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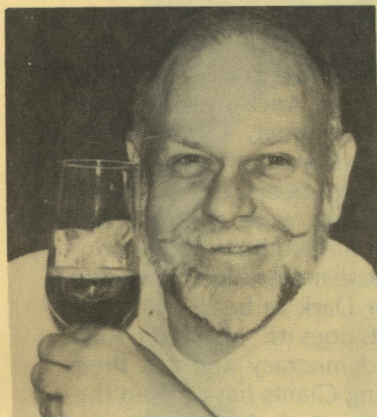
GOOD NEWS FOR LOVERS OF REAL BEER

AUG 10 1983

Portland, Oregon

to your

BEER



a Fred Eckhardt Publication — dedicated to the improvement of American Beer and the enjoyment of Real Beer from all over the world

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WHO IS FRED ECKHARDT AND WHAT IS HE UP TO?

Fred Eckhardt is a Portland, Oregon, professional beer imbibor, and an amateur brewer. Fred makes good beer but would much rather drink the stuff.

By 1969, when he could no longer stomach American Common Beer, he started making his own in the fashion his father had used during Prohibition. The beer was dreadful to taste, but before going back to the commercial stuff, he started studying the classic beer styles to find out how the old European brewers made their beer. Fred found out about their traditional all-malt beers and wrote a book, **A Treatise on Lager Beer**. The book has become a classic of its kind for home brewers and it is now in its Sixth Edition with sales of 100,000 copies.

In 1977 he published the first issue of **The Amateur Brewer**, a somewhat periodical extolling the benefits and methods of producing traditional beer. **The Amateur Brewer** is still alive, although sometimes a bit erratic. These days Fred drinks more beer than he makes (doesn't everyone) and loves to write about the stuff.

His columns about beer and the drinking of same have appeared in such widely diverse media as the *Seattle Times*, the *San Francisco Chronicle*, the *Chicago Sun-Times* and other newspapers around the country, and he's even done a commercial for a major brewery.

Fred started serious beer drinking in 1977, and in 5½ years he has carefully tasted and rated 334 beers in 969 tastings while we worked out our tasting system for our booklet **Beer Tasting for the Serious Amateur**. All of his beer recommendations are based on his own tastings. You'll either agree with him or you won't, but you'll surely enjoy his friendly wit and lively criticism of the American Brewing Industry and its melancholy product. You'll also enjoy his critical and sometimes poetic comments on beers of the world. **Listen To Your Beer** will guide you into the intricacies of Real Beer and introduce you to the delights and varieties of the world's favorite alcoholic beverage. ■

Itsuo Takita, Portland, Oregon, January 1983

ONE OF OUR BEVERAGES IS MISSING — BEER!

Do you find yourself drinking more beer these days and enjoying it less? An ever-increasing number of Americans are in the same dilemma. American beer has become lighter in body and blander in taste, until finally one is forced to concede that it is truly "water." The Brewing Industry has decided that the average American will drink anything as long as they label it "Beer." Indeed, one brewer put it very succinctly, "The average consumer drinks advertising. He doesn't care what he puts down his throat."

The Malt Beverage Industry (that's what the brewing industry in this country [and Canada] calls itself), makes a product called Malt Liquor. Malt Liquor is a catch phrase to include anything they make which is not what they call beer. Beer has been defined by the world's oldest consumer protection law, the *Reinheit-segebot*, a 1516 Bavarian (W. German) edict, which is still followed in West Germany, Switzerland, Norway, Luxembourg and a few other countries. This famous law states that beer may have only three ingredients: malted barley, hops and water (plus yeast, not considered an "ingredient"). American beer, on the other hand, may be made from those ingredients plus cereals such as corn, rice, oats, rye, unmalted barley, sorghum, millet and soybeans. These may be in the form of flour, coarse-ground grain, steam rolled and pressed

continued

THIS MONTH'S RECOMMENDATIONS

- Anchor Steam Beer (U.S.)
- Ballantine's Old India Pale Ale (U.S.)
- Guinness Stout (Ireland)
- Pilsner Urquel (Czechoslovakia)
- Sierra Nevada Pale Ale (California)

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(Library Association of Portland, Ore.)

month to conduct formal tastings of domestic, imported, and their own home-brewed beers. This group, now starting its fifth year, has a following of 30 to 40 dedicated beer connoisseurs who carefully rate beers on a 20-point scale, although they've never rated a beer higher than 15 (Guinness Stout 14.7). Their taste scores are entered into a computer, and they keep complete records of all tastings. Al Andrews and John Gabbert are the kingpins and prime movers with this group. Their December tasting featured winter beers. The group rated **Sierra Nevada** Porter (13.0) tops in competition with **Koff** Imperial Stout, **Guinness** and **Anchor** Christmas Ales 1979, '80, '81 and '82, plus 10 others. If you have a tasting group that meets regularly, send us your newsletter, and we'll send you this publication free. ■

THIS MONTH'S BEER

We plan to spend a lot of time discussing beer by style and class, import and non-import, and we want to be supportive of all kinds of beer. For now a modest list of beers for you to try. I have found that if the beer is available in Oregon it is also available in most of the beer-drinking metropolitan centers of the country, and that puts me in a good position to recommend beer for your palate. You must remember that about 30 of our 50 states have weird and restrictive laws about the sale and promotion of this our most gentle and healthful alcohol beverage. If your state makes it easier for you to get hard liquor than beer or even wine, then you should work to change such inequitable laws. If your state makes it easier to open a small winery than a small brewery you should protest loudly. If your state does not allow such a thing as a Brew-Pub (most don't) where the pub may sell the beer it makes, then it's time for a change.

Meanwhile, here are five really Great beers for your taste. Our ratings 1-20, and these are all pure Gold: (alphabetically) **Anchor Steam 18**, **Ballantine's Old India Pale Ale 18**, **Guinness Stout 18**, **Pilsner Urquell 18**, **Sierra Nevada Pale Ale 19**. The last is available only in the states of California and Oregon, but there's a micro-brewery opening soon near you; watch and support. ■

WHEN IS A PUB?

One of our continuing features will be listing of "Good Beer Pubs." For every good beer pub that you recommend and which we find acceptable we will extend your subscription by one additional issue. Only our subscribers will be eligible, and we will not accept recommendations from management or staff of any establishment. So what is a "Good Beer Pub"?

I'm open to suggestions, but I think of a pub as a place with the following five characteristics:

1. A beer-oriented establishment — no domination by wine or hard liquor, although these may be sold there.

2. Several beers on tap, at least five, including at least two imports (or micro-brews), one an ale. An exception might be made when the establishment serves *only* micro-brewed tap beers.

3. Most important, a genial, friendly atmosphere. Music, yes, but not the main course, and not disco. Pool and darts okay, as long as they don't dominate. Computer games are intrusive and should be tolerated only if they are silent, or in a detached area. Most important, a friendly staff who have a feel for beer and its service.

Must serve beer-oriented food or have regular dining arrangements. The establishment must be medium-sized — not a hole-in-the-wall, but not a beer hall either. We're interested in beer halls, too, but not as pubs. This is to be a consumer listing service, and we will not charge pubs for the listing. If interest warrants that, we'll publish an annual list of all of the year's entries. The following will give you an idea of what we are doing. ■

GOOD BEER PUB GUIDE

CALIFORNIA

Prince of Wales Pub 9 taps (5 imports)
106 E. 25th, San Mateo, CA 99403
(415) 574-9723
Jack Curry, owner

OREGON

Hall Street Bar & Grill 10 taps (8 imports)
3775 SW Hall Bv, Beaverton, OR 97005
(503) 641-6161
Rod Grey, general manager

Horse Brass Pub 7 taps (5 imports)
4534 SE Belmont St., Portland, OR 97215
(503) 232-2202
Don Younger, owner

McMenamin's Pub 21 taps (10 imports)
2020 NE Cornell Rd., Hillsboro, OR 97123
(503) 640-8561
Brian McMenamin, owner

BREW-PUB GUIDE

(a brew-pub makes and serves its own beer)

CANADA — British Columbia

Troller Pub
6422 Bay St. (Horseshoe Bay) W. Vancouver, BC
V7W 2H1 (604) 921-7616
John Mitchell, brewmaster

U.S.A. — Washington

Yakima Brewing and Malting Co.
25 N. Front St., Yakima, WA 98901
Bert Grant, brewmaster-owner

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