growth during economic recession

With more than 2.3 million households drawing foreclosures in 2009, Unemployment soaring to over 16% nation-wide, and a United States national deficit reaching an all time high to over 800 billion, the craft brewers are rejoicing. That's because as the United States economy sinks lower and lower, the craft brewers are seeing growth and prosperity. The Brewers Association, which represents the majority of the United States brewing companies, reports that America's small and independent breweries are growing despite the current national economic challenges.

Mid year reports show that 2009 has thus far seen significant growth. The craft brewing industry has sold an estimated 4.2 million barrels in the first half of the year, compared to approximately 4 million in 2008. Volume of brewed beer sold increased 5% as the well as the dollar growth from craft breweries up 9 %.

So why is craft brewing industry not feeling the effects of a poor economy? Marty Jones, a spokesman for Oskar Blues Brewery, in Lyons, Colorado, believes its because its comparably an inexpensive treat during these rough economic times

"A really delicious, tastefully made beer is a really cheap luxury and a really low-cost way to escape the woes of the day," Jones said. "The greatest wines in the world cost a thousand bucks a bottle. You can get some of the greatest beers in the world for under 10 bucks a six-pack."

Justin Philips, a co-owner of the Beer Table Bar in the New York City borough of Brooklyn agrees with the interpretation: "Even in this economy, people want to treat themselves to really extraordinary things, [and] people are recognizing that there is a diverse world of beer. . . .It tends to be less expensive than other drinks."

And this economic growth that the Craft Brewing Industry is experiencing shows no signs of losing momentum. The majority of breweries across the country are confident that barrel production and generated sales will continue to increase well into 2010.

So as the United States becomes deeper and deeper in economic troubles, go to your local pub, raise a glass, and cheers to the hope of economic prosperity. The craft brewers would like that.

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BEER OF THE MONTH CLUB

this month's featured beers

North Coast Brewing Company

A pioneer in the craft beer movement, opened in 1988 as a local brewpub in the historic town of Fort Bragg, located on California's Mendocino Coast.

Under the leadership of brew master Mark Ruedrich, the brewery has developed a strong reputation for quality having won more than 70 awards in national and international competitions.

In addition to Red Seal Ale, Old Rasputin Russian Imperial Stout, Scrimshaw Pilsner, and other fine North Coast brands, the brewery has resurrected the old Acme label with a heritage dating back to the San Francisco of the 1860's.

These exceptional beers are available in 47 states now and also are exported to Europe and the Pacific Rim.

Blue Star American Wheat

Choice American barley and wheat malts are combined with a blend of noble hops to create this light, fruity, refreshing beer. Brewed in the style of the American beer renaissance, Blue Star is unfiltered, the yeast adding a complex note to the flavor profile.

Gold - 2005 World Beer Championships, Chicago
Gold - 2004 World Beer Championships, Chicago
Gold - 2003 World Beer Championships, Chicago
Gold - 2002 World Beer Championships, Chicago
Gold - 2001 World Beer Championships, Chicago

Red Seal Ale

Malt and hops are beautifully married in this full-bodied, copper-red Pale Ale. Red Seal is generously hopped for a long, spicy finish. An excellent accompaniment to grilled meats and rich sauces.

Gold - 2006 World Beer Championships, Chicago
Gold - 2005 World Beer Championships, Chicago
Gold - 2004 World Beer Championships, Chicago
Gold - 2004 Spring Beer & Wine Festival, Portland
Gold - 2003 World Beer Championships, Chicago
Gold - 2000 GABF, American Amber Ale
Gold - 2000 Stockholm Beer Festival, Sweden

Old No. 38 Stout

Named for a retired California Western Railroad steam engine on the Fort Bragg to Willits run through the Redwoods, Old No. 38 Stout is a smooth, firm-bodied stout with the toasted character and coffee notes of dark malts and roasted barley.

Gold - 2003 World Beer Championships, Chicago
Silver - 2006 World Beer Championships, Chicago



Beer Troubleshooting

SYMPTOM: Hands hurt, nose hurts, mind unusually clear.
FAULT: You have been in a fight.
ACTION: Apologize to everyone you see, just in case it was them.

SYMPTOM: Feet cold and wet.
FAULT: Glass being held at incorrect angle.
ACTION: Rotate glass so that open end points toward ceiling.

SYMPTOM: Beer unusually pale and tasteless.
FAULT: Glass empty.
ACTION: Get someone to buy you another beer.

SYMPTOM: Beer tasteless, front of your shirt is wet.
FAULT: Mouth not open, or glass applied to wrong part of face.
ACTION: Go to restroom, practice in mirror.

SYMPTOM: Your singing sounds distorted.
FAULT: The beer is too weak.
ACTION: Have more beer until your voice improves.

SYMPTOM: Floor moving.
FAULT: You are being carried out.
ACTION: Find out if you are being taken to another bar.