The Pursuit of Hoppiness
Your Craft Brewing and Pub Newsletter

The Beer Festival Issue
Book Reviews
The Alcohol Reform Bill
‘Beer for all the right reasons’

FREE
I’m glad to know that if you’re reading this, you’ve survived the crazy season in New Zealand’s beer scene. Since our last issue, we’ve had the SOBA Winter Ales Festival, City of Ales and the mother of all beer festivals, Beervana. We’ve got a new champion brewery - Harrington’s - and a some new members on our Executive Committee to complement the old. All this news and more is contained in this issue.

Winter certainly is the time for beer festivals, one of the reasons it is my favourite season. Part of being a SOBA member is having the opportunity to volunteer at festivals, as well as attend as a punter. What? I hear you exclaim, why would you work when you could just have fun? Well, I would maintain that volunteering is fun. I helped out on the front desk of the City of Ales festival, taking tickets and selling tokens and it’s rather exhilarating. There’s a business and a buzz that’s really exciting. And there’s the very enjoyable pastime of watching everyone leave the festival, happy and chatting about what their favourite beers were or what a good time they had.

For a whole ‘nother sort of fun, there’s being a punter. A whole afternoon or evening of doing nothing but sample delicious beers and talk about it. Of making discoveries and catching up with like-minded people. Or even better, having several days of that – Choice Beer Week.

For me, Choice Beer Week is the beer event of the year. For lucky Wellingtonians, it generally starts early in the week with amazing beer and food matching events or a special beer launch. Then most of the brewers drift into town for the Brewer’s Guild AGM and Mashing In. Then all the beer writers and geeks arrive for the Brewers Guild Awards. Gradually the beer population grows and then BAM! it’s time for Beervana, two days of beer appreciation madness. (And also Saturday morning, some of us stumble down to the SOBA AGM.)

Although Beervana is over for another year, we still have plenty to look forward to (check out the Events Page). In the meantime, there’s always good beer to be had at local bars and pubs - not to mention a very relaxing drop at home!

Kate Jordan
kateljordan@gmail.com

P.S A huge thank you to everyone you contributed to this issue - many people burnt the midnight oil to get their photos and articles in after Beervana. And a massive thanks to sub-editor Frances Verrity, who’s given Pursuit a great deal of polish!
News

SOBA National Homebrew Competition 2012
This is the sixth anniversary of this competition, and it’s back in the “City of the Future” Hamilton, jewel of the mighty Waikato.

We plan to bring back the judging talent we had in 2010, namely Graeme Mahy, Kelly Ryan, Dave Kurth, Kieran Haslett-Moore, and Geoff Griggs. We’ve also made a few small changes designed to ensure that first time entrants and old hands alike get the best feedback possible, and that the path to that much-envied title of Champion Brewer is as fair as we can possibly make it.

With that in mind, here are the dates you need to be aware of:

Entries Open: Saturday, October 13th 2012
Entries Close: Saturday, October 27th 2012

Entries received before or after the entry dates will not be entered in the contest.

Announcement of Results: In a new and experimental twist, results will be live tweeted as they are entered and double checked by the stewards on the day. Obviously, final awards will be subject to careful checking, and then live tweeted.

Taranaki SOBA
Taranaki now has its own regional SOBA branch. The inaugural meeting took place at Montrose, a wine bar which has recently discovered craft beer. The first meeting was a cosy five-some, but with reports that the Taranaki SOBA membership has since doubled, they’ll soon get bigger.

Not long after the first SOBA meeting, Montrose installed New Plymouth’s first craft taps, with the arrival of four mike’s machines. Now that can’t be a coincidence!

If you’d like to meet SOBA members in your area, check out the inside back cover for a list of meetings. If your area isn’t covered, why not start your own meeting - email secretary@soba.org.nz for more information.

The Resident

In an interesting move Boundary Road Brewery (the ‘craft’ arm of Independent Liquor) bought in an overseas brewer to help them develop a new range of beers. International collaboration between...
breweries is nothing new - for example Epic Brewing’s work with Thornbridge and DogFishHead - but the hype surrounding the Boundary Road recruitment was: a new website was created, a short video was shot, and a campaign was designed.

‘The Resident’, as Boundary Road dubbed him, was Spike Buckowski of Terrapin Beer Co. in Athens, Georgia. During his stay, Spike helped develop three beers: an IPA, Pilsner and a Red Rye Ale.

With the mass of debate that surrounds Boundary Road and whether it is craft or not, it will be interesting to see how these beers are received - and how they taste!

Yeastie Boys on a Role

Yeastie Boys have had a successful run recently. First they won the People’s Choice Award at Melbourne’s Great Australasian Beer SpecTAPular for their Gunnamatta IPA. Gunnamatta has been ‘tea-leafed’ with Earl Grey Blue flower tea instead of hops. The Yeastie Boys worked through a variety of potential teas and tisanes with Wellington-based tea company t Leaf T before picking the particular blend that Gunnamatta uses.

Then it was off to the Asia Beer Awards where their American-style Porter PKB won Champion Beer, beating more than 350 other entries. ‘We may well have been the smallest brewery in the competition, by volume produced, and were thrilled to pick up a gold medal. To take out the champion beer of the show, when you’re up against breweries that are essentially your brewing heroes,’ stated Yeastie Boys’ Creative Director Stu McKinlay, ‘is simply staggering. It’s still quite hard to believe.’

Saturday 27th October
2pm-10.30pm
mike’s Organic Brewery
SH3 URENUI 06 725 3676
Tickets $70pp

Ticket Includes
- RETURN BUS
From New Plymouth and Hawera, or shuttle to Urenui area
- MEAL
Bavarian style
FIRST STEIN FILLED FREE (value $15)
BANDS
Oompah and local band 3&1/8
UNIQUE Taranaki ENTERTAINMENT
Best Dressed Bavarian prizes
ALL WEATHER EVENT

Buy your tickets now from www.organicbeer.co.nz
Not your average beer delivery!

All of the beer served up in the Mt Olympus skifield bar in Canterbury is Stoke, from Nelson’s McCashin Brewery. The deliveries are a little unorthodox - the ski field places big orders and runs them out to the base of the mountain. The beer is then helicoptered up to the ski field, 1,640 metres above sea level - the last order took seven helicopter trips!
Events

**September**

**Brewery Britomart Octoberfest**  
27 September, Auckland  
A limited-entry, tickets-only, full-on Octoberfest event complete with traditional food, dress, events and an Octoberfest/Marzen, which has been lagering in anticipation of the event. The Octoberfest celebrations will continue through the week.  
www.thebrewerybritomart.co.nz

**October**

**Nelson Region SOBA Weekend**  
19-21 October, Nelson Region  
SOBA Nelson is organising a tour of the Nelson region’s beery spots, including hop farms, breweries and historic pubs.  
Email nelson@soba.org.nz for more information.

**Pacific Beer Expo**  
20-21 October, Wellington  
The Pacific Beer Festival is quite possibly the best chance New Zealanders will have to sample the best beer from the Pacific Rim in a single venue at one time.  
www.hashigozake.co.nz

**mike’s Octoberfest**  
27 October 2012, Taranaki  
mike’s Octoberfest takes place at their beautiful brewery just north of New Plymouth at Urenui. Buses to and from the brewery from New Plymouth will be available and many great beers on offer.  
www.facebook.com/mikesOrganicBeer

**Sydney Craft Beer Week**  
20-28 October, Sydney  
Sydney Craft Beer Week had over 60 events over eight days in various venues all over their fine city. Events include beer launches, tastings, tap takeovers, and beer and food matching.  
www.sydneycraftbeerweek.com

**November**

**Tasmanian International Beerfest**  
24-25 November, Hobart  
Australia’s biggest beer festival is back for another year in beautiful Hobart.  
Keep an eye on the Beer and Brewer website for more details - www.beerandbrewer.com
City of Ales
Maree Shaw

It wasn’t a sunny Saturday in Auckland but at the very least it wasn’t raining, so we were off to an excellent start. Those lucky enough to get tickets descended on the Q Loft in Queen St for the inaugural City of Ales for five hours of craft beer goodness.

Once again we showed that Auckland has earned a spot on the New Zealand craft beer map. The City of Ales showcased the best of what Auckland has to offer... and yes, one or two may technically not be based in Auckland, but there’s enough of a connection that we could concoct an argument for their adoption, an argument that surely improved after a few beers! There were twelve breweries to choose from – Leigh Sawmill, Hallertau, Epic, Yeastie Boys, Deep Creek, Galbraith’s, Ben Middlemiss, The Brewery Britomart, Steam Brewing, Schipper’s Beer, Waiheke Island Brewing, and Isthmus Brewing Co. - and with 23 different beers to delight the taste buds, there was something for everyone, from the craft newbie, to the certified beer geek. The Brewery Britomart’s Monks Hip Hop took out the people’s choice and it was great to see how truly appreciative (and excited) they were to have done so.

It’s easy to make comparisons with other successful beer events and in this case it’s certainly not to its disadvantage. Where City of Ales wins is with the intimacy, the sociable (read: buzzing, not drunken) atmosphere, the short queues (max 2–3 people) and the incredibly simple structure (1 token = 1 beer). The lovely branded 200ml glasses are always a nice souvenir as well.

City of Ales will be back again; the organising committee have plenty of ideas and if there are any improvements to make they are only minor. Overall you cannot fault this event and that was obvious in the feedback and discussions with others during the day. Huge thanks to the team from SOBA Auckland who organised this. Looking forward to 2013 – mark it on your beer calendars.
As I part ways with SOBA, at least in a governance role, it is my pleasure to report upon the events at the Annual General Meeting.

There were 43 members present at the Fork and Brewer. As this is around 8% of our total national membership, who are prepared to turn up at a 10am governance meeting in Wellington during a week heavy with late nights and beer events, I feel it is to be applauded. Also to be applauded are the Fork and Brewer management for hosting SOBA, and their staff for preparing a substantial breakfast for those members attending.

Outgoing president Rob Owen delivered an up-beat report summarising SOBA’s year of consolidation of systems and processes, running successful events such as City of Ales and the Winter Ales Festival, the growth of the Pursuit of Hoppiness magazine and the SOBA website, and launch of the BRO programme and regional groups. Looking to the future, Rob suggested SOBA will need to remain vigilant in the face of anti-alcohol campaigning. To address this, Rob said that it is important that SOBA continue to focus on the positive aspects of a culture of craft beer promoting enjoyment of flavour rather than quantity drinking.

An election was then held for the incoming SOBA committee. Your new committee is:
President: Geoff Griggs
Treasurer: Tom Coleman
Committee: Martin Bulmer, Dale Cooper, Steph Coutts, Tony Faulkner, and David Wood

As no secretary was nominated, the committee are in the slightly strange position of having to appoint one from their own number. This decision is still pending.

General business was positive, and largely dominated by constructive input from Doug Donelan, who suggested budgeting for and developing membership drive programmes, more structured sponsor packages for events such as the National Homebrew Competition, and developing a policy around trademark issues.

Thanks go to all the members who attended, and to all those who have served on the committee and as volunteers in all administrative areas.

President: Geoff Griggs
British import Geoff Griggs is a beer writer for the Marlborough Express and the Manawatu Standard and also presents beer tasting and discussions on behalf of Wellington’s specialist independent beer retailer, Regional Wines & Spirits. A founding member and former executive committee member of the Brewers Guild of New Zealand (BGNZ), he is proud to be again be SOBA's President.

Treasurer: Tom Coleman
Tom Coleman moved to Auckland after 12 years in Melbourne to be closer to Galbraith’s Ale House and has been a SOBA member since arriving four years ago. Once a Pom, always a fan of Maris Otter and Goldings, he is a homebrewer of English ales who also keeps chickens and bees in the backyard. Professionally he runs a conference services company.

Committee Member: David Wood
David Wood is an avid home brewer, a General Manager at Hashigo Zake, but mostly he’s a massive beer geek. He’s been a SOBA member for four years now and a committee member for one. This year (among other things) David helped plan the successful Winter Ales Festival and started implementing the BRO programme which he looks forward developing over this coming year.

Committee Member: Martin Bulmer
Martin Bulmer is a confused Northern Brit who can’t understand his preference for Southern Bitters. Upon arriving in New Zealand, he was suspicious of our local brews until a good friend introduced him to the Malthouse. A keen home brewer, Martin has been on the committee for four years now, mostly as our press secretary.

Committee Member: Dale Cooper
Dale Cooper joined SOBA back in 2007 and is passionate about craft beer. He’s been a homebrewer for quite a while and have recently started brewing for Black Dog Brewery. He’s also quite active in the Wellington beer scene and can be found at most of the beer events or Hashigo Zake on Tuesday nights!

Committee Member: Tony Faulkner
Tony Faulkner has come a long way since his formative years drinking stolen stubbies of XXXX in country Queensland to his current self-anointed status as mild-mannered beer fanatic and avid home brewer. Outside of his beer passions, Tony is a geologist who lives and works in the rural heartland of the Wairarapa, where he helps farmers keep soil on their hillsides.

Committee Member: Steph Coutts
Steph Coutts has been described as a “well-known beer-drinker-about-town’. She’s a founder of Craft Beer College, a beer tasting and education business, and also Volunteer Coordinator for nearly every beer event held in Wellington and the Great Australasian Beer SpecTAPular. Steph was consumer beer judge for Wellington in a Pint, The Capital Times and Consumer magazine.
The GREAT PACIFIC BEER EXPO

The Boatshed, Wellington October 20th, 21st

Tickets $40 on sale from September 1st at Hashigo Zake or www.cultbeerstore.co.nz

New World Island Bay
There’s one night a year that New Zealand’s brewing glitterati shine their best shoes, don their loudest shirts or prettiest dresses and congregate in New Zealand’s craft beer capital, Wellington. It’s the night of the Brewers Guild of New Zealand Awards and on the 16th of August, the Michael Fowler Centre hosted more than 200 of New Zealand’s biggest names in beer and brewing.

More than 450 entries were judged over 14 style classes in the days preceding the awards dinner, as well as entries for the innovation, packaging and beer writer awards. New Zealand comedian Te Radar guided the crowd through the evening, moving seamlessly between announcing the medal and trophy winners, reciting stories from his many and varied adventures, and making a few jokes at some of the bigger breweries’ expense.

But setting the trademark and style jibes aside, this year it seemed as though it was tougher for many of the breweries to impress the judges than the last. In 2011, about 150 medals were awarded and almost one third of those were golds. But this year about 130 medals were awarded, and there were no golds awarded in six of the 14 classes.

The lack of gold medals made it incredibly difficult to guess just which brewery might take out the most prestigious award of the evening – the New Zealand Champion Brewery. Wigram, Tuatara, and Garage Project had each won two trophies, but with the large number of silver medal-winning rounds, no one could quite work out which breweries sat where in relation to the others.

It was Harrington’s Brewery, with two gold medals, two silvers and a bronze, which was awarded the title of 2012 Champion Brewery. Based in Christchurch, Harrington’s has had a tough past two years with the ongoing quakes. It lost its Ferrymead brewery and bottle store in one of the more severe aftershocks on December 23rd last year – a big blow for a brewery that not only has such an extensive range of beer, but also has been heavily involved in New Zealand’s booming contract brewing scene. I’m sure many people are hoping the well-deserved award also serves as a morale booster for the whole Christchurch brewing community, as it works hard to overcome the challenges brought by the earthquakes.
WARNING: Consuming Hops Can Be Addictive

WELLINGTON NEW ZEALAND
And the winners are....

New Zealand Champion Brewery ............................................................................. Harrington’s Breweries
Champion International Brewery ............................................................................. Boston Beer Co.
European Lager Styles......................................................................................... Wigram Brewing Company, Munchner Dunkel
International Lager Styles .............................................................................. Tuatara Brewing Company, Tuatara Pilsner
British Ale Styles............................................................................................... Emerson’s Brewery, Regional Best Bitter
Other European Ale Styles.............................................................................. Golden Bear Brewing, Pirate Peach Saison
US Ale Styles...................................................................................................... Liberty Brewing Co., Yakima Monster
New Zealand & International Ale Styles ............................................................ ParrotDog, BitterBitch
Stout & Porter Styles.......................................................................................... Wigram Brewing Company, The Czar
Wheat & Other Grain Styles............................................................................... Tuatara Brewing Co Ltd, Tuatara Hefe
Flavoured & Aged Styles.................................................................................. Garage Project, Dark Arts
New Zealand Specific Styles............................................................................... Boundary Road Brewery, NZ Pure
Specialty, Experimental, Aged, Barrel & Wood-Aged,
Reduced Alc./Carbohydrate & Gluten-Free Styles ......................................... 8 Wired Brewing, Grand Cru 2011
Cider & Perry Styles........................................................................................... Bulmer Harvest, Harvest Pear Cider
Cask Conditioned............................................................................................... Townshend Brewery, HM’s Black Strap Porter
Packaging ........................................................................................................... Tuatara Brewing Company, Tuatara Range
Festive Brew ...................................................................................................... Garage Project, Ziggy’s Carrot Cake
Morton Coutts Trophy For Innovation................................................................ James (Jim) Pollitt
Brewers Guild New Zealand Beer Writer of the Year 2012 ................................................. Phil Cook

For a full list of results, visit the Brewer’s Guild website, www.brewersguild.org.nz
Every year Beervana seems to get bigger and better. This year there were a whopping 271 beers and ciders available to taste, live brewing, a home brewing masterclass, and 16 seminars to choose from. In the Westpac Stadium for the second year running, the stalls sprawled along even more of the concourse with more breweries choosing to take out their own stands and more chance of meeting the brewers.

More than 6,100 people attended over four sessions and it was a great chance to get to meet the beer-lovers as well at the beer. Here’s some of the ‘species’ of beer-lover you may have spotted at Beervana:

**The Newbie**
Possibly the most exciting (and excited) species of attendee you can observe, the Newbie has never been to Beervana before. They’ve either just discovered craft beer or they live far enough from Wellington that the trip is adding to the excitement. Either way, the Newbie is naturally overwhelmed by the choice at Beervana and sometimes makes the mistake of trying too many beers, or tackling all the IPAs in one go and destroying their palate. But we mustn’t judge the Newbie – we were all there once and remember our ‘first time’ with mixed nostalgia and faint horror.

**The Partner**
Both female and the male Partner can be spotted at Beervana. They’re not unwilling participants really, and generally end up having an excellent time. They’re also notable for their ability to come up with the most absurdly accurate descriptions, like ‘it tastes like turpentine that’s been filtered through playdough’. Given enough time the Partner may evolve into a Beer-lover or even a Geek, but if not, their significant others are more than happy with the current model.

**The Strategist**
The Strategist is a Beervana machine: they’ve been to Beervana before and they know how it’s done. They arrive with a colour-coded spreadsheet (or a collection of highlighters) and have a serious game plan about how to approach the massive number of beers on offer. They’ve thought out the angles, they know which stands to go to first (this
year it was the uber-popular Garage Project) and somehow have inside knowledge of what’s going on tap when. The best laid plans can go astray though and it’s a rare Strategist who can stick to their original plan.

The Player
The Player is a part-time contract brewer, full-time promoter. They’re down with the Twitters and the text-voting and plan to make the most if it. This may seem like shameless self-promotion, but really they’re doing what we’re all doing: discussing a love of beer.

The Brewer
The Brewer is a slightly unusual species, with various sub-species. Over the course of Beervana, it’s possible to see the evolution of The Brewer - on the first day, they tend to be quiet creatures, recovering from the rigors of Mashing In and the Brewers Guild Awards. By the second day though, the Brewers tend to come out of their shells a little, and can be drawn out to talk about malt, hops and yeast.

The Flocks
At Beervana, however, you’re unlikely to spot any singular examples of the above species. The crowds seem more likely to be made up of little flocks of people. I was part of a father-daughter team, but there were also husband and wife, work mates and just mates groups. Even if you did come to Beervana solo, it seemed you soon found someone to talk to, with ‘what’s in your glass’ being the perfect opening line.

I’d put this social nature down to the beer itself. First, the alcohol loosens up social inhibitions (but not too far) so that we feeling comfortable chatting to nearly everyone. Then, beer provides us with such a vast range of things to talk about - 92 different styles and a myriad of ways of making it - that it’s fairly easy to talk about.

The species contained within this article and the conclusions about teams could probably apply to many beer festivals. But there’s only one Beervana - bring on next year!

Photos: Jed Soane, www.thebeerproject.com
Clockwise from top: the view along the concourse to Westpac Stadium; David Cryer, Brian Watson and Martin Bosley judging the media brew competition; volunteer Annika Corley serving up some Xerrex; Richard Emerson celebrating his medals; Sam Possenniskie and Stu McKinlay from Yeastie boys.

Photos: Jed Soane, www.thebeerproject.com
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www.pomspub.co.nz
The note on the calendar for July 14th simply said, ‘Beer’. In the days leading up to the ‘SOBA Winter Ales Festival’, my excitement and anticipation grew, until finally the day arrived for ‘Beer’!

We caught the bus into Wellington and before long we were inside, tasting glasses in hand. Now in its third year at the Boat Shed on Wellington’s waterfront, this celebration of delicious craft beers did not disappoint.

The atmosphere at the sold out event was upbeat and relaxed from the moment we arrived, and the 350 or so patrons were a nice mix of new and familiar faces. With over two dozen breweries represented and more than 35 beers on tap, many of them one-offs for the fest, the biggest challenge was deciding which beer to start with. What better place to begin than with local brewery Garage Project?! Their one-off brew, ‘Cherry Bomb’, made with sour cherry and cacao nibs (take that, Reinheitsgebot!) was a delicious, dark, rich, complex Imperial Porter with hints of chocolate and cherry. In retrospect, at a whopping 9.5% ABV, this might not have been the wisest first taster, but if you’re going to get wet, you might as well go swimming!

After settling in with a Cherry Bomb, we had a chance to look over the programme and get a better idea of what other beers were available. It was great to see such a variety of styles on tap. Of course, there were plenty of the dark and malty ales you’d expect at a mid-winter event like this, but also some excellent hoppy pale ales on offer from breweries such as Epic, Moa, and Black Dog. There were also some great one-off beers from Mussel Inn and Townshend’s. Although I was under strict instructions to sample as many beers as possible for this review, I became a bit distracted trying to operate my camera to take a few photos, and I probably missed out on some great beers (side note: big, bold craft beers and a manual focus lens are not a good combo). I did, however, finish the day having tasted a respectable twelve different beers. Of those I tried, some of the standouts for me were Cassells & Sons ‘Medicinal Ale’, West Coast’s ‘Belgian Stout’, Emerson’s ‘Baltic Porter’, and an incredible Imperial Stout from Denmark’s Mikkeller called ‘Black Hole’.

It wasn’t only great beer that made this fest stand out from others I’ve attended, but also the warm, friendly vibe from patrons, volunteers and brewers alike. Kudos to all the volunteers who worked to organize the event, and many thanks to those on their feet pouring beers and serving delicious food (great job, Hop Garden!) for all of those many hours. I hope there’s truth to the rumours that there are more events like this one being planned. If there are, I can’t wait to mark up my calendar!
Many SOBA members will long for the day that our august Parliament leaves behind the petty issues of marriage equality, asset sales, and Maori water rights and addresses issues of real concern, such as the improvement of beer. At first glance, one might think that the Alcohol Reform Bill currently before Parliament is an opportunity for this:

Reform v. 1. tr. & intr. make or become better by the removal of faults and errors

Unfortunately the Bill is concerned almost entirely with how we are drinking rather than what we are drinking. The Bill is, depending on your politics, a handwringing example of nanny-statist tee-totalitarianism trampling the rights of man and woman alike to be responsible for their own actions, or a long-awaited opportunity to alleviate the social ills created by binge-drinking and the foisting of cheap, strong liquor on unsuspecting New Zealanders. The Labour Party is now calling for the final passage of the Bill to be by conscience vote, underlining the apparent moral content of this proposed law. Whether mere legislation can or should change our national drinking culture is a question for lengthier consideration than this article.

The Bill contains no proposed definition of ‘craft beer’, no response to the American Hop Crisis and no reference at all to ‘brandwank’. Despite this, the Bill does have potential to affect the craft beer world including brewers, distributors, retailers and drinkers.

One of the more widely publicised reforms will be to partially raise the drinking age. Eighteen-year-olds will still be entitled to buy drinks at bars and pubs, but will have to wait until they are 20 before purchasing at an off-licence. Vigilance will be required by those businesses that offer both a bar and off-licence sales, such as brew pubs and bars offering flagon sales.

The Bill will also only permit alcohol displays in one, discrete area of supermarkets and grocery stores. This may reduce the amount of shelf space that some outlets can commit to alcohol. It seems probable that in any competition for that reduced space, the larger commercial breweries will win out over craft offerings.

‘Irresponsible promotion of alcohol’ will be criminalised, which effectively makes it illegal outside of licensed premises to advertise free alcohol or discounts of 25% or more. This is not intended to apply to mail-order catalogues, price lists or websites for mail-order businesses. There will be an exception allowing off-site advertising of free sampling on off-licensed premises. With fines of up to $10,000, special care will need to be taken in relation to launches and other promotional events with discounted or free beer. The use of social media to promote such events could well be considered a crime. Regrettably, there is no indication that the use of orange bikini-clad women in beer promotions will also be considered criminally ‘irresponsible’.

The Bill provides for quite broad powers of regulation, possibly requiring all those involved in the industry, from brewers down to bars, to provide
information to the Government regarding quantities and prices of alcohol sold. Point-of-sale information displays may also be required, including ABV levels. As yet there are no details of this regime, but conceivably the effort and cost of compliance could be onerous, particularly for smaller businesses.

The Bill includes one small victory for commonsense. Bars and pubs that sell only their own beer can be exempted from the requirement to offer low-alcohol beverages (as long as they do not make any themselves). This exemption is intended to benefit winery restaurants but will apply equally to brew pubs that do not have any other brewers’ beer available. A single guest tap would be enough to exclude this possible exemption. Hopefully this will not lead to a monopoly of brew pub guest taps by Amstel Light.

Encouragingly for the growth of specialist craft beer outlets, the Bill contains a pro-competition clause that will prevent licensing authorities from considering the effect of issuing a licence on others’ businesses. The social effect of having multiple, licensed premises in a particular area will still be considered, but purely commercial concerns should not in future prevent a business from acquiring a licence.

The Bill also gives a nod to the modern world in that internet-based businesses will not be required to have physical premises in order to obtain an off-licence. This could ease compliance costs on remote sales businesses and possibly open the door to new ‘virtual’ business models. The Bill includes scope for further regulation of age-verification procedures and information to be provided on mail-order websites.

The full effect of this planned legislation cannot be known until it is passed in final form and subsequent regulations made. Businesses should still seek legal advice on any important issues before then in order to avoid being caught unawares.

Please note that the above is necessarily a brief and generalised description of trade mark law and is no substitute for proper legal advice.

Authored by Paul Johns, a SOBA member and solicitor at Minter Ellison Rudd Watts specialising in consumer law including trade mark and other intellectual property issues. Paul can contacted at paul.johns@minterellison.com.
It’s a Matter of Style: 
Porter & Stouts
Kieran Haslett-Moore

There are many myths about the history of the beer styles we enjoy today. Until recently there has been a relative lack of serious academic interest in the subject and beer writers have tended to pass on the same fables, often reinforcing totally false ideas about the history of many beer styles.

In this issue I look at the first type of beer that was produced on an industrial scale, became the drink of the people and has changed so much through the years that each century’s incarnation of the style would be all but unrecognisable from each other if served together in a round. This issue I look at Porter.

Revolutionary Origins

Porter was the beer of the industrial revolution. It was the first beer to be produced in large quantities for distribution around Britain, Europe and the world. It developed alongside and as a result of the innovations that turned Britain into the world’s first technological powerhouse. Remarkably, Porter then disappeared altogether in its homeland, only to be reinvented by the craft beer/micro brewing revolution.

The first incarnation of Porter developed in the early 1700s from the heavy brown beers that were common in London. Martyn Cornell’s list of the beers that were commonly found in London ale houses in the reign of Queen Ann included: ‘Mild’ (young brown beer), ‘Stale’ (mature brown beer), ‘Amber Beer’ (pale ale), ‘Ale’ (a lightly hopped fresh brew), and ‘Stout’ (a significantly strong beer of pale or amber colour). While Mild and Stale Beer were the mainstay of the ale house, competition from the ale brewers using pale malts and middlemen profiteering from aging cheap ‘Mild’ may have lead brewers to make some revolutionary changes.

**Porter Conception (c.1720–c.1740)**

The early Porters were brewed from 100% ‘high blown brown malt’, that was cured or kilned over wood fires until the corns burst open like pop corn. The malt therefore picked up smoky flavours. These beers were sold from the brewery young in wooden casks with much of the beer sold ‘Mild’ or young, cloudy, and smoky, with smaller amounts aged by third parties to be sold at a premium as ‘Stale’. These beers were often blended at the ale house to the customer’s order, leading to many legends about Porter being ‘invented’ to replace the need to blend. However, there is no contemporary evidence of this, as Porter wasn’t so much ‘invented’ but ‘developed’ as taste and technology changed. In addition, blending continued in the ale house and still occurs today, further disproving this myth.

Correction: In the last edition of ‘A Matter of Style’, the text should have read ‘barleywine’ for US references and ‘barley wine’ for UK references to the style concerned. Apologies for any confusion that may have resulted from the error.
Porter Infancy (c.1740–c.1790)

After 1740 beer brewers started to age their porter longer in-house, rather than selling it to third party dealers. These aged beers, which by this time were being referred to as ‘Porter’, were kept for up to two years in ever larger vessels. Larger vessels offered the benefits of less surface area to beer ratios, resulting in less oxidation and evaporation, and better thermal mass, producing a more constant temperature. Technological developments meant that it was becoming possible to produce larger and larger aging vats. The aging process smoothed out the smoky acrid tang of the wood cured brown malt and also gave time for wild yeasts (Brettanomyces) living in the wooden maturation vessels to take hold and impart their special flavours to the beer. The brewers also found that longer aging cleared their beers out, transforming the turbid murky liquors to brilliantly clear beers. The trend for bigger and bigger maturation vessels, however, had a downside. In 1814 a vat of maturing porter burst at Henry Meux’s Tottenham Court Road Brewery, destroying four houses and killing eight people.

Porters at this time would have been strong, clear, dark brown and tangy, with a subdued hint of smokiness, and sold in either ‘Mild’ or ‘Stale’ form and often mixed at the Ale House.

A Coming of Age (c.1790–c.1820)

In the 1780s, British brewers started to use saccharometers, a type of hydrometer. Saccharometers measure the density of sugar in a liquid, allowing brewers to measure the density of sugar in their brews before and after fermentation, and discern how much sugar has been transformed to alcohol. Using this tool, British brewers discovered that worts made from pale malt were far more fermentable than worts made of brown malt and that beers needed more brown malt than pale malt to achieve the same alcoholic strength. At the same time pale malt was becoming more affordable since the advent of coke had made it easier to produce. The Porter brewers therefore started to blend pale malt with brown malt, making their beers more efficient, but also lighter in colour and less intense in flavour. A range of colouring techniques were employed to achieve the right colour with a blend of pale and brown malt in the grist. Both liquorice and burnt sugar were used before authorities prohibited them, worried that alcohol was being derived from untaxed ingredients.

Porter was now a mass consumption product, with the new Railways helping to open up markets around the UK and the export markets thriving from Imperial Russia to India.

Porter Middle Age (c.1820–c.1914)

In 1817 Daniel Wheeler patented a special method of making a malt that was deeply black and suitable for colouring wort. It was also legal as it used malt on which tax had been paid to colour the beer. This new ‘Patent Malt’ allowed brewers to make pitch black beers with grists made up mainly of pale malt. Porter brewers now produced beers from pale, brown, patent and amber malts. The flavour profile started to change rapidly. The smoke character was now all but gone as brown malt percentages dropped. It was during this period that Porter started to resemble the beers we know today. Patent malt gave clean roast and chocolate flavours rather than the more earthy smoked character that brown malt added. The beers of this period were still offered in either ‘Mild’ or ‘Stale’ forms. They were starting to look black.
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Porter: A Global Beer

As Porter developed during the Industrial Revolution and the explosion of global trade, it is unsurprising that it spread around the world. Not only was Porter exported from England to the world but Porter breweries also spread across the globe. Porter was popular in Canada and in the United States, where George Washington was an enthusiastic consumer. Many American breweries produced porter. Even many of the lager breweries set up by Dutch and German immigrants turned out porters. The beer was enthusiastically consumed in the Baltic and Russia with Porter breweries eventually operating around the region. Porters were exported to and then produced in Germany and Bohemia. Continental Porters often ended up being produced in Lager breweries with lager yeasts.

Despite modern attention being drawn to the export of Pale Ale to India, it was Porter that made up the bulk of exports until at least the 1860s. The West Indies and parts of Africa took to the style with connections drawn between fertility and dark beer, ‘a baby in every bottle’. Ireland had a very special relationship with Porter (but more on that in the next issue on Stout). Australasia’s British colonisation meant that many early Australian and New Zealand breweries produced Porters. David Burton wrote in his 1987 book *New Zealand Food and Cookery* how early settlers were reliant on imported bottled Porter as a source of yeast for bread making.

Porter Dotage (c.1914–c.1950)

Through the Victorian period, London’s great porter brewers had been forced to move with the times and brew sweeter, fresher and less hoppy ‘mild’ Ale as well as Porter. Porter had also seen a dramatic reduction in strength. At its peak it seems likely that Porter was usually 7–8% ABV, but by the late Victorian period it was sitting around 5% ABV. The Great War saw all English beer strengths plummet and by the 1920s Porter sat at the bottom of the price lists, signifying that it was often the weakest beer a brewery produced. The Second World War effectively killed the style in Britain with raw material restrictions making production of the niche style an extravagance that brewers couldn’t afford. By the late 1950s the beer style was being lamented as extinct in Great Britain. These last porters were sold only in young fresh form and were probably lean bodied, dark brown to black, with roast notes from the patent malt and often with less alcohol the brewery’s Mild.

The Resurrection (1978–today)

When Michael Jackson published the *World Guide to Beer* in 1977 his section on lost beer styles included porter. The next year Timothy Taylor’s of Yorkshire and the new micro brewery Penrhos both released Porters. While Timothy Taylor’s version was firmly from the end of the Porter era with a modest strength of 3.8% ABV, the Penrhos version was stronger, clocking in at nearly 5% ABV. The Penrhos brewery was set up with assistance from the transatlantic microbrewery pioneer Peter Austin and money from Monty Python’s Terry Jones.

Today a significant proportion of England’s brewers produce porters, many of them are brewed seasonally and most of them conform to the interwar version of Porter, being un-aged and relatively modest in strength.

New World Renaissance

When Michael Jackson started writing about porter in the late 1970s the style was still being produced in America, but only just. Two Pennsylvanian breweries, Yuengling and Stegmier, were still producing bottom-fermented Porters and San Francisco’s pioneering Anchor Brewery had been producing their Porter since 1972. But these were exceptions to the general rule.

However, Jackson’s writing helped to inspire a generation of American home brewers who were about to pioneer the microbrewing revolution, most importantly Charles Finkel. Finkel started...
Merchant Du Vin, a beer importing company that not only sought out European beers, but also arranged for them to be brewed. As a result, Samuel Smiths started to produce the Taddy Porter, which set the model for the modern Porter: 4-6% ABV, with chocolate/roast/dark sugar flavours from the patent and caramel malts, and usually stronger and more robustly malty than a dark mild, while less robustly roasty than a stout. Taddy Porter was distributed around American and went on to influence a generation of craft brewers.

Today America is teeming with porters, many of them unmistakably American with overt American hop characters, flavour additions from chocolate, coffee, smoked malt, or wood character from barrel aging.

In New Zealand, Richard Emerson reintroduced Porter to the locals. Emerson’s London Porter was the brewery’s first product. At a time when New Zealand beer was dominated by pale, amber and mild dark lagers, releasing a roasty chocolate tinged porter was an incredibly brave move, one might even call it revolutionary. Richard tried the style at the pioneering Orange Brewpub in Pimlico London and was inspired to bring the style back to New Zealand. The style has become increasingly popular in the New Zealand craft brewing scene with Porter now being seen as an expected addition to a craft brewer’s range rather than a revolution.

**The Style Today**

Today Porter is divided into four sub-styles for the purpose of judging:

- **Brown Porter**, the lightest coloured Porter, darker and with more dark malt character than a Brown Ale, but more rounded and less roast and espresso notes than a Robust Porter, Brown Porters often have a lightly fruity fermentation character.

- **Robust Porter**, very dark brown to black, often with profound dark chocolate, espresso malt flavours, and a notable hop bitterness.

- **Baltic Porter**, the Continental European-descended version that uses bottom fermentation. Baltic Porters are usually strong, smooth and rounded, offering complex bready dark malt characters that are tinged with spirity chocolate liquor flavours.

- **American Dark Ale or Black IPA**, a controversial style and one which probably deserves an article of its own. This style marries the hop character of a New World India Pale Ale with the malt character of a Robust Porter, a new and popular innovation.

Next issue in part two I will look at Stout and attempt to answer to perennial question of what exactly difference between Porter and Stout is. Cheers!
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483 MAIN ROAD, RIWAKA, MOTUEKA, NELSON.
Beyond the East Coast, my brother and I ventured into more conventional drinking holes, though the smaller towns still had their uniqueness attached to them. The Horseshoe Hotel at Matata, then the TePunaWai at Taneatua were passed. The old colonial style building which preceded the present TePunaWai was quite interesting. The public bar had no carpets or mats, the floor was bare concrete, all the locals spoke Maori, though when we called in they were all very friendly and hospitable.

There were no craft brews thirty years ago, whereas today, even in these smaller towns, Kawerau is the home of Aotearoa Breweries; Rotorua has Croucher Brewing, and even Mount Maunganui now has its own brewpub. Opotiki has a good selection of hotels and bars, as does Whakatane, and even Ohope.

Tauranga and Mt Maunganui have masses of bars, yet few traditional hotels.

Along The Strand in Tauranga bars form a continuous line in some sections, so the drinker has a great choice. Quaint names like Naked Grape, The Crate, Chooks, Horny Bull, Fat Snapper, Kingsley Jones, Bahama Hut, Blue Morocco, and Colosseum can be seen. However like a number of places where a bar opens up in an empty premise, you will see these names on one visit, six months later when you make a return visit a lot will have been renamed, or simply disappeared.

Further north from Tauranga, drinking holes are seen in places one would never expect: an old Dairy Factory near Katikati has become the Forta Leza Restaurant and Bar, a farmhouse near Omokoroa became a bar-café known as Lava East – World of Horses, complete with working farm at the rear.

Katikati and Waihi still retain their older hotels with their usual selection of mainstream beer choice, as does most of the Coromandel.

In the early 1980s the whole Coromandel Peninsula was covered by one solitary traffic cop, who had a set itinerary each day, and within a short time all publicans could set their watches at the time he would call. This suited the patrons as they could ensure they kept to the limit till he passed, then it was a free for all – drink driving was not a problem then!
Some town pubs in the Coromandel had their own unique character: The Brian Boru in Thames had its ‘Agatha Christie’ nights, where a ‘murder’ was committed and invited guests staged alibis, and extensive questioning resulted, until the ‘murderer’ confessed. All good fun.

Thames had some magnificent old hotel buildings as it was the centre of a major gold rush in the nineteenth century, however, most have sadly succumbed to the hammer.

After passing through more small towns such as Paeroa, Ngatea, Clevedon, etc. the big smoke is reached.

Auckland, like most large cities, inevitably has a huge number of hotels, bars, and taverns, though sadly, few older, traditional hotels. However, more and more craft breweries, brew pubs and craft beer bars have opened there in recent years. Most notable among the brew pubs are Galbraith’s Ale House, the reinvigorated Shakespeare’s Tavern and the Brewery Britomart, which has reinvented itself from a tired old hotel. The new breed of craft beer bars include Brew on Quay, O’Carroll’s Freehouse and Corner Bar.
Cloudy Orange Cake

This issue our resident cook, Amy Johns, was inspired by the promised citrus notes in many wheat beers and thought a beer and orange cake would be worth a try. The original was made with Moa Blanc, but tested with both the Blanc and Sawmill Crystal Wheat Beer. The table of testers thought that the Moa was the best match.

There are plenty of wheat beers made in New Zealand - Tuatara Hefe, Wanaka Beerworks Aoraki or Nun, 8 Wired Haywired, Three Boys Wheat, to name just a few - so get out and experiment!

Cake:
3 oranges
1 beer (about 330ml)
2C ground almonds
6 eggs (separated)
vanilla (essence, concentrate, paste etc)
1C sugar

Orange Syrup:
1C Water
1C Orange juice
1C Sugar

To serve:
Cream, yoghurt, icing sugar.

1. Boil oranges in beer for about 2 hours. Drain and allow to cool and chop roughly removing pips before blitzing in a food processor. Add egg yolks and almonds and blitz until all combined. This will be a very tacky paste.
2. In a cake mixer beat egg whites until stiff. Add sugar and vanilla (to taste). Should be stiff (but not meringue like).
3. Add small amounts of the orange / almond mix to the egg white / sugar mix. Try and keep as much air in the egg white mix as you can and progressively add all of the orange / almond mix.
4. Pour the mix into a greased / lined cake tin (I used a large “cafe” sized cake tin).
5. Bake for about an hour at 160 degrees until you can put a knife in and it comes out clean.
6. Syrup: If you are making the syrup, mix all three ingredients in a pot and boil until syrup-y (about 3-5 mins)
6. Cake: Cool, dust with icing sugar and serve with 50/50 whipped cream and plain yoghurt and orange syrup
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On the Cover

This issue’s cover image was snapped by Maree Shaw during one of the Beervana sessions. The sun was pouring in through one of the high-up stadium windows, lighting up her tokens until they appeared golden.

Maree is a SOBA member from Auckland. An avid home brewer, she is becoming known for her ability to brew ridiculously easy-to-drink high ABV ales.
As it happens, the title of Charles Bamforth’s book is the most misused beer quote worldwide. Ale wasn’t on Ben Franklin’s mind when he supposedly made it, and the author quickly sets us straight. ‘He did write in a 1779 letter to the French economist André Morellet: “Behold the rain which descends from heaven upon our vineyards, there it enters the roots of the vines, to be changed into wine, a constant proof that God loves us, and loves to see us happy”’. Pub quizzers, take note.

Taking a cue from the egalitarian American patriot, tolerance is the perennial theme here, intertwined with Bamforth’s recollections from his life as a long-standing academic and industry insider (he was UC Davis’ first Anheuser-Busch Endowed Professor of Malting & Brewing Sciences). Rather than being stodgy or scholarly, Bamforth turns out phrases with heart, but the book is also a study in contrast.

Craft beer drinkers shouldn’t ‘decry Budweiser’, he says, because ‘for 130 years it’s been the ultimate in quality control excellence’. In the next breath, Bamforth rails against the oppressive Thatcher years, blaming the Iron Lady for the death of cask ale and the country pub in his native UK.

To his credit, Bamforth is transparent about himself, from his well-spent youth inhaling Walker’s Best Bitter, crisps, and Woodbine cigarettes at his Lancashire local, The Owl, to the heady days working at brewing behemoth Anheuser-Busch.

In one of the book’s lighter moments, Bamforth talks about taking to task the doctor behind last decade’s biggest diet. Graciously not naming names (hint: rhymes with Mouth Peach), the regimen nixed beer for its ranking on the glycemic index and supposed contribution to beer bellies by way of maltose. ‘Incensed’ at the nonsense, Bamforth tells the good doctor that while alcohol is the ‘major source of calories’ – standard for most alcohol, including the diet-approved red wine – all of beer’s demon sugar is transformed into alcohol through a little something called fermentation.

Eye-opening facts on the ins-and-outs of modern brewing plus snippets into the shadowy world of big beer abound, and the text is footnoted for your erudition. This isn’t a quick read, but is a thoughtful one. Dust cover endorsements run the gamut from academia and industry to the godfather of modern home brewing, Charlie Papazian, proving Bamforth has moved in learned circles.

A tolerant Buddhist, he ends by juxtaposing neo-prohibitionists and the freedom to drink your favourite beer – even if it’s corporate and skunky – a democratic view that would have made Mr. Franklin smile.

By contrast, Joshua Bernstein’s ode to craft brew is like a party on each page. If London Calling
roused every weedy, early-80s dork to grab a guitar, this book is the call to arms for the raucous craft brewing revolt, and, ‘Yo, you’re invited!’

Despite its heavily-American stance, Bernstein, a seasoned beer journo in the US, takes readers on a global beer crawl, even chatting with Luke Nicholas of Epic (pp. 23–25). But part of the pleasure in reading this book is visiting the brews, festivals, and haunts that craft beer-lovers worldwide get misty-eyed about.

Chocka with American craft beer references (FYI: Planning a trip State-side? Let this be your guide), Bernstein gives props where they’re due, focusing on the resurrection of Old World styles. New Zealand’s craft beer scene is brimming with goodness, but there’s a world of beer out there as yet untapped. Think, then, of this book as an omen of things to come.

Long the standard bearer for cheap piss, stout aluminium cans now cloak even the most delectable American craft beer. Intrepid brewers are even pushing the envelope by making mouth-filling session beers laden with flavour whilst keeping alcohol in check.

Roggenbier, Gose, Gueze and Faro haven’t won over many craft beer drinkers here, but in Bernstein’s world, they’re inspiring a legion of American craft brewers and drinkers. Joe Mohrfield of Colorado’s Odell Brewing claims ‘using [brettanomyces] is like playing with fire,’ while Brewmaster Greg Hall declares ‘sour is the new hoppy’. Will this explosion into new ground - and its requisite hyperbole - simply turn craft beer enthusiasts into beer-drinking versions of the worst foodies? Talk amongst yourselves as I crack into another can of Heady Topper from Vermont’s Alchemist Brewery.

Bernstein’s writing is snappy, lively, and, most importantly, enthusiastic, making this an engaging read even for the ADD-addled. Some pages are fashioned as replicas of his own bottle-stained, Cellotaped notebook giving it the look of a beer geek’s private diary, one you’ll likely wish was yours.
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So, you love beer, and you’d like to help advocate for a quality pint everywhere you go? Join SOBA today!

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**Editor’s note:**
I’m going to be honest - I’m not sure if the ladies featured are SOBA members. But when I was flicking through the photos I had available for something that ‘epitomised what SOBA does’, I choose this one. It’s two people enjoying great beer - and that’s what we like to do in SOBA, plain and simple.

Photo: Niels Schipper
www.niels.co.nz
Local Meetings Around the Country

Many of the regional SOBA groups around the county have regular meetings. To come along and see what SOBA’s about, pop along or email one of the contacts below.

**Auckland**
Martin Bridges
martin@soba.org.nz
Fridays from 5pm

**Wellington**
Rob Owen
robert.owen@equator.co.nz
First Tuesday of the month

**Hamilton**
Greig McGill
greig@hamiltron.net
Thursday evenings

**Nelson**
Bill Fennell
soba.nelson@gmail.com
First Tuesday of the month, 7pm at The Rutland Arms.

**New Plymouth**
Brian Jordan
braz.jordan@gmail.com
First Tuesday of the month at Montrose Bar

**Christchurch**
James Pinamonti
xsumo@clear.net.nz
Thursday evenings at Pomeroy’s

**Dunedin**
Richard Pettinger,
pettal@clear.net.nz
Sat 15 September, 3 pm, cider and mead tasting at Damian’s place. Phone 03 4766444.
Wed 10 October, 7.30 pm, tonic.
Wed 12 December, 7.30 pm, Eureka

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