


Brewin' with Briess

...a bi-monthly newsletter from the specialty maltsters...

NOVEMBER/DECEMBER 1997  VOLUME 2, ISSUE 6



NOW EVEN MORE 2-ROW SPECIALTY MALT CHOICES

When we introduced two new products in the last issue of Brewin' with Briess - Ashburne™ and Bonlander™ - we said to look for more info about them in this issue. However first we would like to give you a follow-up report about a few other products we recently released - Pale Ale Malt and 2-Row Caramel Malts.

Both the Pale Ale and 2-Row Caramel Malts have been very warmly received. According to Jim Basler, Briess Technical Services, one of the reasons for this success is that, "Briess does what we call a *natural* Pale Ale Malt. This means that we kiln our malt at much higher temperatures to produce a more significant increase in malty flavor, not just color. There are other Pale Ale malts out there, but in most cases they are a Pale Ale in color only." Several of our customers made replacements to their grist bills just in time for the 1997 Great American Beer Festival®, and were very pleased with the results. Jim also went on to say, "there was definitely an increase in Briess customers among the winners in the English ale categories, this area was once dominated by those using imported malts. This says something about both the malting techniques we use and the freshness of our malt."

Like Pale Ale Malt and the 2-Row Caramel Malts, Ashburne™ and Bonlander™ malts both impart a rich malty taste for more flavorful, traditional beer styles. All of the new 2-

Row malts lend themselves well for use with a single temperature infusion mash program. As a result, brewers can craft a more rich, malty flavored beer without resorting to a more challenging mash program.

Ashburne™ and Bonlander™ malts were actually released after our successful release of Pale Ale Malt and 2-Row Caramel Malts. "We wanted to test the waters, so to speak," says Mary Anne Gruber, Briess Technical Services. "We knew that the need for these type of malts was out there, we just didn't realize how well they would be accepted." The enzyme content of all of Briess' new malts are particularly well suited for trouble-free operations in the brewhouse. All are malted from the Harrington barley variety grown in the Western United States.


Roger Briess, fourth generation maltster and President of Briess Malting Company, continually instructs us that "as brewers we must remain active within the brewing community. This gives us the benefit of knowing what our customers really want. Our new Waterloo facility, now retrofitted for specialty malting, has been instrumental in giving us the latitude to make the malts we've always wanted to make."

Ashburne™ and Bonlander™ malts fill a demand most recently expressed by professional brewers. Recent trends in craft brewing show increasing use of darkly kilned base malts for more flavorful, traditional beer styles.

With single temperature infusion mash programs dominating the craft brewing scene these days, many brewers had been limited to a more lightly kilned, well-modified base malt. Now Briess offers you a choice - Ashburne™ and Bonlander™, at 5 and 8 degrees Lovibond respectively. Both are fully modified, darker than traditional base malts, and fully flavored. They easily fit into many grist bills, filling a niche where some similarly flavored European malts have been lacking in modification.

The introduction of domestically produced Ashburne™ and Bonlander™ malts, as well as Pale Ale Malt and 2-Row Caramel Malts, continues Briess' commitment to service the craft brewing industry. We currently offer over 30 choices in specialty malts and are the only maltster producing kilned and roasted specialty malts in North America.

As the first maltster to service the needs of the once fledgling craft brewing industry, Briess plans to continue offering our customers the quality specialty malt products needed for successful craft brewing. Keep posted for new products in the new year.

Want to know more about any of our new 2-row specialty malts? Call our Technical Services Department at 920/849-7711, or e-mail us from our web site - <http://www.briess.com>. 

*Happy Holidays
From all of us at Briess!*

FAQ FACTS!

(FREQUENTLY ASKED QUESTIONS & ANSWERS)

Q *When I was in the city of Monk's (Munich) this Sept. I had some of the greatest Oktoberfest beer in the world -- how do the Germans get the rich orange/red color to their beer. What malt do they use and does Briess have a similar malt.*

Roger, WYOMING BREWING

A Great question Roger, there is nothing better than a good Oktoberfest. The rich orange/red color you spoke of comes from the Munich and Caramel malts used in the beer. A traditional Oktoberfest is made from the finest 2-Row malt. Oktoberfest recipes vary with each brewmaster and offer many chances for the brewer to be creative. There are some consistencies however, the base malt usually consists of at least 3 of the 4 following malts as the base of the recipe: Munich, 2-Row, Pilsner and Vienna malt. Almost all Oktoberfests have some amount of Caramel

malt and some Carapils® and/or Wheat for the full body and head retention. Our new Bonlander™ and Ashburne™ are both made from 2-Row Harrington and would be an excellent suggestion for your Oktoberfest to achieve that rich malty flavor and the beautiful color you are looking for. The following are some suggestions for an Oktoberfest beer, use it as a guide, do your own thing, be creative. Remember, Oktoberfest is the beer of CELEBRATION, have fun with it.

Ashburne™	30%
Bonlander™	20%
2-Row Brewers	30%
Caramel 60° L	10%
Carapils®	4%
Victory™	4%
Wheat	2%

And Roger, don't forget to let us know how it turns out! ☺

HAPPENINGS AT BRIESS...

The very Happiest of Holidays from all of us at Briess.

You may notice some changes in Briess bags in the near future. Most of these changes stem from an upgrade to our packaging machinery. The bags will look similar to what we have been using, and will have the same recyclability. However, they will be shaped somewhat differently to allow for better stacking on pallets -- and in your storage area. More on this in a future edition of Brewin' with Briess.

We're trying to make sure our mailing list is up-to-date and we need your help! Please take a minute to check the address on this newsletter. Is it addressed to you? Do we have your correct address? Is everything spelled correctly? If you answered no to any of these questions, please contact Becky at 920/849-4950 ext 144, or fax your changes to 920/849-4277 -- ATTN: BECKY. ☺



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