The Pursuit of Hoppiness
- the voice of SOBA -

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plus lots more!

Your Craft Brewing and Pub Newsletter
"Beer for all the right reasons"
EDITORIAL

KIA ORA!

What better way than a Beer Festival to act as a barometer, or should that be beerometer, in measuring the surge of craft beer availability over the past three years.

One of my favourite such events is MarchFest, which has tripled the number of beers served in this time period. 2000 people are expected at the 2011 festival and this year 12 new craft beers are being offered to discerning beer lovers at the upcoming event on March 26th. MarchFest is the country’s only beer festival to commission new craft beers especially for the event which celebrates the top of the South Island’s status as New Zealand’s premier hop growing and craft beer brewing region. This year, MarchFest will be held on March 26th from midday to 9pm, at Founders Heritage Park, Nelson.

MarchFest’s inaugural outing was in 2008, when it served up just four new beers. Co-organisor Mic Dover says he puts its rapid success down to the region’s hops heritage and the consistent quality entertainment at each year’s event.

“Nelson has more craft breweries per head of the population than anywhere else in the country, so creating good beer is in our blood,” Mic says. “We’ve also aimed to always have a high level of quality entertainment at MarchFest, so this is something the festival is also becoming really well known for”.

“This year, as well as live performances by The Eastern, Delaney Davidson, Chimuka and The Barons of Tang, for the first time ever we have nabbed a comedian, and not just any old comedy act, but world-renowned American comedian Wilson Dixon,” he says. “March 26th is going to be an amazing day out!”

Mic says sustainability has also always been an important theme of MarchFest.

“At the 2010 event we had four electricity generating bicycles, which were very popular with festival goers, and we hope to repeat this attraction this year. For the first time, we will also be using photovoltaics for lighting, and a wind turbine to generate power”.

“Once again, MarchFest will be set in the beautiful, traffic-free environment of Founders Heritage Park, with all activity areas having the potential to be sheltered from sun, wind or rain,” Mic concludes. “With the great beer, great entertainment, great food, and the activities to entertain the children, we are expecting more than 2,000 people to MarchFest this year.”

Tickets are on sale now and are available from Everyman Records, Nelson ($2 booking fee) and from NBS (Nelson Building Society) for no booking fee. Tickets are discounted to $22 if purchased before February 28th 2011, otherwise tickets are $32. Under-18s are free (accompanied by parent/guardian). See the ad opposite.

For the third year running SOBA is organising a special three-day ‘Weekend Away Social’ to the Nelson area incorporating MarchFest of course and which is being organised by yours truly. Due to demand, the number of places available on the trip has been expanded to 30 and there are still a limited number of spaces going.

As well as discounted MarchFest tickets, the trip this year includes brewery visits to Totara, McCashins and Golden Bear, plus a leisurely afternoon session at the legendary Moutere Inn. SOBA will have a promotional stand at the festival. See the SOBA website for more info or email nick.j.page@paradise.net.nz. Bring it on!

NICK PAGE, EDITOR (LHS)

The Pursuit of Hoppiness - Summer 2011
MARCHFeST 2011
SATURDAY, MARCH 26
NOON TO 9.30PM, FOUNDERS PARK, NELSON
THE BREWING REVOLUTION CONTINUES

MUSIC FROM:
WILSON DIXON (USA)
THE BARONS OF TANG (AUS) | THE EASTERN
DELANEY DAVIDSON | CHIMUKA

Tickets from Everyman Records, ($2 booking fee applies), all branches of Nelson Building Society (NBS) and online at www.marchfest.com
PUB AND BREWERY NEWS

Pubs

Hallett's First Four beers are on tap at Golden Dawn, now open on the corner of Ponsonby and Richmond Roads, Auckland - see article on page 6 for more info.

Clink Bar and Restaurant in Wakefield Avenue, Sumner is the latest Christchurch craft beer outlet in the garden city - beers from Stoke, Three Boys and Invercargill on tap plus Twisted Hop, Epic, Emerson's, Captain Cooker and Harrington’s in the bottle. Owners are keen to do lots of experimenting with food and beer matching as well as developing a monthly beer club. Staying in Christchurch the University Staff Club Bar at Ilam Homestead Function Centre now has 12 lines of which 2 are handpumps.

In Blenheim The Old Bank has obtained an off license which allows them to sell riggers for take away. The Secret Garden Wine Bar in Maxwell Road is the town’s latest craft beer addition.

Breweries

New kid on the block this time around is David Gaughan of Golden Eagle Brewery. His impressive homebrew kit and the beginnings of his commercial brewery are both setup at his home in Rolleston. Some of the plant originated from the Victoria brewpub which Graeme Mahy ran in 1986-87 in Hamilton. Two of his his beers are Old England, weighing in at 8.8%, a complex and smooth bottled Old Ale and also a variant, with the addition of peated malt - definitely a brew for lovers of the peated character in Islay whiskies according to Luke Nicholas.

After almost 13 years of brewing, bottling, kegging and cleaning – mostly working on his own – Dave Gillies has sold the Wanaka Beerworks and plans to take a well-earned break. New owners are Dave and Susan De Vylder, who will take over production from Dave in June.

Beerworks' three current beers will be retained and the couple have plans for a series of monthly bottled specialty beers which are likely to have distinctly Belgian accent: "We want to bring a little bit of Belgian beer culture here." Look out for a Kriek (cherry beer) based on the Flanders sour red ale style, and another modelled on a hybrid of Orval and Duvel. The couple also plan to introduce special stemmed glassware to suit the different styles.

ED
Pomeroy’s Pub on Kilmore Street in Christchurch has one of the best ranges of Craft Beer from around New Zealand. The range includes award winning beers from Emerson’s Brewery, Three Boys, Yeastie Boys and Invercargill—and we’re the Christchurch home of Epic beers. Plus we feature at least 3 new guest beers on tap every month.

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A SLEEPING GIANT (SLOWLY) AWAKES?

The beer scene in Auckland

AS AN AUCKLANDER, I’m always faintly embarrassed (and a little annoyed) when residents of, say, Wellington, Nelson, Christchurch, even (ye gods!) Hamilton talk about the availability of craft beer in their cities. Despite being New Zealand’s largest population centre, Auckland has been woefully under-represented craft beer-wise.

OK, we have 2 of the greatest craft beer venues in the country in Galbraith’s Alehouse and Hallertau Brewbar and Restaurant, but other than that it has always been pretty difficult to find decent beer.

Well, whisper it quietly but the times they seem to be a-changing. Don’t get me wrong, we haven’t suddenly sprouted a Malthouse or Hashigo Zake on every street corner, but over the last 6 months I’ve sensed a definite buzz around craft beer in Auckland and there have been a number of new bars opening.

Most notable amongst the new bars is Golden Dawn in Ponsonby. It’s damn hard to find (the unmarked entrance is a few metres up Richmond Road from the junction with Ponsonby Road) but it’s well worth the effort. The tap beers are exclusively from Hallertau - on my last visit it was Nos. 1-3 and Minimus - plus the other Hallertau beers (Maximus, Stuntman, Porter Noir) are in the fridge. It’s a very cool space frequented by some very cool people and I’d say it has joined the must-visit list in Auckland.

The Auckland CBD was pretty much a craft beer desert until recently. There are now 3 bars in fairly close proximity downtown that at least offer some craft options in and amongst the mainstream. O’Carroll’s on Vulcan Lane is making a real effort to break away from it’s ‘plastic Irish bar’ past, with Epic Pale Ale on tap and another rotating guest tap (recently it was Three Boys Pilsner) plus an excellent bottle selection in the fridge, including Yeastie Boys, Harringtons, other Epics and Three Boys. Local SOBA drinkers gather at O’Carroll’s every Friday night for an informal get-together.

Brew on Quay, Quay Street

Other CBD bars with some craft beer presence include Fort Street Union (on Fort Street, believe it or not) which is mainly a DB bar but has Tuatara Pilsner and a great inside/outside location. It reminds me a bit (in terms of space) of the old Malthouse on Willis Street. Also on Fort Street there’s Pohutukawa Bar where Epic chose to launch the Portamarillo beer last year. Not far away (on Quay Street) there’s Brew On Quay which has been around for a couple of years now. The tap selection is not great but there’s an excellent (if pricey) bottled selection including 8-Wired, Emerson’s and some US imports.

I could waffle on for hours about the new Yeastie Boys & Croucher regular taps at Galbraith’s, the increased bottled beer selection at New World Victoria Park & various Liquorlands, the hidden gem of the Wine Cellar off K-Road etc etc but I’m sure the Editor would like me to shut up now! Suffice to say that things are definitely looking up for craft beer drinkers in Auckland.

MARTIN BRIDGES

The Pursuit of Happiiness - Summer 2011
IF YOU SEE A
HIGH PROFILE
SPORTS PERSONALITY
DRINKING IT
REMEMBER WE DIDN'T
PAY THEM TO
AN EPIC JOURNEY

- FEATURING, AMONGST OTHERS, TOM THE POM AND THE BELTANE MAIDEN

Luke Nicholas and Kelly Ryan of Epic Brewing Company have this summer embarked on a side project called NZ Craft Beer TV. The focus of the project is to interview all the craft brewers of NZ, capture their passion, background, get their history and what motivates them to craft beer. A series of episodes on the NZ breweries will be produced and likely available by the middle of the year.

But no need to wait till then, as the project is being updated live from the road as the content is being filmed. Check out the website http://www.nzcraftbeer.tv for photos, and live streaming video (where there is cell coverage), and then get the inside story with the blog posts. At this stage the South Island has been filmed and Luke & Kelly are currently on the road again, this week visiting the breweries around the North Island. A teaser taster video of the South Island tour can be found on youtube at http://www.youtube.com/user/NZCraftBeerTV. Here, we focus on a couple of characters from the Dunedin leg...

"My old university town, Dunedin was next and it was amazing to come back to the place that was my home for 5 years. We stopped off at the awesome craft beer bar, Eureka and were met by Tom “The Pom” Jones and his partner Vicki Purple. Tom did his time at Emerson’s and was a founder of Green Man Brewery in Dunedin back in the day before starting his company, Crafty Beers. Tom spends his life surrounded by everything beer with representation, sales and distribution for a bunch of NZ craft breweries as well as a load of beer education and beer and food matching.

Vicki is also heavily involved in this and as well as finishing her PhD in Nursing and being heavily involved in the development of unit training standards in beer for the NZ hospitality industry, she also has her own beer brand which is brewed for by Harrington’s in Christchurch. Her first beer, Beltane Maiden is a great Belgian Wit style and scooped a Silver Medal last year at BrewNZ. Vicki is also heavily involved in the Beer in the City initiative which is aiming to involve more women in craft beer. I don’t know where she finds the time, but powered by her passion alone, she is making an incredible contribution to our craft.”

It could be argued that the stereotypical image of women drinking beer is that of a tom-boy type female (hardly recognisable as a woman) slurping from some gaudy pint glass, or worse, a bulky handle, and finishing it off with a rather loud burp (often followed by a repeat order of equal grotesque-ness). The next edition of The Pursuit of Hoppiness will feature a full article on Beer in the City’s founders - Vicki Purple of Beltane Brewing Co and Wendy Roigard of Valkyrie Brewing Co and how they got together to plan a change of that false public perception through the Beer in the City initiative.

Meantime, Luke and Kelly stopped off at Hashigo Zake in Wellington on February 18th to set the camera rolling in the company of a rather bleary-eyed Stu McKinlay of Yeastie Boys. The younger members of the McKinlay clan have been suffering from a nasty stomach virus of late, so we wish them all a speedy recovery.
EVERY YEAR, the prize for the brewer of the Champion Beer at the National Homebrew Competition is to have it brewed commercially by Steve Plowman and the team at Hallertau. SOBA is delighted to announce that the Champion Beer from the 2010 NHC (Dale Holland’s Belgian Pale Ale) has been brewed and will be officially launched at Hallertau on Sunday 27th February. Hopefully many SOBA members will get along and celebrate the launch from 2pm.

Meanwhile, overall Champion Brewer, Richard Pettinger, has been presented with his award, fittingly manufactured in his hometown of Dunedin. Farra Engineering, whose stainless steel is found in several breweries, including Emerson’s, presented Richard with one of their company’s fermenters. Farra have also recently begun producing professional batch brewery equipment for start-up homebrewers.

Richard, who has been homebrewing for 20 years, said he was “somewhat stunned and overwhelmed” with his second consecutive success in the competition. His brews won three silver and eight bronze medals this year, while wife Tracy also picked up a bronze.

*ED*

*Champion Brewer Richard Pettinger, centre right with Farra Engineering Manager Grant McMillan, centre left.*
RADLER - THE STORY SO FAR

In May 2009 SOBA took on DB over the its trademarking of “Radler”......

2001:
DB begin production of Monteith's Radler - “a refreshing fruity lager, based on the style brewed in Bavaria in the 1920's”.

2003:
DB trademark the Radler name.

November 2008:
News breaks that DB has taken action against Dunedin’s Green Man Brewery, saying its use of the name Radler was a trademark breach. Unwilling to engage in legal action with the large brewer Green Man relabels its beer "cyclist", the English translation of the German word Radler.

DB says the radler trademark has been used by it or a related company in connection with beer since 2001. Although the trademark had been held by DB for seven years, its existence was not widely known until Green Man launched its Radler-style beer.

May 2009:
Working with IP lawyers James & Wells, The Society of Beer Advocates (SOBA) legally challenges DB over its trademarking of "Radler" - a name SOBA says has been recognised as a beer style for centuries. SOBA called upon IPONZ, the body which issued the trademark, to declare it invalid.

DB employs IP lawyers Simpson Grierson to mount its defence and market research company Colmar Brunton to carry out surveys in support of its claim to the name.

July 2009:
On 10th July, the last day permissible, DB's lawyers, Simpson Grierson, submit a counterstatement to the Intellectual Property Office of New Zealand (IPONZ), registering the brewer's intention to contest the Declaration of Invalidity filed by SOBA's patent attorneys James & Wells Intellectual Property.

SOBA describes the action as a "cynical, but widely predicted move designed to maximise the distance from May's negative publicity."

July 2009 – January 2011:
A series of submissions (including individual Statutory Declarations) and counter submissions are presented to IPONZ.
**September 2010:**
DB’s lawyers, Simpson Grierson, write to SOBA urging it to drop the action, hinting strongly that it would pursue SOBA for its costs if it won the case. "The evidence is compelling," Earl Gray, a partner at Simpson Grierson, writes to SOBA’s lawyers, James & Wells. "Your client's costs will continue to grow. Accordingly, we invite your client to withdraw each of its applications without delay."

SOBA describes the letter as "intimidatory", but resolves to continue the fight at its annual general meeting, believing it can win the case.

**January 2011:**
IPONZ sets the matter down for a hearing before an IPONZ Assistant Commissioner on 4 – 6 May 2011.

**May 2011:**
The long-awaited result is announced???

**Background:**
SOBA believes, given the amount of information freely available on the internet, IPONZ should never have allowed the term to be trademarked in the first place. SOBA also believes the private "ownership" of all beer style names is totally unacceptable.

An article on radler in the online encyclopaedia Wikipedia predates DB’s Radler beer. The article tells us:
“A Radler (German for “Bicyclist”) is a mixed drink made with beer and soda pop. As such, it is a type of shandy. The Radler is popular in Germanophone communities in Europe and around the world, where it has a long history. It is traditionally made by mixing a light lemon-lime soda, such as Sprite or 7-Up with a medium-dark beer, but today it is commonly made with lighter beers. The "Dunkles Radler" or "Dark Radler" is still popular in Bavaria, though even there it must be ordered explicitly."

German Beer Institute: (http://www.germanbeerinstitute.com/Radler.html)
The German Beer Institute lists Radler amongst many styles of beer, and gives some of the history of the style and mentions numerous breweries that make Radlers:
“This drink originated in Bavaria in the early 20th century, but it is now bottled and canned premixed and available in all of Germany.
... (it )quickly became so popular in Munich that other beer gardens saw themselves compelled to offer the same mixture as well. The new drink became a lasting success, and to this day, you can still buy Radlermass in beer stores all over Germany.”

**SOBA Newsletter**
ALE AND CHEESE - THE PERFECT PARTNERS

Kieran Haslett-Moore concludes his series on matching beer styles and cheeses, drawing on his experience as both homebrewer, cheesemonger, beer drinker and cheese buff.

Brie and Gueuze

The combination of rich ripe mushroom accented brie and tangy dry tart Gueuze is a textbook example of how combining contrasting flavours can work. There is something particularly summery about setting out a large wedge of ripe runny brie, some crusty bread and a ramekin of stonefruit chutney on a cheese board accompanied by a couple of glasses of wild Belgian beer.

The Beer

The Lambic beers of the Zenne valley are reproduced in a very different way from modern beers. Modern brewers inoculate their wort with specially bread and cultured yeast strains which ferment in a controlled and easily predictable fashion. Lambic brewers however use a much older, wilder method to ferment their beers. Lambic brewers start the brewing process in a relatively orthodox manner with the exception that they use a relatively high proportion of un-malted wheat in the grist. They then boil the wort for 4 to 6 hours rather than the more normal 60 to 90 minutes. At the end of the boil the wort is run into cool ships, large shallow open topped vessels used to cool the wort, and louvered windows above are opened to let in the wild yeasts of the valley. The result of this wild liaison is then run into barrels where it will slowly ferment for years rather than the days or weeks that it takes conventional beer to ferment.

The beer is sold in various formats perhaps the best known being the varieties that are aged over fruit, cherry (Kriek) and raspberry (Framboise) being the most common, however Oude Gueuze is the format for this match. Gueuze is a blend of young (usually 1 year old) and aged (usually 2 to 3 year old) lambic beer.

Lambic beer production has a lot in common with West Country farmhouse cider production and Gueuze can easily be mistaken for a dry funky traditional English cider that has been fermented with the yeast from the skins and aged in oak. Good Gueuze is dry and tangy with wild aromas of leather and lime, over ripe fruit, a suggestion of dry sherry and an austere tart finish.

Oude Gueuze is not surprisingly a rather specialised and rare product. In New Zealand we have had many of the great Gueuzes grace the shelves of our liquor retailers, however currently they are seriously rare. Perhaps the most common is Timmermans Gueuze, a highly sweetened example which can serve as an exceptionally gentle introduction to the style.

More suited to this match are some of the more intense examples which you might come across if you are lucky. Drie Fonteinen, Boon Oude Gueuze Mariage Parfait, Lindemans Gueuze and Lindemans Gueuze Cuvee Rene are all good examples that are available from various retailers in limited numbers. If you can’t find a Gueuze the spicy Brett inoculated brew from Orval could be substituted. Also I am excitedly awaiting the release of a sour ale that is currently aging in barrels at the Whitecliff Brewery in the Taranaki. Mike’s Sour Ale will not be a Lambic, it would have to be made in the Zenne Valley in the traditional way to be called that but it will definitely be interesting!

The Cheese

There is always a fair bit of confusion about Brie and Camembert and the supposed differences or similarities between them. In France Camembert comes from Normandy and is produced from milk that has come from coastal dairy herds. Brie on the other hand comes from the inland province of the Île-de-France and uses milk from inland herds. The biggest difference between the two is the size of wheel that the cheese is produced in, camembert is always produced in small wheels while brie is produced in large wheels. This difference is more than just aesthetic as the ratio of surface mould to centre does affect how the cheese ripens.

There is however no defined or meaningful difference between locally produced brie and camembert, in fact several companies market the same cheese as brie and camembert at different points in its maturation. For the purpose of this article I will refer to brie but any good white mould cheese will work.

One of the major problems when buying brie or camembert is finding a cheese that is ripe. Much of the brie on sale in this country is either designed to be a Peter Pan of the cheese world never achieving maturity or is removed from maturation early and sold while it’s still juvenile.

continued on page 13
Ripe brie is a revelation. When the cheese is ripe it will ooze and run when cut. There will be a balance between the rich mouth coating creaminess of the paste and mushroomy, earthy and sometimes pungent character of the rind. You will be hard pressed to find cheese like this at a supermarket, rather I would look for cheese like this from a specialist deli or cheese monger where the cheese will have been brought to maturity much like a cask of beer aged in a pub cellar.

There are a number of local producers who are producing cheeses that will ripen to perfection if cared for correctly. In the Wairarapa, Kingsmeade cheeses produce the mushroom accented Ngawi Brie. In Oamaru Whitestone cheeses produce a brie that combines a rich creaminess with a horseradish accented rind. Further north, Kaimai Cheeses produce a complex brie that combines a rich running paste, with a rind that has pungent mushroom, earthy musky notes and a long tangy finish.

The Match

This combination definitely leans of the contrast side of the equation although there are some complementary flavours at work as well. The mouth coating richness of the ripe cream is perfectly cut by the acidic bite of the gueuze, while the assertive carbonation helps to clean the palate. The tangy wild notes of the gueuze combine with the earthy mushroom character of the brie resulting in a funky oral celebration of wild fermentation!

Next issue I will start a new series that looks at different beer styles, what we know of their history and how they are understood today.

Kieran Haslett-Moore

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The Pursuit of Hoppiness - Summer 2011
THE TINUI HOTEL in the Eastern Wairarapa had been on the market for some eight years without an offer in 2007, until it was spotted by Wellington architect Barbara Webster and husband Duncan Galletly.

Their plan involved the removal of the 1931 building to Greytown, but objectors claimed it would mean the public bar that would be left behind would be out of business within five years.

Many locals were afraid that shifting the old building would rip the heart from their tiny community whilst Webster claimed the heritage value of the hotel lay in the location not the building, and a redesigned facility on the vacant site "could be the start of a really good thing for the community".

In the end, things were settled in the Environment Court. Webster and Galletly were allowed to move the hotel while the older 100-year-old worker’s cottage (moved on to the hotel site in 1969) stayed in Tinui as the public bar along with owners Bruce Andrews and Jo Bretz.

The couple moved the hotel on to their semi-rural Greytown section in 2008 and renovated it to become their weekend retreat, which has since been featured in NZ House and Garden magazine.

Meantimer Property Brokers are currently marketing the revamped Hotel once more as a going concern:

“All the hard work has been done! The Tinui Hotel has undergone major renovations & fit out. This is a fantastic opportunity to enter the hospitality industry & make your mark. Opportunity for forward thinking investor to recognise the potential.

Situated on 1.9477ha of flat land in rural environment. Premise currently set up with established bar & restaurant facilities but numerous possibilities are only limited by your imagination! Quaint cottage also renovated currently utilised as owners accommodation”.

Fancy the challenge?

Checkout www.open2view.com ID # 214292.
READING THE HOP LEAVES

THE COMING YEAR looks to be a big one for New Zealand craft brewing. I thought I would cart out my gypsy fortune teller act and read the hop leaves in the bottom of the conditioning tank to see what the future holds for craft beer this year. Of course it may also be true that I just asked brewers what was going to happen this year and they told me.

First up Wellington based Yeastie Boys have some big things on the agenda this year. The most exciting is the establishment of a second permanent bottled beer to sit on the shelves next to Pot Kettle Black. Last year I was privileged to taste a test batch of what will be called Rex Attitude and it absolutely blew me away. Brewed against all brewing advice with 100% peated Islay distilling malt of the sort used to make single malt whisky, most brewers will tell you that 15% should be an absolute maximum, fruity New Zealand hops and an American yeast strain, its one of the most beguilingly complex yet approachable smoked beers I have ever had.

Across the Cook Strait to Blenheim and 8-Wired’s Søren Erikson has some big plans for the coming year. He has inherited the oak barrels that Epic’s Luke Nicholas used to produce the Barrel Aged Armageddon and Thornbridge Stout. He currently has some Big Smoke Porter and a 13% Russian Imperial Stout aging in them which will be released this year. He also has plans for a 2%abv flavour packed session beer.

Also in Blenheim Renaissance have plans for a barleywine which will be a welcome addition to the New Zealand beer scene as it’s a style we have precious few examples of. Reports are that the beer has had a dramatic start to life with an appropriately big fermentation that spilled out onto the brewery floor! I can’t wait to try it.

In Auckland Epic has provided a home to one of our most skilled and highly respected young brewers. When Kelly Ryan succumbed to the siren call of a Kiwi summer while brewing at the Thornbridge brewery in the north of England he didn’t have a job to come home to. There were concerns that perhaps he would end up brewing at one of the large breweries and his skills would be lost to craft brewing. Luckily Luke has found room for him at Epic and I’m sure there will be some awesome beers that will come from the partnership. The first project that the new Epic team have embarked on is a road trip around the country visiting and documenting the nation’s craft brewers. You can catch up with what’s going on at http://www.craftbeer.tv/ and read more on page 8.

The Emerson’s crew have a whole host of exciting beers lined up which will be released as Brewers Reserves through the year. The first of the year Tally Hol!, a classic English pale ale with a lovely fruity fermentation profile, has been storming out through the taps. This year I will again play my own part in the Emerson story with a tweaked second batch of Regional Special Bitter scheduled to be brewed in May. This year we will use the 1200 litre brew plant ensuring there is some more to go around this time.

Another piece of news is that Emerson’s Pilsner, one of the nation’s biggest selling craft beers, will no longer be organic from mid January on. The supply of Organic Rivakaka hops became finite while the beers growth seems to be most definitely infinite! Things are looking good for an exciting year of beer, I can’t wait!

KIERAN HASLETT-MOORE
HASHIGO ZAKE “BEST OF 2010” SURVEY

TOWARDS the end of 2010, Wellington cult beer bar Hashigo Zake, invited patrons to complete an online survey and vote for their favourite tap tipples of 2010. Here’s the fascinating results...

Favourite Pilsner

This was extremely competitive but we shouldn’t be surprised that Emerson’s Pilsner came out on top. But not far behind, and sharing second place were Croucher Pilsner and the Sprig and Fern’s Harvest Pilsner.

Favourite Pale Ale

Tuatara APA was the clear winner in this category and so far ahead that it is hardly worth mentioning any other contenders. Except that if we combined the votes for Yeastie Boys’ Yakima Monster and Motueka Monster then that blend would have been a comfortable second, still a long way behind Tuatara APA.

Favourite Wheat Beer

Three Boys Wheat won this category but Tuatara Hefe wasn’t far behind.

Favourite Porter

We confused things here by including a hoppy porter and a couple of imperial porters and the result was a tight contest. But Yeastie Boys PKB came out ahead of Flying Dog Imperial Porter and Renaissance Elemental Porter.

Favourite IPA

With so many memorable IPAs available last year this should have been a close contest. But 8-Wired Hopwired has clearly made far too much of an impression on us all and it was the clear winner. Epic Armageddon led the peloton.

Favourite Stout

There was another comfortable win for Three Boys in this category, with the legendary Oyster Stout. Renaissance Craftsman Chocolate Stout was runner-up.

Favourite Imperial IPA

This turned out to be a neck-and-neck contest amongst three great local beers - two of them new in 2010. The champion was Renaissance MPA. Liberty Summit was not far behind and close too was Mike’s IPA.

Favourite Hand-pulled Beer

Purists would object to us lumping all hand pulled beers together and it made for a well-and-truly split vote. Winner by a nose was Yeastie Boys Punkadiddle and tied for second were Townshend Cathcart NTA, Townshend/666 Sutton Hoo and Twisted Hop Challenger. Twisted Ankle and Renaissance Voyager weren’t far behind either.

Favourite Amber Ale

This was another runaway win for 8-Wired with Tall Poppy. We were delighted to see one of Emerson’s Brewers Reserve beers - Oreti Red - come in second.

Favourite Specialty Beer

The most popular of the weird, weirdly flavoured or just obscure beers was Mussel Inn Captain Cooker. We shouldn’t be surprised really, although some sensational beers such as Invercargill Smoking Bishop, 8-Wired Big Smoke, Mike’s Whisky Porter and Yeastie Boys PKB Remix all trailed it.

Favourite Brown Ale

There was a small list of candidates but it still took a great beer in 8-Wired Rewired to run away with the category.

Favourite Strong Beer

This was category of misfits and show ponies with a variety of styles but a lot of big special beers. The dark horse turned out to be Renaissance Stonecutter. Rogue XS Imperial Stout and Emerson’s Weizenbock were the next two.

Overall Champion

Finally we invited participants to name their three favourite beers of 2010, with no suggestions offered. Fortunately the results turned out to be consistent with the previous category results. So we are delighted to announce that of the beers served on tap at Hashigo Zake in 2010, the people’s favourite was:

8-WIRED HOPWIRED

and the runner-up was:

TUATARA APA
AN IMPORTANT ANNOUNCEMENT

THE SOBA COMMITTEE have recently been advised by several bars that they've been approached by some rather unprofessional people claiming to represent SOBA and asking the bar staff/manager to either join, or provide a discount.

In at least one case, they presented a home made card with "Society of Beer Appreciators" on it. This publication is not the vehicle to name any names, because frankly, we have none to name, but the committe believe it may be some of our members in a misguided attempt to "do some good" in the name of SOBA.

Please remember the following:

We are the Society of Beer Advocates - our only "official" id form is the Membership Card and our only official publication is The Pursuit of Hoppiness magazine. Anything else is a fake as at February 2011.

Bars do not owe us a discount, or indeed anything. We exist to promote good beer and encourage its spread, not to harass bar owners or staff into giving us cheap drinks. Be sure to thank those bars and retailers who do look after SOBA members, but NEVER expect anything. It's a symbiotic relationship - they bring great beer to us, we attempt to bring more customers to them as we spread the word about great beer. Our reward is knowing we are helping to bring about a sea change in the way we drink beer in New Zealand.

SOBA COMMITTEE

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Dear Editor

I’m writing to provide a response to Martin Bulmer and Nolen Smith’s report on Progressive Beer Duty. While I don’t necessarily disagree with the conclusion that progressive beer duty is not a goal that SOBA should be pursuing and I personally think that in the current political environment the chances of achieving a progressive duty policy are very slim, I do have some points to make.

The authors make the point that PBD has not helped the survival rate of small brewers with roughly the same number of small brewery businesses failing as for other small businesses. It strikes me that the beer market is one which includes significant barriers for small new players of which duty is but one and perhaps achieving the general business failure rate could be seen as a success. Would the success rate have been worse without PBD? Perhaps the data addresses this, but it wasn’t presented in the report, so I’m left to make suppositions.

The authors also make the point that PBD creates a glass ceiling resulting in many small businesses and a paucity of medium sized ones. Indeed some English Regional breweries such as McMullen’s of Hertfordshire down sized to receive the benefit of PBD. I wonder if this is necessarily a negative from the consumer’s point of view. A diverse beer market with many small companies providing a wide range of different beers seems to be a goal that SOBA might rightfully pursue.

The authors make the point that distribution is something that SOBA needs to improve, and then cite an example of trying to get independent craft beer in a provincial New Zealand town. While the tie agreements that DB and Lion use do prevent many on license establishment in these places from stocking independent beer on draught there is often allowance for independent bottled product. There are many establishments and off licenses that will contractually be free to stock what they like. The distribution is in place for independent craft brewers to access these towns if there are outlets that want to stock them and punters who will buy them. Craft brewers are utilising various distribution companies to access the market - BeerNZ, Allied-Tasman, Hancock, Sileni, Eurovintage and my own employer Regional Wines and Spirits - all distribute craft beer to outlets that demand it. As I see it the issue very much lies with pub licans and buyers being exposed to craft beer and being shown that there is a market.

As I outlined above I don’t necessarily think that SOBA should pursue PBD and certainly agree that the second motion concerning freedom from supply agreements should be our focus along with an emphasis on helping to create a demand by raising the profile of independent craft beer throughout the country. However I am not convinced that PBD is the failure that the authors paint it to be. Cheers!

Kieran Haslatt-Moore, Beer Specialist, Regional Wines and Spirits
CLASSIC LAGERS OR ANCIENT ALES?

IT NEVER CEASES to surprise me how many people – often beer drinkers – don’t understand the difference between ales and lagers, beer’s two major families.

Contrary to popular belief, you can’t determine a beer’s parentage by its colour. Ales and lagers both range from the palest shade of yellow to inky black and everywhere in between. The difference is determined by the type of yeast selected by the brewer and the temperature and environment in which fermentation occurs.

When a brew ferments in an open vessel, it warms and develops a thick foaming head. By collecting the foam – which contains millions of yeast cells – and adding it to the next batch, medieval brewers found they could achieve consistent fermentation. The effect of their action was to isolate and preserve the most prolific yeast strains. This technique of "top fermentation" is still used by brewers of most wheat beers and all true ales, porters and stouts. Working anywhere from about 18 to 30 degrees Celsius, "ale" yeasts typically produce fruity and spicy aromas and flavours.

German brewers were also responsible for the development of lager brewing. Before the advent of refrigeration, the atmosphere during summer was so alive with wild yeasts that fermentation became uncontrollable. Brewers in Bavaria found that by storing their beer in the icy caves of the Alps, they could preserve their beer by making the yeast "hide" at the bottom of the vessel.

Be they black, brown, copper, bronze or gold, all bottom-fermented beers are known as lagers, a term derived from the German verb lagern, meaning "to store". Germany's classic lagers are fermented at about 5degC to 9degC and gain their clean, rounded, flavours only after a lengthy cold maturation of several weeks or even months at about 0degC.

Today golden-coloured lager beers dominate the world beer market, but most are fermented much warmer and given a shorter maturation. Here in New Zealand, our largest brewers employ lager yeasts in almost all their beers regardless of colour or name. Tui (which is labelled an East India Pale Ale) and Speight's (Gold Medal Ale) are, in fact, both amber coloured lagers.

Continued on p23
There’s also a third family of beers. Thousands of years before the discovery of the existence of yeasts, brewers knew only that if they left a sugary solution of grain and water in an open vessel, it would in time turn into beer. We now know that these fermentations were triggered by wild yeasts that were either airborne or resident in the brewery's structure or vessels. This seemingly haphazard way of making beer suggests the brewer has little control over the choice of yeast or the fermentation, creating a technique which is known as spontaneous fermentation.

Today spontaneous fermentation in brewing is rare. Its most famous exponents are a handful of artisanal producers in and around Brussels, in Belgium. The style of wheat beer they produce is called lambic and is usually acidic and wine-like, tasting like a cross between beer, cider and dry sherry. In order to soften the intensity of these ancient beers and broaden their appeal, lambic brewers traditionally re-ferment them by adding seasonal soft fruit like cherries (kriek) and raspberries (frambozen).

Most of the lambic beers found in New Zealand are heavily sweetened, but look out for drier, more traditional, examples from the likes of Boon, 3 Fonteinen and Cantillon. They’re beers all right, but they’re unrecognisable as such to most lager drinkers!

Cheers!

GEOFF GRIGGS

Reproduced with kind permission of the Marlborough Express

ANYONE OUT THERE reckon that the Mac’s range of beers are not tasting as good after the Taranaki Street brewery was shut down and production moved to Christchurch?

Well, we all know fresh is best, so lets have read of the current Sassy Red label, best before 01.09.11:

“The name Sassy Red is not a product of a febrile imagination. It’s a tribute to the NZ Saaz hop, a variety used liberally in this beer. Dear to the pleats of the Mac’s Brewery Finance Department we pour four bucket loads of pricey NZ Saaz hops at strategic points in the brewing process, giving an aroma that Head Brewer Colin Paige claims is “like sticking your head in a hop sack”. On the other hand, the nutty, biscuity flavour you detected on your first sip of this 4.5% aromatic ale is the result of the combination of 5 different malts. Sorry to hold up, you must be thirsty.”

For more information contact Mac’s Brewery, 4 Taranaki Street, Wellington.

Yikes, the last time Colin Paige was Head Brewer in Taranaki Street was in 2008 and NZ Saaz has morphed into either Motueka or Riwaka. Give me a Yeastie Boys Nerdherder quickly.

ED
5-MINUTE BEER QUIZ

A slight departure from the norm!

Here are ten of the top Summer seasonal beers as scored on www.ratebeer.com.

In each case, name the country of origin.

1. New Glarus Dancing Man Wheat, German Hefeweizen.

2. Fantôme Pissenlit, Saison.

3. Founders Blushing Monk, Fruit Beer.


5. De Molen Zomer Hop, India Pale Ale.

6. Epic Sour Apple Saison-Style Ale.

7. Oppigårds Summer Twist, English Pale Ale.

8. The Twisted Hop IPA, India Pale Ale.

9. Dugges Celebration, American Pale Ale.

10. AleSmith YuleSmith (Summer) India Pale Ale.

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THE AGWB ANNUAL BBQ

THE Auckland Guild of Winemakers and Brewers (AGWB) held their annual BBQ and prizegiving on 11th December 2010. It was a great day with fine weather, a good attendance and plenty of interesting beer. We were joined by 15 members of SOBA.

We had 10 beers on handpump, plus one on tap. The beers included an American Pale Ale, a Bitter, Belgium Ale, German Pilsner, a Brown Ale, Smoked Porter, American Amber, Export Stout and a NZ Pilsner.

The most talked about was a fruity 7.2% Yorkshire concoction containing oats and spices from Martin Bridges. Steve Ploughman from Hallertau found the last remaining keg of Coconut Porter which was brewed for the winner of the N.H.C 2009 and donated it to the club.

Many people including myself didn’t get the opportunity to sample it when it was first released. Served on handpump, it was superb, still with a hint of coconut and a sublime silky texture. It proved very popular. Fortunately there was a couple of litres left which we finished off when we were taking down on Sunday morning.

Thanks to all the members who helped out and a special thanks for those who brewed beers for the bar.

AGWB web site: http://sites.google.com/site/agwbnewzealand/home3

JOHN GOLICS

![Image of people enjoying the BBQ]

The Pursuit of Hoppiness - Summer 2011
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GOTHENBURG - HAMILTON'S SLICE OF EURO BEER CULTURE

“Goat what?”
With that question, Carl Bloxam, a Hamilton-born entrepreneur and ex-construction worker, decided he could never get away with his first name choice for his new Euro-styled restaurant and beer haven. Originally to be called Göteborg (roughly spoken as “vertabori”), Carl soon realised that nobody could pronounce it! He fell back to the anglicised name, and with that, Hamilton acquired a Euro-beer paradise!

Having lived in Hamilton most of his life, Carl headed to London at 24. He ended up there (well, there-ish, including travelling around Europe and a year in Canada) for nine years, and during that time, friends dragged him out of his comfortable beer rut and into the amazing world of craft beer via the medium of common gateway drug Hoegaarden Witbier. “After that, I just couldn’t go back”, Carl says. “I just couldn’t face drinking a beer that’s not... great”.

Upon arriving back in New Zealand with Swedish partner Susanna, the pair were faced with a recession. Coming from construction and restaurant backgrounds, and with Carl unable to find some construction work as he had planned, the pair decided to take their love of European and North American dining and beer culture and open a restaurant. The result is a total team effort, with Carl and Susanna working in harmony to deliver what they consider to be a unique and special dining and drinking experience in Hamilton. Having been away for so long, Carl hadn’t really been aware of the strong local craft beer scene which had sprouted up at home, and so decided to focus on European beer - his true passion.

Two years ago, the Hamilton beer landscape was a desert, and it seemed a ripe opportunity for what was to become Gothenburg, Carl observed that kiwi beer culture has been typically monotonous. “people are more faithful to their beer than they are to the more meaningful things in life”, he says of the common brand loyalty found here. “Once they try these beers though, they are often hooked!”

Aside from getting often conservative Hamiltonians to try the beers, Carl says he and Susanna have had some major challenges. “Just getting people in the door, and predicting when the busy nights will be”, he says. Hamilton dances to its own rhythm when it comes to dining out, and it can be very hard to find a pattern when looking to staff a restaurant. Another challenge Carl and Susanna have faced has been pricing the imported beers. Unfortunately with imported beer, there’s such a high unit cost to getting the beer in to New Zealand that any margin at all placed on the product just makes the price seem exorbitant to the consumer. “One of the worst parts of my job is telling people, with a smile, ‘that’ll be $15 please’ for their 300ml beer”, Carl agonises. “Hopefully we’ll be able to get this down a little when we bring some in ourselves”.

Gothenburg is a restaurant at heart rather than a bar, with Susanna concentrating on the service side, and maintaining Gothenburg’s excellent reputation for great food. That said, Carl is keen to stress that they welcome casual drinkers, especially SOBA members, who receive a 10% discount on their beers. Carl’s pro tip is to ask what beers he currently has on special, when in for a drink. There have been some ridiculous bargains in recent history!

In the future, Carl is considering expanding the tap beer selection to cater to more of the casual and session drinkers, as well as those wishing to dine. He also intends to consolidate the existing bottled beer list, as Susanna has gently guided Carl away from frantically ordering every beer he can find (much like any keen SOBA member would) and towards a smaller, high quality selection. With well over seventy Belgian and other European beers in stock though, I doubt any beer lover will be disappointed.

GREIG MCGILL

Gothenburg
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Contact: Eric Rowe at kiwieric@gmail.com
WHAT’S ON

Checkout nationwide SOBA events over the coming months....

WELLINGTON AREA
Contact: Rob Owen
email robert.owen@equator.co.nz

Socials on the first Tuesday in the month

Friday March 25th - Sunday March 27th
Weekend Away Trip to MarchFest
See editorial for more info

Coming soon - more info on the
Matariki Winter Ales Festival 2011

WAIKATO AREA
Contact: Greig McGill
email greig@hamilton.net

Socials on Thursdays

AUCKLAND AREA
Contact: Martin Bridges
email martin@soba.org.nz

Socials on Fridays from 5pm

DUNEDIN AREA
Contact: Richard Pettinger
email petta@clear.net.nz

Wednesday 13th April 7.30pm
Social
Albar

Wednesday 8th June, 7.30pm
Social
Duke of Wellington

CHRISTCHURCH AREA
Contact: James Pinamonti
email James.Pinamonti@payglobal.com

Socials on Thursdays at
The Twisted Hop, Poplar Street, Christchurch

On yer bike!

A bottle of the beautifully rebranded Green Man Cyclist-Radler.

Featured alongside are the recently released Crystal Weiss, Extra Stout - one of only 13 NZ beers listed in ‘1001 Beers You Must Taste Before you Die’ - plus the unfiltered Keller Lager.

Captured on sale at Dunedin Saturday Farmer’s Market in the Station Car Park. Available at lots of other craft beer outlets.

Check out progress on SOBA’s battle with DB over the radler trademark on pages 10 and 11.

Cheers
Ed

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