

# Society of Northeast Ohio Brewers

## Club Newsletter for August 2013

### President's Krausening

By Todd Donnelly

I interrupt this regularly scheduled newsletter introduction with the following *breaking news*: Facts you should know:

- 1) **There are TWO meetings in August** – the regularly scheduled meeting on August 5<sup>th</sup>, and then the September meeting on August 26<sup>th</sup>. We do that to not have a meeting during Labor Day week. If you show up on the first Monday in September and wonder why no one is there and the doors are locked, don't say you weren't forewarned... ☺
- 2) **Son of Brewzilla** – our annual mega homebrew contest has been rescheduled (yet again). Some history first... the inaugural year of SoB we held it during Cleveland Beer Week on the last Friday night and all day Saturday of the big week. By the time we were done, and had to stagger into Brewzilla that evening we were spent. We've played with the dates a bit since then to try to get some distance between the fun and festivities of Beer Week and the work of the competition. This year we wanted Oct 5<sup>th</sup>, ran into some complications with our host and their planned events that day, so we chose Nov 9<sup>th</sup> only to realize it was the re-envisioned IX Center Beer Festival but more

importantly it was also the SODZ “Beer for Boobs” contest in Zanesville, thou shalt not interfere with another homebrew competition is the 11<sup>th</sup> Commandment, so we went back to the calendar and now we have Nov 23<sup>rd</sup> as our big day.

Nothing else beer related within 2 weeks, it's a week before Thanksgiving so that's not an issue, and it gives us some extra time to plan (and brew) for the big day.

What do we need from our membership? Two things – your entries into our big event, and your assistance in the planning and execution of the contest. It's fun, it's educational, it's amazingly social, and it's BEER! See me or contest co-**organizers Mike Ontolchik** and **Greg Irving** for more info.

Back to your regularly scheduled newsletter.... The July meeting saw our 2<sup>nd</sup> Iron Brewer contest in the last 5 years. We tasted 12 intrepid brewers' entries that certainly brought a unique perspective on the use of odd ingredients. It is not every day that you get to taste some of the unique creations as we did, but if you missed it you missed a lot! Congrats to **Tim McDonnell** for being a REPEAT winner of our Iron Brewer contest with a Coffee Robust Porter, truly Tim is our Iron Man of interesting ingredients.



Our August meeting will be action packed with a presentation and tasting from Victory Brewing Co., one of my personal favorites (coincidence?) for a long time. This will be followed by a style presentation from Greg Irving on a category of beers that he's come to OWN on the competition circuit – the American Ale category. Greg brews some of the best American Amber and Brown beers you can taste, as evidenced by multiple Best of Show results, and he's bringing some samples to share.

Then, save some room as we'll have the results of TWO of the club brewing experiments with **John Majetic** and his Hefeweizen 'two ways' experiment, and **Chris Cain** and **Pat Cain** Stout 'two ways' experiment where you'll taste the original and oak aged versions. You won't go home thirsty...

We are 7 months into the year, and that means we have 3 regular meetings left, an one mega Xmas party event, and we still have our two biggest special events yet to occur – the Son of Brewzilla contest in November, and the signature SNOBs event in September – SNOBtoberfest!! This is the weekend of Sept 13-15, a weekend of food, beer, camping, roasted/fried/barbequed food, more beer, campfires, more beer, big fires!, food, and much fun. Plan on being there!

Lots of SNOBs making the news lately, and it's been fun to get the calls from the local newspapers to comment on the comings/goings of our members... a truly fun problem to have. I think we have an amazing club with some truly talented, motivated, and inspirational homebrewers and professionals as members. If you aren't proud to say you are a SNOB, I don't think you are paying attention... ☺

Cheers friends!

Todd

### Iron Brewer Top 5 Results

Iron Brewer	Ingredient	Style of beer
1. Tim McDonnell	Coffee	Robust Porter
2. Scott Masony	Raisins	English Brown
3. Brad Lipinsky	Licorice	Abbey
4. Mark & Zech	Oats	Stout
5. Jeff Bradbury	Toffee	Porter

### Brewing Experiments

We outlined **3 controlled experiments** where SNOB members will be preparing a comparison for us to evaluate at a future meeting to demonstrate the way temperature effects hefeweizen yeast, how barrel ageing affects the flavor of a beer compared to the original base beer, and the differences with a single simple wort fermented with 3 very different yeasts taste (WLP001 Cal Ale, WLP002 English Ale, and 500 Trappist Ale). Thanks to those 5 members for helping out with the experiments.

	Experiment brewer	Experiment type
1	Jim Gress	Yeast 3 ways
2	Pat & Chris Cain	Stout & barrel stout
3	Roger Chambers	Hefe 62/72
4	John Majetic	Hefe 62/72



## SNOB 2013 Calendar of Events

[Click here for the SNOBs Gmail Calendar](#)

### August 2013

5: SNOBs Meeting, 7:30PM Sachsenheim Hall

10: Mansfield Brew Club Barn Brew Bash

20: August Night Out – Fatheads Saloon

26: SNOBs Meeting, 7:30PM Sachsenheim Hall

\*\*\* Note: this is the 2<sup>nd</sup> Meeting of August\*\*\*

30: Berea Oktoberfest (8/30 – 9/2)

### September 2013

13-15: SNOBs OktoBEERfest

\*\*\* Note: September Meeting is 8/26 \*\*\*

### October 2013

7: SNOBs Meeting, 7:30PM Sachsenheim Hall

10: Great American Beer Festival (10/10 – 10/12)

18: Cleveland Beer Week (10/18 – 10/26)

### November 2013

2: AHA Teach a Friend to Brew

4: SNOBs Meeting, 7:30PM Sachsenheim Hall

8-10: IX International Beer Fest

14: [AHA Rally – Great Lakes Brewing](#)

23: Son of Brewzilla

### December 2013

6: SNOBs Christmas Party 6:00PM Sachsenheim Hall (Dinner at 7:00PM)

## Competition Corner

Please use our club name when you enter competitions:  
**Society of Northeast Ohio Brewers (SNOB)**

11/23: [Son of Brewzilla – Enter Now!](#)

March/April 2014 – [Club Only Competition – Strong Belgian Ale](#)

May 2014 – [Club Only Competition – All Things Porter](#)

### Reference Material:

- [Shipping Beer for Competition](#)
- [Make Your Beer Competition Ready](#)

<http://amog.com/lifestyle/155665-10-american-cities-brew-beer/>



# Local Beer News

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## Tremont Tap House to Open Brewery

Scene Magazine, [Robert Massie](#)

<http://www.clevescene.com/cleveland/the-cleveland-craft-beer-report/Content?oid=3619997>

The more beer the merrier — that we know. And lucky for us, the number of Cleveland breweries is on the rise. The good folks behind Tremont Tap House have announced plans to open The Butcher and the Brewer on East Fourth Street by next spring. It will take over the space previously occupied by Dredgers Union clothing store. Tap House beverage director Eric Anderson will handle the brewing duties. He most recently brewed at Buckeye Brewing Co., where he produced some unique beers, including barrel-aged sours. He can't wait to fire up the custom designed 10-barrel brewhouse. "I couldn't be more ready to get back into my boots," he says. "The guys that I'm working with on this project have essentially left me with a blank canvas and control over all things beer."

The unique set up will spread the brewery across two stories, with the brewhouse on street level and the fermenting and serving tanks on the lower level. "I've designed the brewhouse to be primarily gravity-fed as it would have been before the use of pumps," Anderson explains. "I've had the lauter tun raised so that the runoff can be done by gravity. Also, I'm hoping to be able to gravity-feed my finished wort downstairs." The brewery should produce between 1,000 and 1,400 barrels of beer the first year of operation.

So, what styles can Cleveland craft beer fans look forward to? "I have a fancy for Belgians, so you'll see things like a French Pale Ale, Bière de Garde and Saison," he shares. "Lower ABV beers have their place and you can be sure we'll have a Hefeweizen and Kölsch on tap to lube up the gears before you get into the bigger brews." What about some bigger brews? "I enjoy making beers that I can't find or I don't see examples of in the Cleveland market." Those might include a dry-hopped Imperial Porter, a session Barleywine, and a smattering of smoked beers and barrel-aged specialties. "Sour beers have long been a friend of mine and I know the masses are thirsty for them," he adds. "I can't promise a slew of wild beers from the get-go, but rest assured they are souring. Come next spring, I'll be back in my element and ready to make my mark on the already stellar Cleveland beer scene."

In addition to a growing number of local options, craft beer fans living in Northeast Ohio have access to some of the best national brands as well. Yet, some breweries leapfrog the Buckeye State, only to sell their suds to our neighboring states. Why do some major breweries skip over Ohio?

There are various strategic reasons, but one primary factor is volume; thirsty Ohioans drink enough beer to rank seventh in the nation in overall consumption. Facing said supply challenge, New Belgium Brewing of Fort Collins, Colorado – brewer of the ever-popular Fat Tire, and presently the nation's third largest craft brewer – elected to focus their expansion efforts on Michigan. Ohio distribution won't occur until a new brewery in Asheville, N.C., is online and rolling out barrels, and groundbreaking delays there have pushed back the rollout. However, things have changed very recently. Industry sources say that New Belgium has accelerated Ohio entry and will be in the state by the end of the year. The brewery first needs to select a distribution partner, but an announcement could come as early as September. Why the sudden hurry? One theory is that New Belgium wants to reach increasingly crowded Ohio store shelves and tap handles before Oregon's Deschutes Brewery enters in early 2014. Deschutes is the nation's fifth largest craft brewery, but brews only about one third the annual volume of New Belgium. Regardless, the number of craft beer choices in Ohio continues to grow. Cheers to an even better selection of world-class beer!



## Entrepreneurs envision brewery incubator in Ohio City

By [Michelle Jarboe McFee, The Plain Dealer](#)

[http://www.cleveland.com/business/index.ssf/2013/07/entrepreneurs\\_envision\\_brewery.html](http://www.cleveland.com/business/index.ssf/2013/07/entrepreneurs_envision_brewery.html)

CLEVELAND, Ohio -- Local entrepreneurs are planning another brewery in Ohio City, the Cleveland neighborhood that has remade itself with a heavy emphasis on hops and malts.

If Paul Benner and Justin Carson succeed, though, the newest player will be more business incubator than beer joint.

Benner, 30, owns a home-brewing shop in Tremont, where he is flooded with demand from would-be brewers. Carson, the 31-year-old founder of JC BeerTech Ltd., recently bought a Lorain Avenue building in Ohio City and plans to move his company, which installs and cleans draft-beer lines in five states, there from Medina this year.

Together, the pair came up with Platform Beer Co., a brewery that will occupy the building's first floor. As its name suggests, Platform will act as a springboard for home-brewers hoping to turn a hobby into a career.

On top of brewing their own beers, Benner and Carson expect to provide space, equipment and start-up assistance to experienced home-brewers with bigger dreams. They're likely to use a model called alternating proprietorship, where responsibility for brewing, supervision and taxes can be shifted from one company to another.

The details are still in flux, and the project has to jump regulatory hurdles. But Platform could open at 4125 Lorain Ave. by mid-2014, with a tasting room and a 10-barrel system that can churn out 20 kegs per batch.

JCBEERTECH\_PLATFORM\_BUILDING.JPG

[View full size](#)

This building, at 4125 Lorain Ave. in Cleveland's Ohio City neighborhood, will house a brewery and brewing incubator on the first floor and the offices of JC BeerTech upstairs.

Scott Shaw, The Plain Dealer

"It's not just another brewery," Benner says. "The last thing I want is for a project I'm associated with to be viewed as just another opportunity to take advantage of a trend."

The Platform project, which will be unveiled at a community meeting Wednesday night in Ohio City, builds on the explosive growth of home-brewing and beer culture

The craft brewing industry, populated by small, largely independent producers, grew 15 percent by volume and 17 percent by revenues in 2012, according to the Brewers Association in Boulder, Colo. Though it's still a sliver of the overall market, small brewing is, increasingly, big business.

Amateur production also is spreading. The American Homebrewers Association estimates that more than 1 million people brew beer at home at least once a year. Most of them are hobbyists, and the aspiring producers often struggle to make the expensive jump from small-batch brewing in the basement to commercial brewing for paying customers.

"Inside every home-brewer, deep down, is somebody who thinks they can go pro," said Todd Donnelly, a pharmacist who, in his free time, leads the SNOBs -- the Society of Northeast Ohio Brewers.



"This is a very novel idea," he said of the Platform project. "It sounds like a fascinating model. I'm just curious if it would ever expand much beyond glorified hobbyist. The challenge you have right now is, if you walk into any store, there is a limited amount of space to sell on. That's where what you're starting to see right now is market saturation."

Carson said he and Benner plan to focus their distribution efforts on restaurants and bars -- not stores -- and build on JC BeerTech's relationships. The company is the North American distributor of a beer-line cleaning liquid that changes color to signal that draft lines are dirty.

"We believe that we are doing a unique thing with a lot of business sense," Carson said.

Alternating proprietorship isn't a new idea, but it's still rare in the brewery world. Another option is contract brewing, where a home-brewer will pay a local brewery with excess capacity to produce his beer.

In Northeast Ohio, the opportunities for home-brewers to use professional equipment are limited to businesses like the Brew Kettle, a brewpub in Strongsville that provides the recipes, ingredients and expertise. But variations on the incubator idea are popping up in other states, including Texas.

"I haven't heard about anybody doing this in the country, let alone Northeast Ohio," Donnelly said of Benner and Carson's concept. "So I think they're definitely onto something."

In Cleveland, Platform will occupy a space that once housed a Czech social club, a bowling alley and, more recently, an antique shop. Next door, a coffee shop and bistro called Plum is in the works. Plum will provide small bites for the Platform tasting room, and the two businesses will share a backyard beer garden.

More focused on production than consumption, Platform won't hold typical bar hours, Benner said. When the tasting room is open, patrons will be able to try Platform beers and samples from guest brewers.

The city of Cleveland has approved a \$50,000 forgivable loan, through a program aimed at vacant properties, for the JC BeerTech renovations. Public records show that Carson bought the building in March, and construction of the second-floor offices is under way.

With 15 or so jobs upstairs from JC BeerTech and the business-incubation component, neighborhood leaders also view the Platform project as more than just another brewery. It's a potential attention-getter for Lorain, a major corridor that hasn't seen as much investment as West 25th Street.

"To me, this is an economic-development project more so than it is a food-and-beverage project," said Eric Wobser, the executive director of the Ohio City Inc. neighborhood group. "It just happens to be building on the core strength of the brewing industry in Ohio City."





**Mansfield Brew Club  
Presents the 8th Annual**

# **BARN BREW BASH**

**AUGUST 10<sup>th</sup> 2013**

*You can Do That!*



**Homemade Sausage  
& Brat Sandwiches**

**Covered Dish,  
Desert or Munchies**

**If you have one,  
bring your  
Best Brew!**

**Free (Primitive)  
Camping; Hotels  
Close By**

**Meadowood Centre - 4824 Rule Road  
Bellville OH 44813**

**Number for day of event only:  
(419) 886-4668**

**To RSVP or for information call:  
(419) 564-7033**

**RSVP Appreciated  
(But not necessary)**



## Welcome New SNOBs

Please welcome the following new members to the SNOBs

### December 2012

Dan & Kathy Orchard  
Jimmy Smith & Tania Radovic

### January 2013

Kevin Mauser  
Rick Wisniewski

### February 2013

Zech Laughbaum  
Lee Browning  
Andrew Bonamer  
CavanVannice  
Christina Ely

### March 2013

Andy Carr  
Andy & Taryn Gress  
Casey Divoky  
Scott Masony  
Brian Stewart  
Todd Dennis  
Eric Phipps

### April 2013

Jeff Cassano  
Carlin & Rory Culbertson  
Rich Frederick & Carol Wisniewski  
Matt Bender  
Mathew Vann

### July 2013

Joe and Margie Puchalski  
Jeff Truelson  
Lowell Morris

## Society of Northeast Ohio Brewers 2013 Officers and Chairpersons

**President:** Todd Donnelly  
[president@beersnobs.org](mailto:president@beersnobs.org)  
(216) 312-4705

**Vice President:** Greg Irving  
[vicepresident@beersnobs.org](mailto:vicepresident@beersnobs.org)  
(440) 263-8614

**Secretary:** Jeff Bradbury  
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(440) 836-3440

**Treasurer:** Mark 'Ace' Knapp  
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(440) 454-3294

**Librarian:** Brad Lipinski  
[librarian@beersnobs.org](mailto:librarian@beersnobs.org)  
(440) 376-7029

**Web Admin:** Dan Kromke  
[snob@beersnobs.org](mailto:snob@beersnobs.org)

**SNOBs Night Out – Tuesday August 20th**

## Fatheads Saloon

24581 Lorain Road \* North Olmstead, OH





## 2013 Membership Dues

Membership dues for 2013 are now being collected by Mark Knapp, treasurer. The price of a SNOBs membership remains the same, still a bargain at only \$30 for an Individual membership, \$45 for a Dual membership, so **pay up you cheapskates!!**

Membership also comes with discounts (bring your membership card with you) at local craft beer places and homebrew shops:

- ✓ [Stamper's Grill Pub](#): \$1 off drafts
- ✓ [Buckeye Beer Engine](#) \$1 off drafts on Mondays
- ✓ [JW Dover](#): 5% off
- ✓ [The Brew Mentor](#): 10% off
- ✓ [Grape & Granary](#): 10% off
- ✓ [Leeners](#): 10% off
- ✓ [Warehouse Beverage](#): 10% off homebrew supplies
- ✓ [Rozi's Wine House](#): 10% off homebrew supplies
- ✓ [Cleveland Brew Shop](#): 10% off homebrew supplies
- ✓ [Jocko's Bar & Grill](#): 10% off food and drink bill
- ✓ [Scoundrel's Bar & Grill](#): 10% off food and drink bill
- ✓ [Dive Bar](#): 20% off food and drink bill
- ✓ [Erie Supply House](#): 10% off merchandise in our store with your SNOBs card.
- ✓ [Arby's](#): 7687 Broadview - \$1.00 for a 10# bag of cubed ice; (Call ahead if you need more than 5 bags so they can get it ready for you.)

*The Membership form can be found at the end of the newsletter. Dues can be paid to Mark at the next meeting, mailed to him at the address on the form or by using our PayPal link at [beersnobs.org](http://beersnobs.org).*



## S.N.O.B.'s Meeting Location

[Sachsenheim Hall, 7001 Denison Avenue, Cleveland, OH 44102](#) (216) 651-0888

Located on the south side of Denison Avenue one block east of Ridge Road

### July Treasurers Report

July Income		July Expenses	
Membership	\$190.00	Room Rental (Sachs)	\$75.00
Raffle	\$144.00	Brew & Canoe	\$469.00
		SNOBwear	\$46.00
<b>Subtotal</b>	<b>\$334.00</b>	<b>Subtotal</b>	<b>\$590.00</b>



## Web Links of Interest

### **SNOB**

website: <http://www.beersnobs.org/>

Facebook: <http://groups.to/snob/>

American Homebrewers Association

<http://www.homebrewersassociation.org/>

National Homebrewers Conference

<http://www.ahaconference.org/>

Pro Brewer (Brewing tools and calculators)

<http://www.probrewer.com/resources/tools/>

Grape and Granary

<http://www.grapeandgranary.com/>

The Brew Mentor

<http://www.thebrewmentor.com/>

J.W. Dover

<http://www.jwdover.com/catalog/>

Leener's

<http://www.leeners.com/>

Cleveland Brew Shop

<http://clevelandbrewshop.com/>

Brew Your Own (Magazine)

<http://byo.com/>

Basic Brewing

<http://www.basicbrewing.com/>

The Brewing Network

<http://www.thebrewingnetwork.com/>

Brewing TV

<http://www.brewingtv.com/>



**Membership Form**

**Society of Northeast Ohio Brewers (SNOB)**

c/o Mark Knapp  
2668 Hampton Rd.  
Rocky River, OH 44116

**Individual Membership (\$30)**

**Dual Membership (\$45)**

Name(s) \_\_\_\_\_

\_\_\_\_\_

Street \_\_\_\_\_

\_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_

Zip Code \_\_\_\_\_

Phone (\_\_\_\_\_) \_\_\_\_\_

Email \_\_\_\_\_

Email \_\_\_\_\_

Your name and address may be released to beer related business or groups **unless** you initial here \_\_\_\_\_.

Today's date \_\_\_\_\_

