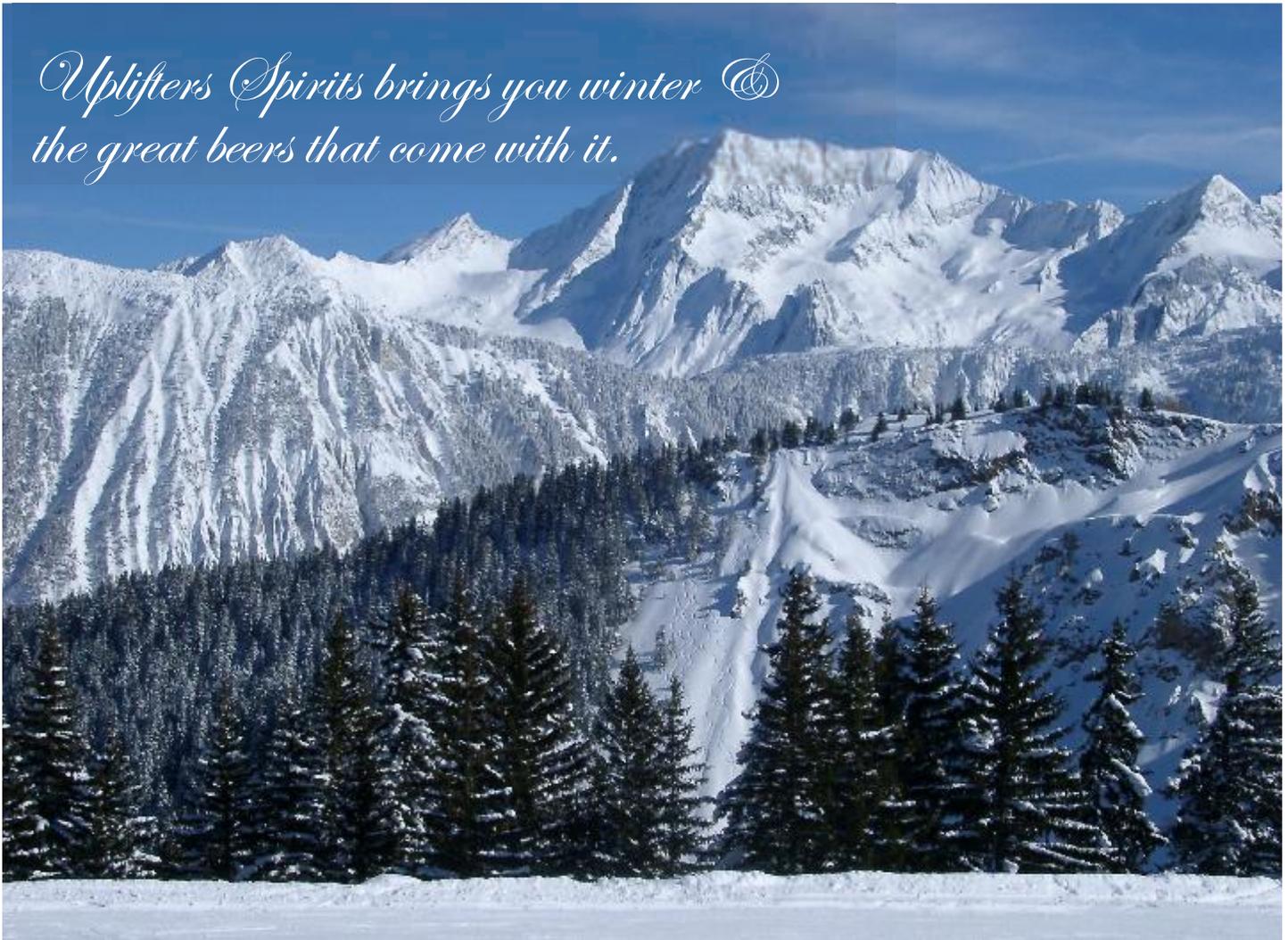


Uplifters Spirits brings you winter & the great beers that come with it.



“What a wonderful time of the year” January is!

I believe the above lyrics were meant for the holidays in December but, I rejoice on January. December is too much hustle and bustle. Yes, friends and family are nice to huddle up with.

But January that’s the month for me. It’s when I have 4 of our 6 seasonal beers in my beer fridge. I will hold back a case of the Reutberg Aegidius Trunk and a few of the Hopf Spezial Weisse from the fall and add to it the Hopf Weisser Bock which just arrived last week. Then one of my favorites, the Schönram Festbier/Märzen, arrives the second week of January. Those are some nice choices when I trot outside and peer inside the beer fridge for a thirst quencher. What a bounty of tasty beers. I love January!

Even though January is the coldest month the days are expanding with more light for longer skiing days and there’s now plenty of snow to enjoy. Not to mention the slopes are empty of pesky vacationers and runs are blissful with virtual solitude.

Enjoy the Holidays, while waiting for January.

Mark

Hoof Weisser Bock



Now in Stock.

Q&A with Eric Toft, Brewmaster of Schönrammer

Brewers' Guardian

INTERVIEW

Making more of Reinheitsgebot

Eric Toft was born under a wandering star, an American who came to Germany and mastered the language from scratch so he could study at Weihenstephan. Today, after stops in Belgium and in the UK, he is brewmaster at Private Landbrauerei Schönram, a 55,000hl rural Bavarian brewery

How did you come to be a brewer?

I went to university at the Colorado School of Mines in Golden, CO, which is conveniently located next door to the Coors Brewing Company, which was at the time independent and the largest brewery in the world. As a young student, we took weekly tours of the brewery, where we soon found out you could take the short tour – and go straight to the tasting room!

But that got me interested in beer and the whole technical side. I started looking around a bit and started buying imports and happened upon this book by Charlie Papazian, *The Complete Joy of Homebrewing*. With that resource I began homebrewing.

You have, unusually, a home delivery service. How does that work?

We're a rural part of the country. We have home delivery trucks, four trucks that go from door to door. It's a set route, they don't go about pedalling beer; they deliver to the same homes every Monday. They are long established customers so the drivers know what everybody needs and most folks aren't home when they come, so they just leave a note ... and there's an envelope of money. It still works in rural Bavaria.

You are experimenting with new flavours within the guidelines of the Reinheitsgebot.

Unfortunately the Reinheitsgebot, I think, has been for many years misinterpreted by many brewers in that they are all striving to make their beer as similar as possible. I feel that the Reinheitsgebot says nothing about what hop varieties and barley varieties and yeast strains you should use. The Reinheitsgebot means 'decree of purity' but it's been treated as 'Einheitsgebot' which I call it a decree of sameness, but it's not the law.

You believe in the idea of terroir for barley?

Yes, and among the hop varieties, we have 18 varieties in Germany that are being grown in amounts that you can actually have access to on the market. There are even more varieties that are available in smaller amounts that are up and coming right now. So it's the permutations of the different barley varieties, different locations, different terroir, along with the different hop varieties – and if you look at the world hop lists, currently there are 200 hop varieties worldwide. So going beyond Germany, the permutations are endless. I think the Reinheitsgebot should be an inspira-



Toft: Reinheitsgebot allows creativity

tion to try and create within these so-called 'confines.'

You've been brewing beer styles – IPAs, Porters – that aren't traditionally Bavarian or German.

We've been testing these beers on a small scale locally – most of the specialities we're selling in Italy right now – but the locals have developed an affection for these beers, especially the ladies.

Why is it particularly women who like these beers?

Well, things like the IPA – the flavours, the fruitiness, the bitterness – if you see what otherwise women are drinking – Campari with orange juice – and they tend to be a combination of sweet and bitter, the cocktails that the women drink. Up

until we started playing around with different possibilities, our beer that ladies drank the most was the Pils.

Is the future for breweries such as yours with these new beer specialities?

In a way we have told customers for years, Reinheitsgebot, Reinheitsgebot, Reinheitsgebot but we haven't shown them what's possible according to the Reinheitsgebot. Another thing is that we've convinced people that beer always has to taste the same from one year to the next. The wine growers have been very clever in emphasizing the differences from year-to-year and harvest to harvest and though for the standard everyday Bavarian beers like the Helles and the Export and the Weissbier people expect consistency and continuity. But for speciality beers, I don't see why you can't have a harvest beer, it has its own character based on that year's harvest.

You seem to prefer to wear traditional Bavarian clothes.

I don't own a tie; I don't own a traditional suit jacket or anything like that. After I took my job here I gave all of that to the Red Cross. I have five sets of lederhosen: you can dress well and you're dressed properly for any occasion if you have that.

MARK'S PICK: CITY WINERY, NY

I recently went in for lunch to City Winery in New York. The first time I was there to sell them beer, of course, it happened to be during a sound check for that night's show. What an interesting concept, wine made on the premise, music booked every night, and fine dining. It takes the notion of the Dinner Club with music to a whole 'nother level.

Here is a quote from their website explaining their philosophy:

City Winery is the brainchild of Michael Dorf, founder of the legendary Knitting Factory, who wanted to create a space in The City where he could combine his passions for wine and music. The core target audience of City Winery is people who share those same passions. We cater to urban wine enthusiasts who desire the experience of making their own wine, but who are not going to leave their comfortable City lifestyle to decamp to a vineyard.

Let's just say I was impressed with the whole concept. It was not about a bunch of over-the-top geeky oenophiles who want to make their wine, like beer geeks making bad homebrew and not knowing the difference. I tasted a couple of house-made wines and they were delicious. Did I mention they also now carry the Nuns Export Dunkel. At lunch we were told that the previous night both Paul Simon and Prince had been in the audience and Paul Simon got up and sang a few tunes.

I'm looking forward to the next time I'm in New York when I can actually catch dinner and a show.

City Winery
155 Varrick St.
New York 10013
(212) 608-0555
www.citywinery.com



Schönram
Festbier/
Märzen

Arrives the
second
week of
January

MARK'S PICK: LADERA GRILL, CA

Ladera Grill
17305 Monterey Street
Morgan Hill, CA. 95037
(408) 201-9200



September 26' 2012 Beer Dinner at Ladera Grill

About 15 miles south of San Jose the small residential suburb of Morgan Hill is home to business professionals, IT gurus and the Ladera Grill, where on September 26th was hosted an Uplifters Spirits beer dinner.

The incomparable Susan Marsh arranged the whole evening and we filled the restaurant. I am never sure if they are showing up for the great food and beer or to hear my stories of life in the land of Lederhosen, the Bavarian Alps. I am not that funny until later in the evening, so I guess they are coming for the food and beer.

My brother Matthew, who is a beer brewer and aficionado, got to attend his first Uplifters Spirits beer dinner. As you can see by the enticing menu he picked a good place to start. Sitting next to us were a local doctor and his wife who had just spent the day picking wine grapes for their first harvest. A great time was had by all.

So if you are ever driving up or down the 101 and are south of San Jose and hungry I would recommend stopping by for a delightful meal. (Menu below)

Ladera Grill

Presents

Bavarian Beer Dinner September 26, 2012

Reception

*Fried German Pickles
Prince Ludwig's Potato Favorite*

Schonram Gold

1st Course

*Munich Emmentaler & Cheddar Fondue
With Fresh Baked Bavarian Pretzel
Sprinkled with Sea Salt*

Reutberger Export Hell

2nd Course

*Ganseeleber Pate
Served with Rye Bread Crisps & Brie and
Farmer's Market Heirloom Tomato Salad*

Hopf Helle Weisse

3rd Course

*Niman Ranch Stuffed Lamb Chop
Stuffed with Edelpilzkase Cheese & Sweet Onion
Finished with Honey Mustard Sauce*

Reutberger Export Dunkel

4th course

*Grilled Apple Gouda Beer Brats
With Sauerkraut, German Potatoes
and Whole Grain Mustard Sauce*

Schonram Saphir Bock

Dessert

*German Coconut Banana Cake
Caramelized Coconut & Brown Sugar Topping
Served Warm with Vanilla Bean Ice Cream*

Hopf Dunkle Weisse