# Drink BEER PAPER Read local.



Brent Knapp, Andy Link, Kushal Hall, Dave Childress, Josie Becker and Ian Issitt

Photo Credit: Annie McElwain

### **By Daniel Drennon**

The philosophical concept of the Common Good dates back to the 13th century, when Aristotle's observations inspired St. Thomas Aquinas, who then coined the term referring to, in its most general definition, as that which benefits all and not certain individuals. Sure, sure. An oversimplification but the intention is true. Fast forward eight centuries or so and you can experience a space built to bring that noble intention to life...in a brewery. (FULL COVER STORY ON PAGE 12)

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# **BREWER'S CORNER**

# EXPERIMENTING WITH HOPS: DON'T BE BITTER, BE BETTER! by EVAN PARTRIDGE

Congratulations dear reader. By participating in the world of craft beer you are, in fact, a guinea pig. Your taste buds and olfactory system are being tested, prodded, observed and studied. It doesn't matter if the brewery is a local brewpub, or a large one like where I work, Firestone Walker. By drinking beer, you are being experimented on. Subjected to brewers constant tweaking, incessant curiosities and fulfillment of their business needs.

This unofficial consumer testing is born from necessity. Good experimentation is notoriously difficult and time consuming for breweries. A pastry chef can spend a weekend going through dozens of iterations of a dessert recipe to dial it into perfection. A brewer however does not have that luxury. Each batch takes a full day to brew. Followed by one to three weeks (or more) to ferment and condition for ales, creating a huge lag time between test batches. Side by side tests and new ingredient trials are difficult or impossible for most breweries as they tie up valuable fermenter space. Imagine if that same pastry chef needed a separate oven for each test éclair recipe, and those ovens would be tied up for two weeks while they try to run the rest of the business.

Brewers contend with this lack of small-scale experimentation in several ways. They seek out as much knowledge about brewing processes and ingredients (yeast, barley, hops)



as they possibly can before brewing. Some breweries build pilot systems to do smaller batches (but even these run into the same problems mentioned above). Lastly, breweries are constantly tweaking existing base recipes or creating brand new beers to test new techniques and raw materials. At the Propagator brewpub, we do this explicitly with our Single Hop Series, brewing a simple base beer using only one variety of hop, and implicitly with almost every other batch of beer we make. Every beer here is a small test. On a larger scale at the Paso Robles brewery we experiment with blending different hop varieties and the synergies that are created in our rotating hop series Luponic Distortion. Breweries with sound practices can make great new beers that both provide the information the brewer is looking for while still satisfying their customer's needs.

The newer beer styles focusing on tropical and juicy aromas are pushing the boundaries of how brewers use hops. This has in turn pushed brewers outside of our informational comfort zones. Using hops kilned and processed at lower temperatures, moving hot side hops to the whirlpool, dry hopping in huge amounts, and dry hopping during fermentation are all changing the game and in turn giving brewers unexpected outcomes. Experimentation is in full swing in craft beer. Some outcomes are amazing, while some, as Bob Ross



Evan Partridge

would say are "happy accidents". Trial and error, word of mouth and anecdotal evidence is way ahead of the science, pressuring the lab coats to catch up behind it. We know *something* happens when we do certain things, but not exactly *why* it happens. Figuring out these complex chemical secrets can lead to better beer and even more intriguing, new flavors.

Here is one thing we have been focusing on lately that seems to play a small but important role in bringing these exciting new hop aromas to you: Thiols.

Thiols have been known in the wine world forever and are a key component to Sauvignon blanc. They are aroma

Photo Courtesy of Firestone Walker

compounds containing sulfur that are found in tiny amounts in hop oil. People are extremely sensitive to these compounds. I'm talking about parts-per-trillion sensitive (cue up analogy of a pin head in an Olympic swimming pool). Research has shown that thiols have the potential to act as a flavor booster for hop aroma. A Sapporo study used trained tasters to rate various aroma attributes of a solution dosed with a mixture of the citrusy hop terpenes linalool, geraniol, and citronellol. Another solution was dosed with a small amount of the thiol 4MMP (4-mercapto-4-methylpentant-2-one). Individually these samples did not score spectacular on a taste test, but when blended, the tropical flavor

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rating doubled. It seems a little bit of thiols can act to amplify the fruity aroma of the other compounds in hops. Think about how a bit of acidic lime juice squeezed over a fatty taco brings all the flavors to focus, or how salt on fruit will subdue the bitterness and actually make it taste sweeter. Some thiols also contribute their own pungent tropical aromas. This is a double-edged sword though as there are plenty of unappealing thiols. They can smell of onion, garlic, cooked vegetables, trash or sweat. This is not surprising remembering that they are in fact, sulfur compounds. Also, as concentrations of thiols increase, so do their flavor perceptions. Our buddy 4MMP can be fruity at low levels but will smell like cat urine at elevated levels. Yum!

Most beer people have at least heard the term biotransformation. This has turned into a catchall phrase for a whole slew of chemical changes that occur between yeast and hops that can produce and or transform flavor compounds in beer. Each strain of yeast has its own biotransformation potential, which can have a huge impact on thiols in the beer. Thiols come in free and bound form. Free thiols are flavor active and can readily dissolve into beer. Bound thiols are attached to other molecules and are flavorless until unbound by a reaction like fermentation. In developing our hazy IPA, Mind Haze, we ran an experiment where we brewed the same beer dry hopped with Citra and Mosaic, only changing the yeast. One with London Ale III yeast, and the other with our house ale yeast. It was amazing how different these two beers tasted. While we preferred other qualities of the London Ale III yeast for the beer style, the hop aromas we were getting were more like overripe fruit, onions and garlic. Not the fresh, tropical fruit aroma we were getting in our beer made with our house ale yeast. For the next test batch, we used the London Ale III yeast but replaced all the thiol-heavy Citra and most of the Mosaic with other hop varieties lower in thiols. Thankfully, all the unwanted aromas were gone. Out of curiosity we sent the beers to an outside lab for thiol analysis. The test beer with the London Ale III yeast indeed had more thiols in it. This doesn't prove anything outright, but suggests that London Ale III contains enzymes (magical powers) that more readily release these bound thiols in the hops in comparison to our house

ale yeast. In this instance though, this had a negative effect on the beer flavor, so we corrected course.

A couple of closing thoughts.

It merits saying, these new hopping techniques do not matter unless you have a well-made beer in the first place. Great beer will always start with sound brewing fundamentals, exceptional ingredients and stellar yeast management, period.

More is not always better. Craft beer is in the middle of a hoppy arms race, each Instagram post ratcheting up the doomsday dial closer to midnight. Don't be fooled by marketing ploys toting how many pounds of which designer hops they put in their beer. An IPA with 2lbs/bbl of hops should not be immediately ruled inferior to an IPA with 4lbs/bbl (or 10lbs/bbl). Great brewers get the most flavor possible out of their ingredients. They understand how to manipulate fruity yeast esters to amplify tropical hop flavors, and how to properly set a stage with malt for the hops to perform on. Beer drinkers should be focusing on the taste of the beer, not hollow stats. Ask yourself if you want to drink another pint.

These are very exciting times! The unorthodox ways of using hops are sending us into a whole new era of flavor exploration. New hops are coming to market constantly and brewers are experimenting more than ever. As a craft beer drinker, you are an integral part to this process. Remember that you have a hyper advanced flavor detection device attached right to your face that's more powerful than anything humans have created. It's incredibly rewarding to train your palate to be able to specify and articulate what you are experiencing while drinking beer. Firestone Walker does have some great lab equipment to help quantify specific flavor compounds in beer, but beer flavor cannot be explained by measuring individual compounds. We always defer to the people in our sensory program. By drinking craft beer, you too are participating in the neverending experiment.

Evan Partridge is the R&D Brewing Manager at Firestone Walker's The Propagator brewpub in Venice. This pilot brewhouse is a platform for brewing experimental beers that set the pace for what is next from Firestone Walker.





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# THE MERCHANTS OF NOHO CATERING TO THE LA CRAFT BEER SCENE by TOMM CARROLL

By definition, a hop merchant is one who sells humulus lupulus, the all-important bittering (and now flavoring) ingredient used by breweries worldwide to create their wares — at least since the flowering plant virtually completely supplanted myrica gale (aka bog myrtle or sweetgale), one of the main ingredients of gruits (beer without hops), in the 18th century. Traditionally, such purveyors could be found in the late 1800s hawking their hops on the trading floor of The Hop Exchange in London, on the southern bank of the River Thames in the borough of Southwark, which was then the center of England's hop trade.

Anyone selling hops today — whether growers, middlemen or brewers with an overabundance of the plant in any of its variations — is a hop merchant. Curiously, the term is also the common name for the Eastern Comma butterfly, which, as a caterpillar, feeds on hops (among other plants), but we're getting too far off-topic here...

The name has also been adopted as a moniker by pubs and bars around the globe, particularly in the UK. But locally, for our purposes, Hop Merchants (*www.hop-merchants. com*) is the DBA of a new bottle shop and taproom that opened in North Hollywood last fall — about the same time as, and just down Lankershim Boulevard from, the craft beer bar/ restaurant Brews Brothers (see *Beer Paper* December 2018). Could the "Ho" in NoHo soon come to stand for "Hops?"

"It's been great to have Brews Brothers nearby," Kevin Sack, one of Hop Merchants' co-owners, tells *Beer Paper*. "It's making North





Hop Merchants partners Christian Thomas, left, Kevin Sack and Adrian Baez

Hollywood's Arts District a craft beer destination. There's exciting growth planned for this area, with even a Whole Foods opening up."

Sack and his two partners, Adrian Baez and Christian Thomas (all of who are homebrewers), originally wanted to open a production brewery. "We first looked into starting a brewery," Sack reveals, "but when we saw what the costs were gonna be...and the number of local breweries opening up then, as well as many more on the way..."

"...we made a strategic decision," Baez interjects, cutting to the chase. "Opening a new brewery is very capital-intensive. And with all these new breweries opening up, they're gonna need more tap and shelf space, so we decided to pivot and said, 'Let's open up a bottle shop with a taproom and cater to the LA beer scene.""

After initially looking for a space along the San Fernando Valley's

Photo Credit: Tomm Carroll

Ventura Boulevard corridor, the trio unanimously decided on the NoHo location when they found the space (formerly part of a huge furniture store that had been vacant for years) and especially its huge (free) parking lot behind the shop — a value-added bonus not often available to the many bars and restaurants opening in LA. Right next door is a marijuana dispensary (arguably a "hop" merchant as well, given that cannabis and humulus lupulus are cousins).

Sporting a bar with 16 taps featuring mainly, if not entirely, LA County breweries — and multiple glass-door fridges for the vast variety of local-to-international bottled and canned beer to go or to be consumed on premises (for a modest corkage fee), as well as three big flat-screen TVs and plenty of seating, Hop Merchants is a comfortable, petfriendly space. There is no kitchen, but outside food can be brought in or



Hop Merchants tasting room

delivered. And, of course, there are food trucks for special events and big TV sports nights.

Speaking of which, during February's Super Bowl, Hop Merchants mirrored the competing teams on the gridiron with "Hoppy Bowl" — a face-off at the bar, pitting a flight of West Coast IPAs from LA (Beachwood's Amalgamator, El Segundo's Mayberry and Trustworthy IPA) against a threesome of New England NEIPAs (Lord Hobo's Boomsauce and Maine Brewing's Another One and Woods & Waters), with the customers voting the winner. Like in the stadium in Atlanta that evening, New England (Woods & Waters) won, although the champion beer is not thoroughly despised, as are the Patriots.

#### Living in a Craft Beer Bubble

NoHo locals originally took a little while to figure out just what the shop was when it opened, according to the owners. "At first, people would come in and say, 'Can I buy these to go?' or, 'Can I drink these here?'" Thomas reports. "Being beer geeks ourselves, we kinda lived in our little craft beer bubble," Baez explains. "We had assumed people would understand the idea of a bottle shop/ taproom. It made me realize how unusual this concept is for a lot of folks. I've had people come in and describe this as 'European,' which I though was interesting."

The partners also debated whether they wanted to be more bottle shop than taproom. "Originally, we wanted to be more of a bottle shop, with just a few taps," Baez concedes. "But then we decided to expand it to 16 taps and be more of a taproom. That being said, at first, we did more to-go sales than I thought we would." Sack points out that now, five-plus months in, "Draught sales are the most prevalent."

Photo Credit: Nora Murphy

Pre-opening assumptions and expectations aside, Hop Merchants had an auspicious, if unpredictable launch. As Thomas tells it, "The night before we opened for business, a gentleman came by and asked if we were open yet. We said, 'Our soft opening is tomorrow.' He said, 'Great. I got this pub crawl I'm doing with about 30 people then; can I add you guys to the list?' We said, 'Yeah!' Once he left, we thought, 'What did we get ourselves into?' But it was great; it was the first big crowd we had. Our coolers were half full too, so that was good."

The crowds are filling up the place now as well, thanks to Monday trivia nights with Geeks Who Drink, and monthly tap takeovers, which so far have featured Smog City, MacLeod's, 80ne8 and Lucky Luke, with Brouwerij West scheduled for April and Alosta in May. Also planned in April is a pet adoption evening benefitting a local shelter, which will feature "the Giving Tap," in which a portion of the proceeds from the sales of one of the taproom's beer lines is donated to a charity.

In addition, coming up this spring are the roll out of a Mug Club membership, a customer loyalty program, and a Beer & Bingo night, according to Sack. Check Hop Merchant's website and Facebook page for dates and details on the upcoming events.

Award-winning beer writer Tomm Carroll, a longtime contributor to Celebrator Beer News, was shortlisted for a British Guild of Beer Writers Award in 2018. Among the students in the first craft beer class he taught for UCLA Extension in 2016 was Hop Merchants' Kevin Sack, who was particularly interested in the site visit to Select Beer Store in Redondo Beach. Contact him at beerscribe@ earthlink.net. **Join the Sainthood!** BREWERY / HEARTH / WOOD GRILL / SMOKER

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# FEATURED LISTINGS

6th & La Brea Brewery & Restaurant 600 S. La Brea Ave, Los Angeles 6thlabrea.com

**Absolution Brewing** 2878 Columbia St, Torrance absolutionbrewingcompany.com

**Angel City** 216 S. Alameda St, Los Angeles angelcitybrewing.com

**Angry Horse Brewing** 603 W Whittier Blvd, Montebello angryhorsebrewing.com

**Barbara's at the Brewery** 620 Moulton Ave #110, Los Angeles barbarasatthebrewery.com

**Beachwood Brewing** 7631 Woodwind Dr, Huntington Beach beachwoodbbq.com

**Beachwood BBQ & Brewing** 210 E 3rd St, Long Beach beachwoodbbq.com

**Beachwood Blendery** 247 N Long Beach Blvd, Long Beach beachwoodbbq.com

**Beachwood BBQ** 131 <sup>1</sup>⁄<sub>2</sub> Main St, Seal Beach beachwoodbbq.com

**Bluebird Brasserie Brewery & Eatery** 13730 Ventura Blvd, Sherman Oaks bluebirdbrasserie.com

**Bravery Brewing Company** 42705 8th St W, Lancaster braverybrewing.com

**Brew Kitchen Ale House** 10708 Los Alamitos Blvd, Los Alamitos brewkitchenalehouse.com

**Brewheim** 1931 E Wright Cir, Anaheim brewheim.com

**Brewyard Beer Company** 906 Western Ave, Glendale brewyardbeercompany.com **Chapman Crafted Beer** 123 N Cypress St, Old Towne Orange chapmancrafted.beer

**Cismontane Brewing Company** 1409 E Warner Suite C, Santa Ana cismontanebrewing.com

**Claremont Craft Ales** 1420 N Claremont Blvd #204c, Claremont claremontcraftales.com

**Common Space Brewing** 3411 W El Segundo Blvd, Hawthorne commonspace.la

**El Segundo Brewing** 140 Main St, El Segundo elsegundobrewing.com

**ESBC The Slice & Pint** 130 W Grand Ave, El Segundo elsegundobrewing.com

**Farmers Market Bar 326** 6333 W 3rd St., Los Angeles fmbars.com

**Firestone Walker - The Propagator** 3205 Washington Blvd, Marina Del Rey firestonebeer.com

Haven Craft Kitchen + Bar 190 S Glassell St, Orange havengastropub.com

HopSaint Brewing Company 5160 W 190th St, Torrance hopsaint.com

**Ironfire Brewing Co**. 42095 Zevo Dr Suite #1, Temecula ironfirebrewing.com

**MacLeod Ale Brewing Co.** 14741 Calvert St, Van Nuys macleodale.com

**Mikkeller** 330 W Olympic Blvd, Los Angeles mikkellerbar.com/la

Naja's Place 154 International Boardwalk, Redondo Beach najasplace.com **Provisions Deli & Bottle Shop** 143 N Glassell St, Orange provisionsmarkets.com

**Riley's On 2nd** 5331 E 2nd St, Long Beach rileyson2nd.com

Santa Ana River Brewing Company 3480 W Warner Ave unit B, Santa Ana www.santaanariverbrewing

**Skyland Ale Works** 1869 Pomona Road E & F, Corona skylandaleworks.com

**Smog City - Steelcraft** 3768 Long Beach Boulevard #110, Long Beach steelcraftlb.com/smog-city-brewing

**Smog City Brewing** 1901 Del Amo Blvd, Torrance smogcitybrewing.com

The Stalking Horse Brewery & Freehouse 10543 Pico Blvd, Los Angeles, CA 90064 thestalkinghorsepub.com

**Strand Brewing** 2201 Dominguez St, Torrance strandbrewing.com

**Ten Mile Brewing** 1136 E Willow St, Signal Hill tenmilebrewing.com

**Timeless Pints** 3671 Industry Ave C1, Lakewood timelesspints.com

**Unsung Brewing Co**. 500 S Anaheim Blvd, Anaheim unsungbrewing.com

**Ximix Craft Exploration** 13723 1/2 Harvard Pl, Gardena ximixcraft.com

**Zymurgy Brew Works & Tasting Room** 22755 Hawthorne Blvd, Torrance zymurgybrewworks.com

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#### PAGE 10

## PINK BOOTS SOCIETY

# THESE BOOTS WERE MADE FOR BREWING by BLANCA QUINTERO

The Pink Boots Society was founded in 2007 in an effort to unite women that work in the beer industry. The organization assists and encourages women beer professionals to advance their career through education. Part of that is fundraising and providing scholarship opportunities for members. These scholarships have included access to courses at Siebel Institute on brewing to Beer Business courses at local colleges or Cicerone Program courses on off flavors and sensory.

Every year, the Pink Boots Society encourages a special collaborative brew on International Women's Day, March 8th. The last two years, Yakima Chief Hops has produced a hop blend in conjunction with the society, that can be purchased for the brew. They donate a portion of their sales to the Pink Boots Society. This year's hop blend had Loral, Glacier, Sabro, Simcoe, and Mosaic hops. A brewery can brew any beer that they want and incorporate the hop blend. The Los Angeles Chapter regrouped in July 2018, as there was an everincreasing growth of Lady Brewers/ industry people in the area. This year, the chapter united to brew the Pink Boots Collaboration beer at Common Space Brewery. Nearly 30 members participated. A portion of the proceeds from this beer will be donated to the Pink Boots Society.

Common Space Brewing will host a release party on April 6th. Other LA breweries that brewed a Pink Boots Society beer include Indie, Frogtown, Bravery, Brouwerij West, Firestone Walker – The Propagator, Brewery Draconum, Sage Vegan Bistro & Brewery and Golden Road.

For more information on the Pink Boots Society visit www. pinkbootssociety.org

Blanca Quintero is the Pink Boots Society LA Chapter Leader, the Retail Marketing Coordinator at Firestone Walker Propagator in Venice, and a Certified Cicerone.



LA Pink Boots Chapter on International Women's Day and brewed a Pink Boots Collaboration Brew: Pink & Proud Pale Ale Photo Credit: Andy Link from Common Space





## **COVER STORY**

# COMMON SPACE FOR THE COMMON GOOD by DANIEL DRENNON



Josie Becker, Andy Link, Brent Knapp, Dave Childress & Kushal Hall

The philosophical concept of the Common Good dates back to the 13th century, when Aristotle's observations inspired St. Thomas Aquinas, who then coined the term referring to, in its most general definition, as that which benefits all and not certain individuals. Sure, sure. An oversimplification but the intention is true.

Fast forward eight centuries or so and you can experience a space built to bring that noble intention to life...in a brewery. That brewery, aptly named Common Space, just turned a mere one year old, but the atmosphere they have created for customers honors the concept of the common good – a space to benefit all, not just a few.

Brent Knapp, a founder and the CEO, was born and raised in the South Bay, attended UCLA, and then USC for grad school. He was happily enjoying a career in finance when a friend from UCLA, Ryan Filippini, pitched him on opening up a brewery in Los Angeles. Knapp was a huge craft beer fan and, by his own evaluation, a very poor home brewer at the time, so he jumped at that opportunity.

His Bruin pal Filippini, also a founder, has a simple philosophy: Work

tirelessly, stay positive, do his best and be considerate of others.

The third founder is Dave Childress: West Point undergraduate, combat veteran, and a Texas Longhorn for graduate school. Outside of family and friends, his passion is building things and learning. He says Common Space has been a fantastic laboratory for both of those passions.

I sat down with the three as well as the brewers Kushal Hall (also a minority owner), Andy Link and Josie Becker. We met in the comfortable tasting room, with its straight on view into a 30-barrel brew system with high, vaulted ceilings and white wood beams, which the feeds out to a substantial outdoor patio.

#### DRENNON: Since we are, after all, BEER PAPER, let's start with the brewers. Tell me about yourselves.

HALL (Head Brewer): I grew up in Claremont CA. My dad, Bruce, shared his hobby of homebrewing with me and it became a passion. Went to college at UC Santa Cruz (Go Slugs!), and then moved to San Francisco. Worked at Speakeasy Ales & Lagers from 2007 to 2016. Started at Photo Credit: Annie McElwain

Speakeasy in packaging, then moved up through cellar and wort production into production management and left as Director of Brewing Operations. I enjoy camping, backpacking and offroading in my free time.

LINK (aka The Beer Admiral): I'm a 3rd generation Angeleno. In my five years as a professional brewer, I've had the privilege of working for and with some of the kindest, smartest, and hardest-working people in this industry. I can't say enough about my many friends and their impacts on both my life and the culture of beer and happiness we continue to build. Also, I'm the dad of that really cute dog, Dodger.

BECKER (Cellarist): Born in Long Beach. Learned to brew in the communal kitchen of a cooperative house in the foothills of Berkeley. Common Space is my first professional brewing gig. Luckily, I've had amazing mentors in Kush and Andy, who've helped grow my brewing knowledge exponentially. Soccer, baseball, and pro wrestling are how I spend my free time, either at LAFC games, Dodger games, or watching Becky Lynch beat Ronda Rousey with a crutch.

# **DRENNON:** How and when did you decide to open a brewery?

FILIPPINI: Fittingly, the idea to start Common Space happened while enjoying beers. Since our days at UCLA and subsequent meet-ups for games at the Rose Bowl, Brent and I never really knew each other outside of industrial lagers. That all changed when Brent and his wife took the trek out to Pasadena to meet my wife and I at Green Street Tavern in Pasadena. Brent ordered Fin Du Monde, I ordered a Trumer Pilsner, and craft beer sparks flew. At some point it was decided that Brent would open a brewery and I would assist him. While the details of the evening are fuzzy, Brent followed up with me the next day and our first official documents were created that night. Brent and I love drinking good beer, but we quickly realized we needed a partner with experience launching a business. Luckily, my good buddy Dave (Childress) was just getting into craft beer, as well as selling his technology company, and it didn't take much convincing to bring him on.

# DRENNON: What does the name Common Space mean to you?

FILIPPINI: Our name represents our ethos. Early in our journey, Brent and I realized that beer was the great equalizer. The notion that beer brings people together, as opposed to the negativity and noise that exists in our daily lives, led our team to want to tell the positive story, "We are all more similar than different, and beer will help us find a Common Space."

#### DRENNON: Why did you choose Hawthorne and how did you find that super cool space?

KNAPP: We wanted to be in the South LA area near LAX, because of its proximity to the South Bay, West LA, and downtown. We narrowed the search down to Inglewood and Hawthorne because both cities were very supportive of us. When we finally found our space in Hawthorne, we couldn't have been happier. My dad grew up here and worked for the city in the 1980s, so it was a homecoming of sorts.



Andy Link

Photo Credit: Jonathan Young

# DRENNON: Why such a big space and brew house?

HALL: Originally, we were looking for a building half this size, but this building felt right to us and had all the things we needed: a great location, high ceilings, loading docks, space for a beer garden, 4" drain line, 2" water main, and 480v 3-phase power. I had experience designing a brew house with Prospero for Speakeasy Ales & Lagers, and chose this 30-barrel, three vessel design to give us the most flexibility as we grew. We put the equipment in place so that with the addition of a few 60-barrel fermenters, we can increase from our current 2,500 barrel capacity to 5,000 barrel capacity.

#### DRENNON (to Hall): How did you get the Head Brewer job at Common Space?

HALL: I left San Francisco to move home to Claremont so I could be closer to family in early 2016. While on a call with Alexandra Nowell (Three Weavers) regarding a grist case, I told her that I'd be looking for a brewing gig in LA soon, and asked her to keep an ear out for me. After we hung up, she and Lynne Weaver walked down the hall and banged on the door of Ryan (Filippini), who had told them he was looking for a brewer for a planned project in LA. The next week I met with Ryan and Dave (Childress) for breakfast to discuss the project. I could tell this was a good group, but hadn't met the guy in LA I would be working with every day, so I flew to LA to meet Brent (Knapp). We spent the day Lyfting from brewery to brewery, each trying to get the other drunk enough to figure out if they were being honest, while talking company culture and business plan. I left that trip knowing I had found my new brewery.

#### DRENNON: Do you have a mission statement and how are you ensuring you achieve it?

KNAPP: We haven't yet written a formal Mission Statement, but we founded Common Space with a simple goal - improve lives. In order to do so, we have a few guiding principles: "Quality from grain to glass" which is our focus on the quality of our beer until it reaches our customers. "Kaizen," or active, constant improvement, which means always looking at our work critically.

(COMMON SPACE continued on page 14)



#### (COMMON SPACE continued)



Brent Knapp, Founder and CEO Photo Credit: Jonathan Young

"Employee Worth" meaning our employees should feel valued and grow. And finally, "Be transparent."

DRENNON: Teamwork is central to what you have accomplished in your first year. How have you molded your entire staff into a team in which everyone shares an equal sense of importance? KNAPP: From day one, our mantra has been "build the best team we can." We've been very fortunate to have brought together a fantastic group of people that all care deeply not only about their own success, but also the success of Common Space. We try to maintain a very collaborative environment, involving lots of people in projects and decisions. While at times this leads to a slow decision-making process, it gives our team ownership and leads to better decisions.

# DRENNON: What lessons have you learned in your first year?

HALL: Of all our guiding principles the most challenging to live by has been being transparent. I've found that when we've had issues, we can see a moment leading up to it when we weren't transparent enough. It's hard to not hold back something that might hurt someone's feelings, or not sugar coat the unpleasant aspects of the job, or simply remember to tell someone something; but those omissions can undermine employee worth and our focus on Kaizen. A healthy company culture requires a lot from people, and as we all learn and improve, the importance of transparency is paramount.

#### Also, customers want haze.

LINK: If I had to pick one lesson, it would be how my relationship with the general beer consumership has changed. The power to write and brew whichever beers you want comes with great responsibility... and while we are ecstatic to see how many of our fellow Angelenos share our taste for crushable and nuanced lagers, I came to sympathize with the preferences/ palates that weren't as represented in our portfolio of beers. We want everyone who visits our brewery to find something they can enjoy, and it's just as fun to dial in a recipe for a beer style you don't drink yourself quite as often.

BECKER: Homebrewing teaches you absolutely nothing about making beer commercially. Which is hyperbolic, but true. And lager is beer's perfect form.

#### DRENNON: You are family friendly and dog friendly. Why is that important?

CHILDRESS: The tasting room and

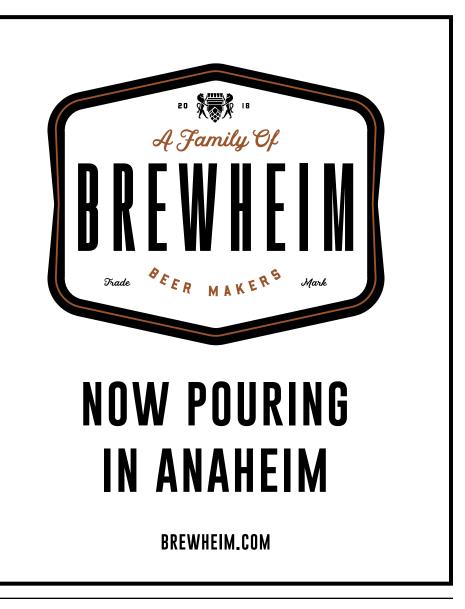
beer garden at Common Space is a relaxing and positive environment to bring people together, where all are welcome. We have a spacious building with distinct areas that cater to families, dog lovers and anyone wanting to enjoy a fresh beer in the company of people they love. Several of us have high-energy kids and dogs, so we created a space where they are in a safe environment and aren't imposing on other guests, and all can enjoy their time at Common Space.

#### DRENNON: You host a lot of events, many of which have a philanthropic purpose. Why?

CHILDRESS: We believe that great beer gives back. We aspire to be a great brewery and we believe that a necessary ingredient to that is giving back. We were lucky to find a building that is large enough to support philanthropic fundraisers and we love bringing people together.

Our event strategy is pretty simple. Do fun stuff in the middle of a production brewery and beer garden. We use events to reach out to specific consumer personas and introduce them to our space. Events give people one more reason to come to Hawthorne





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and drink fresh, local beer at Common Space.

DRENNON: Where do you see Common Space at the five and tenyear marks?

HALL: By year five we need to establish ourselves as relevant players in the LA craft beer scene by constantly improving our skills as brewers and growing as a business to a production volume that can sustain us profitably. What that means will change over time, but at the moment I envision that meaning 5k+ barrels per year, solid self-distribution across much of LA County, an interesting lineup of cans, and beers that have continually improved in quality.

Year ten I hope to diversify in some new exciting way - new retail locations, satellite brewpubs, a distillery, a coffee roaster, a bakery, or some other venture to add adventure to our lives.

# DRENNON: How will you gauge success?

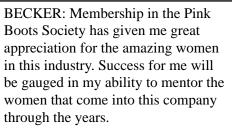
LINK: One of our key charters is the challenge of improving lives. That means improving the lives of our employees as well as the holistic wellbeing of our communities. Beyond making excellent beer, we hope to make a sustained charitable impact.

HALL: We are successful when we look back each year and see our improvement as a company, as brewers, and as people.



Dave Childress, Andy Link, Kushal Hall and Brent Knapp

Photo Credit: Annie McElwain



CHILDRESS: Success for me is when our guests say something that affirms our goal of bringing people together and focusing on our similarities versus our differences. We hope to run a profitable business, we hope to have a positive impact on our community, we hope to scale our philanthropic efforts. Arguably, the most important thing we want is to inspire people to be more empathetic and positive.

KNAPP: Every day, I want each and every guest to experience how I felt the first time I sat down in a beer garden in Munich.

Daniel Drennon is the publisher, editor and head writer of BEER PAPER. Like a million other dreamers, Drennon moved to LA to write screenplays. Like 999,000 of them, he was ultimately unsuccessful. In 2009, inspired by the artistry of American brewers, he became the first dedicated beer writer for the LA Weekly.

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## **FOOD PAIRINGS**

# L.A. BEER AND CHEESE by TREVOR HAGSTROM & MAGGIE ROSENBERG

Beer and cheese is a time-honored food pairing. Cheese feels naked without bread. Beer, being liquid bread, makes an appropriate robe for fine cheese. The fats in cheese are washed from the palate by the foamy texture in beer. The bitterness in hops provides an astringent counterpoint to dairy. This is why beer loving cultures from Prague to Milwaukee are just as enthusiastic about cheese.

Beer really excels when paired with warm cheesy bar food like mac n cheese, pizza, poutine and grilled cheese sandwiches. These are the kinds of matches that you see at brewery kitchens and food trucks. If the dish is fried, as in cheese sticks, pair with something dry, like a Pilsner. For saucier baked dishes, like enchiladas, a more malt-forward style is in order, like a Bavarian Helles lager. Anytime you encounter processed cheese, like American cheese singles or pimento cheese dip, we recommend a stronger darker lager, like a doppelbock to mimic those Coca-Cola Classic aromas.

Beer can do more than just wash down pizza. When thoughtfully paired, beer and artisan cheese are the perfect match. Cheese styles from the classic brewing regions of Northern Europe were conceived to pair with beer. Cheeses from Great Britain, Belgium and Germany are obvious choices. Some of Belgium's most famous breweries, like the Scourmont Abbey of Chimay and Brasserie Dupont, make cheeses that is designed for their beer.

The best way to select your own pairings is to find a quality cheese store near your favorite local brewery. Long Beach is lucky enough to have Cheese Addiction locations right across the street from the recently opened Ambitious Ales up in Bixby Knolls and a location near the Belmont Brewing Company, which is right on the beach.

The Cheese Cave in Claremont is right around the corner from Claremont Craft Ales. Harder cheeses, like aged cheddar and gouda love a hoppy beer. These are styles from beerloving England and The Netherlands. Los Angeles craft brewers are adept with hoppy styles. Jacaranda, a rye IPA from Claremont Ales features a dry peppery finish with plenty of hop bitterness. It's a perfect gouda beer.

Soft and pungent cheeses, such as those with washed or bloomy rinds, are the sort that we imagine tasting at upscale wine bars. Naturally, they go well with wine-like beers, such as tart and yeasty Belgian styles. Fleurs from Ambitious Ales is a refreshing Belgian-style ale that is a little tart from strawberries and makes the perfect foil for a triple-cream brie-style cheese.

Fatty, semi-soft cheese goes well with fruity beer. Lately, breweries have been finding clever ways to coax fruity aromas out of beer by skipping filtration and extracting the fruity essence from new hop varieties. These "juicy" IPAs, like HopSaint's Haze Denied are excellent with something like a Havarti cheese.

Blue cheeses are tangy, funky and need a rich elixir to balance their feral flavors. Nothing less than a barleywine is suitable. How Heavy This Mash from the Yorkshire Square Brewery is a true English barleywine, perfect for the tangiest bleu that you can find. If it isn't barleywine season, or you're minding your alcohol intake, any beer that is a bit sweet will suffice with a funky blue.

DTLA Cheese is right in the heart of Downtown, just a few blocks from Mumford Brewing. One of our favorite matches is goat cheese with dark roasty beer that has chocolate aromas. A soft chevre type cheese with the Royko from Mumford is just right to experience this harmonious combination. Fresh cheese and goat cheese are also the correct match for any bottles of sour beers from Beachwood Blendery that you've been saving for a special occasion.

One of the most significant cheesemakers in Southern California is in the warehouses of Hawthorne,



Wit and Cheese

just blocks from Common Space Brewing and Los Angeles Ale Works. The Angelo and Franco Factory makes fresh mozzarella, burrata, and mascarpone for large grocery chains from coast to coast. Their factory isn't open for tastings, but if you get some cheese at Costco, their mozzarella really shines with L.A. Ale Works' Red Beard, double dry-hopped with fruity Barbe Rouge hops. The biscuity dry finish reminds us of a rustic loaf, which is the perfect simple companion for fresh pillowy cheese.

The Gioia Cheese Company is a smaller creamery specializing in the same style of fresh Italian cheese. They will actually sell you their burrata straight from the factory. This is great news because Gioia is only a few steps away from Progress Brewing in El Monte. Their ever-changing tap list always has something tart and fruity to match with a full cream mozzarella.

Recently, we paired the The Bruery's Wit The Funk, a tangy foeder-aged witbier with a variety of cheese and it worked with all of them. It's a bit tanic from wood, tart from aging, mushroomy from brettanomyces and

Photo Credit: Maggie Rosenberg

sweet from orange peel, it ticks all the boxes to pair with cheese of nearly any sort. It's also a complex beer that comes in tall cans, perfect for Spring picnics with a cheeseboard.

If you want to go deeper into the world of cheese, our favorite shops in the Los Angeles area are Milkfarm in Eagle Rock and Andrew's Cheese in Santa Monica and Manhattan Beach. Milkfarm selects the goodies for the cheese plates that are served at the Eagle Rock Brewery Public House, which is just down Colorado Avenue. Andrew's is best for taking your cheese home. They offer all of the cheese plate trimmings, as well as a small but well-chosen selection of beers for your pairing pleasure.

Trevor Hagstrom and Maggie Rosenberg are food, beverage, and travel content creators who specialize in local foodways. Trevor writes and Maggie takes photos. Their combined experience has seen them organizing beer festivals, designing beverage menus, and exploring some of Europe's oldest breweries. Examples of their work can be found at www. tandmworks.com.



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## **YAEGER SHOTS**

# THE GERMANS ARE COMING! OR ARE THEY? by BRIAN YAEGER

In most things we put in our mouths, from burgers to burritos to beers, our palates seem to favor a Go West attitude of experimentation and creativity as well as the notion that bigger is better. But sometimes we need to be reminded of the classics, return to the fundamentals, and appreciate the craftsmanship honed over five full centuries. Not that modern day America should adopt the 500-plus-year-old Bavarian Beer Purity Law known as the Reinheitsgebot, which mandates absolutely nothing but malted barley, hops, and water can go into the beloved beverage called "beer." But at the same time, not every beer needs rosehips or cacao nibs, grapefruit zest or grape must, Frosted Flakes or Krispy Kremes.

What got me thinking about this (for the nth time) is that this month I start instructing UCSB's first-ever beer tasting class and I'm organizing the curriculum by country/region starting with German or continental lagers. It got me thinking about the various takes available from breweries around SoCal, particularly up on the Central Coast from the spots surrounding the university. Maybe it's because it's not as crowded as the LA and OC scenes so brewers don't feel the need to stand out like a kettle-sour thumb. We like our pilsners polished. Our Altbiers altogether even-keeled. And our Helleses hella light and sessionable.

Night Lizard Brewing on Santa Barbara's lower State Street hasn't even turned one year old yet, but that hasn't stopped them from brewing their way across Germanic styles from north to south. Co-founder and head brewer Chip Nasser describes himself as devout to German technique, even if not to styles. That said, his Goldenstar Pilsner is a Northern German pils



I Dunkeled in My Pants

Photo Courtesy of Figueroa Mountain Brewing



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and the lighter body and color (even relative to a Bohemian pilsner) fits in nicely with Santa Barbarian vibes. Ditto Night Lizard's Munich Helles, which is also painted with the lightest of golden straw and puts its light maltiness ahead of its shrinking violet hoppiness. The Helles is the pub's second-best selling beer. That said, new this April is the release of their Düsseldorf-style Altbier since with our freezing winter (freezing by local standards, that is), we could use something toastier and more resembling our tans now that spring has come back around.

Night Lizard's other brewer, Clayton Brackley, says, "We're doing the alt more to have diversity in our lineup rather than only Belgians and IPAs... We print out a short description of the beers, style history, flavors, and ingredients and we always offer small tastes to encourage people to go outside their comfort zone."

Over in the Funk Zone off State Street, the SB outpost of Buelltonbased Figueroa Mountain re-releases their award-winning Schwarzbier this month. Of course, they're also tapping a Coconut IPA and a lager that would make Bavarian beer barons roll over in their graves like the barrels rolled out for Oktoberfest (it's got both wheat and citrus). But back to Fig Mountain's superlative schwarzbier called Once You Go Schwarz. It earned a bronze medal at the 2016 Great American Beer Awards, outshined only by the gold they won for I Dunkled in My Pants, a beer that trades chocolate notes for toffee ones and "black" for "dark" (as dunkel means dark in German), meaning the beer pours a muddy, coffee color. If it's not on at the pubs, you'll usually find Fig Mountain's Coal Point Dunkelweizen, a dusky hued version of a Bavarian/ weizen/wheat beer. They've also got a biscuity Cologne-style Kolsch and toasty Munich-style festbier called Figtoberfest that appears for a short while in a few months.

Coconuts aside, to say nothing of the incredible collaboration they did with Firestone Walker Barrelworks that featured oranges and chocolate despite chocolate-orange being a love-hate flavor combo for some (I'm firmly in the love camp), Fig Mountain's Director of Marketing, Cambria Griffith, says, "We have been brewing traditional, approachable styles since we started in 2010 and I think these styles work well in location where beer can be an adventure buddy."

Beer as adventure buddy. I do love that. Yeah, all adventures with buddies call for a beer, but beer is the adventure itself and it's vital to take the occasional (or frequent) detour from the well-trodden IPA path, obfuscated only by the ubiquitous cloudy IPAs.

Back on State, Institution Ale Co. (at their new Santa Barbara tasting room up the coast from the Camarillo brewery) has thus far adamantly refused to brew a Hazy (although American IPAs are one hundred percent their bag). In fact, their beer program is so red, white, and blue, I've never seen a Belgian-style ale or anything you'd find on tap or handpump at a British pub. But they do make a year-round German-style pils, Rx Pils, that's 5.2% ABV, up a fifth of a percent of alcohol from Night Lizard's version. What's more, this pils makes for a classic palate cleanser between their wonderfully hoppy ales. The rotating Schwarzbier-a lager named for its black color—is a subdued five percenter and pours

perhaps more brown than black, but it's a rare dark beer that works in the sun.

Finally, up in Goleta at the brewery closest to the UCSB campus, Captain Fatty's is nearly going all-in on hazies and fruited sours this spring, which stands to reason since they make the GABF gold medal-winning Kalliope Berliner Weisse, but they're not afraid to get their German on. From the bright, blonde Beach Beer Helles to the smooth, black Limber Minds Schwarzbier-that's three area schwarzes for those of you keeping track—Captain Fatty's has found that its customers are open to Old World beers, too. Lent ends April 18 so Fatty's has re-released its Fastenzeitbier Dopplebock (literally: Lenten double bock). It's super malty and at 7.2%, designed to get German monks through this austere season (with a nice buzz). With such a beer, brewers demonstrate that sometimes the best way forward is to look to the past.

Now if only I could find a bounty of local examples that befit week two's coverage of authentic British-style real ales.



## **INLAND EMPIRE PROFILE**

# SERVING UP A TASTE OF COACHELLA VALLEY SUNSHINE by ANDREW SMITH

Whether it's the 25% annual growth, the accolades and awards, or the ratings of their specialty beers, La Quinta Brewing has been an unbridled success since its 2013 opening.

Having retired from a successful career in property development, Scott Stokes was starting to get a little bored and knew that he wanted to do something else. "It started with a Mr. Beer kit," he told me. "It became addicting. I upgraded and had beer all over the house when a few of my friends told me I should open up a brewery." Less than two years after his first homebrew, La Quinta Brewing was open for business.

Why would a successful entrepreneur opt for something with such low margins and a high rate of failure? "I decided that this was kind of a hobby. I always thought if I did this and I didn't make any money, but didn't lose money either, then it was probably worth it. Now it's grown to the point where I have employees and it's a fully-fledged business."

His team is only made up of a few employees. Skip Madsen (formerly of Pike Brewing and American Brewing) replaced the original brewmaster about three years ago, heading up a threeman brew team. Derek Lloyd joined as a partner in the business and handles all the sales. Scott's wife, Tina, helps with the digital and social media. Beyond that, there's just the taproom bartenders. When Scott first started crafting the idea, there was only one other brewery in the area. Then, coincidentally, Coachella Valley Brewing opened just a couple of months before him. "I didn't know about them until we were almost open," he told me, "and if I had, I might have just invested in that project instead." I'm sure craft beer drinkers, in an oasis that still had only three breweries at the start of 2019, are glad that he did go it alone.

With over 200 accounts, La Quinta Brewing has established quite a presence in its home market. They've also opened two more prominent taprooms in downtown Palm Springs and Old Town La Quinta. Their palm tree tap handles are omnipresent across the valley. An even greater accomplishment was to persuade their Anheuser-dominated distributor to put La Quinta logos on their delivery trucks. "My mom takes photographs every time she sees those," Scott joked.

The vision from the outset was to fit into the desert resort culture of outdoor life, scenic views, and eternal sunshine. They lead with beer names like Poolside Blonde, Heatwave Amber, and Even Par IPA. Even Par is available at most golf courses across the valley, and accounts for almost half of the brewery's production. It also took Gold at the 2018 US Open Beer Championship.



Scott Stokes and Ryan Blondell

Their awards have been many, as noted by the banners hanging around their taproom walls. 2018 saw three medals for their beers at the Los Angeles International Beer Competition. Bourbon Barrel Aged Koffi Porter, available year-round at the taprooms as well as a few select accounts, ranks among the best beers on Untappd, and took Gold at the 2016 World Beer Cup and the 2017 US Open Beer Championship.

La Quinta's strategy of relying on flagship brands has seen them grow 25% in each of the last two years, to just over 3,000 barrels. For a 4,250 square foot facility, that's quite

Photo Credit: Andrew Smith

an achievement, especially given the heavily seasonal nature of the local market. Maximum capacity is estimated at 5,000 barrels, but they exceed that in the early seasonal months of the year.

With no element of criticism, I've sometimes cited La Quinta Brewing as a conservative company that likes to play things safe. After a few drinks at a beer festival last summer, I jibed assistant brewer Ryan Blondell with: "Why don't you guys make more small batch stuff?" Ryan replied that they had a Gose that was on the verge of release, and small batches have been a regular taproom feature ever





La Quinta Brewing's Palm Springs Taproom

since. Scott told me in a separate conversation that, during season they just get so busy, and it's only the summer months that allow them to play around a little more. Since then, we've seen some great small batch brews, including the 5th Anniversary Barley Wine, and a single hop series. Of the latter, the El Dorado IPA was probably the best La Quinta beer I've tasted: Yes, even better than the Bourbon Barrel Koffi Porter.

While confirming his focus on key brands, Scott acknowledged the importance of the small batch program. "It keeps us interested, it keeps our regulars interested." And, while Scott's job is "everything outside the brewhouse," he has turned his hand on the pilot system a few times. A Scotch Ale and a Rye IPA have been among his beers of note.

La Quinta Brewing is reaching the point of maxing out their current facility. "We probably have room for one more tank, then beyond that we're considering that we'll have to make a move." The future vision includes a larger taproom, patio, and possibly a kitchen. It also includes fixing some of the logistical mistakes, as Scott admits he "didn't know anything" when he first set up shop.

There's no immediate expansion planned outside of the Coachella Valley and High Desert. "Everyone seems to want to drink local nowadays, and we do have a competitive advantage against everyone else that's not in the valley. Nearly every account we have here is permanent, whereas we're dealing with rotating taps when we go away from here." Scott also feels that there's plenty more room to grow locally. While the desert's craft beer consumption has grown since the brewery opened, he still estimates it at about half the national average.

While physically local, Scott doesn't see his brewery as being isolated from the larger craft market. "Our business is highly seasonal. Our March output

Photo Credit: Andrew Smith

is double our August output, and that's business coming from people outside the valley. Everyone I meet in Southern California has some kind of connection to the desert." Whether it's Coachella Fest, second homes, retired family members, spring break, or golf, he wants his beer to be an integral part of the experience.

When I asked Scott what he was most proud of, he told me: "It makes me feel good when I meet people and they tell me they drink my beer. It's nice to see people taking our beer to other parts of the country. In 20 years, maybe I'll feel like I've contributed something to the Coachella Valley."

"That long?" I joked.

La Quinta's achievements in the desert are a remarkable model of good beer and good business sense, two assets that don't always go together in the industry. Their beers are consistently good, with some of the specialties reaching the level of exceptional. They seem to make all the right moves, such as being the one local brewer to participate in Sierra Nevada's Resilience IPA fundraiser. A good measure of the community's perception would be the fact that their Old Town Taproom was the first location in the Coachella Valley to ever serve Pliny the Younger.

Our Los Angeles readers might not see La Quinta Brewing in their local bars and stores, but as they inevitably find their way out to the Coachella Valley and its myriad attractions, a trip to one of La Quinta Brewing's taprooms should be on the agenda. With three locations to choose from, no trip to the Coachella Valley would be complete without a local taste of sunshine.

Andrew Smith was raised in England and thought he knew everything about beer before he moved to the USA. He's been a craft beer employee and advocate for 20 years, and runs his own Coachella Valley blog at CVBeerScene.com





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# COMMENTARY EVOLVING TAP ROOMS by SEAN INMAN

Two pinball machines now stand inside the Eagle Rock Brewery taproom where once there was a table and two chairs. A secondary set of taps were added as was a large screen menu board. But it is still the same homey spot just with added amenities.

When the craft beer revolution spread over the Southland, most taprooms were the same. Utilitarian. The outward facing part of the brewing option where a cold box leads to taps to the bar and maybe a little seating area. Maybe some personal touches in the tap handles, beer magazines, logo merchandise and some snacks to pair with your beers.

But as the number of breweries has grown, and with it, competition, taprooms have to be more than just a room with taps for breweries. It has to be a space where trivia can be played, yoga can be done, anniversary parties can be thrown and new cans released. All while promoting the brand or vibe that the brewery wants to project.

In Los Angeles, the turning point for taprooms was Phantom Carriage Brewery. It was one of the first and best examples of a brewery with a theme. You walked into the darkness and gothic horror touches were everywhere from the beer names to the movies projected in a side room. The fact that sour beers with horror staple names were the initial focus pulled all the strands of the Hollywood classic horror theme together.

Now you can find adventurous themes such as the nautical design at 14 Cannons up in Westlake Village to the bright art and odd creatures on the walls and beer labels of Transplants in Palmdale. Dry River Brewing makes the most of its space with a steampunk meets barn look in the southern section of DTLA. Brewyard Beer Co. has parked an old truck inside their space



The Manifesto of Tyrannicide at 14 Cannons Brewery

Photo Credit: Sean Inman





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Umbrella shade at Ogopogo Brewing in San Gabriel

in Glendale that doubles as a place to set your drinks and gather with your friends and Brouwerij West has taken expansive to a new level with as much outside seating as indoor along with strings and strings of lights making for Instagram worthy beer shots.

This new model of taproom will imprint the brand and logo into the memory. It will be intuitive much like well-designed software. You will know exactly where to go even if you have just walked through the door. All pointed to creating the optimum experience for drinking the beer.

Two new-ish Los Angeles breweries show how a brewery brand can use the taproom to tie everything together into a pretty bow. Over Town Brewing Co. in Monrovia is named after lingo used by the owners to describe the mainland from where they were on Catalina Island. Their taproom uses metal and wooden signs from various Los Angeles landmarks to decorate the walls from a sign for

the Trans Catalina Trail to an old and rusted license plate to a sign for Raging Waters, bits of California history inform that this is a California brewery.

Ogopogo Brewing in San Gabriel takes a more fanciful turn in using their blue logo color to extend onto the buildings trim in wavy patterns and into a patio with blue and white umbrellas overhead. That color scheme and wave is on the crowlers you can take home too. All working toward Lake Ogopogo and the mythical monster that swims Nessie like below. It is simple but effective use of design.

While a gorgeously appointed taproom won't draw people past bad beer, the art of taproom decor will be what separates the taproom experience from just good to return worthy.

Sean Inman has been writing about craft beer in Los Angeles since 2009. His daily beer posts are on the Beer Search Party blog. He also writes a bi-weekly beer column for Food GPS.



Wall decor at Over Town Brewing Co. in Monrovia

Photo Credit: Sean Inman

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