

## Mark Gerlach can talk. And how.

So we've decided to let him loose on two subjects that he has spent a lifetime perfecting: drinking great beer and eating good food. Once a month we'll be sending out this newsletter that will have interesting information about the aforementioned. For instance, this month Mark shows you how to pour wheat beer correctly (you can impress your friends with this proper ritual), tells us about a great restaurant he likes and suggests a cool event that beer lovers will envy.

As much as Mark likes to talk we'd like to hear you speak. Give us your thoughts about beer, food and this newsletter.

[talkback@upliftersspirits.com](mailto:talkback@upliftersspirits.com) If you want opt out, let us know.

## How to Properly Pour Wheat Beer

Proper Shaped Wheat-Ber Glass.



Rinse Glass with Cold Water



Angle Glass around 45°. Pour Until there is about an Inch and a Half left in the Bottle.



Swirl Bottle



Pour last of Beer.



Prost!



Because of the live yeast and high levels of carbonation in a Bavarian Hefeweissen, there is a definite manner in which it should be poured into a wheat-beer glass. Unlike Belgium beer with wild yeast, the yeast in Bavarian Hefeweissens should be integrated into the beer and not left in the bottle.

There are several methods that can be employed for a successful transfer of the beer into a proper wheat-beer glass but I will now go over my preference.

First and foremost, have at your disposal a traditional hourglass shaped wheat-beer glass. Wheat beer is a very sensitive soul and will react to all sorts of things, so before doing anything rinse out the glass with cold water. If

there is soap in the glass it will kill the head and carbonation of the beer – and so will citrus oil.

Never add lemon or lime to a wheat beer. And don't let your waiter do so either.

Tilt the glass about 45 degrees and gently pour, limiting the amount of foam. Pour as if you are pouring champagne, as Hefeweisse is quite like champagne because the beer ferments in the bottle on live yeast.

Slowly watching the beer go into the glass, pour until you have about an inch to an inch and a half left in the bottle. You then want to swirl the beer that is left to integrate and dissolve the yeast into the remaining beer. Beautiful head, great body. Now drink.

## EVENTS

**August 20th** Juban's Restaurant  
3739 Perkins Rd.  
Baton Rouge, LA.  
70808  
225-346-8422  
Mouth-watering  
Bavarian Food &  
Beer  
Hosted by  
Clark Diehl

**Sept. 12th** NEWS FLASH!  
Uplitters Spirits  
beers will be  
available in  
Florida starting  
September 12th  
through Brown  
Distributing

**Sept. 17th** 1/7th Annual  
California  
Brewers Festival

Pouring Hopi  
Spezial Weisse &  
Schönramer Gold

Discovery Park  
Sacramento, CA

Proceeds benefit  
"Operation  
School Bell"

## TALKBACK

Please let us know what you would like Mark to talk about. He really knows his beer. So if there is anything you've always wanted to find out about beer (and gourmet food), don't hesitate to drop us a line at [talkback@upliftersspirits.com](mailto:talkback@upliftersspirits.com)

## COMING NEXT ISSUE

Since we're getting close to the legendary Oktoberfest, Mark decided to explain the history of this bacchanal from its origin as a simple wedding event in the 1800s to a world-wide phenomenon.

## MARK'S Restaurant Row

### Podnah's Pit Barbecue

Mark was in Oregon in June and took his sales manager John Jensen to Podnah's Pit Barbeque in NE Portland for lunch.

The food is a perfect fit for our beers. Rodney Muirhead has been cooking up smokin' Texas-style Barbeque here since 2006. The food is outstanding and he only smokes about 200 pounds a day. It goes fast and then it's gone until the next day.. He has a very well priced and stupendous Rhone and German-wine only list, and some great beers.

John and his salesman went back and got some of our beers in here now so their beer selection has really improved.

Podnahs' Pit Barbeque  
1625 NE Killingsworth St.  
Portland, OR  
503-281-3700  
[www.podnahspit.com](http://www.podnahspit.com)

## AUGUST IS HOPF SPEZIAL MONTH

August 4<sup>th</sup> is the annual Hopf Brewery Beer Festival in the parking lot of the brewery. Robert brews a special seasonal festival style wheat beer for the occasion. This is the style of beer that was originally donated to Marie Thierrese's wedding that became the reason for the Oktoberfest. However, wheat beer was not at the festival. It was lagers only. The style is traditionally pale and 6% abv. Well, Robert wanted to create a wheat beer in this style especially for our festival. It has all the flavor characteristics of the Helle Weisse – banana, pear, mango but you will notice a touch of dried apricot. Delicious, the idea is Festival beer makes you happy just a bit faster. It'll be in stock the first week of September.

