



IT'S GOOD TO BE GREEN.

The Schönrammer "Greenie" Hell is the most famous Munich Helles in all of southeastern Bavaria. It is the best 5% session beer brewed in Germany, in my opinion.

As 75% of their production The Greenies – can you guess why they're called Greenies? - are Schönram's main

beer. Up until now, we have never imported it because it only has a 4-month shelf life. But just recently, after talking with some very special clients, we are bringing in the kegs on a preorder basis. The customer figures out how many they will use in a month and the kegs are delivered to them the minute they arrive.

Currently, the only customers to obtain any kegs have been the Brühaus at 11831 Wilshire Blvd. in West Los Angeles and The Public House in the Grand Canal Shoppes in the Venetian in Las Vegas. However, some friends and family have been able to get some cases out of the famous "Garage." We only bring them in during the warmer months so those people that like to have 10 "hoibes" at a sitting are still able to make it up from the table. The season is coming to an end and there is one more batch coming this week.



[Hopf Spezial Weisse]

In Stock Now for Your Oktoberfest Celebration.



[Kloster Reutberg Helles Bock]

The Hopf Spezial Weisse was created by Hopf's brewmaster Robert Weizbauer. The Hopf beer festival is in August. And in former times the brewery would brew one batch of a young Bock beer and mix it with a bottle of Helle Weisse to get that 6% pale festival style beer. Robert just got tired of pouring 2 bottles into a liter for 1500 thirsty Miesbachers. So now he has a special beer he puts in kegs for his festival and the rest is bottled. It has all the Hopf flavor characteristics plus I always detect



a bit of dried apricot on the finish. The beer is now so popular in the Miesbach region that he actually brews 2 batches. So we have some available now and then in November we will get another batch along with the Hopf Weisser Bock. That is the only time of year all 4 beers from Hopf are available.

The Reutberg nuns' Helles Bock is a 6.7%abv pale bock that is hopped enough that it has a perfect balance on the palate and is not at all too sweet. I personally do not like overly sweet Bock beers because I think it limits the amount you can consume. Because the beer lagers for 12 weeks they only bottle it 3 times a year. Some years we just don't get any. Watch out, this beer is easy to consume and can get you into trouble.



Since it is Oktoberfest season, I thought I would remind you all that about 150 breweries in Germany brew a festival style beer and I have had the opportunity to visit all of those breweries. The absolute best one of the bunch is the Schönram Gold.

So Prost!

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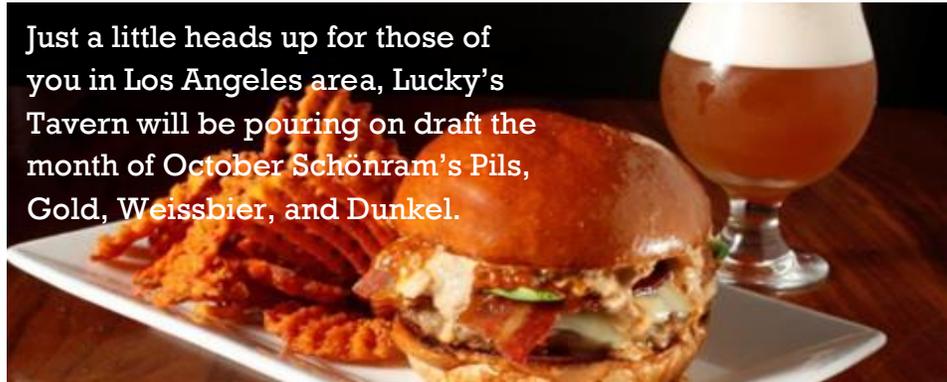


Schönramer On Draft



6613 Hollywood Bl
Hollywood CA 90028

Just a little heads up for those of you in Los Angeles area, Lucky's Tavern will be pouring on draft the month of October Schönram's Pils, Gold, Weissbier, and Dunkel.



King Bee Restaurant – New in N.Y.

KING BEE

424 EAST 9TH ST NYC

I met my good friend Eben Klemm about 8 years ago. He was, at the time, the Beverage Director of BR Guest Group in New York. He has the pleasure of joining us on one of our upper Bavarian excursions. I even got him to ski for the first time in about 20 years.

He is a very thoughtful and philosophical chap. His knowledge of libations and food are just amazing. Many a great long conversation has taken place on the bottom floor of his Brooklyn Brownstone while tasting amazing spirits. His parents own a working farm in upstate New York. So it was no surprise to me that he had a goal to open his own restaurant. I

think he gave me his business plan about 2 years ago.

Well, the dream is about to open - cross your fingers as we all know the restaurant business - next month or so. The name of his restaurant is King Bee and the address is 424 East 9th St. between First Avenue and Avenue A in Manhattan.

I am certain the food, wine, cocktails, and beer will be the best you can imagine. He can't use the backyard for seating because of the neighbors but he grows herbs and leafy stuff for the restaurant there. So on your next trip to New York, go and say Hi Di Ho to Eben.