

## LISTEN

Multnomah County Library

GOOD NEWS FOR LOVERS OF REAL BEER

AUG 10 1983

Portland, Oregon

## to your BEER

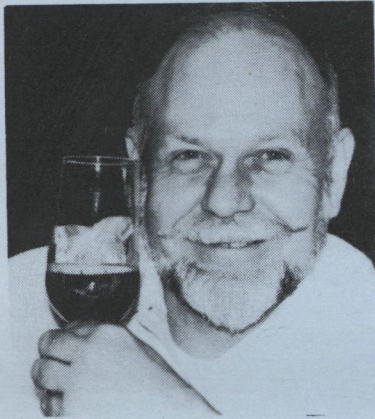


Photo by David Bjorkman

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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## I LOVE THE BREWING INDUSTRY

Just after sending out the first mailing of *Listen* I received a long distance telephone call from a friend in the brewing industry. He was worried that I might turn the folks in that industry against the micro-brewers, make it hard for them to get advice, supplies, information and the like. He felt I had attacked the brewing industry and he didn't want them to retaliate against home brewers and micro-brewers.

Well, first let me say that I am not, in this publication, an advocate of the micro-brewing industry or home brewers. Supportive, yes, but in this publication I am the advocate of you folks who drink beer. You, the folks who have had their beer ripped off, you the American Beer Consumer. As I see it, my job is to show you what you have lost and what can be done to reinstate that loss.

I do not feel there is a conspiracy in the Brewing Industry, but rather an UN-conspiracy. They haven't cared enough for you to make sure you get yours. Rather they have gone pell-mell after the dollar. I don't really expect **Bud** or **Millers** to change their tune unless there is consumer pressure on them. I don't expect them to fire bomb my house either. I expect that one day they will recognize there's money in Real Beer and then, they too, will go after it. I expect the Brewing Giants to recognize that big is not, in itself, better. They are indeed better off when there is

a true free market operating and not one dominated only by the almighty television commercial. The bitter truth of the matter is that we should really blame the small and regional breweries who have followed their lead and copied that beer **exactly** and they are now stuck with that product. They dare not make Real Beer for fear of rocking the boat. They've painted themselves into a corner. I hope to help rescue these regional and small breweries so that once again we can all sample the delights of Real Beer from our local brewery. I look forward to the time when today's micro-brewery becomes tomorrow's small brewery, and maybe down the line a "big" brewery. Nothing would please me better than finding **Sierra Nevada** Pale Ale in supermarkets in Pennsylvania and New York. I like to think the Brewing Giants will take this in stride and respond by making their own Real Beer. When they do I hope to be on hand to congratulate them. Meanwhile, there's **Rainier** Ale (Heilmann), **George Killian's** Irish Red Ale (Coors), **Ballantines** Old India Pale Ale (Falstaff), but no entry as yet from the **Bud-Millers** crew. For the record I plan to keep my editorial comments lean and in this corner. I'd much rather talk about Real Beer and where to find it. As for Beerzak—drink General Brewing's generic **Beer**. Why pay more for less? Pro-sit!

## SPRING TIME IS BOCK TIME

I was in college (Springfield MA) the first time I tried Bock Beer. A friend explained to me that it was dark because it came from the bottom of the beer vats when they were cleaned in the spring. These dregs were the finest beer, he said, because they were aged all year around, and hence the most valuable and delicious of beers.

Logic should have told me that the dregs of anything would be the worst, not the best, but like most college men I shunned logic. I believed that ridiculous story for many years. I read it again a couple of years ago from the pen of one of America's foremost wine writers in one of the

largest culinary magazines in the country! Since those days long ago, however, I have made an annual pilgrimage to the local beer store to purchase this delightful brew, and I have heard many stories concerning the origin of **Bock** beer.

There is almost always a picture of a billy goat on the label, and the story is that in the spring those who drank it acted like youthful billy goats. Another picturesque story concerns a medieval drinking bout between a brewer and a knight, which took place in the village square with the town's mayor presiding. The contestants were

*continued*







**Bud Clark** Listens to his beer

### GOOD BEER PUBS

We had a good response to our request for pub listings and many are presented below. Vince Cottone sent us the three Seattle pubs; David Orbeton sent Portland, Maine's **Three Dollar Dewey's**; Alan Schaeffer, a Dayton, Ohio, attorney, sent us that city's **Sport Page**; and Bob Drousth was quick to add the **Easy Street Cocktail Lounge** from Milwaukee with a note that he didn't know why the Cocktail Lounge label. Frank Nofsinger of Boise ID added San Francisco's **Edinburgh Castle** (a favorite of my own). John Crown sent me **Harry's Mustache** from nearby Oregon City; and finally we accepted a pub with NO beers on tap! Washington DC's own **Brickskeller**, which, Bob Klothe says, claims to have 500 bottled brands, and which he tells me has actually only 2-300 at best. Bob is a member of beer club Brewers United for Real Potables (BURP) a DC group of sure disrepute.

If you have a story about a local pub, we'll pay you \$5 if we use it and \$5 more if you can get a photo that we can use of the owner "listening" to his beer. We need one such story every other issue, next v.1:4—6/30 deadline. You won't get rich, but you can deduct that evening's refreshments from your taxes! Let the IRS sponsor your booze for a change. ■

### CALIFORNIA

**Edinburg Castle** 8 taps (5 imports)  
950 Geary, San Francisco CA 94109  
(415) 885-4074

### MAINE

**Three Dollar Dewey's Ale House** 4 taps (3 imports)  
446 Fore St, Portland ME 04101  
(207) 772-3310  
Alan Eames, owner

### OHIO

**The Sports Page** 6 taps (1 import)  
101 E 2nd St. Dayton OH 45402  
(513) 461-1002  
Dave Boston, manager

### OREGON

**Goose Hollow Inn** 5 taps (1 import)  
1927 SW Jefferson, Portland OR 97201  
(503) 228-9723  
Bud Clark, owner

**Harry's Mustache** 9 taps (5 imports)  
19195 S Molalla, Oregon City OR 97045  
(503) 655-4022  
Rod Harris, Dan Mitchell, owners

### WASHINGTON

**Leschi Lake Cafe** 8 taps (7 imports)  
102 Lakeside Av, Seattle WA 98122  
(206) 328-2233  
Mary Wohleb, manager

**Murphy's** 9 taps (8 imports) closed Sundays  
2110 N 45th St, Seattle WA 98103  
(206) 634-2110  
Chris Barnes, Dan Cowan, owners

**Place Pigalle** 3 taps, 3 imports, closed Sundays  
81 Pike St (Pike Place Market) Seattle WA 98101  
(206) 624-1756  
William Frank, owner

### WASHINGTON DC

**Brickskeller** no taps, around 200 bottled brands  
1523 22d St NW, Washington DC 20010  
(202) 293-1885

### THIS MONTH'S RECOMMENDATIONS

- Aass Bok** (Norway)  
(Merchant Du Vin, Seattle)
- Dixie Jagerwahl Bock** (USA)
- Huber Bock** (USA)
- Kulmbacker Schweizerhofbrau**  
(HDT Importers, Portland OR)
- Monkshof Kulmbacker Kloster-bok**  
(Mission Imports, Los Angeles)
- Paulaner-Thomasbrau Salvator** (W. Germ.)  
(Morandel Wine Imports, San Francisco)
- Point Bock** (USA)
- River City Bock** (USA)