BEST I.P.A.
(2015 Australian International Beer Awards)

2013 Best IPA
(Systembolaget, Sweden)

2012 Best Beer NZ
(Beer & Brewer Magazine)

2011 Best IPA
(NZ Beer Awards)

2010 Best Barrel Aged
(NZ Beer Awards)

2009 Best IPA
(NZ Beer Awards)
There was a lot of debate in the wake of the Brewer’s Guild annual awards dinner, which ended – in my view – on a slightly flat note when Lion was crowned New Zealand’s champion brewery.

The contrast to the previous year could not have been more stark. The 2014 champion was Townshend’s – the one-man band operation of Martin Townshend tucked away in bucolic Upper Moutere on the outskirts of Nelson. This year the prize went to our biggest brewery, one housed in massive plant in Auckland and which employs substantially more people than the 160-odd who reside in Upper Moutere.

Now there’s nothing wrong with Lion winning awards – it’s more what the award symbolises. Their gold medals went to Waikato Draught, Speight’s Old Dark, Beck’s and Issac’s Berry Cider. Also winning four golds were Panhead Custom Ales (Port Road Pilsner, Johnny Octane, Quickchange and Hardtail Henry), Moa (Festive IPA Belgian Edition, Rum Barrel Sour, Triple Sauvignon, Sour Blanc) and Tuatara (Tu-Rye-Ay, Ardennes, Sauvinova, XV) – but Lion took the overall prize based on the points system which rewarded the big brewery’s sheer volume.

There’s a number of ways you can spin this outcome.

One: isn’t it great that such a big brewery can make quality beer that holds its own in a blind tasting against the best on offer in the country (forgetting for a moment that cider isn’t actual a brewed product and in my view shouldn’t be included in any beer awards – but that’s an editorial for another day).

Or.

Two: Isn’t it amazing that a relatively small brewery like Panhead can foot it with a multi-national, foreign owned juggernaut.

**COVER:** Beervana is at a crossroads as it transitions ownership. Photo: Jeff McEwan.
For the good of the industry I know which is the better story – there’s way more mainstream mileage in tale of Panhead’s Mike Neilson with his blue collar, petrol head ethos. Even the fact his brewery is in an old tyre factory where his dad used to work is pure gold. So for me, what could have been a celebration, what should have been a feel good story – an opportunity for our industry to showcase yet another unique, original and appealing star to a wider audience – was lost.

It’s not Lion’s fault they made so many good beers but there should be a better system for separating breweries based on volume so we don’t get such a skewed result. It’s something for the Brewers Guild to think about for 2016 when – judging by the continuing increase in breweries and products – there will be almost 1000 entries.

Perhaps bonus points could be awarded to small breweries based on volume? Or what about a percentage system? After all, as Craig Bowen from the Brewer’s Guild noted in his closing speech, there were two breweries who picked up a medal for every beer they entered.

Liberty Brewing hauled down 13 medals (including one for packaging) and Bach Brewing claimed nine medals (including one for packaging). Given the vagaries of judging the range of styles these breweries entered, that is something quite special.

So, yes, well done Lion. But when it comes to celebrating and promoting beer and I prefer to savour and praise the brilliance and reliability of blokes like Joe Wood and Mike Neilson, among others. They are the ones making the beer we want to talk about.

Michael Donaldson
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A TWO-LANE TRANS-PACIFIC HIGHWAY

Former Beervana owner David Cryer, of Cryermalt, reveals the hard work behind the creation of the Wellington-Portland beer exchange

Since I came into the industry in 1993 I had heard tales of this amazing beer festival called the Oregon Brewers Festival. I always had it on my “bucket list” but as Cryermalt began my focus was on the brewers of New Zealand and OBF was moved to the backburner.

There it might have stayed if not for Beervana.

I started Beervana in 2008 as the chairman of the Brewers Guild of New Zealand. The first one drew around 1000 people and a large financial loss. Over the years attendance grew roughly in line with the growth of craft beer and Beervana now receives national press coverage and showcases Wellington as the country’s craft beer capital.

I was in downtown Christchurch on February 22, 2011, when the devastating earthquake hit. We’d held a Brewers Guild meeting at the Twisted Hop the evening before. Two key guild members – treasurer Martin Bennett and awards organiser Craig Bowen – lived in the city. The impact of the quake on their homes and businesses meant no time for altruistic...
work on Beervana. So my wife and I resolved to buy Beervana from the guild and keep it running with the same aims.

Independently-commissioned surveys showed a high degree of enjoyment of the festival and satisfaction but the return rate was low, indicating people perceived Beervana as not having anything new from year to the next. Fresh elements were needed.

Enter my bucket list and the fabled city of Portland where beer is everything and the idea of a beer-based cultural exchange was born.

I went to Portland on my way to Denver for the World Beer Cup in 2014. I met Ben Love (Gigantic Brewing), Josh Grgas (Commons Brewery) and Joe Casey (Widmer Brewing). My offer to them was: “If you guys give me 800 litres of product free of charge I will provide a return travel and accommodation in Wellington for Beervana”. They all accepted and with an eye to the future I also funded John Holl editor of All About Beer, Lisa Donoghue from Watershed Communication, Paul Kasten a Portland Chef who had cooked at the Great American Beer Festival and Denise Ratfield from Pink Boots.

We set up some collaboration brews in Portland with Tuatara’s Carl Vasta
Mike Neilson of Panhead Custom Ales addresses beer fans

BREERVANA

brewing with Commons. Soren Eriksen of 8 Wired went to Gigantic. And Holl made a beer with Widmer for our media brew competition.

The Portland brewers were well-liked, the beers well-received and, importantly, sold well to partially recover the outlay.

On that trip I also wanted to meet Art Larrance, one of the founding craft brewers in Portland in the 1980s and the driving force behind the Oregon Brewers Festival which is now in its 28th year. It drew 80,000 people in 2014 making it second only in size to the Munich Oktoberfest.

At LAX in transit to Portland I downloaded my emails and there was one from Art saying “I am not sure about meeting you until we resolve this Beervana name issue”. We had the rights and trademark to Beervana in New Zealand and Australia but Portland is also known as Beervana. We agreed to meet for a discussion that wasn’t finished until we’d tried every beer on the long list at Art’s Cascade Barrel House. Five hours later a deal was done that led to the July 2015 exchange.

For that Art asked me to bring some New Zealand brewers and beer to Oregon as he expanded his festival. I wanted to build the strong Portland-Wellington connection we’d started in 2014 so we focused on Wellington brewers heading up there with the aim of spreading the love further afield in the future.

Garage Project, Tuatara, Panhead, Yeastie Boys and Parrot Dog all agreed to provide 800 litres of beer at no cost if Art funded their travel and accommodation. The major hitch was getting all that beer to Portland.

The Brewers Guild and New Zealand Hops came on as sponsors to cover the freight cost but the trick was knowing your away around American laws relating to labelling and the need to have separate importer, distributor and customs clearance. Help was at hand thanks to Shelton Brothers, who had come to Beervana a few years back along with Sam Calagione from Dogfish Head, who was in New Zealand filming Brewmasters for the Discovery Channel. Christian at Shelton Brothers, whom I’d never met, calmly said: “we will sort this all out … the main thing you need to do David is make sure you ship the beer”. With little choice I put my fledgling beer export career in the hands of a guy I’d never met and it was one of the best decisions I’ve made. He sorted everything, negotiated every bump in the road and the beer made it to Portland on time.

Grow Wellington, an agency charged with the economic growth of the capital, came on board as they had seen the rise of craft beer in the region as a driver of growth. They put on a Wellington-themed function in Portland to promote beer and food.

Matt Warner from Parrot Dog, Carl Vasta from Tuatara and Angela Brownie from Grow Wellington winged it from Wellington to Portland; Stu McKinlay from Yeastie Boys
YEASTIE BOYS

ALL NEW LOOK ON THE OUTSIDE... SAME DELICIOUSLY IRREVERENT CHARACTER ON THE INSIDE.

YEASTIEBOYS.CO.NZ
lobbed in from London; Jos Ruffel from Garage Project came from Copenhagen. Mike Neilson and Paul Attwood from Panhead set out from San Francisco where they had been for few days.

We met over breakfast with local tourism operators at Mothers Kitchen one the culinary landmarks of Portland – it was sensational, don’t miss it if you go there. We were then taken on an unforgettable bike ride around Portland Breweries arranged by Heather Anderson of Travel Portland and Lisa Itel of Travel Oregon. At the second stop at the inappropriately named Luck Labrador Brewery, Stu was so busy talking he didn’t notice a car pull out and rode straight into it going over the handle bars. Bravely, or stupidly, Stu battled the pain, using great beer as medication, much to the concern of our hosts and the bemusement of the other riders.

It was only the next day when he turned up at Lompoc Brewery for a collaboration brew and found his arms were next to useless that he went to hospital where he was diagnosed with fractures to his right arm and left wrist. “Best Beer Festival I’ve ever attended with two broken arms,” he tweeted… his sense of humour never left him despite having two arms in plaster.
The Oregon festival starts with a traditional parade from the designated host brewery, which changes every year, to Waterfront Park on the west bank of the Willamette River. We got waylaid at the start by Stu’s arms but caught up thanks to pedal-powered Pedi cabs and joined the colourfully dressed marchers who followed the special wagon carrying a cask of Lompoc beer which was tapped for the festival opening. As we entered the CBD a large crowd was whooping and hollering and we knew we were in a real beer town when we noticed that even the police guarding the route sported beards.

What followed was four days of promoting New Zealand beer to festival goers and doing a raft of interviews with TV crews, newspaper reporters, bloggers, magazine writers and any other incarnation of beer media.

The next stage took us to Oregon where I met three brewers who were destined to come to Beervana -- Tyla Brown of Barley Browns (Baker City pop. 10,000), Darron Welch of Pelican Pub Brewery, (Pacific City pop. 1,000) and Ben Edmunds of Breakside Brewery, (Portland pop. 2.2mln). Pacific City out on the coast is an absolutely magnificent spot and Baker City up in the mountains of East Oregon is now on my bucket list, replacing Portland for a visit next time.

At this stage I had sold Beervana to Wellington Culinary Events Trust (WCET). As part of that arrangement I became a sponsor responsible for the Portland-Oregon, Australian, Pink Boots and Cryermalt stalls at Beervana.

I planned to ship down the beer chilled but a fire broke out in the engine room of the ship and the beer could not leave. It would have missed Beervana so we had to use air freight as we could not have brewers and no beer. This tripled the cost but these problems happen and the show must go on. But it reminded me of 2014 when the Australian beer failed to land at Beervana thanks to a breakdown and a trans-Tasman storm. It made me wonder if there was a Beervana curse.

There were a few collaborative brews – Barley Browns brewed with Kieran Haslett-Moore out at North End, Breakside joined forces with Kelly Ryan at Fork & Brewer and Pelican teamed up with Tuatara. On Wednesday we had the Battle of the Brewers at Logan Brown which Wellington won – though the real winner was the wonderful food from chef Shaun Clouston whose love of beer came through in the sublime matches.

Needless to say the beers on show at Beervana were sensational.

The Road to Beervana is now a fully functioning two lane highway -- make sure to jump on it and travel to Portland as they are knowledgeable about our beer culture and conversations can be struck up easily. The exchange of brewing culture is taking root and will enhance all of our palates I am sure.
SOUTHERNERS SHORTCHANGED BY COUNTRY’S BIGGEST BEER FESTIVAL

Geoff Griggs looks back on Beervana 2015 from the perspective of a South Islander.

So Beervana has come and gone for another year. I almost didn’t make it this year; with a fortnight to go I was finding it hard to justify the expense of travelling to and finding accommodation in Wellington, but circumstances changed and in the end I went. And I’m glad I did.

This year’s Beervana was an excellent festival and once again Wellington confirmed its claim to be the country’s Craft Beer Capital. Indeed, if you factor in all the pre-festival beer and brewing-related events, which were listed separately in the excellent and widely distributed (and downloadable) Road to Beervana, the beery celebrations taking place around the city ran over a week.

Beervana offered somewhere in excess of 250 beers from 60 breweries. However, as usual it was much more than just an opportunity to sample an amazing range of beers; festival-goers had a choice of beer and food matched tastings, on-site brewing displays and a range of seminars related to all things beer and brewing.

The media brews have become an annual drawcard and are a masterstroke for publicity. By inviting influential and high profile journalists (and politicians now) to collaborate with breweries and compete with each other, there’s always plenty of media coverage in the weeks leading up to Beervana. The public certainly seem to enjoy trying all these wacky-themed creations too.
Those who attended the Kiwi brewing industry’s showcase festival this year could be forgiven for failing to notice that it has new owners. A few months ago David Cryer, the Auckland-based malt importer and supplier, sold Beervana to the Wellington Culinary Events Trust.

Set up in February 2014, this council-backed, not-for-profit charitable trust was established to promote the Wellington region as the “premium New Zealand destination for hospitality experiences” and is now working to reposition Beervana as the flagship event of Wellington on a Plate, New Zealand’s largest culinary festival.

With assistance from Cryer, incoming organiser, Beth Brash, did a splendid job putting this year’s festival together. But for all its strengths, Beervana still faces some serious issues.

Both the timing and the location of the event are continuing concerns. Holding a beer festival in Wellington in the middle of winter is always going to be a challenge.

The vagaries of the capital’s weather are well documented and, despite the city’s excellent public transport network, the long, exposed walkway from the railway station to Westpac Stadium can be particularly soulless on a blustery, bitterly cold, winter’s day.
As for the venue itself, although the stadium was purpose-built to cope with large crowds, the chilly, stark, narrow circular concourse which accommodates Beervana is hardly conducive to the relaxed enjoyment of beer. The oft-heard comment, 'It's like drinking in a concrete tunnel', rings very true.

And, as anyone who's travelled or shipped goods between the islands knows, Cook Strait is an expensive stretch of water. As I mentioned above, those of us living on the South Island have to pay a premium just to get to Wellington. But it's even more costly for the Mainland's brewers.
But it's not difficult to see why. Although Blenheim-based brewers such as Renaissance are only a short drive from the inter-island ferries, for the majority of South Island brewers a trip to Wellington is a time-consuming and expensive business.

And even when they make it to Beervana they still need to put on a decent show. The days of brewers presenting their beers from ice-filled chilly bins mounted on trestle tables, perhaps with the odd tablecloth to cover the kegs below are long gone. These days brewery stands at Beervana are generally far more professional and up-market. Some breweries go even further, with massive theatrical structures and light shows.

One South Island brewer told me he estimated the cost of putting together a decent display stand and sending a team from his brewery to Wellington was well into five figures. That's not something many smaller breweries could even consider.

As a result, of the 33 Kiwi breweries who exhibited their beers at this year’s Beervana only five were from the mainland. And that figure looks even more pitiful when you take into consideration there were seven Australian breweries represented. Furthermore three brewers from Oregon flew in from the United States to promote their beers and brew collaboration beers with local Wellington brewers. The bottom line; at this year’s Beervana you stood more chance of drinking an American or Australian beer than a South Island beer. That's just daft.

With interest in craft beer continuing to grow and Beervana now firmly in the hands of Wellingtonians, I reckon the time is ripe for a new breed of smaller, industry-driven and education-focused, quality, beer festivals in regional centres around the country.
.imbibe the difference

Phil Cook puts aside the debate of whether Auckland, Wellington or anywhere else is better for beer and celebrates the differences – even when he’s missing out on them.

The Fear Of Missing Out is an ancient impulse made ever-sharper and more problematic by modern communications technology bringing news of happenings that are too far-flung or ill-timed, or both, to personally enjoy. It crops up often in the beer world, often rendered as “FOMO” — both for brevity’s sake and to encompass the wider emotions of anxiety, sadness, and jealousy that so-naturally accompany missing out. But let’s recalibrate our f-word, so to speak.

Start with the realisation that what you do experience will always be dwarfed, by orders of magnitude, by what you don’t. Accept, first, this inevitable Fact Of Missing Out. Then realise that this is true of and among all of us; I’ll only ever experience a tiny fraction of what you get to, and vice versa. Down this path lies the Fun Of Missing Out. As well as “responsibly” and “in moderation”, you can enjoy beer vicariously. Which is handy, because everyone is missing out on something. And that’s fine.

This may sound a bit rich coming from someone in Wellington, a town that sometimes seems to get more than its share of the fun. What we have here is worth celebrating and/or visiting, and its (ongoing) creation took the sustained effort of a diverse group of people over a few decades of hard and risky work. But there’s nothing freakish about this place, no secret ingredient blowing in on the wind. Great things are possible everywhere; indeed,
they’re happening all over.

But local greatness is always unique. The things that make your place wonderful aren’t mandatory markers of success for somewhere else. Wellington is an amazing spot to drink beer, but we (mostly) lack the deep history you can find in towns further afield, we (mostly) lack the neighbourhood-anchoring brewpubs of Auckland and Christchurch, and more generally it’d be fair to say that our richness in bars masks a relative dearth of pubs. So it’s always a thrill to hear about what’s going on elsewhere. It gives new perspective on what you do have, and it’s comforting to know that plenty of awesomeness awaits stumbling-upon when you next get a chance to travel the country.

A rich ecosystem is characterised by diversity, and diversity all the way down is best. We don’t need to aspire to the same experience in each region, or festival, or neighbourhood, or even venue. Better to have a freaky fractal than a homogenous blob. Subtle little flows of inspiration, product, and personnel (in all directions) will keep things evolving and everywhere will benefit. But it entails a lot of Missing Out for us individual drinkers.

All we need to do is adjust our mindset. Just as we should all resist letting our beer-geeky enthusiasm mutate into snobbery (which is both needlessly cruel to non-geeks, and anyway counter-productive in ‘spreading the gospel’, as it were), we should guard against letting our regional ‘patriotism’ slip into xenophobia. Let us all be more cosmopolitan in our cheerleading. There’s treasure everywhere, and this magazine is an excellent showcase for it. Find the stories of what’s happening near you, and tell them (here or elsewhere). Make me jealous that I’m missing out. I genuinely love it.

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Have you ever heard of Craftwork? No, not the band, the brewery. Probably not and that’s not surprising. Their beer is ludicrously hard to find, because their brewery is ludicrously small and situated ludicrously out of the way.

Craftwork is a 50-litre brewery, in a small basement in Omarau and is the initiative of Lee-Anne Scotti, a trained Radiographer, now a primary school teacher and Michael O’Brien, a bookbinder by trade. They make one thing almost exclusively – Belgian style beers, and they do it very well.

As seems to be the case with the mature generation of brewers, Lee-Anne and Michael both discovered a love for beer, and particularly Belgian beer, whilst in Europe. Michael recalls fondly a trip to Belgium where it all began: “I ordered the beer with the daftest name, just for fun, but was astonished to be presented with an hourglass in a wooden stirrup. The locals were much amused by this Anglo tourist struggling not to spill the beer out of this precarious contraption.” This was of course, the famous Pavel Kwak.

Craftwork makes a gradually shifting selection of Belgian-inspired beers, ranging from saisons, tripels, sours, fruit, spiced, and barrel-aged.. And the curious thing is that personally, these are not the types of beer I have traditionally gravitated towards (although recently I have noticed my tastes shifting towards these styles), and yet I’m still immensely fond of Craftwork and their beers. I think the reason I like them so much is that they...
have such a specialised focus.

Many, perhaps even the majority of breweries that have opened in the past few years have a core-range of variations on the same few beers. Repeat after me: pilsner, pale ale, IPA, stout/porter, amber, or (if you’re very lucky) a wheat beer. And you know what? That’s fine. There is an ever growing market for those core styles and not every brewer needs to push the envelope or be Garage Project.

At the same time though, it is immensely refreshing to see a brewery with such a distinct identity and level of specialisation. I suspect this is indicative of a trend we shall see in the micro/nano brewing sector. Everything about Craftwork, from their branding to their beers is indicative of who Michael and Lee-Anne are and what they want to achieve with their brewery.

Craftwork beers are top notch; something that they have in part managed by focusing on
BREWERY PORTRAIT

This is helped a lot by their size. “We were once described as minnows in the New Zealand scene, but I think we’re more like plankton,” muses Michael. Fifty litres is a laughably small capacity, and almost by definition unprofitable. But at the same time, it is one of Craftworks greatest strengths, because it allows them to make the niche beers they want without the need to shift great volumes.

Lee-Anne and Michael have set their own definition of success for their business. “We have no desire to get into debt, so we’ll probably be very small forever. Ultimately we would like to make fantastic beer and still enjoy doing it.” Essentially they’re operating without the pressure of trying to grow endlessly, or the need to seek extra finance to expand their operation.

This is not to say that growth for the future is out of the question. The possibility of contract brewing one or more of their beers is firmly on the table. But for the time being, Craftwork shall remain small and hard to find.

If you do plan on seeking them out, you should have your eyes peeled for two new releases – ‘Good Lord Golden’ – an aged tripel, and ‘Dark Lord’ – a big, heavy quadruple. “We have a barrel room which is filling up with barrels of many kinds. I really love the ‘sour’ and barrel aged beer,” says Lee-Anne.

I for one, cannot wait to find out what exciting secrets the Craftwork barrel room holds.
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TENSION BREWING BETWEEN OLD AND NEW

A recent bicycle tour of Belgium opened TONY FAULKNER’S eyes to some restlessness behind the scenes in Belgian brewing.

Those of you who know me (and let’s be fair, you probably don’t), will be aware of my fascination with Belgium. Sure, I read plenty of Tintin books in my youth, but unless you love beer, it is hard to justify this interest to the casual observer. Apart from famed cyclist Eddy Merckx, chocolate, waffles, moules et frites it’s Belgium’s beer culture that really captured me. I should just call it for what it is; an obsession. Obsessed enough bicycle my way around this tiny, quaint nation.

Following my arrival in Brussels and having wept some jet-lagged tears of joy into my first glass of draught Cantillon Gueze, I set about trying to understand Belgians and their beer. Make no mistake, this is a serious beer drinking nation. I saw elderly couples doing their grocery shopping with cases of Duvel stacked high in their trolley. Men nonchalantly slugged down glasses of beer in cafes at 8am. Bartenders suggested a 10 per cent beer to go with lunch with the same air of someone offering you a cup of tea. Couples walking their dog would fleetingly pause on a cafe terrace for a chalice of Westmalle tripel, downing it like an espresso. Sessionability is not really a concept Belgian brewers ponder.

For all this undoubted importance of beer there is a sense the bulk of the population are dispassionate about the influence of their nation’s upon the rest of the world. Beer geeks
appear to be thin on the ground; brewers need to be famous elsewhere before they are considered stars at home. I formed the opinion that Belgians tended to see their beer as something world class, but nothing viewed with the same pride they have in their world class motorway system, or affordable and on-time public transport. Nice to have but not really an object of passion.

Once on my bike and out in the countryside I was guided by the indispensable Good Beer Guide to Belgium. Written with great wit and authority, I would recommend it to anyone planning a visit, or even planning on drinking Belgian beer anywhere. As beer tourists can come to expect, there are many beer crimes that are best avoided, and Belgium is no exception. For every Drie Fonteinen Oude Kriek, there is a Liefmans Fruitesse (on the rocks!). One doesn’t want to waste too many, if any, dud beers while in this country. Bad pubs and bad beer abound here, just like anywhere. Fortunately, with the right knowledge, Belgium more than compensates for this. At its best the beer was truly exceptional and their bars defied convention and expectation. This is no better illustrated with the many quiet countryside taverns that would stun you with bible
The Rapture
Our Gold Medal award winner at the 2014 BGNZ Awards is now available in the bottle for a limited time.

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Belgian tour
thick beer lists including aged selections from their own cellars.

During my circumnavigation on two wheels, I spent time visiting what bars and breweries I could and having conversations with any brewer who would care to indulge me. What became apparent was the tensions that exist in the brewing community mostly as a result of the global craft beer explosion. The increase in demand for Belgian beer abroad, sour beers in particular, also served to confuse and disorientate. I put some of these tensions down to the cult of IPA and the proliferation of hop-dominant beers, particularly in the new world. Belgian beers are famous for their disregard of rules and are difficult to pigeonhole as a result. But, if there is one theme that binds them it is the quest to make beers both balanced and digestible. As a result, hops, and how to use them, is a source of much debate.

Some brewers left little doubt which camp they were in. Belle-Fleur by Dochter van de Korennaar, much of Alvinne’s range, and one of the many De Struise heavily-hopped

[Belgian tour]
beers are made with the style and panache of world class brewers who are unburdened by the provenance of their breweries. The nationality of which hops to use was also an issue. Flemish contract brewers Verzet exemplified this with their Super Noah pale ale, Noah meaning “no American hops”. I unwittingly got to interview Urbain Coutteau of De Struise as we shared adjacent tables at lunch prior to his weekly tap house opening in Oostvleteren. Unaware I was in the presence of greatness I ventured some of my thoughts on the Belgian beer scene. He witheringly scythed through my argument with the conversation ending declaration “we hate Belgium, and you can quote me on that”. His disdain was for the binding power of tradition, something he was desperate to break free from.

In the other corner are many of Belgium’s independent brewers. Stoically sticking to their guns and letting hops play a crucial yet subdued supporting role. The attitude is perhaps exemplified by a conversation I had with Pol Ghekiere, formerly a brewer with La Chouffe and now running his own nano-brewery Inter-Pol, and attached bar. He lamented the pressure he received from many of his American visitors demanding increased hop levels in his beers. He just shook his head as if to suggest it was impossible. “It’s never enough for them. Where is the balance?”

Some of the real treasures I discovered in Belgium occupied a comfortable middle ground. They would use hops with skill and flair while maintaining the hallmarks that made their beer undeniably Belgian. De Ranke beers consistently showed this, with their XX bitter a fine example. Saison Dupont was long hailed as an example of assertive hopping in Belgian beers, and they are not marking time either, the Cuvee dry hopping of their saison is a thing of wonder. De Dolle’s Arabier was another complex delight; an 8 per cent golden strong ale, with a surprisingly upfront dry-hopped aroma and bitterness. I should also give comment to Bink Blonde, which made me sit up and take notice: a blonde ale that wasn’t bland and generic, hops toying playfully with the yeasty funk.

Belgium is often credited for inventing craft beer as a concept, especially among American brewers who were heavily influenced by Belgium before taking the ideas and making them their own. How such a proud brewing nation is adapting to this global craft beer shakedown is fascinating. One can only think in wonder at the effect over the border in Germany, another great beer nation, on how this wave of new brewing ideas will rust some of the shackles that bind their beer to convention. That, however, is another story.
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AMBER GOLD TARNISHES

Lion, DB, Independent Liquor and Moa are the only four New Zealand brewing companies that have to reveal their financial state to the public. Jono Galuszka crunches the numbers from the past financial year to give you the highlights, lowlights and trends.

LION AND DB BREWERIES
New Zealand’s old boys of big beer can be talked about together, because their numbers tell the same story – falling revenue and falling profits.

They both still made a tidy living in the last financial year - DB banked a $22.39m profit, about half of what Lion made – but profits for both were about $10m down on the previous year, largely thanks to dipping revenue.

Lion saw its revenue shaved from $611m to $564, while DB had $176m wiped off its 2013 revenue of $676m.

Despite DB’s performance, its owner Heineken pulled $32.1m in dividends.

DB appears to be forecasting more revenue drops, if the downsizing of the iconic Tui Brewery in Mangatainoka is anything to go by.

The August announcement that staff would be cut and the brewery downsized was not surprising to those in the know, with one source saying the continuous fermentation plant there was running at a third of its capacity.

In its place will be a plant and crew making up to six bespoke Tui beers – a sign, perhaps, that DB has realised it can no longer rely on high-volume, low-cost, nil-flavour products to make a buck.

INDEPENDENT LIQUOR
The Asahi-owned company that broke Lion and DB’s duopoly on New Zealand’s beer market did not have a fun year, making a $52.55m loss.

But a closer look at the figures shows it could have been even bigger, if it were not for a one-off $208.61m windfall.

That money came from Australian companies Pacific Equity Partners and Unitas, the former owners of Independent Liquor, who coughed up to settle a legal case Asahi was taking against them.

Asahi purchased Independent Liquor in 2011 for $1.5b, but quickly wrote hundreds of millions off the value of the company.

It claimed the former owners had made false representations of the company’s financial position by inflating its earnings figures, and was going to take them to court.

But, to save an always-ugly court battle, the companies decided to settle. It just so happens the settlement came in the past financial year. ▶
Independent Liquor’s financial statements for the year to December 2014 do not break down how much it is making from beer – the company is dominant in the RTD market – but managed to increase its sales by $3m from 2013 to $91.39m.

Part of that sales increase is likely to have come from its aggressive pursuit of exclusive supply arrangements. While a breakdown is not available in the financial results, a quick walk around most cities will reveal an ever-growing rash of Independent Liquor-tied bars.

MOA
The Marlborough brewery’s three-year ride as a listed company has been nothing short of turbulent.

The fanfare of 13 November 2012, when it listed on the NZX amid insane amounts of publicity, has well and truly worn off.

Missed sales targets, stupid marketing exercises and a long-running stoush with a French-owned winery over resource consent are just some of the battles that helped Moa’s share price get shot down from a high of $1.35 to as low as 27c.

It is little surprise the company’s chief executive, Geoff Ross, has regrets.

In a recent interview with The National Business Review, he said the company listed too soon, and should possibly have stayed away from any public markets.

But at least he is making some coin out of the company - $240,000 a year in management fees, according to the company’s annual report for the year to March 2015.

The report also shows the company made a $5.58m loss that year – slightly thinner than the year before – and has $3.8m cash at hand.

But the company’s board is not too concerned, saying forecast growth should bring in enough money to cover the bills.

We are also given information about how much money they lost by having their beer served at the much-hyped America’s Cup bar in 2013 ($110,000), and how much gear they have to buy and have installed at McCashin’s Brewery as part of their contract brewing arrangement ($1.25m worth).

The company has also been loaning money to directors so they can take part in share offers.

On the bright side, sales are up, especially in New Zealand and Australia. The company is starting to see gains from its new distribution system, and expects to post a substantially lower loss next year thanks to increasing volume and improving sales margins.

If all that will improve Moa’s share price remains to be seen. But, if the following statement from the annual report is to be believed, at least the company now has its head screwed on the right way. (It also explains its ludicrous IPO prospectus).

“It is now clear that craft beers are more than a fashion item, they have become the beers of choice for the discerning consumer.”
Sometimes, a shower is all that can make you feel better after indulging in too many beers the night before.

If you’re able, a bit of soap is sometimes even possible. But hair of the dog is a powerful thing, so what if you could wash yourself in … beer?

A Nelson company has made this dream a reality, offering a range of natural soaps with both beer and its by-products used in its production.

Launched late last year by Global Soap and available in three “flavours” - golden ale, oatmeal stout and pilsner - the 3 in 1 soaps have exceeded sales expectations.

Sister in laws Ing-Marie and Bronwyn Shallcrass launched Global Soap in 1997 and approaching 20 years in business, offer a range of natural products through their Nelson store, their website and other stockists such as Common Sense Organics in Wellington and Huckleberry Farms in Auckland.

Last year the pair were looking for a product to appeal to the male market and decided the rising craft beer tide was the solution.
Despite the obvious fact that women drink beer as well as men Bronwyn says the product has proved more popular with males, although the number of women buying the bars has increased as well.

Global Soap approached local brewery Bay’s about the project and uses their beer in the bars.

Spent grain and hops are also added to the product.

“I know [the owner] really well, my husband drinks down there all the time and fills his own flagons, so he was rapt. He’s quite surprised now though as I’m buying more beer than my husband.”

But why beer? Are there any benefits or is it simply a marketing gimmick?

Despite admitting the idea was to try and take advantage of the new popularity of beer, Bronwyn says the beer helps create a creamy lather while the grain adds texture and the hops are known to have a soothing effect on skin.

Beer was also used as a shampoo centuries ago and is much better for the environment than the harsh chemicals in many soaps.

“They’re good for your skin but really good for the environment in terms with what’s going down the drain.

“It’s that handmade thing, looking what’s in a beer, looking what’s in a soap, looking what’s in your food. That whole movement, really.”

For those whose partners are worried about them stepping out of the shower smelling like a brewery, do not fear. The soaps actually smell rather nice.

The pilsner soap, the biggest seller, has a ginger twist while the stout has chocolate notes and the golden ale is summery and floral.

They are also attractively presented with the label artwork created by Golden Bay artist Dean Raybould.

Price: $6 each or three for $15. Also available in gift packs from globalsoap.co.nz.
North End Brewing recently commissioned its new brewery. Head brewer Kieran Haslett-Moore tells MARTIN CRAIG what it took to get to batch No 1 done.

North End Brewery is in Waikanae, the northern most outpost of the craft beer capital, 60km from downtown Wellington. For the past couple of years North End has been contract brewing, chiefly at Panhead. Brewing in-house was always in the plan, and the brew kit was ordered in mid-2014.

“It arrived in New Zealand this June, which was seven months late,” Kieran explains. “If you want to look at what I’d do differently, I wouldn’t deal with that company I did deal with. I would have taken on an agent in China right from the start, to act on my behalf, and I certainly wouldn’t have made the final payment without having an agent inspect the plant to see if was to specs. There were some pretty big lessons learnt dealing with China.”

As you can guess, when the plant finally arrived, there were surprises … not all bad.

“We found a bigger brewery than we had ordered, so that was good. The mill was bigger than we ordered, and that was good. The heat exchanger was half the size of what we ordered, that was bad. The electrics were all configured for US electricity, so that needed a lot of work. We expected to have to deal with that sort of stuff, but we didn’t budget for the seven month delay.”

Kieran says some people reckon he ended up with a 2800L brewery instead of a 2400L brewery as compensation of sorts for causing such trouble over the delays. “I actually think it was a confusion between hectolitres and American barrels – we paid for a 24 hectolitre brewery and received a 24 barrel brewery.”

Kieran’s advice for aspiring brewers is to plan – and budget – for the unexpected.

“Every single phase takes longer than you expect. If I knew what I know now, I’d start with a local agent in China. Be prepared for it to take twice as long and cost twice as much as you expect. I suppose it would be feasibly possible to do it in a year, but at least two years is more realistic. Be prepared for it to change your emotional life and relationships immensely. But still do it!”

The unexpected delay had an unexpected benefit – Panhead’s popular Canhead range.

“We ordered a canning line from Canada, which came in on time so we had a canning line just sitting there. That didn’t make any sense, so we installed it at Panhead – and by ‘we’ I mean Panhead. That gave us an opportunity to start putting our beer into cans and it gave Panhead an opportunity to start putting beer in cans. It gave my crew a chance to train and get used to operating the canning line, in an environment where we had mechanically competent people around us.”

Kieran famously doesn’t know which end of a screwdriver is the handle, so he’s been pleased to benefit from Panhead’s Mike Neilson’s mechanical skills. “Mike’s been instrumental in us
Kieran Haslett-Moore centre. Getting where we are. He’s spent hours and hours answering all my questions.”

Kieran also thanks other brewers for their support. Twisted Hop’s Jim Holly “took leave, stayed in a motel in Waikanae for two and half days just helping getting everything going. To us it was worth so much.” Tuatara’s Carl Vasta “lent us all sorts of things in the first few days of brewing”. Richard Emerson, “for my introduction into commercial brewing and also for making London Porter which got me interested in craft beer in the first instance”.

Now North End is in production, the next step is to build and open a brewpub on the premises.

“We always knew it was going to be tough. At the end of the day we have got there. The time taken has probably been nearing on five years and that time has been the real cost to us. I think all us investors got in at a low price and now we have something that really is worth a good amount more than we invested now that we’re an active brewery.”

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**THE FLIP SIDE OF CRAFT BEER**

Gary Giblin finds Chinese beer to be bags of fun.

I knew my wife and I had made the right decision to go to Qingdao when we alighted the plane.

We were among the first off, the hostess gave us a polite bow and we climbed down the stairs. Finding our aircraft had parked in the middle of a line of similar 737 size aircraft, a good kilometre from the terminal.

The jet next to us was beginning its taxi with engines running and our ground staff were occupied with that aircraft. There was a bus parked behind our plane and we followed our fellow passengers under the wing of our plane to the waiting bus.

It was nice to see, coming from a country with a seeming addiction to orange cones and high vis jackets.

It was obvious they do things differently here.

That was confirmed when I noticed the locals wandering around with open plastic bags of beer. I had seen plastic bags of groceries, clothes or vegetables but never beer in a bag.

Legend has it the reason for this accepted practice came from the fact the local Tsingtao Brewery had once run out of glass bottles so decided to sell it in plastic bags.

The bags of beer are sold on the streets, mainly outside eating houses and stores or wherever the seller decides, but mainly in the poorer areas.

The bags are filled from kegs stacked two or three high. Tsingtao altered their kegs by adding 10cm of insulation then another stainless vessel on the inside, so what looks like a 30 to 40 litre keg holds only 20 litres of product. They added a tap and with an altered neck to let in air to prevent a vacuum and create a simple fast-fill device for the plastic bags.

Naturally the beer ends up half flat and varies in temperature but cold it is not. The idea is to drink it as soon as you have walked home. The beer is 75 per cent malt, 25 per cent rice, lacks hops and, I am guessing, about 3.5 per cent alcohol.

Scales are used to weigh the beer and a bag fills four pint glasses, which means you’re getting about 2.3 litres for five yuan which is about $NZ1 – not bad for four pints.
COLORADO COUPLE SET UP SHOP IN RICHMOND

Peter Mayes wraps up the latest news from the Nelson region

A new brewery is being built on Champion Road, Richmond. Mic Heynekamp and his wife Molley moved to Richmond with their three kids last October to start this brewery. They have come from Colorado where they own and operate the Eddyline brewery. This new brewery will also be Eddyline and they are excited to be becoming part of the Nelson and Tasman brewing community. They are installing a 10-hectolitre brewhouse and will have a family friendly pub featuring wood-fired pizzas, pasta, and sandwiches. A November opening is planned.

The next Home Brew competition will be on October 24th at The Verdict, Bridge St (opposite the court house.) Entries to be received by 10am. Peer judging starts around 11am with results around 4pm then a family BBQ to follow. Entries are welcome from anywhere in New Zealand. Bring them with you or courier in advance. This is a chance to put your beers up against some 25 local home brewers, without having to enter a national competition. SOBA judging guidelines are used. Email Bill (nelson@soba.org.nz) for more info or to enter.

The McCashin family are going from strength to strength. It is now five years since they were able to brew beer again at the Stoke plant after the lease returned to them from Lion.
With several new large maturation tanks and a new faster bottling plant they now not only produce their own range of 10 or more beers plus their Rochdale Ciders but are also contract brewing and producing non alcoholic drinks. Watch out for the new “baskets” containing 6 x 330ml bottles of Stoke beers with an easy carrying handle. These are being packed on a new production line, set up in a part of what has been a store room for many years. Look out for them in a supermarket near you, very soon.

Townshend Brewery has signed a major contract brewing and distribution deal with Tuatara that could see their award-winning craft beers go global.

Jim at Golden Bear brewery is negotiating for the lease of the adjoining cafe/ice cream parlour. This will have a great view of the river from its deck and garden. At the time of writing, the plan is for it to be a temporary lounge in time for the Christmas season. Even more reason for a visit to Mapua.

In a round up of pub news: Junction Hotel, Takaka, has been closed and will be redeveloped including a small bar and off sales. Rising Sun, Nelson, remains closed pending a new owner. 623 on the Rocks has been bought from the receiver and may re-open as a Monteiths Brewbar without a brewery! 623 in the City continues to trade while in receivership. Opening in the city: a bar with Stoke beers in Church St., Cod and Lobster Brasserie, Trafalgar St, near the Cathedral steps. The Honest Lawyer at Monaco now has a full range of Macs plus Emerson's 1812. They have started a series of monthly Beer and Food Matching evenings.

Meet the Brewer continues at BelAire Tavern on the last Monday of the month. This also doubles as the SOBA Nelson monthly meet for the time being.
There is an old Guinness advertisement that showed a very traditional Irish pub on a remote island, clearly out of beer. The locals are all lined up on the beach, gazing longingly out to sea as the Currach, rowed by some hearty seafaring Irish chaps, arrives with fresh supplies and a hearty cheer.

There is a modern day equivalent on Great Barrier Island, in Auckland’s outer Hauraki Gulf. The Currach Irish Pub was opened by Máire Burns, who hails from the west coast of Ireland, and her Kiwi husband Phill Judd, nearly 20 years ago.

Although they have never run out of beer, ‘real’ beer supplies now arrive under sail in their catamaran. “There are two fabulous breweries on Waiheke Island, 80km across the sea. Jerry Wayne, who hails from Lancashire, brews under his Relativity Brewing label and Alan Knight brews for the Waiheke Brewery, which also brews the
“Baroona label. "Both are fantastic brewers" says Máire.

“We are steadily dedicating more taps, including hand pumps, to craft beers and introducing the locals to the superb flavours and hoppiness. The kegs are all hand loaded and are carried across the often hazardous piece of water to Great Barrier Island by Skipper and chef, Phill.

The Currach Irish Pub and Innkeepers Lodge, is across the road from the very beautiful Pa Beach in Tryphena. It is built around a historic Kauri Villa with the Innkeeper’s Lodge accommodation on the same site.

“It is a great local hangout and popular with the tourists, with a vibrant acoustic music scene, great food and a changing range of fantastic beer” Máire said. Great Barrier Island is a magnificently beautiful place and must qualify us as the most remote craft beer pub in New Zealand.”
The Pacific Beer Expo was born in 2011. At the time we felt that most local beer festivals did a great job of showcasing local product – and rightly so - but they weren’t the ideal stage on which we could promote a lot of the very specialised, high quality, high cost, imported beer that we also like, and (disclaimer) happen to be the importer of. So we imagined a smaller event at which a few hand-picked products from local breweries were poured side by side with the most interesting products we could source from our suppliers in the Pacific Rim.

We settled on a venue that is probably the best in Wellington for any kind of small event – the Boatshed – and Labour weekend as the date. A lot of Wellingtonians leave town on such a holiday weekend but we want to make it easy for people to come from out of town.

We’ve tried to make this event everything we’d like it to be if we were paying to attend. So…

- We select beers to ensure stylistic diversity while providing plenty of surprises.
- We use the best glassware we can find and in 2014 we went as far as importing a pallet load of the celebrated Rastal TeKu glass to be our festival glass.
- During the event we offer a glass swap so attendees can keep drinking from a clean glass.
There’s a grain of truth in every beer

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- We try to provide plenty in return for the cost of admission, including a quota of tokens for food and drink.

In 2015 we promise a stellar lineup of beers from the West Coast of the US, Japan, Australia and New Zealand, including a showcase from new-to-New-Zealand Maui Brewing of Hawai‘i. We also plan to incorporate a couple of exhibitions, one of which will be a collection of new work by the New Zealand brewing industry’s unofficial photographer laureate – Jed Soane.

The details: - October 24 and 25, 2pm-7pm. At The Boatshed and the neighbouring Wellington Rowers Club on the Wellington waterfront. Tickets $50 from Hashigo Zake or www.pbe2015.lilregie.com.
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CHRISTCHURCH

Saturday, September 26
Mashina Brew Review – Craft Beer Festival @ Christchurch Casino
tickets and info at  www.christchurchcasino.co.nz

Wednesday, September 30
At Little Poms Julies Van Cruysen will host the launch of his book BREWED for info re
discount check out  https://www.facebook.com/events/41344822211759/

Thursday, October 22
We have a tour of Pomeroy’s Stainless Brewery, we shall meet in the bar at Pomeroy’s at
5.30.

Saturday, October 21
We have the South Island Beer Festival at The Ilam Homestead, we shall have a SOBA stand
once again.

Monday, December 21
We shall have our annual SOBA walkabout with a start time of 4.30pm which will most
likely start at Cassels CBD

WELLINGTON

Saturday September 12
Brewery tour of Kapiti Coast - from 10am
We will head up the Kapiti Coast brewery to tour Kieran’s new North End Brewery, stop at
the Longbeach Cafe and then head to Tuatara; some of you might remember the legendary
Tuatara trips!  This will be an all-inclusive ticketed event offered to SOBA members.  We’ll
hire a bus and have some fun.

Saturday October 10
Beer tasting at Black Dog with Dale Cooper - from 3pm
Many of you will know that our SOBA secretary - Dale - is the brewer at Black Dog.  Come
hear the story of DB’s craft beer brewery and bar and sample some of the beers.  They’ve
been winning awards in NZ and Aussie these past few years.  And, take advantage of your
SOBA discount at the bar.

Saturday November 14
SOBA meet up, Basque roof top - from 3pm
Basque have recently opened their roof top bar.  And, I think it is worth a gamble on the
weather and a drink in November.  We’ll have some tables reserved and will hopefully
“basque” in the sun and watch the world go by.  Basque offer 10% discount to SOBA
members.  SOBA will be putting on a few platters of food, so come along in November and
say hi.

Tuesday December 1
SOBA Santa Session at  Hashigo Zake from 6pm
This event really needs no introduction.  Those of you who have been along know that
Hashigo Zake puts on an awesome beer tasting.  The date is tentative - December is a long
way off - but pencil it in and await more.  Otherwise, on Sunday through Wednesday
Wellington Continued
receive 15% off any tap beer with your SOBA card.

SOBA Stalwarts
“SOBA Stalwarts” for New Release Tuesday - Every Tuesday at Hashigo Zake from 4:30pm
wellington@soba.org.nz

Dunedin
October 14, 7.30pm: Dog With Two Tails
November 1, afternoon: Ombrello’s celebration of home brewing
November 7, afternoon: OUSA's Dunedin Craft Beer & Food Festival at FB Stadium
December 9, 7.30 pm: Eureka

Taranaki
September 5
Taranaki SOBA homebrew comp Judgement Day

Taranaki SOBA October event,
Homebrew comp tasting - date and venue to be advised directly to members by email and to everyone else on our Facebook page Taranaki SOBA
WAIKATO
Thursday September 24

Saturday October 24
The Waikato Ambrewlance leaves to deliver entries to the SOBA National Homebrew Competition in Auckland. Email waikato@soba.org.nz for details.

First Wednesday of each month at 6pm
The Hamilton Beer & Wine Co’s beer club at Wonderhorse, Victoria Street. 7 great and interesting beers plus a serve of nibbles for $15.

Every Thursday evening
Beer club at Little George, Hood Street, with 1 or 2 new taps.

NELSON
Saturday, October 22
Home Brew competition at The Verdict, Bridge St.
Peer judging/tasting starts at around 11am. Results about 4pm. Family and Friends BBQ to follow.

Monthly meets are now on the last Monday of the month.
SOBA REGIONAL WRAP

WANGANUI
First Tuesday of the month
7pm at The Rutland Arms
Contact: Peter Northway
nzpilgrim12@gmail.com

AUCKLAND

Wednesday September 23
Auckland launch of “Brewed: A Guide to the Craft Beer of New Zealand” and the Yeastie Boys commemorative beer “I AM” at Brothers Beer from 5PM.

Saturday November 21
Pilgrimage to Rising Can at Hot Water Beach Brewing Co.

Every Friday evening
Various locations, check @soba_auckland for details
Fresh from the hop growing capital of New Zealand, we produce real craft beers and ciders at our brewery in Nelson.

Brewed under the watchful eye of Tracy Banner, Master Brewer and first Honorary Member of the Brewers Guild of New Zealand, our award-winning beers are 100% natural and unpasteurised to retain maximum flavour.

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www.sprigandfern.co.nz
As we watch with eager anticipation the building of Emerson’s new premises, and wonder what is going on behind the Green Man doors, and marvel at the fine ales at the Inch Bar, Ombrellos and our other favourite haunts, we wonder why SOBA South hasn’t got the profile of (say) SOBA Christchurch… Everywhere I go, I meet people who make their own personal beers, some of which I’ve had the privilege of tasting, and mostly it is pretty damn good. Brewing is alive and well here in the South, as is the appreciation of fine ales.

Even those of us who make loads of our own beer, enjoy keeping up with what craft brewers from near and far are producing, so I don’t see us being a threat to the livelihood of our commercial outlets. We need to know what’s on offer and what it is like.

Some of our ex-SOBA members have quit saying they perceive SOBA has forgotten us down here. But, I am not so sure - I wonder if it is more that we would benefit from new enthusiastic people here to simply lift SOBA to a new dimension?

Please, any SOBA member passing through Dunedin, give us a shout on pettal@clear.net.nz and let us show you around the places staffed by warm and friendly, knowledgeable young enthusiasts. I’m talking of the fine people pictured in the previous edition of the Pursuit of Hoppiness, but also about those in so many other premises, both fledgling bars and cafes and the established joints dipping their toes in the craft beer scene. It is the scene of the future, and Dunedin has its share of them.

Left to Right: Brett Houliston, Matt Sprigings, Damian Wheeler, Tracy Pettinger, Paul Kelly and Karen Gazzard enjoy some Emerson’s Wolf at a recent event at STARFISH, in St Clair, Dunedin.
Picture: Richard Pettinger
Get ready for round 3, summer starts here! Drink in the atmosphere at Dunedin’s only craft beer and food festival.

Tickets from ticketdirect.co.nz
More info at dunedinbeerfest.co.nz
NEW MALT TO SHOWCASE HOPS

Gladfield Malt owner Gabi Michael, explains why, and how, the company is broadening its range of malts

The vast number and diversity of taps at New Zealand beer festivals is evidence innovative breweries are exploring new beer styles; moving towards recreating traditional European styles alongside experimental IPAs and APAs. As a result, Gladfield Malt are expanding their range of malts and adjuncts so brewers have more options available. This year they have released two new malts: American ale malt, and rye malt.

GLADFIELD AMERICAN ALE MALT
The American ale malt is an alternative to the standard ale malt, a reliable stalwart for producing traditional, English style ales with their comforting, toasted flavour profiles. The American ale malt offers the brewer the perfect solution for a revolutionary new generation of in-your-face, hop-forward brews. It enhances maltiness without the toasted flavours (you can always add specialty malts for these), while it retains the colour profile of the original ale malt. American ale malt provides a cleaner, more robust foundation and when combined with the right hopping regimen, the citrus or floral aromas of the hops can intermingle with
caramel sweetness producing an enticing American ale. The American ale malt is made from selected winter-grown English-bred 2-row varieties of barley. What makes it unique is the newly refined kilning recipe that favours colour formation without the toasted flavours.

**GLADFIELD RYE MALT**
Traditional ingredients such as rye offer the brewer the ability to add a unique element to a modern beer style such as the so-called ‘Rye-P-A’ which is essentially an IPA with a rye adjunct. Be aware, rye doesn’t have husks and is high in beta-glucan, so it can create a stuck mash, but if used carefully you will find it gives you the edge when you create a memorable beer that differentiates itself in the craft beer market. Think ‘balance with complexity.’
RISING CAN FEST ’15

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- To protect and improve consumer rights with regards to beer and associated service.
- To promote quality, choice and value for money.
- To campaign for greater appreciation of traditional crafted beer.
- To seek improvements in all licensed premises and throughout the brewing industry.
- To act as an independent resource for both the consumer, the pub trade, and the brewing industry

So you love beer, and you’d like to help advocate for a quality pint everywhere you go? Join SOBA today.

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$200 - Half page landscape - 130mm x 94mm
$120 - Quarter page portrait - 63mm x 94mm
Pdf file format for artwork preferred.

Advertising booking deadline for next issue:
Friday 20 November.
Contact: advertise@soba.org.nz
LOCAL SOBA MEETINGS AROUND THE COUNTRY

**Auckland**
Brent Westein
brentwestein@gmail.com
Every Friday from 5pm
Check Twitter @soba_auckland for venue

**Waikato**
Monthly meeting tbc.
Gareth Guitry
Waikato@soba.org.nz

**Taranaki**
Warwick Foy
foyboynz@yahoo.com
First Thursday of the month at 5.30pm
See Facebook.com/TaranakiSOBA for venues

**Wanganui**
Peter Northway
nzpilgrim12@gmail.com
First Tuesday of the month
7pm at the Rutland Arms

**Palmerston North**
Jono Galuszka
j.galuszka@gmail.com

**Wellington**
Steph Coutts
wellington@soba.org.nz
First Tuesday of the month at 5.30pm

**Blenheim**
Mike Pink
mikepink@paradise.net.nz

**Nelson**
Peter Mayes and Bill Fennell
soba.nelson@gmail.com
First Wednesday of the month

**Christchurch**
Charles Swettenham
manager@staffclub.canterbury.ac.nz
One Thursday a month

**Dunedin**
Richard Pettinger
pettal@clear.net.nz
Congratulations to the winners!

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