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- the voice of SOBA -

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plus lots more!

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

I LOOK BACK on the growth of SOBA over last few years and feel proud of the contribution that the organisation has made in assisting with the exciting expansion of the craft beer industry within New Zealand. The last few months in particular have resulted in a high level of media exposure, most notably from John Campbell and Radio New Zealand, which I personally feel needs to be capitalised on by the incoming Executive.

Whilst I have taken a step down, I am excited by the format of the new team, as featured opposite, especially with the appointment of Rob Owen as our new President. Rob is sure to inject new dynamism through his entrepreneurial spirit and will be able to provide a totally impartial view on key topics, avoiding any potential conflicts of interest that may have hampered decision making, had he been involved directly with the beer industry.

I offer a very special welcome to Kate Jordan, who not only replaces me on the Executive, but will also be applying her undoubted skills and knowledge to develop this Newsletter further. In addition, Kate becomes the first ever female member of the Executive, adding an important and excellent balance to the team and she will also ensure a geographical representation for the Auckland region, with the resignation of good friend Martin Bridges.

Even with the inexorable advance of social media, I still feel there is room in the marketplace for a hardcopy publication that can deliver punchy, topical and informative reporting about good beer and great bars and I urge you to support Kate in providing her with your news and views from all corners of Aotearoa and further afield.

Despite the recent proliferation of craft beer outlets in the major metropolitan areas, there is much to be done in offering a choice for the discerning drinker in the provinces. The heavy handed tactics used by the ‘big two’, in locking out competition via exclusive legal agreements with their tenants, needs exposing and those new to the trade should be given guidance and advice on the potential availability of alternative products and services.

I left the SOBA AGM with a heavy heart, not through my resignation, but as a result of the overwhelming vote by the membership to accept the motion to discontinue SOBA’s legal battle over the Radler trademark. For me personally, I felt the campaign had further to run, despite the threat of financial crisis, should an appeal have proved unsuccessful. You can read more about the decision and a range of public comments on the opposite page.

My new found spare time in the future will hopefully enable me to complete my tour around each of New Zealand’s craft brewers, a la Luke Nicholas, without the video. With currently only 15 to go, I remain reasonably confident, but the recent surge in new players has widened the goalposts somewhat!

Meantime, I hope you enjoy this edition of TPH and continue to support SOBA in attempting to achieve its goals throughout the coming years. Hi-yo, Silver!

KEMO SABE AKA NICK PAGE
"Trusty Scout" or "Faithful Friend" in Potawatomi
RADLER - SHOULD WE BE CALLING TIME?

SOBA members attending the AGM voted heavily in support of a motion NOT to appeal against the recent IPONZ ruling to uphold the Radler trademark.

This was despite evidence from lawyers that they have identified errors in the ruling and that SOBA has received a pledge of future financial support from Galbraith's Brewery.

However, if the ruling was still upheld after an appeal, then DB would almost certainly pursue legal costs, which could possibly amount to something in excess of $40,000.

The IPONZ decision created a furere of comments in the media....

“The Society of Beer Advocates (SOBA), appealed against DB’s ridiculous trademark to the Intellectual Property Office. Unfortunately it lost and SOBA said it was ‘bitterly disappointed’. I expect DB’s lawyers will soon warn SOBA that it is infringing copyright by using the term ‘bitter’ as it is a well-known type of DB beer. So why can’t Dominion Breweries stop its bullying and come up with an original name for its radler-style beer? That would require imagination - not something for which our corporate breweries are renowned.”

Dave Armstrong - Journalist

“With overall sales of beer falling but the market for small independent breweries growing you have a victory that demonstrates you have nothing but contempt for New Zealand consumers and other brewers. Rest assured that the feeling is quickly becoming mutual. So now that IPONZ have chosen not to eliminate the ‘Radler problem’ I can be less equivocal about my response back in May. The chances of any product of your group of companies ever being made available for sale at Hashigo Zake just went from minute to nil. And this year if your company’s executives come to Hashigo Zake looking for good beer after the BrewNZ Awards they will not be served.”

Dominic Kelly - Proprietor, Hashigo Zake Bar, Wellington

“I think that the trade marking of beer styles is not only wrong morally but is also potentially counterproductive to the industry as a whole. Imagine if one winery had owned the exclusive rights to the words Sauvignon Blanc for the last 35 years? Would Kiwi’s have known what a Sauvignon Blanc was in the mid 1970’s? Where would that industry be now?”

Kieran Haslett-Moore - Beer Specialist, Regional Wines & Spirits, Wellington

“Radler is a style of beer and a common term all over the world. It seems to the average person that unless you have massively deep pockets in New Zealand, there is no way to challenge this type of injustice. In Australia there is provision for the Registrar of Trade Marks to intervene where it is clearly in the public interest - we should have the same here in New Zealand. You cannot give somebody a monopoly like this and then think it’s good for business. This is bad for New Zealand, bad for business and bad for the consumer because it stifles competition.”

Theodore Ducas - Intellectual Property Consultant

“Big Brewery Bullies DB have a win over the trademarking of radler, a generic beer style. Big Bullies with Big Bucks have a questionable win. That biased ruling should open the doors to trademark any name - wine, muesli, chocolate, petrol, whatever you want. So go for it. As our protest we have a beer available at the West Coast Bar called RELDAR. Radler spelt backwards. It’s a damn sight better than Radler.”

Paddy Sweeney - Proprietor, West Coast Bar, Papanui

“Basically, this means we can go out anywhere in the world and find a style of beer, and if it is not well known here we can trademark it. The situation highlighted the ‘completely’ uncompetitive nature of the beer market in New Zealand.”

Jeremy Seaman - General Manager, Green Man Brewery, Dunedin

Continued on page 26
BREWERY NEWS

ONCE AGAIN Wellington makes the headlines in what could be construed as a belated attempt to challenge Nelson for the title of ‘Craft Brewing Capital’, with not one, but two, new breweries up and running during July, both of which had their packed-to-the-gunnels-launch nights at Hashigo Zake. First up were Parrotdog, who admittedly had their BitterBitch Pale Ale contract brewed at mike’s in Taranaki, but hey, homebrewers Matt, Matt and er..Matt are Wellingtonians.

Joseph Wood is name that has been cropping up a fair bit lately as he expands Liberty Brewing from a home brew supply company to commercial brewery. There have been a string of releases on tap, with his Taranaki Pale Ale, a collaboration beer with Ron Trigg at mike’s, being a standout. In addition there are now three 750ml special bottled releases from Liberty comprising High Carb Ale (7.3%) a New Zealand strong ale featuring NZ Chinook hops, MMMoMMff4CH (10.4%) a black barley wine and Never Go Back (10.6%), an imperial oat stout.

Hot on their heels were Pete, Jos and Ian who had been quietly plotting and planning Garage Project for the past 18 months. Not even a ’micro’, the guys prefer to call themselves a ‘nano’ and are cranking out 24 mini-batch brews over the coming 24 weeks from their Te Aro garage. Regulars at Hashigo Zake will have already experienced a Trip Hop, Manuka Dark and Pernicious Weed (sounds like a right old rave). Next up are two versions of Hazy Days cloudy pale ale using hop varieties ‘97-77-09’ and ‘99-38-29’ from NZ Hops, so check them out and give the lads some feedback.
Pomeroy's Old Brewery Inn

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Pomeroy's, 292 Kilmore Street Christchurch. P. 03 365 1523  www.pomeroysonkilmore.co.nz
END OF AN ERA AT FOUNDERS

THE OWNERS of Nelson's Founders Brewery are moving on after eleven successful years of brewing and trade, with the business officially for sale. Owners, Carol and John Duncan see this as a positive move forward for themselves and their family, and feel that it is the right time for someone to carry on what they have successfully established. The foundations have been laid, and the business is ready and waiting for someone to take it to the next level.

With small beginnings, but a clear vision of where it was to go, Founders Brewery has been developed into a successful, and unique business, recipient of over 50 International Beer Awards, including Champion Small Brewery 2002 & 2005 AIBA, Champion Small Beer, several ‘Best In Class’ trophies and numerous environmental and innovation awards. This is a rare and exciting opportunity for someone to develop the brewery's thriving presence in the local Nelson market, and continue the success that it has had in Wellington and other parts of the country. There still remain untapped regions, such as Auckland, which have huge potential, as does the export market.

Founders Brewery has maintained a high standard of integrity, and commitment to its original vision over the years, producing premium certified organic beers, utilising the technologies of today to match the traditions of yesteryear. With an established and widely recognised brand and with plenty of untapped potential, this is a highly regarded business that is ready and waiting for someone to take over the reins.

The Duncan family have a history of more than 160 years brewing in the Nelson region and John and Carol's sons, Matt and Callum, who are sixth-generation brewers, have been heavily involved in the business, which started in 1999. Their other children Sholto, Niall and Rosemary have also worked in the business. The Duncans said it has been a privilege "to work together, share a common goal and grow together with Founders Heritage Park". It was great to see Founders Park which "has been their life" growing with new tenants and looking so healthy for the future. They would miss the other tenants who were "like family", Carol said.

The brewery's organic status has been part of its trademark as well as its family's long links to brewing in the Nelson region."I feel that we have gone as far as we can go with the business and if we wanted to go any further and bigger someone else can do that and take it to the next stage, someone that's really clever with marketing and got experience in sales and distribution," she added. Carol said it was a hard decision to sell, but something she had first thought about two years ago. "There's never a right time to sell," she said. "But the right time was when I felt ready." She said the family was still committed to Nelson. John said he had boxes of material on the history of brewing in Nelson and his family's role in the industry and one of the things he wanted to do was write a history on it.
IF YOU SEE A HIGH PROFILE SPORTS PERSONALITY DRINKING IT REMEMBER WE DIDN'T PAY THEM TO
LEAVING A BITTER TASTE IN THE MOUTH

IBU - wondering what on earth that particular acronym stands for?
Irritable Bowl...International Baccalaureate...?
Actually, it’s International Bittering Units.
So what on earth are they?
Can they help me define a beer style?

OK, so let’s use ‘Tinseth’s Approximation’:

\[
IBUs = 1.65 \times 0.000125^{(SG - 1)} \times (1 - e^{(-0.04 \times t)})
\]

/ 4.15 * ((AA * m * 1000) / V)

...where SG is specific gravity,
t is the time of the hops in the boil,
AA is the alpha acid rating of the hops
(i.e. 7.0% alpha acid means AA = 0.07),
m is the mass of the hops in grams,
and V is the final volume of the wort in litres.
Shikes, that’s OK for a geeky homebrewer, but can I have that in plain English please?

International Bittering Units are used to describe how much bitter content is in a beer derived from hops in the brewing process. Depending on where you look, IBUs are either determined by how much isohumulone or isomerized alpha acid is in a beer (one part per million = one unit) or it is determined by an empirical formula like the one above.

In general, if the the beer has a higher IBU, it will taste more bitter. But this is not the rule. We know that the bitter flavour is added to beer to help offset or complement the malty flavour of the beer. Therefore those beers with a higher content of malts will also have a higher content of hops. This then gives you a higher IBU for the beer but not a more bitter flavour in the beer.

Here’s an example: Guinness Stout has a high malt content and therefore starts out with about 50 IBUs. Most people would not say that Guinness is a really bitter beer. On the other hand, take the same amount of IBUs and put it in a beer with less malt, and you have an Indian Pale Ale (IPA) which many enjoy due to the strong bitter flavour.

However, in general you can say the more IBUs a beer has, the more bitter a flavour it will have. Here is a general guide for the IBU range for different styles of beer:

**Ales**
Pale Ale / Amber Ale: 20-50 IBU
India Pale Ale: 40-60 IBU
ESB, aka Extra Special Bitter: 28-40 IBU
English Brown Ale: 20 IBU
Porter: 20-40 IBU
Irish Stout: 30-60 IBU
Barleywine: 50-100 IBU

**Lagers**
Pale Lager: 10-15 IBU
Pilsner: 25-45 IBU
Bock: 20-30 IBU

Some folk argue that the human palate cannot physically taste more bitterness than 100 IBU, but that hasn’t stopped the likes of Luke Nicholas of Epic and Steve Plowman of Hallertau amongst others, producing beers with IBU’s in excess of this value, as was witnessed at the recent IPA Challenge at the Malthouse in Wellington!
do a little dance, make a little love - get down to earth

three boys

Oyster Stout

6.5% Alc/vol

Congratulations!

BrewNZ Trophy Winner - Stout and Porter Styles
BEER FESTIVAL REPORTS

Beervana 2011 - Westpac Stadium, Wellington

A big thumbs up to David Cryer and the Beervana team for elevating Beervana to new heights at Westpac Stadium.

The terrific array of craft beer was arranged by regional or specialty bars and the $2 token system worked well. Three out of the four sessions were sellouts, which admittedly made for a few pinch points, particularly on the Friday night. The beauty of the venue is that the floor area can be easily extended for future events. The range of food on offer was vastly superior to last year’s event.

Gentlemen start your glasses

Seminars were well attended although acoustics suffered with the location of the speaking area so close to the main hall. Finally a very special mention for SOBA’s own Steph Coutts who did an awesome job in coordinating the staffing roster for the event. Without her efforts and those of numerous fellow SOBA members, staging the festival could have easily become a logistical nightmare.

Matariki Winter Ales - The Boatshed, Wellington

The irony surrounding SOBA’s second Matariki Winter Ales festival revolved around yet another ludicrous decision by IPONZ, in this case the granting Matariki Wines sole use of the trademark ‘Matariki’, when associated with food and beverage events within New Zealand.

SOBA came to an amicable agreement with Matariki Wines and retained its Festival branding, but next year’s planned two-day event will almost certainly be known by a different name. Suggestions on a postcard please.
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SOBA EXECUTIVE 2011

Out of a very strong shortlist of candidates and an incredibly tight contest for President, members have elected an immensely knowledgeable and talented team to the Executive for the coming year...

ROB OWEN - PRESIDENT

As a small business owner I think I am well suited to the role of SOBA President. I believe that as SOBA continues to grow towards 1000 members it will benefit from the experience I have in running a business. I am well known as a person who gets things done and have been on the SOBA committee since 2007 acting in role of Treasurer from 2008 through to 2011. I also started National Homebrew Championship, running the competition for the first two years, started Matariki Winter Ale festival and have organised it for the last two years and have also developed the SOBA website and the Beer Finder application. I am dedicated to seeing SOBA grow as an organisation and increase the public's awareness of the fantastic flavours of craft beer. I think the SOBA committee could do a better job of providing value to its members.

GREIG McGill - SECRETARY

I am the founding secretary of SOBA, still here after a one year hiatus. I’ve also served as Press Officer, and am generally the liaison point between most of our national membership and the committee where other members can’t be contacted directly. One of the few non-Wellingtonians standing, I like to bring a “national” view to the committee table. When not working on SOBA or in my “day job” in IT, I am beavering away on new contract brewery “Brewaucracy” with my business partner (and SOBA membership secretary) Phil Murray.

KIERAN HASLETT-MOORE - GENERAL COMMITTEE

I was a founding member of SOBA having been present at the very first meeting at the Old Malthouse on Willis St. I served on the committee from 2006 to 2008 and held the position of vice president until 2009. Formally a cheese monger I now hold the position of Beer Specialist at the iconic Wellington liquor retailer Regional Wines and Spirits. I have judged at both the New Zealand International Beer Awards and at BrewNZ, and was the first person to ever take part in a collaboration brew with Emerson’s Brewing Co. I write a weekly beer column for the Capital Times as well as being a regular contributor to The Pursuit of Hoppiness. When I am not selling, drinking, or writing about beer I am likely to be brewing it on my 60 litre homebrew plant.

continued on page 13

The Pursuit of Hoppiness - Winter 2011
GEOFF GRIGGS - GENERAL COMMITTEE

I have been an active member of the Campaign for Real Ale since the late 1970’s and chairman of the Mid Chilterns branch for 18 years. I worked for BBC TV News for almost 20 years before leaving the UK to come to New Zealand in 1995. I have been writing about beer in New Zealand for the last 16 years. After several years as SOBA’s president I felt the time was right for some younger blood to take the helm. That said, I remain totally committed to SOBA’s cause and look forward to continuing my role as part of the incoming committee.

MARTIN BULMER - GENERAL COMMITTEE

For the last two years I have been active on the committee of SOBA holding the position of Press Secretary during which time I’ve been writing press releases, speaking to national and local media as well as international media such as the Wall Street Journal. This has got the name of SOBA spread across the globe, let alone the country. I believe in the ideals of SOBA – beer for the right reasons – and I feel it is important that we stay true to those aims of positivity, camaraderie and the love of a well-crafted, tasty beer. My aim is to help spread that word and gently educate the people of New Zealand. We have a unique chance to positively help and influence a growing and exciting industry and I for one relish the chance!

DAVE WOOD - GENERAL COMMITTEE

My passion for craft beer has invaded every facet of my life. It is my job, my hobby and my recreation. Some of you may know me from Hashigo Zake, where I am the General Manager. Thanks to this position I have been on the frontlines of the war to further craft beer and educate the public for two years. Now I want to help move craft beer further into the spotlight, and by becoming a SOBA committee member I hope to use the knowledge and connections I have acquired over the last two years to create an even stronger relationship with SOBA and the hospitality industry. I am also an avid homebrewer and (of course) beer drinker.

KATE JORDAN - GENERAL COMMITTEE / NEWSLETTER

I have been into craft beer for a couple of years and what started off as a curiosity has now grown into an all-consuming passion. I have a couple of years’ experience in publishing from two different companies, producing medical directories and bridal magazines, but luckily managed to escape. I recently did a stint with Epic Brewing Co., where my role included office and admin duties, marketing and anything else that came up. I am also working on a beer and food matching cookbook. I hope to keep up the good work done by Nick Page as editor of Pursuit of Hoppiness, putting together a publication that informs and delights, plus providing a female’s point of view on the committee.
ALL FIRED UP IN CHRISTCHURCH

SINCE THE CLOSURE of the Twisted Hop in the February earthquake Christchurch has been without a brew bar in which to drown one’s sorrows, but now, with the recent opening of Cassels Brewery in Woolston, there is a haven of great beers and good food easily accessible to those in the damaged eastern hill suburbs.

Initially the brewery was to have been constructed in the old tannery complex but earthquake damage meant a re-think resulting in the renovation of a 1970’s building at the front of the site which was originally going to be demolished to make way for the beer garden!

The brewery and bar can best be described as ‘industrial’, with a concrete floor covered by rugs, steel beams and the brewery itself in full view behind the bar. The brew kettle is wood-fired (the smoke from which set off the fire alarm on one of my visits!) with an imposing brass topped lid. The brewer, Nigel Mahoney (ex Wanaka Beerworks and Twisted Hop) brews a total of 12 beers – 3 of them cask conditioned and poured with real handpumps. These are Woolston Bitter, which is what I would call a session beer – 3.9% lightly hopped and very smooth, Milk Stout (5.2%) a beautiful, slightly sweet stout and Best Bitter (4.5%) which is a real hop-lover’s beer and has been so successful that they keep running out – on my last foray it was replaced by ESB, which at 6% will have to wait until I get myself a driver!

The other nine beers brewed include a wheat beer, 1PA, lager, Dunkel, medicinal (elderberries in the recipe) and a Pilsener amongst others. Sample trays are available for those who know not what they want! As well as their own brews there is an ever-changing array of guest beers which has recently included Emseron Bookbinder, Yeastie Boys, Three Boys Oyster Stout and Wheat (Three Boys Brewery is just across the road), Harringtons Pig & Whistle, 8 Wired Superconductor, Brew Moon IPA and mike’s Imperial Porter as well as a cider. Pink Elephants have also been seen in the past!

Needless to say, not a Speights or Lion Brown, no TV screens and no pokies to be seen anywhere. Clientele are a real mix of families, suits, workers in the ubiquitous high vis vests and everyone in between.

Food is available at all times and includes wonderful pizzas and freshly made salads. Evenings can get a bit noisy later on for those who want a quiet pint so early evening is better if you don’t feel the need to shout!

To summarise - great beer, knowledgeable staff, good food and a really nice, laidback atmosphere - now all they need is some information on their beers to hand out to interested parties and it will be perfect!

PAUL TEBBUTT

The Pursuit of Hoppiness - Winter 2011
AUCKLAND NEWS

THERE will soon be a new place for beer enthusiasts to experience and enjoy fresh craft beers. The newest and only brewery in the Auckland CBD, The Brewery Britomart, is under construction and targeting a spring opening.

Located in the historic old Britomart Hotel at 69 Customs St East it will be one of the oldest buildings in Auckland still housing a trade for which it was built (some of you may recognise it more recently as the Rose and Crown). The Brewery Britomart will be a brew-on-site gastro pub with up to 7 fresh beers served directly from the serving tanks and a food menu designed to incorporate beer and pair with beer. Along with dining seating for 100+ and a main bar, the Brewery Britomart will also incorporate a Brewery Tap Room bar for intimate tastings and a kitchen-side Chef’s table for the ultimate beer and food pairing experience.

The pub is designed around the main brewery so beer enthusiasts will be intimate with the brewing environment. The Brewery Britomart will also have a pilot brewery to kick out custom and experimental beers for tasting and critique from the on site Beer Club members through private tastings. The idea is to brew true to style beers from around the world and tweak them to the Kiwi pallet as well to develop more unique and extreme products for seasonal and special releases with the punters as the on-site taste panel.

The Brewery Britomart will be a special place where beer aficionados can enjoy the freshest beer possible and ultimately influence the direction of the beers on offer. Stay tuned for more information when the website goes live; www.thebrewerybritomart.co.nz.

Deep Creek Brewery is nestled within Auckland’s Browns Bay village, overlooking the beach and the stunning Hauraki Gulf. Their Dusky Gringo, a strong 6.8% abv Brown Ale, made an appearance at Beervana. Lots of malt, but also heavily hopped, the brew has floral and citrus tones with a chocolaty malt base bringing out a unique flavour.
NELSON HOME BREWER Dale Holland has seen his award winning Belgian Pale Ale flow from the taps of one of the region’s major craft breweries, the Sprig and Fern.

Dale is one of many local home brewers who pop in to the brewery for advice and ingredients. Late last year, with feedback from the Sprig and Fern’s head brewer, Tracy Banner, Dale perfected a Belgian Pale Ale that took out the honours at SOBA’s National Homebrew Competition in Auckland. Dale’s brew won the Belgian Pale Ale category, Best in Class (Belgian and French Ales), and then went on, against 300 entrants to take out the overall Best Beer award. “The judges liked the way I’d created something a bit different – putting a New Zealand spin on a Belgian Pale Ale by using locally grown Motueka hop flowers,” he said. “It adds a passionfruit aroma to the spicy clove flavour this type of beer is known for.

Dale’s prize was the chance to brew a batch at Hallertau and this found its way as far south as the Malthouse in Wellington, but subsequently Tracy and fellow Sprig and Fern Brewery co-owner David Barrett were so impressed with Dale’s award winning brew they also offered him the opportunity to scale his recipe up to commercial quantities, giving beer lovers the chance to try it as a limited release at Sprig and Fern taverns throughout the Nelson region.

Tracy and Dale have worked together on the recipe for the bigger brew, paying particular attention to the yeast, which Tracy said does a lot of the work in creating the traditional flavour and aroma of a Belgian Pale Ale. “We imported the Belgian Leuven yeast from the USA - it comes in a big heavy bladder, and cost nearly a thousand dollars for just eight litres,” said Tracy. “When it arrived we all took turns cradling it like a baby and it was quite something to see the look on Dale’s face when it was his turn.”

Tracy heads the Sprig and Fern’s small team of three brewers who collectively have nearly six decades of commercial brewing experience. She says it’s been a real buzz for them to make Dale’s beer and to see him get a taste of commercial brewing. “Dale’s a very good home brewer but we’ve seen him develop his passion and produce something that’s really professional...he captured a particular beer style, which is essential in today’s craft beer market,” she says. “It’s created interest from a distributor in Christchurch so we hope to see Dale’s Belgian Ale go nationwide.”

Dale and Tracy agree the brew is a win-win for both Dale and the Sprig and Fern Brewery, and also for their malt supplier Cryer Malt, who went the extra mile to source the specialty malts required. “I couldn’t believe I’d won the national competition and I found it just as hard to believe the generosity of Tracy and her team,” Dale said. “They were so open to sharing their knowledge and time - I’ve never encountered anything like it before in any other industry.”

Dale’s Belgian Ale was launched in all five Sprig and Fern taverns in late June and has also found its way further afield to several of the renowned craft beer bars in the North Island. For more details on this years’ competition see opposite page.
NHBC 2011

Society Of Beer Advocates
Beer for all the right reasons

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Beer Geeks

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BREWINZ AWARDS

HEARTY congratulations to Soren Eriksen for winning the title of champion brewer of the year. He has toppled the big boys and shown what a small operator can do brewing only part-time and in someone else’s brewery. The award was bestowed at the BrewNZ annual competition in Wellington prior to Beevana, where 8 Wired picked up two trophies, three gold medals, three silvers, and two bronzes, edging out Emerson’s by one point.

The Awards drew the biggest entry tally since their inception in 2001, up from 446 in 2010 to 465 in 2011. Full details of the Trophy Winners are as follows:

New Zealand Champion Brewery
8 Wired Brewing

Champion International Brewery
Boston Beer Co

European Lager Styles
Steam Brewing Company
Cock & Bull German Pilsner

International Lager Styles
McCashins Brewery
Stoke Amber

British Ale Styles
Harrington’s Brewery
Pig & Whistle

Other European Ale Styles
Tuatara Brewing Co Ltd
Tuatara Ardenness

US Ale Styles
Epic Brewing Company
Epic Armageddon IPA

New Zealand & International Ale Styles
Emerson’s Brewery
Emerson’s Oreti Red

Stout & Porter Styles
Three Boys Brewery
Three Boys Oyster Stout

Wheat & Other Grain Styles
Tuatara Brewing Co Ltd
Tuatara Hefe

Flavoured & Aged Styles
8 Wired Brewing
The Big Smoke

New Zealand Draught
DB Breweries Ltd
Tui East India Pale Ale

New Zealand Lager & Premium Lager Styles
Lion Breweries
Speights Summit Lager

Specialty, Experimental, Barrel & Wood-Aged
8 Wired Brewing
Barrel Aged Big Smoke

Cider & Perry Styles
Camla Farm
Camla Farm Cider

Cask Conditioned
Cassels & Sons Brewing Co. Ltd
Milk Stout

Packaging
Moa Brewing Company
Moa St Josephs Magnums Pilsner

Festive Brew
Emerson’s Brewery
Emerson’s Black Op

Morton Coutts Trophy For Innovation
The Yeastie Boys
Rex Attitude

Full results at http://brewersguild.org.nz

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THESE DAYS it’s hard NOT to find a café in town that doesn’t stock at least a couple of decent craft beers to have with your lunch or early evening supper. At the risk of upsetting a multitude of proprietors, here are my favourite three of the moment.

Felix at the bottom end of the recently refurbished Cuba Street (shame the traffic is still allowed) has the knack of being both efficient and friendly and stocks an extensive bottled range comprising Emerson’s, Founder’s, Three Boys, Tuatara, Epic, Harrington’s and Stoke.

Ti Kouka, on the first floor of 76 Willis Street, opened towards the end of last year and offers an enticing range of food with emphasis on fresh, local and organic ingredients, served in an intimate atmosphere. Wash some tapas down with something from the Tuatara, Epic, Harrington’s, Moa, Emerson’s or Renaissance range.

Finally Perrett’s Corner - unsurprisingly on a corner - of Manners and Willis Streets, serves some hellishly yummy pizzas, but more unusually, has two beers on tap as well a varied selection from the cold shelf, which includes Renaissance and Three Boys. Enjoy a pint of Tuatara APA at one of the outdoor tables, whilst watching the jaywalkers dodge the Go Wellington buses.

Although Nelson may have declared itself the ‘Craft Brewing Capital’ of New Zealand, surely Wellington has cemented its status as the ‘Craft Beer Capital’ following the addition of two more excellent bars. Tap Haus on the site of the old Curry Club on Dixon Street, staged the recent BrewNZ ‘Mashing-in’ and this big brother of Bru Haus boasts 55 taps, 33 of which are New Zealand craft beers.

Meanwhile tucked away in Edward Street, Little Beer Quarter is rapidly staking its claim for the coolest craft beer bar in town, after the old Watusi Bar was given a stylish makeover by the all-female team of Stacey, Lydia, Kelly and Maura. The outlet is filled to the brim with quality brews, which currently include Emerson’s Dubbel and 8 Wired Sauvignon Saison amongst the 10 taps. The beers are well priced, especially with the SOBA member discount on offer and there’s not a cushion in sight (lol).

A couple of bar updates worth mentioning are Pollux which has added a second handpump, currently dispensing the wickedly delicious Moa Imperial Stout alongside Five Hop and Meeow, which has added the rare-for-Wellington Sawmill beers from Leigh in Northland, to its bottled range. Also a special mention to Ancestral on Courtenay Place who are discontinuing sales of DB products as a result of the Radler hearing.

Rumour has it that the Bond Street Brewbar is still on target for pre-RWC opening, so by adding that to the mix alongside Tap Haus, Little Beer Quarter, Bru Haus, Hashigo Zake, Hop Garden, Bar Edward, D4 and Malthouse, means there’s plenty of alternatives to the crap beer that will be on sale at the Westpac during the tournament.

Girls Aloud - Kelly, Stacey & Lydia of Little Beer Quarter checkout Tap Haus at the BrewNZ Mashing-in.
http://www.snapstar.co.nz
©Xavier Collin
Gearing up for RWC?

“Having two or three lookalike beers available may be common practice in New Zealand sporting venues, but it doesn’t have to be that way.

I attended my first baseball game at AT&T Park in San Francisco watching the then-terrible Giants lose to the decidedly ordinary Cardinals.

There were more than 30 beers available on the concourses.

Certainly, the big signs were for Bud and plenty of people were drinking that execrable product, but there were smaller stalls selling regional and craft beers.

I enjoyed several stunning Sierra Nevada Pale Ales fresh from the tap and even planned to bring the plastic stadium cup home as a souvenir until it was stolen by a baggage checker at the airport.

The situation here will get probably worse for the Rugby World Cup, with Heineken and a light beer, probably Amstel Light, likely to be the only brews available at every game.

A little choice would be a wonderful thing.”

Neil Miller

Esteemed beer writer and self-confessed hop-head.

Extracted from feature in The Wellingtonian
NELSON - CRAFT BREWING CAPITAL OF NEW ZEALAND

SO THERE YOU HAVE IT.
It’s official, launched with a brand new promo leaflet and website featuring all things craft beer in the hop heartland of Aotearoa.

The Nelson Craft Beer Trail features maps outlining either half day or full day Beer Trails, profiles of all the breweries and best bars in the region, plus a feature on New Zealand Hops. The leaflet can be downloaded by visiting www.craftbrewingcapital.co.nz

Enthusiasts should make a note of Moutere Brewing - a new brand that has been developed by Dave Watson and Andrew Cole of New Zealand’s Oldest Pub, the Moutere Inn, just outside of Nelson. Their aim is to recreate beers that the original German settlers to the Moutere area would have tried to brew. Following the German Beer Purity Laws of 1516 they have developed Sarau Lager - which is a Munic Helles and Neudorf Ale - a New Zealand take on an Altbier. Both brews use only German malts and New Zealand hops and are named after the original localities in the Moutere area. Kegs are available at BeerNZ or directly from the Inn.

Contact info@moutereinn.co.nz.
ON SALE NOW
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AS A FINAL FAREWELL and being a pom, the following questions all predictably relate to the UK craft brewing industry...

1. Which of the following was NOT a founder member of CAMRA - a) Michael Hardman, b) Graham Lees or c) Roger Protz?

2. What is the home town of Samuel Smith Brewery?

3. How many breweries are there currently operating on the Channel Islands?

4. Which Welsh beer can be sampled as a regular tap brew in Wellington?

5. How many pints of beer were ordered for the 2011 Great British Beer festival - a) between 100,000 - 200,000, b) between 200,000 - 300,000 or c) between 300,000 - 400,000?

6. In which year was Daniel Thwaites established - a) 1807, b) 1817 or c) 1827?

7. Whose 18.2% abv beer is described as an “intergalactic fantastic oak aged stout”?

8. What does S.P.B.W. stand for?

9. Ye Olde Cheshire Cheese pub in London has traditionally been associated with patrons working in which industry?

10. Available each October as a seasonal real ale, Hook Norton Flagship is representative of which classic beer style?

ANSWERS:

1. C

2. Michael Hardman

3. B

4. A

5. A

6. A

7. A

8. 'Society for the Preservation of Beers from the Wood'

9. '7' Brew Dogs, Tuxedo

10. A

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D4 - The Home of Irish Rugby in Wellington
Continued from page 3

“Allowing DB’s registration to stand is a defeat for common sense, because it is akin to only one beer manufacturer being able to market pilsners or lagers. The decision illustrates how difficult it is under New Zealand law to cancel a trade mark registration for a descriptive term which should be free for all to use.”

Ceri Wells - Intellectual Property Lawyer

“DB played it straight and trademarked what it could. It protected its trademark against a competitor. In doing so, it damaged its brand immeasurably. Monteiths was portrayed as DB’s contribution to the craft beer scene, with a hint of the West Coast Larrikin. DB has destroyed that image and proven Radler and its mates are just brands in a corporate portfolio. Its miner’s spade logo should be replaced by a law book and a calculator. DB is still vulnerable to the risk of a consumer law case, challenging the accuracy of its labelling and the ethics of promoting a full-strength beer as a low-alcohol style. Perhaps a case could be made through the Fair Trading Act and Consumer Guarantees Act.”

Martin Craig - Entrepreneur and Beer Writer

“We’re the only country in the world to effectively limit production of a style of beer to one company. That’s like saying that only one winemaker can produce sauvignon blanc. So we are fighting back. Radler was also known as a shandy, which our company is now applying to trademark. In doing so, we hope to ‘make a point’ to the Intellectual Property Office and DB and keep the faith with our customers who deserve the freedom to enjoy this beer style.”

Andrew Cole - Owner, Moutere Inn Brewing Company

“I’ve got 100 brands of beer - why do I need to stock anything from DB? What DB and the IPO have done is anger beer drinkers and done damage to their own brands. Once we dump the Budvar and Tiger from our shelves, this shop will be a DB-free zone.”

Chris Carrad - Proprietor, Wine Circle, Huapai

“It seems that a term that was well known in other parts of the world, but not yet in New Zealand, could be trademarked without any consideration it might become well known in New Zealand in the future. It was interesting to note DB had also trademarked another European style of beer - saison - but deregistered the trademark last year.”

Phil Gendall - Marketing Professor, Massey University

“Thanks to the deregulation of our liquor legislation, today, we can drink boutique beers with food at any hour - provided the beer’s not a radler and the cheese isn’t vintage. That’s because ‘vintage cheese’ has been trademarked by the roosters from Fonterra. That is vintage stupidity. It’s interesting how large corporations bang on about level playing fields but are often the worst offenders when it comes to anti-competitive behaviour. Despite their rhetoric, these companies want a highly regulated state when it suits them, so they can control even the language we use. I would say it’s Orwellian, but DB may have trademarked the word for an upcoming dark English ale. I trust that Dominion Breweries will cease and desist from bullying the little guys and instead concentrate on producing healthy, flavoursome beers. Yeah right.”

Dave Armstrong - Journalist

“As a result of this decision, even imported radlers cannot be sold and any existing ones out there must be lifted from the shelves. This means that in one fell swoop, one of the country’s two giant brewers has effectively been granted dominance for an entire style of beer to the extent that their competitors will be physically removed. Rather than enabling commerce, this decision seems to have done the opposite.”

Mike O’Donnell - eCommerce Manager and Author

The Radler trademark can be deregistered by DB in 2013.
Chilly Dispenser now purchased!

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SOBA Newsletter
DAYS GONE BY - THE PAEKAKARIKI HOTEL

PAEKAKARIKI is a small seaside town on the beautiful Kapiti coast and is situated 22 km north of Porirua and 45 km north-east of Wellington. The town’s name is a Maori word meaning “Perching place of the kakariki (green parrot)”.  

In the days immediately prior to European settlement at Paekakariki the area had a violent history, due mainly to the presence of the great Maori warrior leader Te Rauparaha, whose pa was on nearby Kapiti Island. He died in 1849, the same year that a road was completed connecting Paekakariki with Porirua.  

Originally this road was the only access to Paekakariki from Wellington and Wairarapa regions and the route was via Pauatahanui over the Paekakariki Hill. Cobb and Co were the carriers of mail by horse drawn coaches in those times and so Paekakariki became known as a coach stop and was used for passenger stopovers whilst the changing, watering and feeding of horses was being undertaken.  

The Hotel was built in 1869 and housed the original Paekakariki post office, which was later moved to the Railway Station. The existing Holtham Building, opposite, is believed to have been Cobb and Co stables. Paekakariki’s history has been intimately linked with the railway, and there is a museum located at the railway station commemorating this heritage. In 1886 the Wellington and Manawatu Railway Company’s line from Wellington to Longburn was completed and Paekakariki became an important stop on the journey. In 1909, the 35 room hotel was burnt to the ground, but the 31 boarders all escaped in their nightclothes.  

The Centennial Highway which runs from Pukerua Bay to Paekakariki was opened during 1940 and greatly improved the access to the Kapiti Coast, eliminating the arduous climb over the Paekakariki Hill. During the Second World War Paekakariki served as a major base for US Marines fighting in the Pacific Campaign. At the height of the occupation there were over 20,000 Americans stationed in the region.  

The hotel remained open until 2005, when it was demolished to make way for a new development of apartment blocks, much to the consternation of its locals. Included in the development was a new bar-restaurant named Finn’s. Today Finn’s is a thriving craft beer venue, serving three Tuatara beers on tap, plus mike’s and Mata from the bottle. It dishes up great home made food sourced from fresh local ingredients and also offers quality accommodation. See http://www.kapiticoasthotel.co.nz for more info.

![The Hotel with flags out for US Marines reunion. circa 1964, http://pspt.wellington.net.nz](image1)

![Finn’s Paekakariki. circa 2011 from SH1](image2)

![The Hotel after flash flooding. circa 2005, prior to demolition](image3)

![Finn’s Paekakariki. circa 2011 from Beach Road](image4)
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**Contact:** Eric Rowe at kiwieric@gmail.com

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**Contact:** Kate Jordan at kateljordan@gmail.com
WHAT’S ON

Checkout nationwide SOBA contacts and events over the coming months. Calendar online at http://www.soba.org.nz/Events.aspx.

WELLINGTON AREA
Contact: Rob Owen - robert.owen@equator.co.nz
Socials on the first Tuesday in the month from 5pm

AUCKLAND AREA
Contact: Kate Jordan - katejordan@gmail.com
Socials on Friday evenings from 5pm

CHRISTCHURCH AREA
Contact: James Pinamonti - xsumo@clear.net.nz
Socials on Thursday evenings at Pomeroy’s

WAIKATO AREA
Contact: Greig McGill - greig@hamilton.net
Socials on Thursday evenings

DUNEDIN AREA
Contact: Richard Pettinger - pettal@clear.net.nz
Wednesday 12 October 7.30pm
Starfish

Saturday 12 November 3pm
Duke of Wellington

Wednesday 14 December 7.30pm
tonic

NELSON AREA
Contact: Bill Fennell - Bill.Fennell@nnhs.govt.nz
Socials on the first Wednesday of each month at 6:30pm. See SOBA events calendar for venue (different each month).

Local Home Brew Competition on 25 September, from 1:00pm to 3:00pm, at The Free House in their Mongolian Ger (Yurt). Judging by peer group only.

An Oasis in the Craft Beer Desert of Wanganui

AFTER two years of handing out copies of this newsletter by SOBA member Peter Northway and trying to convince bar, restaurant and liquor store owners in Wanganui to stock craft beers, the drought has been broken at last. New owners of The Rutland Arms in Ridgway Street, Wanganui, Tavis Small and Jennifer Gilbertson-Small, are keen to give the locals and guests of the hotel a taste of New Zealand craft beers.

The first tentative steps included getting Emerson’s Pilsner and Three Boys IPA on tap. With two pumps now dedicated to craft brews and the possibility of a third, Tavis reports that the beers have been well received and he is keen to keep surprising patrons with more beers to follow. The intention is to try a wide range of craft beers from throughout New Zealand. The latest beer on tap is Tuatara Hefe. Plans are underway for tasting trays to allow patrons to sample the range of New Zealand and imported beers. Current imported beers on tap include Old Speckled Hen, Tetley Bitter, Hofbrau Original and Munchner Weisse, Boddingtons, Bulmer’s Cider and Kronenbourg 1664.

It is also planned to begin regular meetings of the local SOBA members at The Rutland Arms in the coming months. Since Peter is currently the only SOBA member in Wanganui this will involve an initial meeting with recruitment high on the agenda. Watch this space!

SOBA Newsletter
Great food and great beer are made for each other. We’ve made a great place for both of them.

With 40 taps, a top-flight kitchen team and brewery on the premises, the people behind the Malthouse are taking Wellington’s beer culture to a new level. See you at the Fork & Brewer, upstairs at 14 Bond Street, Wellington.