

# Starkbierzeit!

Soon to be upon us is Bavaria's Fifth Season called **Starkbierzeit** (Strong Beer Time), a three-week period starting at the beginning of March when a plethora of breweries release their strong bock beers.

Of course, Munich's *Starkbier* tradition started with monks. The pious Paulaner brothers-of-the-cloth started brewing their *Starkbier Salvator* in 1651. They dubbed the stuff "**Flüssiges Brot**" (liquid bread) as it helped them survive their 40 days of Lent fasting with full bellies and good spirits. Bavarian rulers began joining in the tapping of the first *Starkbier* kegs in the early 1700s and the first public beer festival was in 1751.

During a Starkbierfest, a comic generally dressed as a monk called a **Derblecken** gives a very witty speech that pokes fun at local politicians, and town's people and mildly insult others by not mentioning them at all. At our brewery in the tiny village of **Schoenram**, our BockFest is for the villagers only. It is held in the Restaurant's private upstairs Festhalle. The local mayor dresses as a monk, and for 45 minutes lets everyone in the 150 people village have it. I happen to know this because I was invited last year as the first outsider to attend the **Saphir Bock Fest**.

You might be surprised to learn that although Stark means "strong" in German, the name of Starkbier doesn't actually refer to the alcoholic punch it packs, rather the beer's **Stammwürze** or "original wort." This indicates the amount of solids in the beverage.

For example, **Kloster Reutberg's Josefi Bock** has an original wort of 17.0 per cent, so a one-litre *Maß* contains 170g of solids, about the same as a third of a loaf of bread.

Starkbiers brewed for this time of year tend to bear an "-ator" suffix.

There are at least **40 different varieties** brewed in Bavaria alone.

Here are a couple of other much-loved libations:

**Saphir Bock**

Private Landbrauerei  
Schönram – pale bock –  
8%abv – Stammwürze

**Josefi Bock**

Klosterbrauerei Reutberg –  
bock – 6.9%abv – Stammwürze 17.0%

**Salvator** - Paulaner-Brauerei  
dark double bock - 7.5%abv –  
Stammwürze 18.3%

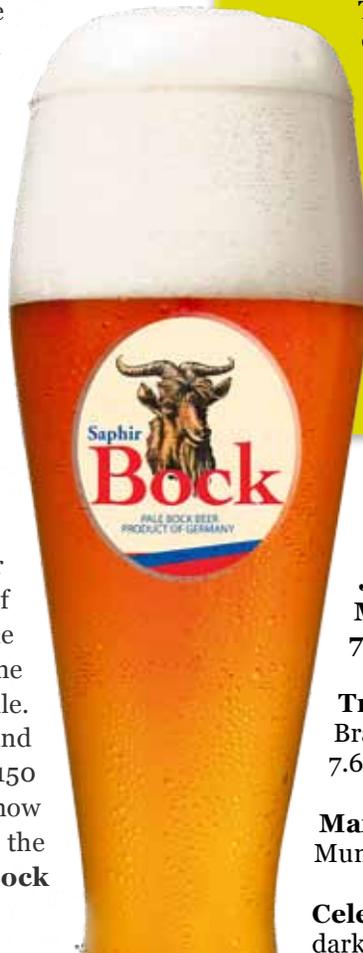
**Jubilator** – Schlossbrauerei  
**Maxlrain** – dark double bock –  
7.5%abv – Stammwürze 18.5%

**Triumphator** – Löwenbräu/Spaten-  
Brauerei, Munich – dark double bock –  
7.6%abv – Stammwürze 18.2%

**Maximator** – Augustiner-Brauerei,  
Munich – dark double bock – 7.5%abv

**Celebrator** – Franz Inselkammer, Aying –  
dark double bock – 6.7%abv – Stammwürze  
18.5%

So come join us at Uplifters Spirits around the end of April as our 2 famous Starkbiers are released here in keg and bottles.





# Joel, our Salesman of the Year.

## Joel Porter – Salesman of the Year!

Our distributor in California, Epic Wines, is lucky enough to have the best salesman for my beers in the United States. Over the last 2 years Joel has never missed making the monthly bonus we award any sales rep selling 40 cases of beer in a month. That has added up to an extra \$2,000 a year in his pocket. We are very happy to pay him his bonus for all he does for us. This January 2013, Joel set a record by selling 119 cases of our beers. Not bad for a former rock star and Wine salesman. Joel has a very interesting and eclectic past. He is originally from Ohio where he grew up playing the trumpet. Along the way he has played horn for Buddy Miles, Spiral Stair-Revere and the Raiders, Janis Joplin. He has quite a few stories about those interesting times. After Rock and Roll had taken its toll, Joel turned to wine sales. Along the way he has sold wine for Chambers and Chambers and was the California sales rep for Jarvis, help putting them on the map. Now he is one of the highest grossing sales reps for Epic Wines in a very difficult sales territory along the 101 Freeway in Los Angeles. Joel has had the pleasure of going to Bavaria and personally seeing, learning and tasting the beers from all of our breweries and many other breweries we visited. His appreciation for our beers is obvious in his sales and we really appreciate all he has done for Uplifters Spirits. Thanks, Joel.

## 2 EVENTS IN THE SF BAY AREA

Thursday April 18<sup>th</sup>

5:30 – 8:30p

I will be in Oakland serving beer at a very funky wine bar named Punchdown. DC and Lisa met working harvest in 2007. They have opened a Wine Bar that features “natural wines” with interesting stories and taste. They believe in organic and biodynamic wines. They look for low yields and *terroir*\* is very important. They want the wines to speak for themselves. They serve wines from all over the world and not necessarily from areas you all are familiar with. Of course these ideals are exactly what I looked for when I started this company. Schönram is all about *terroir* with both their barley malt and hops sourced from family farms within 80 miles of the brewery. This is a perfect venue to host our beers.

Punchdown Wine Bar  
Franklin Square  
2212 Broadway  
Oakland 94612  
(510) 251-0100

\**terroir* – is French for “sense of place.” In wine and beer making, soil, climate, and environment are what give beers and wine their distinctive regional character.

Saturday April 20<sup>th</sup>

2:00 – 5p

I will be in San Francisco serving beer at St. Vincent. St. Vincent Tavern and Wine Merchant is a wine-centric restaurant and retail wine merchant in San Francisco’s Mission District. Chef Bill Niles crafts a Californian menu with influences from all over the world to complement artisanal wines and craft beers curated by owner/sommelier David Lynch (America’s foremost authority on Italian wines). Sayre Piotrkowski is the genius behind their very interesting and forward thinking beer program. He doesn’t need 5 American IPA’s to see which is the most out of balance and has the most alcohol. He has taste. Sayre understands the history, pedigree and quality of our beers and I will be there from 2:00 – 5:00 Saturday afternoon.

St. Vincent Tavern and Wine Merchant  
1270 Valencia St.  
San Francisco 94110  
**(415) 285-1200**

### Brussels Sprouts at The Pig

Okay, this one is way out there even for me. I don’t usually talk about Brussels Sprouts. They may be the absolute hardest vegetable to make edible, until today. I would never eat them but I actually grow them at my kid’s school garden that I take care of in Santa Monica and I *want* to like them. They are good for you after all, right?

This week I am in Washington DC working for the first time and my sales rep took me to a fantastic restaurant called **The Pig**. Pork is the big thing now replacing the last food movement “the Ultimate Burger” which replaced the previous “Steak House” movement. But in the case of this restaurant they presented the greatest Brussels Sprout dish I have ever eaten. I am not going to give away their secret, which they did divulge, but with pistachios and Parmesan cheese this is something I will try and recreate myself at home. Don’t just come for the Brussels sprouts; I wanted to try at least 5 other things on menu just for lunch. I also had their homemade Andouille Sausage, Mussels and Grits.

**The Pig** 1320 14<sup>th</sup> St. NW Washington, DC 20005 (202) 290-2821