

Why Pumpkin Beers Are Everywhere



# ALL ABOUT BEER

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# the PEOPLE ISSUE



## 26 Innovators Making a Difference

*Including Julia Herz, Ray Daniels, Ting Su and ...*

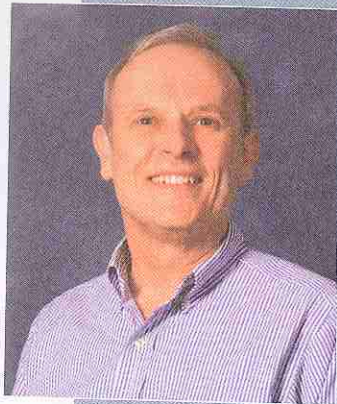


**Sweden Embraces Beer**

**51 Refreshing Wheat Beers**

## Alastair Pringle

**“Sometimes I call myself the accidental consultant.”**



Anheuser-Busch didn't hire Alastair Pringle in 1984 because of his experience working in pubs while going to college or because he had dabbled in homebrewing. He was teaching microbiology at UCLA, thinking he soon would return to his native England, when a headhunter approached him. “He asked, ‘Do you know anything about yeast?’” Pringle says. That had been the subject of his

Ph.D. “They thought that was pretty applicable.”

Pringle worked at A-B for 25 years, with duties that eventually ranged well beyond yeast and fermentation. When he returned to teaching microbiology in 2009, at a small college outside St. Louis, it was only part-time. Most of his working days are spent consulting with both breweries and food companies; Pringle-Scott LLC turned into much more than he expected. “Sometimes I call myself the accidental consultant,” he said. The breweries he works with make 10,000 barrels a year or more, but he reaches a wider audience when he speaks at industry events such as the Craft Brewers Conference and the Master Brewers Association of the Americas conventions.

He advocates a practical approach to “beer quality”—which could be focused on process improvement and control or beer flavor and stability—telling brewers to identify the major factors they can control. “That’s usually seven or eight things, rather than making it very, very complicated,” he says. At Anheuser-Busch, then-CEO August Busch III famously demanded one-page solutions, so that people in production could easily implement them. “You didn’t get anywhere at A-B giving complicated talks where you looked clever.”



## Gayle Goschie

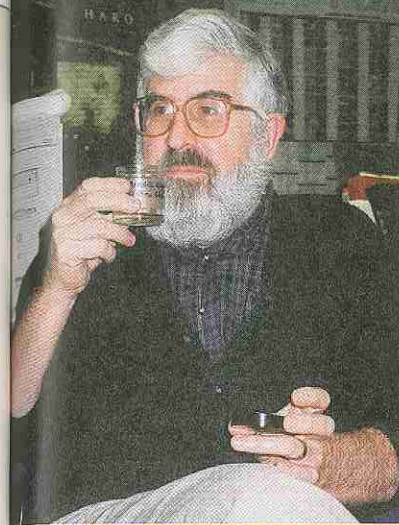
Gayle Goschie’s family farm is nestled in the mist-bathed Willamette Valley, an emerald strip famously suited for growing everything from Christmas trees to pinot noir grapes. But it is the scent of ripening hops that draws brewers on an annual trip to Silverton, OR. A couple of years ago, one hop-besotted brewer confessed, “I sort of have a crush on Gayle.”

Hops don’t *sound* like such a great crop: They require three years to reach full production, farmers must spend thousands of dollars an acre to set up 20-foot trellises, and hops can be sold for only one, very specific purpose. But that may also be what recommends them. “There’s not a brewer I met that I don’t like,” she says. “Whether big or small.” Because it’s such a specialized crop, it has given the Goschies—and other hop growers nearby—an opportunity to forge close relationships with the people who use the little green cones.

Several years back, the hop industry changed radically when Anheuser-Busch quit contracting with Oregon growers. It turned out to be a good thing, though: Instead of demanding ever higher-alpha hops so they could buy fewer pounds, smaller brewers wanted aroma varieties, and tons of them. It allowed grower and brewer to collaborate. “It just seemed so logical,” she said. The brewers love to come to the fields and “get their hands green.” Goschie also works with the USDA and hop scientists from Corvallis, and now the life cycle of the hop—from bine to beer—is far more integrated. “We’re not growing a commodity any longer. It’s such an exciting time.”

**“There’s not a brewer I met that I don’t like.”**

## Patrick McGovern



In the annals of archaeology, a handful of names and discoveries loom largest: Heinrich Schliemann and Troy, Hiram Bingham and Machu Picchu, Howard Carter and the tomb of King Tut. When they were done digging, artifacts from each of their excavations went on display in museums around the world, attracting millions of curious visitors. More recently, an interdisciplinary field called biomolecular archaeology has emerged, which

the University of Pennsylvania Museum, has worked closely with Sam Calagione and the Dogfish Head Craft Brewery to re-create six different “ancient ales.”

Their collaboration began with Midas Touch, a recipe based on the chemical analysis of drinking vessels found in a 2,700-year-old burial mound in central Turkey and has also included beer/wine/mead hybrids designed around evidence collected at archaeological sites in China, Honduras, Egypt, Italy and Denmark. In the process, McGovern has helped advance our understanding of the tastes and traditions of our ancestors, furthering our knowledge of the relationship between alcohol and society. His extensive research has produced numerous academic articles and two popular books, *Ancient Wine* and *Uncorking the Past*, the latter of which argues that to a significant degree, civilization and intoxication went hand in hand. Look for the next entry in Dogfish Head’s ancient ale series to appear later this year or early next.

complicates the possibility of creating exhibits for the public. Fortunately for Patrick McGovern, his work fits nicely in a glass. Since 1999, McGovern, the scientific director of the Biomolecular Archaeology Project for Cuisine, Fermented Beverages and Health at

**McGovern has helped advance our understanding of the tastes and traditions of our ancestors.**

## Jesse Friedman and Damian Fagan

Almanac Beer Co. has been turning out some of Northern California’s most interesting craft beers since 2010, but it seems as though the brewery really made its big splash onto the scene at the 2013 Great American Beer Festival. Co-owners Jesse Friedman and Damian Fagan brought the latest experiments from their “Farm to Barrel Series”: barrel-aged beers that highlight specialty produce from local farmers. (How about a wild ale with Swanton Berry Farm strawberries and Crimson Baby nectarines from Blossom Bluff Farms, aged in white wine barrels for 12 months?)

“We want to create beers infused with the *terroir* of California,” explains Friedman. “Beer and food made with ingredients from the same soil have a natural affinity for each other.”

In addition to getting what they believe to be some of the choicest produce in the world, the duo take great pride in how they purchase it, often driving out personally to pick up the order straight from the field. “Running a small family farm must be the hardest business in the world,” Friedman says. “That’s why we often negotiate our prices *up* for farmers; we want to encourage *economic* sustainability as well, not just environmental sustainability.”

Fagan and Friedman—who met through a homebrew club—recently announced that they’d be releasing a new barrel-aged beer each month, with an emphasis on sour ales. Their warehouse in San Jose, CA, now lays claim to over 1,000 wine and spirits barrels plus two 1,000-gallon oak vats called foeders. One of the latest treats to come from their cooperage is the second release of their delectable Heirloom Pumpkin Barleywine, made with pumpkins from nearby La Tercera Farm and aged in a blend of brandy and rye whiskey barrels.



**“Beer and food made with ingredients from the same soil have a natural affinity for each other.”**



## Jay Lesher

If you're fond of brewery tours, there's a good chance you've seen the handiwork of Jay Lesher, better known in the industry as "Jay the Welder."

The Floridian has traveled across the country and around the world creating, installing and repairing the stainless-steel and copper tanks in

which the magic of fermentation happens.

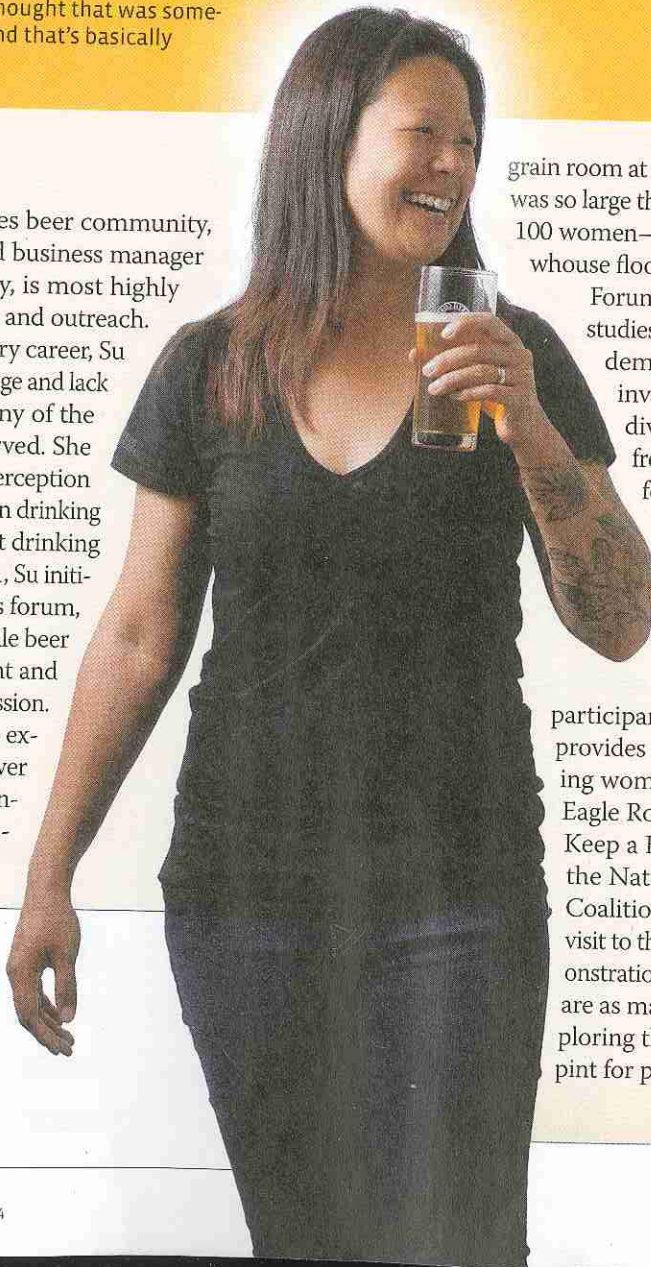
A wayward youth led Lesher to his career, when he did time in an Illinois prison.

"While I was there I took a beginning welding class, and they said that I was really good and they thought that I should continue to go on with that," he says. "I thought that was something that could change my life with it, and that's basically what I did."

## Ting Su

Within the Los Angeles beer community, Ting Su, co-owner and business manager at Eagle Rock Brewery, is most highly regarded for education and outreach. Early in her beer industry career, Su noticed a gap in knowledge and lack of comfort among many of the female drinkers she served. She wanted to change the perception that people had of women drinking sweet, fruity beer, or not drinking beer at all. In March 2011, Su initiated a monthly women's forum, inviting any level of female beer drinker to sample a flight and participate in open discussion. The objective was not to exclude men but to empower women in a welcoming environment. The first session was scheduled in the

**Any visit to the brewery bears a demonstration of Su's success.**



## Lesher's contract work is in Florida, but his handiwork is seen at breweries all over the world.

He paroled to Florida and landed a job with a boiler maker, then started his brewery specialization in 1996 with New World Brewing Systems.

Lesher is on the payroll at Cigar City Brewing in Tampa, where his recent accomplishments include installing its newest 30-barrel brewhouse and getting a new canning line operational. But he's most proud of the Spinbot 5000, a converted Grundy tank that circulates the beer through treatments such as Spanish cedar.

Most of Lesher's contract work these days is in Florida, but his handiwork is seen at breweries in international locales such as St. Martin, China and the Czech Republic, and domestically in California, Oregon, Colorado and other states.

He's never bored. "Every brewery is unique," he says. "Every brewery is like a person. Every brewery has its character."

grain room at the brewery, but turnout was so large that the attendees—nearly 100 women—took up the whole brewhouse floor.

Forum topics range from style studies and pairings to brewing demonstrations, and often involve a guest speaker. A diverse group of women, from retirees to young professionals, find common ground in the desire to expand their palates.

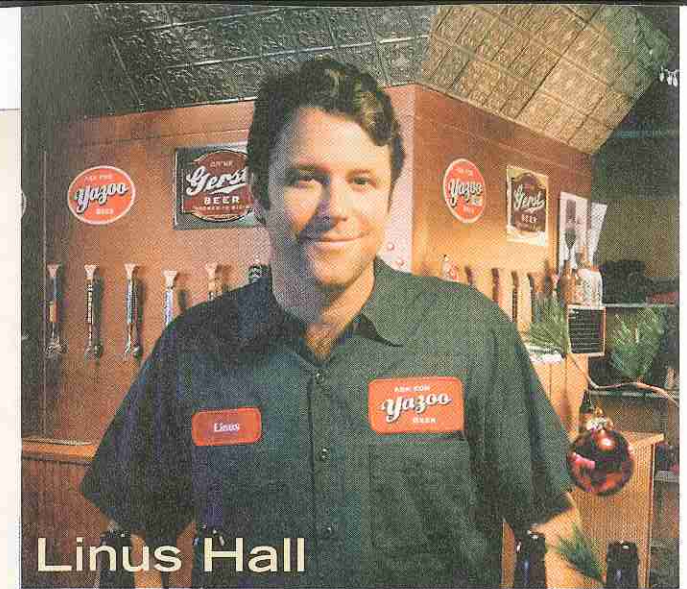
Su carefully organizes every edition of the event to push boundaries and challenge participants. The gathering also provides a platform for addressing women's health issues, and Eagle Rock has partnered with Keep a Breast Foundation and the National Ovarian Cancer Coalition for fundraising. Any visit to the brewery bears a demonstration of Su's success—there are as many women as men exploring the brewery's offerings, pint for pint.

## Mariah Calagione

The brewery itself is named after an island in Maine, but Dogfish Head has cemented itself in Delaware. This suits Mariah Calagione just fine. The wife of founder Sam Calagione is a "first state" native who comes from a family that has spent generations doing all they can to enrich the overall community. There was her grandfather, a volunteer firefighter, who was also known for his fundraising skills. Her mother, in an effort to bring the joys of playing instruments to local kids, was a founder of the Delaware Music School. Her family runs two television stations—where Mariah worked in her early years—with a newsroom and broadcasts committed to local affairs. Calagione wears three hats at the brewing company these days—plotting long-term strategy as part of a group, spending time working the brewery's various social media platforms, and working closely with the Beer & Benevolence program, the philanthropic arm of Dogfish Head. The project has three main areas of focus: arts, community and environmental causes. Each year she makes sure the philanthropy budget gets a little bigger.

**"You don't know your neighbors unless you're involved."**

"It's hugely important not only because we all live here. We feel that it's being a good neighbor, and you don't know your neighbors unless you're involved," she says. The brewery also helps create new neighbors, each year giving the whole company a paid vacation day to erect housing frames that go to the local Habitat for Humanity chapter. It's a reminder that no matter how large or popular the brewery gets, there will always be a focus on the home that helped give them their start



Linus Hall

## Hall effected change in Tennessee beer law.

As owner and brewmaster at Yazoo Brewing Co., in Nashville, Linus Hall has spent years negotiating state legislation on behalf of craft beer in the Volunteer State. As the president of the Tennessee Craft Brewers Guild he worked in close conjunction with the Tennessee Malt Beverage Association to successfully lobby the State Legislature in 2013 with a Fix the Beer Tax campaign. The 17 percent wholesale tax, which unfairly burdened higher-priced beer, was changed to a flat per-gallon tax.

This year Hall turned his political efforts to increasing the limit of alcohol content in beer with the Beer Cap Reform Act. Previous law restricted beer to 5% alcohol by weight (about 6.2% ABV). Brewers had to hold a "high alcohol content" license on which they paid an annual fee in order to make high-gravity beer and an additional license to sell their own beer if it exceeded the alcohol limit. High-gravity beer was confined to liquor stores for retail. Hall pushed the legislation increasing the cap to about 10%, allowing Tennessee to compete with neighboring states that have a higher alcohol cap or no cap at all. The new definition of beer improves selection for consumers and increases sales tax revenue for local government. Hall effected change in Tennessee beer law by lobbying legislators and bringing the alcohol industry together to voice the changes needed. Updating antiquated regulations allows Tennessee brewers a greater range of creativity and makes the state more attractive for out-of-state breweries. Now lawmakers agree—it's a benefit to all of Tennessee to grow the state's craft beer industry.

