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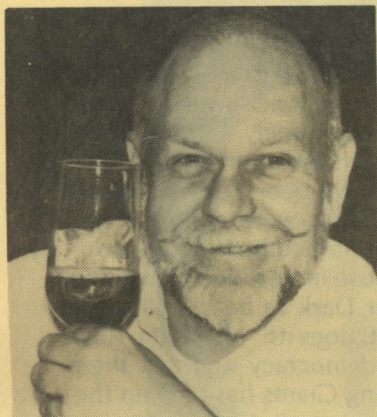
GOOD NEWS FOR LOVERS OF REAL BEER

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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One of our beverages is missing

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grains (i.e., flakes), or chemically leached cereals such as grits. American brewers may add any of the 59 other chemicals, additives and enzymes approved by the FDA. The result is genuine malt beverage and it has appeared in such flavors as raspberry, strawberry, lemon and lime, and with alcohol of 1½ to 8 percent. Malt beverage is fermented by whatever method seems convenient, filtered rather than aged and then carbonated by the injection of carbonic acid gas. If that all sounds a little strange, it might be appropriate to consider the way Real Beer is/was made.

In the old days *lager beer*, which is the beer style most Americans prefer, was fermented by starting with an original fermentable extract (fermentable sugars extracted from malted barley) of 12-14 percent (12-14 Plato degrees or 1048-1056 British degrees). A bottom working yeast was used, in a cold fermenting process, at 42-50°F (5-10°C), followed by up to six months aging in ice caves at temperatures near freezing. Modest carbonation was achieved by the addition of new, still-fermenting beer, to the casks (*krausening*). The casks were then tightly bunged (closed) to develop pressure over a period of another two weeks or more before consumption.

These days, in most of the world, what is still called lager beer or, more blasphemously, *Pilsner beer*, is formulated from any or all of the above-mentioned mish-mash, starting with only 7-11 percent (1028-1044 British) fermentable extract, and then "aged" for as little as two weeks in some breweries. This is followed by excessive filtration which can, and usually does, remove most of the elements which produce the "good" taste of beer your grandfather may remember. There are a few exceptions, of course, and not all breweries totally ruin all of their beer in this fashion. Nevertheless, the result has been that there is seldom produced (in the United States, and much of the world) a product worthy of the name beer, thus the title of this story.

Naturally, beer is still made even in the United States. I hope to refresh your taste buds with some recommendations of Real Beer made in this country and in the rest of the world as well. What the American Brewing Industry produces and calls beer bears the same relationship to that beverage as does Muzak to music, or military justice to justice. As one of my friends put it: "If it's the water — why don't they do something about it?"

Beerzak probably has a place in the world of beer, but Real Beer is still being made. No one knows how many people have made the big switch, in beer, from light to heavy, or at least from "The Bull" to heavier imports now creeping into the American scene. As the *Bud-Miller's* crew gets a larger and larger grip on the beer market, more and more Americans are making that switch. They are switching, even though the cost of imported beer goes steadily upward, while that of American beer is holding steady, if not actually decreasing.

Just as cheese costs more than *Velveeta*, fresh coffee beans cost more than *Folgers Crystals* (but not much more) and Cabernet Sauvignon costs more than Cali-

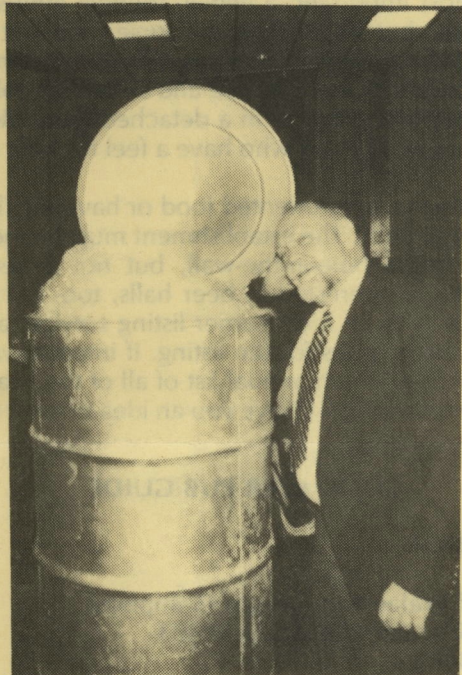
fornia Chablis, so Real Beer costs more than Beerzak. Real Beer is more expensive since it is made in smaller quantities for a smaller market, because that market character has been altered over the years by the Brewing Giants to a point where the beer-drinking public doesn't recognize Real Beer anymore. At a recent tasting here in Portland, I went from table to table in a pub, giving free beer samples. I poured **Anchor** Steam Beer and Wisconsin's **Augsburger** Dark freely to those interested. Most of the interest came from women. The men had either already tried those two beers, or could care less. Women, on the other hand, were almost invariably interested, but when I described beer and its content, they were amazed, because most didn't recognize **Anchor** Steam or **Augsburger** Dark as beer! "I like it, but beer doesn't taste like that, does it?" Just as the Russians have stolen the word *democracy* and put their own meaning to it, the Brewing Giants have stolen the word *beer* and put *their* meaning to it. I propose to restore that word to its proper place. Beer is made all over the world, but it always has **taste**. You can't just guzzle it. It may be a taste you can't stand, it may be ambrosia to your taste buds, but there will be taste.

The varieties of beer are almost unlimited. When I first started to imbibe beer seriously, I discovered there are some really fantastic beer varieties produced on this planet, some of them very strange and exotic, but I knew better than to hope to find wheat beers, smoked beers, bottle-conditioned beers and ales or barleywine ale in this country. I resigned myself to the inevitable. To taste the world's great beers I'd have to go to Belgium, England, Germany, or wherever they're made. Everyone knew that Americans would never drink tart beer, or beer with yeast in the bottle, or smoky-tasting beer. Not in a hundred years, I thought. Then came the revolution of import beers and the second revolution of the Micro-Breweries.

Micro-Breweries are that new breed of very small commercial breweries producing Real Beer. Their product ranges from poor to superb. Last year, at the *Great American Beer Festival* in Boulder, Colo., *Sierra Nevada* Pale Ale made in Chico, Calif., was called Festival Favorite by Michael Jackson, London-based beer critic and author of the *World Guide To Beer*. This was confirmed at a beer tasting here in Portland, Ore., that pitted such beers as English **Bass** Ale, Seattle micro-brewed **Red Hook** Ale, and Yakima micro-brewed **Grant's** Scottish Ale along with several others. And then there's **Anchor** Steam Beer, long a favorite of beer drinkers everywhere in the West. **Anchor** is hard to beat and is available widely these days. There are also some large breweries still making Real Beer. Falstaff still makes **Ballantine's** Old India Pale Ale in Cranston, R.I. Heilman's **Rainier** Ale is still available, and Coors has actually produced a new beer, **John Killian's** Irish Red Ale on license from Pelforth in France. Huber Brewery's **Augsburger** Bavarian tastes better everytime I sample it; the brewery has actually improved that beer!

We lovers of Real Beer place great faith in America's small and micro-breweries, but for now more people are finding an abundance of real taste in import beers which are expected to steal 15 percent of American beer sales by the end of this decade. We

must never let ourselves forget, however, that many Americans are not free to choose what beer they'd like to have at dinner; there's beer repression out there even in these enlightened times. ■



Fred listens to his beer Photos Jumping Star Studios

CHARLEY FINKEL, PURVEYOR OF BEER WITH STYLE

About five years ago a wine importer, Charles Finkel, took a look at this situation and told himself, "There must be Americans out there who'd appreciate something *different* in beer. After all, before Prohibition American breweries were producing most varieties of beer. Americans do have good taste, he thought, wine imports have proven that, with the effect of producing a whole new situation in wine. Why not in beer?"

Charles Finkel and his company, Seattle-based **Merchant du Vin**, set about importing beer *styles* rather than beer countries. Why have 47 beers from 47 different countries if the beer all tastes the same. Who'd care? He noted that only five of the recognized 20 different beer classes are produced in the U.S. American beer drinkers, he reasoned, ought to be treated better than that. So he set forth in Europe to find just what beers could be imported to the U.S. He started first in England where he found a good Pale Ale and a Brown Ale. In Belgium (quite virgin for American beer drinkers) he found a wheat beer, a dark red-ale and a "Cherry" beer. From Luxembourg a lovely Pilsner-style beer and others from Norway and Yugoslavia. In Germany he captured a splendid little brewery in Munster, **Privat Brewery Pinkus-Muller**, with their wheat beer, an Alt-bier and yet another distinctive Pilsner-style beer. In Finland he landed the *Sinebrychoff's Koff Imperial Stout*, a delightful beer to be sure. He finished off his selection with a few other beers, notably two samples of fine French beers, at a time when most of us thought the French made lousy beer. Then he did an astonishing thing: he "imported" some American beers from their local regions to the rest of the country! That was five years ago, and with his original 21 beers he had

both countries AND style. He began to distribute his beer all over the U.S. There were road blocks aplenty, because in our 50 states there are 50 different sets of laws about beer and how it should be dealt with, not to mention those of the U.S. Government. In Washington State you can't have yeast in your beer, in Texas an ale must have over 6 percent alcohol and in California a beer with more than 4 percent alcohol must be called a Malt Liquor. Utah doesn't even allow beer with over 3.2 percent alcohol. The list goes on and on. Labels? Every state is different and, of course, some states require a bottle deposit demand. The U.S. Government won't let you mix the terms barley and wine on a label, so you can't call the distinctive Barleywine Ales barley-wine.

There were other marketing problems. Did anyone really want a sour-tasting cherry-flavored wheat beer from Belgium? That's how **Lindeman's Kriek-Lambic** tastes. And who needs a sweet-tasting dark Belgian Trappist Ale, especially at a price near that of gold? We all know that yeast is good for us, but do you want it in the bottom of your beer bottle? Americans love barbecues, but a smoked beer? Well, it seems some of us are quite willing to experiment and, as it turns out, a tart Belgian Kriek-Lambic can be just great on a hot summer afternoon. Winter? Just add a lump of sugar or some grenadine syrup!

The real revolution in beer, then, seems to be in its styles. They are all good; no matter that we Americans haven't tried them, we're definitely willing. Oddly enough, they grow on you. Better yet, other importers have gotten into the act, so that now you can find all 20 of the recognized beer classes in the U.S., but not all of the variations and styles as yet. Now you can go to a restaurant, ask for the beer list, and sneer at the sommelier when he tries to snobberize you with his wine list.

As the man said, "It gets better and better." ■



Charley Finkel Listens to his Beer.

BEER TASTING GROUPS

The **Anza Brewers and Connoisseurs** are a beer-tasting group in Riverside, Calif. They meet once a **Listen to your Beer**

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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