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539 bottles of beer ...

A look inside SOBA’s national home brew competition

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This is issue of Pursuit of Hoppiness marks my first year in the hot seat as editor and as such there’s a load of people I need to thank.

The first one is you, the person who picked up this magazine and is taking the time to read it. In the short time I’ve been associated with Pursuit of Hoppiness we’ve increased the print run quite substantially to satisfy the needs of a growing army of beer-lovers.

Secondly I’d like to thank the advertisers who make this all possible. The support from industry is essential and I’m always chuffed to see the avalanche of bookings that come in when Annika – our wonderful advertising manager – puts out the word.

Finally I’d like to thank the people who generously donate their time and intellectual property to bring you entertaining and informative stories. Regular contributors such as the reigning beer writer of the year Jono Galuszka, bloggers Dylan Jauslin and Martin Craig certainly make my life easier with excellent content delivered on time.

There are others in the background who make this possible – such as deputy editor Denise Garland, who has been looking after the distribution side of the business, a massive task given how many copies we now produce. And thanks to designer Dean Gray for pulling it all together.

And of course, none of this would even happen if we didn’t have a vibrant and exciting beer scene in New Zealand.

I’m currently thinking about how to redo my first book, Beer Nation – The Art and Heart of Kiwi Beer, to reflect the almost seismic change in the beer industry since the book was published in 2012.
So many things have changed in three years. Back then, Garage Project, for instance, were given a brief one-line mention on the last page of the closing chapter as a “new wave” brewery that had just got off the ground with its 24/24 series where they made a small batch of a new beer every week for 24 weeks. In November they claimed top spot on Deloitte’s Fast 50, an annual index that measures New Zealand’s fastest-growing companies based on three years’ growth.

In three years, they’ve gone from a one-liner brewery to darlings on the industry with 664 per cent growth (in this issue Dylan Jauslin looks at why they’ve been so successful).

When I wrote the book, the over-riding theme was how New Zealand once had over 100 breweries, which was whittled down to just two in the 1970s – DB and Lion – as Kiwis’ beer choice shrunk to a handful of similarly bland lagers. As I completed the book I figured there might be 70 or 80 breweries in New Zealand. Now there’s over 150.

For beer drinkers there has never been a better time to be alive and on a personal note that’s one of the reasons I’ve given up my day job with Fairfax to – cliché alert – follow my passion as freelance beer writer, editor, communicator, educator, advocate … so don’t hesitate to contact me for any of your beer-related comms work.

And speaking of jobs … there are a few (volunteer) roles going with SOBA at the moment.

_Pursuit of Hoppiness_ needs a new distribution manager. This entails getting the magazine out to the more remote bars and smaller regional distributors. It involves liaising with PoH stocking venues and distributors, finding out how many they want, packaging and sending out. And also sending out copies to advertisers and the national library. It’s 15 to 20 hours work for every quarterly issue.

Also, we’ve got a Regional Coordinator vacancy in Auckland. We want a a passionate Aucklander to organise some events on a regular basis for our members. If you’re keen flick an email to _maree@twistedlogic.net.nz_ or check out the SOBA website _soba.org.nz_

Finally we’re looking for a website developer to overhaul the SOBA website. Our website has become out of date and we’re looking for a talented web designer to take on the role of a refresh. If you’re up for the job (we will pay you!) or know of someone who might be interested please get in touch with our secretary Dale at _secretary@soba.org.nz_

Michael Donaldson
Editor
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GOLIC-ING GOOD FUN

Martin Craig talks to this year’s SOBA home brew national champ John Golics

A record 539 beers were rated by 27 erudite and handsome judges*. 

SOBA’s Champion Beer award went to Oli Drake’s Flanders Red Ale with an emphatic 48/50. The Champion Brewer award was won by Aucklander John Golics, following on his Champion Beer award last year.

John entered six beers and took home one Gold (Baltic Porter), two Silvers (English Barleywine, Foreign Extra Stout) and a Bronze (Foreign Extra Stout). His prize is a brewing scholarship sponsored by wholesaler BeerNZ.

John started brewing in the UK about 30 years ago, but didn’t get serious until he moved to New Zealand in the early 1990s. “When I came over to New Zealand there really wasn’t anything to drink so I started to dabble into home brewing. I joined a club and went on from there.”

As John’s medal-winners show, he likes to make higher alcohol styles that improve with age. “People outside the home brewing scene just assume if you’re a home brewer you’re drinking...”
all the time, but obviously it doesn't work like that. Over the years I’ve just thrown out so much beer because it’s gone off, gone past use-by date and got stale. I find the high gravity beers keep longer and improve a lot better as well.

“I find the malt side of the flavour profile will last a lot longer (than hop flavours). On some styles I increase the hopping, if I know it's something I’ll be keeping for a while, to compensate for any loss of hop profile.”

John brews on a 50L set-up he has built and fine-tuned himself.

“It’s made from beer kegs and it’s all gravity feed. I haven't got a lot of floor space but I’ve got a lot of height so I’ve got the hot liquor tank quite high up. That goes into the mash tun and I’ve got my kettle on my workbench with a fermenter and fridge underneath. It all works from gravity so there’s no need to pump or move stuff around.

“It’s about 12 years old and I’ve made a few little alterations here and there over the years. I get about 80% efficiency, so it works pretty well.”

With two national prizes in his CV, John is keen on brewing commercially.

“I’d definitely be interested. When I brewed at Hallertau (as part of last year’s prize) that was an interesting experience. I’m not too sure what I’ve won but I’ll have the opportunity to work with a couple of different breweries and it should be a good introduction to contract brewing. That would be worth looking into.”

*Declaration of interest: I was a judge in the competition and was a member of the judging panel that awarded John his gold medal. Damn it was good. And there’s none left. Ha!
“Yep, classic poo smell. I’ve been waiting for one of these to come up.”

This phrase is not part of usual conversation, but at a beer judging table remarks like that are spoken with such a straight face it’s impossible not to take them seriously.

The smell that table judge Kelly Ryan has identified is not, in fact, crap but actually a fault called indole.

Ryan, well-known in New Zealand beer circles for both his work at the Fork & Brewer and his Jesus-like mane of hair, is one of the country’s best beer judges.

At this year’s SOBA National Homebrew Competition amateur brewers were lucky enough to have their beers critiqued by Ryan along with other luminaries such as Soren Eriksen from 8 Wired, Kieran Haslett-Moore from North End and Greig McGill from Brewaucracy.

With 539 beers to be sampled head judge Geoff Griggs patrolled the room with military precision, ensuring every glass got its time to shine (or not) in front of a table of three.
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As a trainee judge I was lucky enough to be paired with Ryan and the author of new beer book *Brewed*, Jules Van Cruysen.

With experience in both beer and wine judging, it was a perfect table for me to pick up on some esoteric tastes, smells and faults I was unfamiliar with.

I was already confident I could pick up the common problems such as acetaldehyde (green apples), diacetyl (buttery popcorn) and oxidation (cardboard) but some identified by the more experienced judges were fascinating.

Take butyric acid, or baby vomit as Ryan helpfully described it. Then there was isovaleric acid, giving off a cheesy, sweaty hop aroma.

Hydrogen sulphide gave an overpowering eggy smell to a few entries, while good old acetic acid lent an unwanted vinegar aroma.

But despite the record number of beers entered, there were only a few that were so badly brewed or packaged that they were unjudge-able.

The ratio of “good” ratings was up on last year, indicating the level of brewing overall improved.

Bronze, silver and gold medal levels remained the same, with the small amount of beers scoring top marks showing a brew needed to be top class to impress the judges.

Unbelievably, the two highest-ranking beers scored the same, almost leading to a tense judge-off with the table captains.
But one of the entries was ineligible to win any awards because it was brewed by someone who works for a commercial brewery, meaning Christchurch brewer, Oliver Drake, picked up Champion Beer for his Flander’s Red Ale. Scoring 48 out of 50, the beer was so impressive it was immediately passed down each judging table for others to have a taste.

Drake wins the opportunity to brew his beer at Hallertau, something that should prove challenging for owner Steve Plowman considering the homebrew version was two years in the making.

Not satisfied with picking up last year’s champion beer, Aucklander John Golics went one better and was crowned champion brewer.

Golics also volunteered on the day, so was pleasantly surprised to pick up the top award after pouring beers for the judges.

He will also have the opportunity to release a beer in conjunction with BeerNZ and Pomeroy’s in Christchurch.

Overall, a great day for home brewing in New Zealand and for judging. It’s pretty impressive I can say that after drinking a beer that smelt like faeces.
LEGION OF BREWERS

Jessica Ducey catches up with some past national homebrew champs to find out: where are they now?

Last month’s National Homebrew Competition saw a record 539 beers entered. We caught up with some of competition’s historic champions to find out what they’ve been up to since the first event in 2007. Entrants and winners have been overwhelmingly men, with the prominent exception of Barbara Joppa’s Champion Beer, Joppa’s Stout, in 2013. They’ve come from all walks of life, day jobs, and parts of New Zealand, all united by their common love of making and drinking good beer.
Many of New Zealand’s craft brewers got their start in a garage or a shed, and several NHC champions have also gone on to quit their day jobs. A few years after his big win in 2011, Zane Smith has left Christchurch for the bright lights of Auckland just in time to become ‘Master of Everything’ during Yeastie Boys’ international expansion.

Matt Smith, 2013 Champion Brewer (and no relation to Zane), now runs Brave Brewing in Hawke’s Bay. Ninety percent of his beer is consumed locally, so you may need to take a road trip to try it. Mike Neilson took a NHC beer prize in 2009 before going on to found Panhead Custom Ales in 2012, and Brendan Bransgrove (2012 Champion Brewer) is now a brewer at Emerson’s.

Perhaps inspired by Gandhi’s famous quote - ‘Be the change you wish to see in the world’ - many champions started brewing in order to drink more of their favourite styles. Brendan Bransgrove wanted to see more of his beloved Belgian-style beers in New Zealand. Two-time champ (2014 Beer and 2015 Brewer) John Golics started brewing the English-style beers he left behind in the UK when he moved to New Zealand.

Sours - challenging to brew and challenging to drink - are a common theme across the years. Matt Smith is still most proud of his strong golden sour (he even has a few bottles still ageing!). 2015’s champion beer, a two-and-a-half year old Flanders Red Ale, is a
result of Oli Drake’s love of sours in the face of traditionally hop-heavy Kiwi brews. Perhaps this foreshadows a trend in the commercial industry? We can only hope!

Others have had more, shall we say, pragmatic motivations. Zane Smith and others started brewing in the hopes of cutting down on their beer-drinking expenses. The jury is still out on whether home brewing is a fiscally responsible choice given the temptation to expand and upgrade equipment, but it’s certainly a good way to put those school science classes to use.

It’s that love of experimentation and creation that drives most brewers through the hard yards of scrubbing, cleaning and sanitising. When asked to pass on advice to aspiring homebrewers, most gave a variation on ‘be scientific.’ Experiment and try new things, but keep notes and learn from those who’ve come before you.

From clean equipment to healthy yeast to temperature control, mastering the basics of process is key to creating delicious brews. Brendan Bransgrove recommends taking detailed notes so you can repeat your successes and learn from your failures. Fermentation control is vital for Zane Smith and John Golics. Matt Smith says “don’t get too hung up on fancy equipment - you can make good beer in almost anything” once you’ve got an efficient setup in place.

But most of all, don’t be afraid to experiment. The beauty of home brewing is the ability to try new recipes in small batches. Oli Drake says that if you love sours (or any other style of beer), try making it! Champion home and commercial brewers alike have all made mistakes, from kitchens coated with a layer of sticky syrup to those early foul brews that not even the kindest of mates will choke down.

Finally, keep sampling new beers to learn more about flavour profiles and faults. It’s all in the name of science, right?
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NEW ZEALAND INTERNATIONAL BREWERS GUILD AWARDS
NZ PALE ALE
FORK BREWING
REMEMBERING FRANCES VERRITY

“THE SOBA MEMBER WHO DIDN’T DRINK BEER”

In October SOBA lost a wonderful friend in Frances Verrity. Here, her friends, led by Geoff Griggs celebrate and recall her life.

Frances was proud to stake her claim to be “the only SOBA member who didn’t drink beer”. But her involvement with the beer scene, and particularly the Wellington beer scene, goes back much further than her membership of SOBA.

“My earliest memories of Ted and Frances date back to 1997-8; a couple of years after I started presenting beer tastings at Regional Wines,” Geoff Griggs recalled at her memorial service. “Frances would sometimes join Ted at these beer-themed tastings, and when she did come along the late Grant Jones, Regional’s proprietor, would ply her with large glasses of dry white wine, either out of sympathy or just to reward her for attending.”

When SOBA was formed Ted and Frances were quick to join, but their close involvement with the beer scene extended beyond being members of the country’s consumer group. Their combined knowledge of the inner workings of the New Zealand government and legalese was quickly recognised by the fledgling Brewers Guild of New Zealand and in 2008...
Ted and Frances were co-opted onto the executive committee, taking on the official role of secretary and unofficial role of legal advisors.

Martin Bennett, the long-serving treasurer for the guild (who only resigned from the post this year), recalled Frances’ remarkable ability to get the minutes of the various meetings out in record time.

Everyone who knew Frances recognised her enduring support for Ted's interest in beer. She was always at Ted's side and that through her immersion in the beer scene, she knew everyone and could always be relied on for all the latest industry gossip.

Despite the fact she didn't drink beer, the Brewers Guild recognised the work of Ted and Frances by making them both Life Members in 2014.

Frances’ Story
Frances was often thought of as being English but she was born in Martinborough in 1941. One side of her family was very “kiwi”, with a great grandmother born in Port Chalmers in 1858.

Frances’ parents separated shortly after she was born and she was largely brought up by her maternal grandparents, although she did live with her mother and her mother’s second husband for a while. Her grandfather built the dams on the Waikato River. Because of the nature of his job, Frances changed schools about 14 times as a child. She was made to leave school and go to secretarial college when she was 14. She didn’t want to.

In 1963 she got on a train in Hawera to come to Wellington. The train went through the Ngauranga Gorge onto the harbour. There was Wellington in all its magnificence and she said this is ‘my place’. It has been ever since.

She worked in two great Institutions for 45 years - the Department of Justice (not the
franCis Verrity

In August 1963, Frances met Ted in the Wellington Magistrates Court where she was typing the Criminal Record sheets and Ted was the Miscellaneous Clerk. It was not a good first meeting.

The first words Ted said to Frances in a superior voice were ‘Oh, you read Time magazine’. ‘Pompous prick’ Frances thought to herself. They married fifteen months later. It came after a period of courtship when Ted fell off his scooter and broke a bone. This was the beginning of Frances caring for him!

After the wedding reception and a three day honeymoon in a hotel in Evans Bay, Ted and Frances had five pounds in the bank. They moved into a flat at 99 Hill Street that had no lock on the door. But they didn’t have anything worth pinching so were never burgled. The actor Ian Mune’s wife Josie was the caretaker.

It was then to a small cottage in Kilmister Avenue where they stayed for four years and got the first of six cats. They were there during the Wahine storm. Finally to Harbour View Road in Northland where they lived together for another 46 years. The house cost $9,750.

In 1967, Frances decided Ted needed another hobby so they both joined the Athletic Football Club. Rob Miller was a prop forward for Athletic and a good one. But his main claim to fame was decking the hard man of the All Blacks, Mark ‘Cowboy’ Shaw, in a Paris night club.

One night in the Athletic Gym, Rob was having a conversation in which every second word began with F. ‘Your conversation is a bit limited’ said Frances. He was taken aback but for the next three years when she had been to the game they would have a discussion on scrum technique. Or at least that’s what Ted thought they were talking about!!

At the age of 40 Frances decided to go to University, getting a degree in history and classics. Writing nearly 80 essays, nothing other than A or B+ was acceptable. It was about the same time that she joined the Wellington Branch of the New Zealand Cactus and Succulent Society and became the editor of the Society Journal and member of the Executive Board.

She was awarded an honorary life membership for her services in 2003. But still, she had more to offer - she was President of the Wellington-Hutt Valley Branch and moved on to become President of the Society between 2008 and 2010. In 2008 through to 2013 she was also the editor of “Horokaka”, the Wellington-Hutt Valley Branch newsletter.
Frances was also a regular tour guide at the New Zealand Botanic Gardens from 2000 to 2011 during which time she showcased this wonderful part of our country to visitors and tourists.

Prior to her volunteer service as a guide, Frances was a member of the Friends of Wellington Botanic Garden as a volunteer. Frances was also on the committee of the Friends of Bolton Street Cemetery, helping to support its preservation and restoration.

For Frances, retirement was the age of travel (for Ted - travel and beer!). They have been overseas on about 12 occasions to England where they have been everywhere except Cornwall. They have also been to:
- Budapest and Vienna four times,
- Paris, Stockholm and Copenhagen twice and
- Oslo, Athens, Bucharest, Zagreb, Warsaw, Berlin, Sofia and many others once.

Travel provided many magical moments which Frances truly treasured - she was also able to meet up and catch up with her many friends around the world. We’ve heard messages of love and warmth from Canada, the US and the UK.

Frances particularly enjoyed the last five years going to Hashigo Zake and the Kelburn Village Pub. Often Ted and Frances would arrive at Hashigo just after 4pm and sit there not saying anything until Dale or Rob came in quite happy and content.

Frances particularly treasured the friends she made in the Wellington Beer Community and they treasured her.

Geoff finishes: “Although I live on the South Island and therefore didn’t get to spend as much time with her as I would have liked - I shall always cherish the memories of the quiet lunches I spent chatting with both Frances and Ted at various bars around the city during my visits to Wellington.

“And if we each had a glass of beer in our hands right now, I’d be asking you to raise them in memory of a very special and much-loved lady: Frances Verrity.”
ALL NEW LOOK ON THE OUTSIDE... SAME DELICIOUSLY IRREVERENT CHARACTER ON THE INSIDE.

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NEW IDEAS IN PROJECT MANAGEMENT

Dylan Jauslin tries to work out the magic that makes Garage Project so popular

Just after I started writing this article, the annual Deloitte Fast 50 index, the list of New Zealand’s fastest growing companies was announced. The brewing community was rather surprised to hear that this year it was topped by one of their own: Garage Project.

This was not the first time a brewery had appeared on the list - ParrotDog, McCashin’s and Moa had all featured. It was however, the first time any brewery had taken out the top spot. So let’s talk about how they got there.

My brief history of Garage Project: Started in 2011 by Jos Ruffell, brewer Pete Gillespie and his brother Ian. They were the first brewery in central Wellington since the closure of the Mac’s Brew Bar. As such, their timing could not have been better. Wellington was the Beer Nerd Capital of New Zealand, and the fact that we didn’t have a brewery of our own seemed almost criminal.

The excitement at the launch of Garage Project was almost palpable. I should know, I worked it. It was the start of what was know as the (in)famous 24/24 - an ambitious plan to release an average of one new beer a week for 24 weeks. Conventional wisdom said it was lunacy. As it turned out, the plan was entirely doable: they sailed past their goal easily, producing 28 beers in the allotted time. More than that though, it was a genius marketing manoeuvre.

I worked almost all the 24/24 launches. At the time, they were brewing on a tiny 50L setup, and beer supplies were strictly limited. They went on tap at Hashigo Zake on Tuesdays at 2
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5pm. Queues were frequently building at the bar around half past four, and the beer ran out fast. People would come in a day (or even an hour) after the keg had been tapped, expecting it to still be there, only to be disappointed. I broke a lot of hearts in those 24 weeks.

No other brewery in my experience has ever launched with as much panache as Garage Project. The 24/24 set the tone for what was to come - a demand that always outstrips supply, but also constant experimentation. Garage Project is without a doubt one of the most experimental, or as I prefer to think of them, ‘Avant Garde’ breweries in the country. As such, I’ve often heard them dismissed as a ‘stunt brewery’.

I have two things to say to this. First of all, their ‘core range’ of beers, such as it exists, is surprisingly tight: Pils ‘n’ Thrills, Hapi Daze, Beer, Aro Noir, Garagista, Pernicious Weed and so on. It’s a populist selection, but there’s Brewer Pete Gillespie can turn almost any idea into a beer.
nothing wrong with that. And sure, the consistency of these beers has varied over the years - I challenge you to find a brewery that’s changed equipment as frequently as Garage Project without slight variations in their product.

Secondly, yes, they’ve make a lot of experimental beers, which are very hit-or-miss. Yes, they’re made some of the weirdest and on notable occasions some of the worst beers I’ve ever tried (I’m looking at you, Green Coffee Saison). But considering the crazy selection of beers Garage has made over the years, they have far more hits to their record than seems at all reasonable. I can honestly say that there is no brewer in New Zealand that I trust more than Pete Gillespie to take a completely ludicrous idea for a beer and execute it with such finesse.

The timing and geek-appeal of Garage Project is in no small part of their success. But it doesn’t account for their frankly meteoric rise in the last four years. If I could say one definitive thing about Garage that differentiates them, it would be this: Many other breweries in New Zealand are as good as they are at making beer. No other brewery in this country is as good at selling beer.

It’s time to use somewhat of a dirty word in the beer scene - marketing. Marketing - it’s regarded as a tool of the big breweries. Most small breweries don’t have have the expertise to do it in-house, nor the budget to outsource it. Others have piled many thousands of dollars into it and gotten a relatively small return. Garage on the other hand, seem to have the knack for it.

I really don’t have the space or the skill to elaborate too much on what makes Garage...
Garage Project are brilliant at selling beer with their understated marketing and artfully designed labels but it’s the beer community that has embraced them that is their biggest asset.

Project’s marketing work, and certainly not without becoming airy-fairy. What I can say is this: Marketing is not just billboards and ads in magazines. It's not just ‘brand’ (and all the grizzly connotations of that word) and packaging. It's not just celebrity endorsements and sporting team sponsorship. It's not even clever videos designed to go viral or cheap shots at vocal minorities to garner controversy. Marketing might contain those things, but it can also be so much more.

What really sets Garage apart is that they have made a community of drinkers around their brewery. Customers feel as if they’ve made an investment in Garage Project, not necessarily in terms of ownership, but rather more of a participation in the brewery’s development.

This is a feat Garage has achieved with the many different tools available to them - art, events, packaging, collaborations, social media, and so on. These are tools available to many breweries. The difference then, is the core-values their brand represents (if I may air-and-fair for a bit): it’s creative, engaging, clever, honest, inclusive, collaborative, and most of all, fun. Because this is the world of beer, and if we can’t have fun, then what are we doing here?

Now do I want to suggest that every brewery in New Zealand should look at what Garage has done and emulate them to a T? One of the aforementioned values was honesty, and there is nothing more harmful than disingenuous marketing. Nor is it viable for a lot of breweries to spend as much money as Garage do. What breweries do need to do is figure out how to engage with customers - reach out to them, tell their story, and capitalise on the good-will generated by the great beer they make.

Normally at this stage, I’d tell you about a new release coming up from whatever brewery I’m talking about. I honestly have no idea what the next beer from Garage will be. It might be strange, or completely conventional. What I do know is it’ll be fun, and I want to see how it turns out.
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SPICE UP YOUR BEER LIFE

Neil McInnes explains how to turn your favourite beer into a summer cocktail

Unlike a number of you beer puritans out there, I don’t mind mixing my beers with spirits and other drinks to get exotic and flavoursome combinations. Yes, I have taken a bit of stick for this over the years, but a good beer cocktail is truly satisfying.

Summer is the best time for beer cocktails too, as the addition of fruit flavours suit the hotter days. The new lower blood alcohol limits for driving suggest shandies, tops and other beer-soft drink mixes might also come in handy at parties and barbies.

One of these low alcohol cocktails is the shandy gaff, a refreshing 50:50 ale and ginger beer mix with a squeeze of fresh lime juice. Serve over ice in a pint glass. Try not to use too hoppy an ale as it can compete with the ginger flavours.

Another light one is a fruit beer cup. This is a variation on a sangria or sangaree. Made from combining a bottle of fruit beer and an equal amount of soda water with a jigger or two of white rum in a jug filled with ice. Add sliced fruits – strawberries, melon, apple, orange (or whatever is on hand) - and serve in a long glass over ice. You end up with a drink suited to sunny evenings on the deck. Make sure you use a good quality fruit beer – a kriek or framboise is good.

The Lagerita is my solution to what to do with the left over crap lager from parties and BBQs. (You know: the flavourless ones your stingy mate left behind after he tucked into your tasty and expensive craft beers.) Salt the rim of a big glass by wiping it with a fresh lemon or lime and twirling in a pile of salt. Don’t get salt inside the rim or the drink will taste too salty. Add ice, tequila, triple sec and lime juice. Top with the lager, stirring as you go. Note that after a couple of these you could possibly do the macarena.

Finally the Hoegaarden royale: a beery variation on the champagne cocktail kir royale. Add a teaspoon or so of crème de cassis to a champagne flute and top with chilled (and swirled) Hoegaarden witbier. Perfect for the festive season.

You can get some tasty and refreshing beer cocktails if you get experimenting. So hop to it.
TAKING STOCK OF SUPERMARKET SALES

Jono Galuszka analyses some recent data released by Moa on supermarket sales.

There is nothing quite like drinking beer from a glass in a pub. The environment; the people; the relaxing nature of it all – it’s just really damn nice. But the realities of life (kids, washing, the need to binge-watch the latest Marvel franchise to hit Netflix) and the dearth of good pubs within walking distance of home can mean a pint at the pub is a luxury.

Dinner, thankfully, is not a luxury for most New Zealanders. Most people get dinner from the supermarket and, if you are like me, pick up something to drink at the same time.

Hard statistics on how much alcohol supermarkets sell was not able to be found, but the online encyclopedia Te Ara states that supermarkets accounted for 22 per cent of all beer sales by 2009 – just 10 years after they were allowed to sell it.

While residents in some places have always been blessed with a good range – the shelves at New World Thorndon always get me going – supermarkets right across the country are now

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### Top 4 craft brands

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Source: AC Nielson, October 2015 grocery
Supermarket sales are catching on. While Tuatara and the macro-craft brands have been in most supermarkets for some time, smaller brands are starting to break through. Heck, you can even buy Panhead’s Canhead range at New World Levin. Yes, Levin! If that does not say “craft beer is mainstream”, I do not know what does.

But what are we buying? And what do we want? And what does any of that mean?

Moa Brewing Company’s half year results, released in October, answered some of those questions. In the release were two tables of data taken from AC Neilsen grocery data, which show the market share of craft beer brands – including macro-brewing brands – across a 10-month timeframe.

So, what is obvious? Moa is selling lots more beer, going from about 8 per cent of market share to just above 10 per cent. The Neilsen data revealed in Moa’s results – Pursuit of Hoppiness asked for a copy from Moa, but was told it was not available – also puts Moa’s Original Lager and Session Pale Ale 12-packs as the top two craft beers in New Zealand by sales volume.

But the movement of the three macro brands is the most interesting development. DB’s Monteith’s brand has taken a hammering. It held nearly 30 per cent of market share at the start of 2015; by October that year, it was closer to 20 per cent. Boundary Road is still above Moa in sales, but not by much. Meanwhile, Mac’s has had a sales rise, overtaking Boundary Road to take silver in the most-popular race.
So, what does all that tell us? Moa’s rise is hardly surprising, considering those 12-packs are often sold at the same price as New Zealand-brewed Euro lagers like Carlsberg and Heineken. If someone in middle management has the option between Carlsberg and Session Pale Ale, they’re going to pick the latter. At least, that is what happens in my workplace.

But the fall of Monteith’s and rise of Mac’s is the most interesting development, and is possibly down to something discerning beer drinkers have always been fans of – flavour. Most people I know would take Sassy Red over Celtic Red, Black Mac over Monteith’s Black, or Hop Rocker over Bohemian Pilsner. Mac’s has also responded better to demands for hoppier beers. While its Three Wolves and Green Beret are not a scratch on many micro-brewery pales ales and IPAs, in my view they are a damn sight finer than many of the Brewer’s Series beers from Monteith’s.

What this all says to me is that consumers want beer at a good price, but still want it to taste good. And who can begrudge them that? I like a Ballast Point Victory at Sea, Epic Hop Zombie or Chimay Red as much as the next beer nerd, but drinking a few of those every night would hammer my bank account to no end. So I have no issue with picking up a sixer of Sassy Red on my way home. For what it is worth, it is a great match with Jessica Jones and chorizo risotto.
three boys
Local

try the new range of local session ales from
three boys brewery
<2.5% abv.
MATCH-MAKING WITH BEER

Jules van Cruysen argues the case for beer to have a place at the restaurant table.

Recently, the restaurant that I am a partner in, Hillside Kitchen & Cellar hosted a dinner for 28 food writers from New Zealand and Australia. This was a pretty conservative group. Our first match was a dish of whipped bone marrow, creme fraiche, vegetables and gremolata matched with Garage Project’s Hellbender, a fantastic barley wine that costs more on our drinks list than many bottles of wine. It is a serious beer that demands serious attention. This was met with a mixed reaction (something we understood would happen from the get-go) but we challenged these people and hopefully helped open a few minds to the seriousness and food-worthiness of some beers.

The wine industry understands that while the restaurant side of the trade does not move serious volume, it does help to build brands. Expose your wine to new customers by the glass and they will keep buying it by the bottle. There also is an understanding in the wine world that great wine can be elevated to the sublime when matched to equally great food. And while lots of us are awesome home cooks, the best food will always come from restaurant kitchens where trained craftsmen and women slog for 10-plus hours a day, at least five days a week honing their skills. This is the same reason why home brew can be very good but the art of the brewer in making consistent beers, week on week, year on year is at another level.

As our beer industry continues to level up and produce more serious beers (like the aforementioned Hellbender) the restaurant industry has to become the third leg of the table which is craft beer. But to do this, consumers, restaurants and breweries need to change.

There are a lot of reasons why craft beer can be a hard sell in restaurants. First off, many craft beer lovers also love wine and for so many of us wine is our default when we sit down to dinner. This said, there are many cuisines and particular dishes that are much better suited to beer than wine: spicy food, bitter food, all types of cheese and even many desserts are elevated further by beer than they can be wine. We have begun urging customers to think less in terms of wine/beer and more in terms of a beverage. Rather than ask for the best wine or beer match just ask for the best match. In enlightened restaurants (and there are more of these opening) you are going to be very pleasantly surprised.

Unlike wine, beer comes in multiple formats. While a 330ml bottle is ideal for a single glass; 375ml, 500ml, 650ml and 750ml are also common. The 500ml bottles are the hardest of these as they are often seen by consumers as too much for one and not enough to share, and when a list has multiple formats (as well it should) consumers find it hard to compare prices. One way to overcome the tyranny of format is to offer a couple of beers, out of bottle, by the glass. This won’t work for all beers (or restaurants) but stronger beers and especially those served in champagne style bottles can be re-sealed with the same stoppers used for champagne and other sparkling wine and there are also smaller stoppers for standard.
Congratulations to LION along with the trophy winners

Castlemaine Perkins
CHAMPION INTERNATIONAL BREWERY

Steam Brewing
CHAMPION MANUFACTURER

Lion
Becks INTERNATIONAL LAGER

Panhead Custom Ales
Duskrider Red IPA
NEW ZEALAND LAGER

Mike’s Organic Brewing
Organic Ale
BRITISH ALE

Garage Project
Tournesol EUROPEAN ALE

Bach Brewing Co
Dusk Rider Red IPA
US ALE

Fork Brewing
Godzone Beat
PALE ALE

Epic Brewing Co
Armageddon STRONG PALE ALE

Raindogs Brewing Co
Singularity Imperial Stout
SPECIALITY, EXPERIMENTAL, AGED, BARREL, WOOD-AGED

DB Black Dog
Blizzard
WHEAT AND OTHER GRAIN

Good George Brewing
Blueberry Gose
FLAVOURED & AGED

Garage Project
Wabi Sabi
Stoke Amber 300ml 6 Pack
PACKAGING

Forbidden Brewing Co
Simply Apple Cider
CIDER AND PERRY

Lion
Issac’s Berry Cider
FRUIT OR FLAVOURED

McCashin’s Brewery

Gladfield Malt
MORTON COUTTS TROPHY

Jono Galuszka
BEER WRITER OF THE YEAR

plus a huge thanks to our other sponsors

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crown cap bottles. While beer will deteriorate faster than wine, a bottle will hold for three or four days and richer styles will often become more enjoyable over time. Having an exciting, regularly rotating bottle pour can be a draw and a reward to regular beer-loving customers. I would also urge brewers to offer your more exciting beers in more than one format, especially if that format is 500ml. For an example, at Hillside it is easier for us to sell 330ml and 375ml bottles at $16 to $20 than it is to sell 500ml bottles of beer at the same prices. It is frustrating. I know the converse is true, in retail the 500ml reigns supreme.

While there are a growing number of restaurants (and not necessarily beer-focused ones) which are offering a diverse range of beers, even those which are dedicated to craft beer often have a focus on only a few of the more commercially popular styles: pilsners, pale ales, IPAs and stouts. Some of the most exciting and food friendly beers fall outside of these styles: English style malty beers, sour beers, and imperial stouts and barley wines yearn for food but because of their relativey small market (and sometimes high prices) these beers are neglected on many lists.

SOBA is a consumer organisation and so my final appeal is to consumers: demand more choice but follow up this demand with support. Spend time (and money) in restaurants that support craft beer and have diverse, interesting lists. Pushing restaurants and bars for better beer means nothing if you are not prepared to put your wallet where your mouth is.
Napier's Craft Bier Library

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- Hand pump
- Craft beer ‘Fight Club’: The battle of the breweries
- Home of Napier Brewing Co.
- Takeaway beer available: Grab a growler, pot, or flagon, or fill your own here
- FRESH food not fast food

EconoLodge NAPIER

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westshorebeachinn.co.nz

t: 06 835 9879
I can recall a time in New Zealand when the drinking or even the knowledge of sour beer was the domain of very few beer aficionados. It was a style rarely encountered on these shores, notwithstanding the occasional batch of beer infected with some rogue yeast that had unintended and, occasionally, drinkable consequences.

How things change. Amongst the wave of interest in craft beer, both here and globally, sour beers have begun to ride proudly on the crest, carrying a certain cachet amongst craft beer devotees. Many New Zealand brewers now have a number of sour beers in their stables, good bars will almost always have something in stock and we’ve even had a beer festival devoted just to sour beer.

My entry into this sour world, in particular lambic and geuze, came some years back at a Belgian beer tasting hosted at Regional Wines and Spirits with Geoff Griggs. I distinctly remember the time when Geoff regaled us with stories of sitting in a café in Brussels eating smelly cheese and drinking a glass of geuze. Before us was placed glasses of Oude Geuze from Boon and the room became hushed (unusual for theses tastings) as we tasted a beer that was like none other I’d tried before. Anyone who has tried to describe geuze to an innocent bystander will find this is difficult. I recall my quote of the evening was “akin to standing next to a sweaty race horse”. Thirsty yet?

This article is too short to give a history of lambic and geuze but for those uninitiated, it originates in the Payottenland, a region to the west of Brussels which by enormous good fortune has local wild yeasts that produce extraordinary beer. Lambic is at first brewed like any other beer, but rather than the brewer adding yeast, it is left to cool overnight with the windows open. The local wild yeasts inoculate the beer and from there they are kept in oak
barrels to ferment. Geuze is a product of the blending of lambic beers of different ages, after which they are bottled and a secondary fermentation takes place. Much of the art and skill in the production of geuze is in the blending.

Earlier this year whilst planning a trip to Belgium, my pulse quickened when I discovered the biennial beer festival, Toer de Geuze, was on in May. The Toer – organised by The High Council for Artisanal Lambeek beers (HORAL) – sees breweries and blenders open their doors to the public for the day. This truly was an opportunity I wasn't going to refuse.

The most popular way to get around for the toer is by bus, of which a number were provided with their own itinerary to choose from. Upon careful consideration I chose one of the buses organised by the Geuze Society which would take me to Tilquin, Boon, Hanssens, Oud Beersel and finishing at Drie Fonteinen. The crowd was an eccentric mix of local Flemish friends and families with American sour beer obsessives. As a curious aside: it had the lowest beard quotient of any beer festival I've attended. Being a solo traveller I was quickly taken under the wing of a group from Pennsylvania who whilst being very friendly and English speaking also had an encyclopaedic knowledge of all things geuze. I was given the handle of “Dude from New Zealand” and off we went to our first stop at Tilquin.

Pierre Tilquin set up the most recently opened “gueuzerie” in slightly controversial fashion as it lies just outside the region of Payottenland. Even more so it lies just over the lingual divide in French-speaking Wallonia, perhaps using this francophone card to obtain lambic beer from Cantillon in Brussels (amongst others) to blend their products.
What isn’t controversial is the quality of what Tilquin produces.

Onwards the bus rolled back into Flemish Payottenland and to our next stop, the much venerated Boon, run by local lambic doyen Frank Boon. One of the larger facilities we visited, Boon brews the beer they blend, with the cellar memorably filled with massive oak barrels stacked two high to the ceiling. A particular standout from our stop here, guided by my ever helpful American colleagues was the Marriage Parfait, a blend of 95% three year old lambic and 5% young lambic, as the name would suggest, a perfect marriage.

Our next port of call was the highly anticipated visit to blenders Hanssens Artisanaal, which isn’t generally open to the public. This coincided with rain beginning to fall, that feeling you should probably eat some food and, that bane of the beer tour in a bus, full bladders. Hanssens is one of the oldest lambic blenders and almost vanished from existence on a number of occasions. With the rain pouring down we were packed, cheek by jowl in the cellar where I only got to try, due to the morass of beer drinkers at the bar, the young lambic. This proved instructive in itself as you could see the effect of aging and blending when tasting the tart, acidic yet still refreshing precursor to its more refined older brother, geuze.

The penultimate stop of the day saw the bus arrive at Oud Beersel to the somewhat disconcerting strains of a Scottish bagpipe band. By then the bus was in good voice and we were led in rollicking renditions of Flemish beer drinking songs which took us to the final visit, Drie Fonteinen. Being led through the maze of barrels (as the spontaneously
New bottle release:
Vertumnus—American Hopped Pilsner
Summer 2015 Seasonal Release
In Roman mythology, Vertumnus is the God of seasons, change and plant growth, as well as gardens and fruit trees. In the spirit of change we took everyone’s favourite Pilsner and swapped every NZ hop in the recipe for those sassy US hops we love to use in our Brewers Reserves. Lifting the alcohol level and a touch of dry hopping has created a beautiful, bitter, crisp and aromatic Pilsner. The aroma screams hops and expectations are fully met all the way to the bottom of the glass… 6.1% ABV

Brewer’s Reserve — Mr Jo’s Golden Ale
Mr Jo is a local Dunedin personality and raconteur. Mr Jo loves all things beer, well almost…. He’ll try any beer once. The only style he’s not too fond of is Golden Ale. Always up for a challenge we’ve brewed a Golden Ale bigger and hoppiest than your standard ‘Golden’.

A blend of local Gladfield’s US Ale, Pilsner and light crystal combined with wheat and a dash of rye provide the beautiful malt base Golden Ales are renowned for. An American and Kiwi ‘combo’ of hops were added to the mash, kettle and even the hot wort soaked with a generous amount of NZ cone hops in Emerson’s traditional “hop-backing” approach. The result is a distinctive spicy, resiny hop flavour and aroma we reckon will wow Mr Jo.

Dry and refreshing, ideal for hot summer afternoons, with a balance of piney, resinous hop character that we know will get Mr Jo seeking that second pint. Available on tap at selected outlets.

Cheers from the team at Emerson’s.

The Emerson Brewing Company Ltd
14 Wickliffe St / P O Box 6514 Dunedin
Ph 03 477 1812 Fax 03 477 1806 www.emersons.co.nz

A tour of Belgium’s gueuze producers is an annual pilgrimage for many beer lovers.

fermenting beer frothed manically from them) we were instructed to touch nothing for fear of ruining the unique environment that enables these beers to be produced from the local wild yeasts. One of the biggest concerns they have in letting in the public is the host of new and exotic flora they bring in with them.

A full day drinking gueuze in Belgium is a truly unique experience but the highlight for me was yet to come. As our bus rolled back into Eizeringen we arrived at the fabled, and excellently named bar, In de Verzekering tegen de Grote Dorst (the insurance against great thirst). Typically only open on Sundays from 10:30am to 1:30pm for church-goers, it was open all day for the toer. This beautiful wood panelled bar with one of the finest lambic menus anywhere was a fitting end to the day. I sat back with a glass of the 2013 Megablend, a gueuze blend of all the HORAL members from the previous toer, and enjoyed the culture clash of the slow but patient bar service, my Untappd app at the ready, and patrons in various stages of beer rapture.
Hawaii is not one of those traditional hot beds of brewing or beer that you tend to be aware of but it isn't all cold fizzy lager. Blonde, Wheat, IPA, Porter and Stouts are all part of the typical bar core tap range.

The plan was to look around Honolulu and travel around the rest of the island of Oahu on the excellent bus network (the four day bus pass is a real bargain), then fly to Hawaii Island and then home. This plan was amended slightly due to Zwanze Day in Belgium, but more of that later.

The REAL gastropub in Honolulu had been recommended as a “must do” and that happened to be the first bar we visited. It has a great tap beer range (20 taps), extensive bottled beer menu and excellent food, such as devilled eggs. The tap beer was local, mainland US and Belgium as represented by Cantillon, Duchess De Bourgogne and Carolus. As with just about every other bar we visited, individual tasting sizes were
CONGRATULATIONS to the winners and Crafty Kiwi brewers who competed in the 2015 SOBA National Home Brew Competition!

For your future inspiration we have over 350 beers and 10 fresh brews on tap to “try before you buy”

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or
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available, something New Zealand bars should look at doing more of. Tasting measures were
approximately $2 each with tasting flights of 5 or 6 beers being about $12.

The night we were at REAL there was to be a sour beer tasting and the bar was also one of
just 52 bars in the world to be selected to be part of Cantillon’s Zwanze day a week later.
Cantillon, the legendary Belgian lambic brewery, brews Zwanze annually and on Zwanze
Day there is a simultaneous worldwide tapping of about 50 kegs in selected bars. We rapidly
changed flight and accommodation plans to be back in Honolulu for this.

It seems completely bonkers that a bar in Honolulu, about as far away from Brussels on
so many levels as you can get, receives this honour, yet only two bars in the whole of
Belgium do, but who were we to complain? There were 150 servings of the Zwanze Day
wild fermented stout available at the bar for the first ones there, limited to one tasting each.
The release time was 9AM, yes morning, to coincide with Brussels 9PM. Apparently queues
started to form outside the bar at 6.30 AM. We arrived at 7.15, with the bar due to open at 8.
We got our Zwanze serving tickets and headed in for breakfast and a sour beer. Is there a
better way to start the day?

By the way, the stout was something special but may never be seen again.

In Honolulu, the Honolulu Beerworks was a place we often returned to. It had 10 taps,
generally showcasing their own work but also a guest tap. Again taster sizes and taster
trays were on offer, presented in something similar to an upturned skateboard.

A similar style of brew pub exists at the north end of Waikiki in the form of the Waikiki Beerworks. Here we had a radically different beer and dessert tasting tray for just $10. This included some of the usual style of beer and dessert matches (stout & sea salt / chocolate / coffee mousse cake) but it also pushed the boat into unknown territory with strawberry trifle and wheat beer or IPA and carrot cake.

The Hawaii equivalents of corner dairies – ABC stores and Whalers – litter Honolulu and Waikiki. All appear to be franchises with a good beer selection that seems to vary subtly from store to store, evidently at the owner's whim. This meant we were able to try beer locally sourced from Lanikai (based in Kailau, on the east coast of Oahu) and North American breweries such as Belching Beaver, Unibroue (Canada), Mission, Deschutes and Clown Shoes to name but a few.

One brewery we hadn't seen so far was Hawai'i Nui (aka Mahana) which is based in Hilo on the Island of Hawaii. It was established in 2007 and has undergone a couple of name changes. We spent two days in the Volcanoes National Park on the island and visited the brewery on the way.

After a tasting, beers can then be bought in a growler (some fantastic steel spring top growlers for sale) or in canned six packs with the ability to mix up your six pack with different types if you wish, which is a nice touch.

The highlights were an excellent brown ale and two Belgian inspired beers which would have graced the streets of Belgium.
Waikiki Beerworks dessert and beer paddle

without fear. These were a beautiful spiced Dubbel called Southern Cross (my beer of the trip) and an experimental white ale.

So Hawaii is a great spot for a beer, never mind a holiday, and has potential to be part of a great circular beer trip to / from New Zealand via San Francisco, Portland and Hawaii.
So...we have bought a new bottling machine and come Autumn 2016 we enter a whole new world. A massive, heartfelt thank you to all those who have supported us for the past 6 years on tap...

CASSELS & SONS


Beach Bar, The Beer Library, BeerNZ, Bootleg BBQ, Brick Farm, Castrols Garage, Civil & Naval, Clink, Copper Road, Dark Room, Dux Central, Harringtons Breweries, The Institution, Kaizuka.

Stillwater, Misceo, Mrs Hucks, Pierside, Pomeroy's, Port Hole Bar, Preserved, Smash Palace, Strange & Co, Volstead, UC Staff Club, Free Theatre, Project Lyttelton, Gap Filler.

Bel-Aire Tavern, De Ville, Dodson Street, Grovetown Hotel, Harrys Nelson, Le Cafe, Moutere Inn, The Free House, The Old Bank.


Brothers Beer, Galbraiths Alehouse, Glengarry Wines, Hopscotch, Good George, Liquorland, Liquor King, Tahi Bar, The Lumsden Freehouse, Vultures Lane, 16 Tun.
**AUCKLAND**

**Friday drinks:** Every Friday from 5pm. Location changes each week. Check the SOBA Facebook page or on Twitter handle for details.

Weekend monthly meetup: December 20, 2pm. The Lumsden.

Email: auckland@soba.org.nz

Twitter: @soba_auckland

**WAIKATO**

Email: Gareth Guitry - Waikato@soba.org.nz

Twitter: @soba_waikato

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**Rising Can:** Great music, great food and great beer… in cans. What more could you want from a beer festival? Perhaps some sunshine. Rising Can, now in its second year, took place on Saturday November 21 at Hot Water Brewing Co/Seabreeze Holiday Park. A strong SOBA Auckland contingent made the trek over to the Coromandel to
enjoy the festivities. The festival was extremely well-run with a relaxed atmosphere, even during the occasional downpour. The selection of beers was certainly impressive, with 38 (and 1 cider) available from 10 breweries. The selection really showed the diversity of offerings (in cans) we now have available in NZ. Can sizes ranged from the more traditional 330-355ml, up to the almost pint-sized 500ml. The prices were also extremely reasonable, the majority in the $5-8 range.

Cheers to Dave Kurth and the team.

Vive le Can!
Pursuit of Hoppiness - Summer 2015-16

TARANAKI
First Tuesday of the month at 5.30pm.
See Facebook.com/TaranakiSOBA for venues.
Email: Warwick Foy - foyboynz@yahoo.com

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

PALMERSTON NORTH
Email: Jono Galuszka - j.galuszka@gmail.com

WELLINGTON
First Tuesday of the month at 5.30pm.
Email: Steph Coutts - wellington@soba.org.nz

SOBA Summer Sun: Saturday, January 30, 2016, from 3pm at Bin 44
Come join us for the first get together of the New Year as we chase sun outside the front of Bin 44 on the waterfront. Great beer, snacks and some people watching. Free with a SOBA discount at the bar, and some free food!
**WELLINGTON**

**Beer tasting with Kelly Ryan:** Saturday February 13 from 3pm at Fork and Brewer. This is the tasting you want for Valentine’s Day – or to protest Valentine’s Day!! Join us at the Fork and Brewer for a tasting with the brewer – Kelly Ryan – learn more about his approach to beer and brewing and enjoy some banter and snacks. Price is yet to be set but but pencil this in.

**Petone beer tour:** Saturday, March 5, from 11am. This is going to be fun. We’ll head to Petone and tour the bars down Jackson St before heading to Bayland for a brewery tour and beers with the crew. It will be SOBA’s first visit to some of the new places in Petone which is up-and-coming as a beer destination. Sprig and Fern and the Queen on Jackson are on the list. Where else would you like to go? Price TBC.

**Hashigo Zake:** Sunday through Wednesday receive 15% off any tap beer with your SOBA card.

**BLENHEIM**

Email: Mike Pink - mikepink@paradise.net.nz

**NELSON**

Regular meetings first Wednesday of the month.
Email: Peter Mayes and Bill Fennell - soba.nelson@gmail.com

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TURNING YOUR CRAFT BEERS INTO CLASSICS
NELSON

The Eddyline brewery and bar is scheduled to open before Christmas in Champion Road, Richmond.

Stoke Brewery cafe and bar has been completely re-fitted and plans to re-opening in December with new owners of the café and bar only. Brewery tours will continue as before.

Cod and Lobster Brasserie has opened in Trafalgar St just by Cathedral Steps.

NELSON SOBA members will be picking the hops grown at The Prince Albert, Nile St, Nelson when they are ready, end of February or early March and using them for a special class in the proposed home brew competition on May 14.
We also have the chance to pick over the vines after machine picking at Kentishman Hops, Moutere. Check for details.

Marchfest will be on Saturday, March 19. This year will feature a national home brew competition. For details:  http://www.nzhc.nz

Summer Craft Beer & Cider Session: Icy Wingz will be joining forces with The Moutere Inn in February to put on this event. Date TBC.
NELSON
Congratulations to Hop Federation who have been awarded Best Startup business for 2015 by Nelson/Tasman Chamber of Commerce.

CHRISTCHURCH
One Thursday a month, TBC.
Email: Charles Swettenham - manager@staffclub.canterbury.ac.nz

DUNEDIN
Join the SOBA South team and enjoy beers and a chat about tasting and brewing with us!
Email: Richard Pettinger - pettal@clear.net.nz

December 9  – Eureka, Albany St from 7.30pm.
January 16  – The Bund in the Octagon at 3pm, then let’s check the range of beers on display at Henry’s.
February 10 – Inch Bar by Gardens from 7.30pm.
March 12    – Starfish at St Clair from 3pm.
April 13    – Albar lower Stuart St from 7.30pm.

Dunedin’s OUSA Craft Beer and Food Festival on 7 November was the best ever. Warm weather, happy people, plenty of space and great entertainment in the Stadium, and of course so much delicious craft beer it was hard to decide what to try next.
PRESIDENT’S MESSAGE

The festivals are over, the National Homebrew Competition has been judged and Pursuit’s final issue of 2015 is in your hand. The year may be winding down, but there is one more major SOBA event left – the Annual SOBA Awards.

The SOBA awards aim to recognise beer heroes on a regional scale, ensuring the main centres don’t dominate. They’re also voted on by SOBA members, meaning recipients are being recognised by the most informed and passionate consumers in the country.

The awards also recognise members who have gone above and beyond in their service to SOBA and the beer community as a whole, as nominated by members and the committee.
The SOBA awards will be announced in early 2016, so keep an eye out on our website in January to see who’s come out on top.

Speaking of the website, it’s long overdue for an overhaul to bring it up to date and more mobile compatible. We’re looking for a web developer familiar with Wordpress and the beer industry to help us with the upgrade – of course we don’t expect it for free!

A shiny new website is all well and good but it’s pretty useless without regular updates. Once the upgrade is done we’ll be looking to institute a new volunteer role of ‘Web Master’ to administer the website, and keep it up to date with goings on in the beer world. If you’re interested in this role, please contact secretary@soba.org.nz.

As we go into 2016 our membership is about to nudge over 1000, growing steadily along with the beer industry. But don’t forget – a SOBA membership is a great last minute Christmas gift!

Cheers,
Dave
We have the following goals:

- To promote awareness of beer in all its flavour and diversity.
- 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.

What will it cost me?
Just $35 for one year or $90 for three years.

How do I join?
Visit www.soba.org.nz/member/signup/

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</tr>
<tr>
<td>Double page spread</td>
<td>297 x 210 + 3mm bleed</td>
<td>$1035</td>
</tr>
<tr>
<td>Half page portrait</td>
<td>63mm x 190mm</td>
<td>$220</td>
</tr>
<tr>
<td>Half page landscape</td>
<td>130mm x 94mm</td>
<td>$220</td>
</tr>
<tr>
<td>Quarter page portrait</td>
<td>63mm x 94mm</td>
<td>$135</td>
</tr>
</tbody>
</table>

Pdf file format for artwork preferred.
Advertising booking deadline for next issue: Friday 29 January 2016.
Contact: advertise@soba.org.nz
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