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"Drinking beer promotes freedom of speech!"

BEER
on the wall

Presents...

The History of Father's Day

Contrary to popular belief, **Father's Day** was not created to bolster a man's necktie collection. Nor was it brought into existence by the greeting card industry in order to sell bunches of cards.

How did Father's Day really come to be? It seems that everyone has their own version of the story, but this is what we believe...

Way back in 1909, a woman by the name of Mrs. M.T. Bottle was looking for a way to honor her husband for the devoted love and care he gave their children during upbringing. She and a few of her friends brainstormed for several days and decided to throw a huge party for all the wonderful dads in their small community.

Knowing that dads love beer, they hired a local brewery to brew a special batch of beer that they called **Father's Brew**.

As it turned out, this **Father's Brew** was absolutely delicious and, of course, the party was a huge success! Nobody could get over how good this new, excellent beer was, so a town meeting was called to decide on a way to celebrate this new, wonderful **Father's Brew**.

The decision was made to set aside a day each year for a celebration of the beer and it would be called "**Father's Brew**" Day. All was going swell until Prohibition came along and **Father's Brew** was outlawed.

Looking for a way to legally cash in on the now illegal beer, a shrewd business man printed the original recipe for **Father's Brew** onto beautiful neckties and suggested that the celebrations continue. Instead of drinking the beer, they could defiantly wear the recipe of **Father's Brew** around their necks to honor it. The ties sold like hotcakes and just about every man at **Father's Brew Day** celebrations across the country proudly wore them in honor of the beer they had come to love.

Quote of the Month by Terry Reichert

They who drink beer will think beer.

-- Washington Irving --

When Prohibition was repealed, Father's Brew was brewed again, but the original recipe was lost in a mysterious fire at the brewery. The only record of the original recipe was the one printed on the neckties. Of course, over the years there were typos, printing errors and so on... Needless to say, the original recipe of this wonderful beer was lost forever.

Because the new beer sucked, a movement was started to change the celebration to "**Necktie Day**", but that was just plain stupid. Parties continued year after year with no real purpose until 1966 when President Lyndon Johnson signed a presidential proclamation declaring the 3rd Sunday of June as **Father's Day**—erroneously, the customary gift was a new tie.

Father's Day has become a day to honor all men who act as father figures. Dads, step-dads, uncles, grandfathers, and even adult male friends are now honored on Father's Day.

With this in mind, it seems kinda lame to give a *necktie* as a Father's Day gift. We believe all dads should receive the **ONLY** gift that makes any sense at all... you guessed it... **BEER!**

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Vol. 6 Issue 5

Warning - Consumption of alcohol is the leading cause of inexplicable rug burns on the forehead...

Bunch of the Month Club®

This Month's Featured Brews

Cayucos Beach Ale Cayucos Beer Company

Cayucos, a small coastal village known for its spectacular natural beauty, is one of the last true "Beach tribe Towns" on California's Pacific Coast. It's also the long time home of the "Brotherhood of the Cayuco."

The Cayuco were Chumash men who were chosen to become members of a tribe within a tribe. They were celebrated watermen and masters of handcrafting the *cayuco*, the Spanish term for a dugout canoe and the plank sewn craft known as a *tomolo*. Interestingly, the term *tomolo*, as well as its construction style are thought to be Polynesian in origin.

It is in the spirit of honoring this special place and the tradition of careful handcrafting that Cayucos Beach Ale was brought into fruition.

According to Peter Licht, the brewer, **Cayucos Beach Ale** begins with only quality ingredients like all-American malts, Liberty and Mt. Hood hops, and pure charcoal filtered water.

"Cayucos Beach Ale is then fermented at a temperature cooler than most ales, followed by a week of cold conditioning to produce the perfect finishing touch" says Peter.

The final product is a Golden Ale with a distinctive spicy hop aroma and the crisp, clean finish of a lager style beer. *This is a perfect summer brew!*

English Amber Ale Jack Russell Brewing Company

Jack Russell Brewery is situated on a small farm in the Apple Hill region of Northern California, named for its numerous apple farms. This beautiful, hilly area also boasts fantastic, pear and stone fruit orchards, berry patches, Christmas tree farms, and of course, a great brewery.

Nestled in the foothills of the Sierra Nevada mountains, Jack Russell Brewery has their very own grain and hop fields which are harvested and used in the brewing their beers. The brewery is modeled after the English "Farm Breweries" (like a California Estate Winery, except with beer) and they put out some very tasty British style beers (among others).

Boomer (pictured on the beer labels), one of the Jack Russell Terrier mascots, can usually be seen chasing balls in the picnic grounds while you sample their excellent ales and share tales with locals in the small, pub-like tasting room. You might also be surprised to find a few Pot-Bellied Pigs roaming and lounging about at their farmhouse brewery! Most likely you'll meet Bessie first. She's the most social of the three and quite the talker.

Over the past few years, there have been several changes at the brewery including a change of ownership. Ian, the new owner, was actually a long time patron of the brewery who lived in

Brown Ale Jack Russell Brewing Company

the Apple Hill area and became good friends with the previous owners. When the brewery went up for sale, Ian didn't waste any time in working out a deal to keep the entire staff and take over the brewery.

Since then, the brewery has released several new recipes and seasonal ales which come out all year around. We try to feature these whenever possible and this month we have a couple of Ian's favorites that he hand deli.

English Amber Ale - This beer is brewed in the classic old style of an English Best Bitter.

A Best Bitter is an English beer style that is light and refreshing with a noticeable hop flavor and aroma. It is the single most popular beer style in England and is consumed in large quantities due to its relatively and traditionally low carbonation.

This beer goes down almost too smooth and is a great beer to enjoy with dad around the grill.

Brown Ale - The oldest of beer styles, this brown ale is a light bodied ale with a toasted malt profile, hints of coffee and a low hop character.

This beer is another easy drinker that compliments steaks, pork chops, spicy sauces and any bold Barbeque dishes.



*6 **COOL BREW** **

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