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THORSON CRAFTED



Brian Thorson of Chapman Crafted Beer

Photo Credit: Matthew M. Combs

Chapman Crafted Beer – now open in Old Towne Orange – is easily one of the most anticipated brewery openings in years. Why? One is that co-founder Wil Dee is one of the most knowledgeable owners in the beer biz, helming critically acclaimed Haven Gastropub and Provisions Market.

But two, and more importantly when it comes to the beer you'll be drinking (a lot of) from your Chapman Crafted glass, is Mr. Brian Thorson. Among an ever-growing group of bad ass, world class brewers that call the great LA/OC region home, Thorson is already respected as a tier-one peer (if not mentor).

Dee and Thorson previously teamed up at Haven Brewing, and it is no mystery, when Thorson came on board he quickly elevated the beers to buzz-worthy status. He is a consummate professional when it comes to brewing having learned and perfected his skills at Harpoon in Boston, then Trumer in Berkeley, followed by a head brewer gig at Drake's where all he did was tweak Drake's 1500 into what became arguably the best pale ale in California at the time. Oh yeah. He also created a couple of not-so-little beers you may have heard of --- Aroma Coma and Hopocalypse. Boom.

I asked Dee about his brewer and he responded, "I have learned more about beer in the past four years from Brian, than all the people I have come across in the past 20 years in this business. There are a lot of great people in beer business, but Brian is one of the most kind hearted, genuine, and hardworking I have come across."

The Return of Thorson? An emphatic "Hell Yes!" and we will drink to that at Chapman Crafted. (Read Daniel Drennon's interview with Brian Thorson on Page 12)

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BREWER'S CORNER

CRAFT BEER AND THE GOLDEN AGE OF INSPIRED BREWING

By: Kevin C. Ashford - Creative Director of Brewing at Figueroa Mountain Brewing Co

There has never been a more exciting time to be a brewer in the United States. The latest Brewer's Association report has the current amount of US breweries at just over 4,600. This staggering figure represents the largest number of individual brewing companies in the history of our country, and Tom McCormick of the California Craft Brewer's Association notes that 700 of these are operational brewery licenses in California alone.

People have never been more interested in the pursuit of craft options, and we as craft brewers are both proud and excited to provide the public with such options. With so many breweries about, brewers have never had a bigger challenge or better opportunity to provide memorable offerings than we do right now. What inspires us to create these beers? Where do we get the ideas to constantly transform the raw materials we use regularly into something brand new? I look forward to sharing my thoughts about what I consider to be the "Golden Age" of inspired craft brewing.

For those who don't know me, I hail from Baltimore, Maryland. Yes that's right... Crabcakes and Football, but please do not forget the beer. After graduating college in 2009 I opted to decline a State Department job and instead fell back on bartending at a great rotating craft beer bar just outside of Baltimore. There, I really honed my palate on hundreds of different beers. One of my regulars at that time was a brewer for a large regional brewery known as Heavy Seas. He got me a job as a shift brewer and I had the honor of working under a true to life Brewmaster Ernesto "Ernie" Igot. Ernie was formerly the Vice President of Production for San Miguel in the Philippines and studied both Chemical Engineering and Brewing in Bitburg Germany at Bitburger Brewery. He was appointed as a Brewmaster through the long program and was certainly deserving of the title. Ernie's love for lager beer transferred to me without hesitation. I learned to make beer with precision and attention to detail. He always stressed that if we as brewers did not care about our beer, then no-one would care about the beer. I fell in love with traditional European lager and ale styles.

It was not until I moved out to Santa Barbara County in January of 2013 that my love and appreciation for American ale styles truly began. The move from Maryland to California slapped the hell out of me. It was about as hard and fast a transition as I could imagine. The beer out here had significantly more hop flavor and aroma than I was used to...and I liked it! That drastic change took a little getting used to but with a small amount of time my palate had adjusted. Being a brewer from the East, I had not thought much about where my American Hops were actually grown. Of course I knew most of the American varieties we were using at the time were from Washington's Yakima Valley, but I could not have pointed it out on a map if my life depended on it. That certainly changed when Jaime Diethofer (Figueroa Mountain Brewing Co's President/CEO) and I visited Yakima last year for hop harvest. We went to B.T. Loftus Ranches - one of the oldest hop farms in America, let alone Washington. It was planted in 1932 and has been running strong ever since. Patrick Smith, the grandson of B.T Loftus and fourth generation hop farmer, gave us a tour of the farm and explained every detail of their process from growth through packaging. It was inspiring to see beautiful healthy hop vines of Citra, Simcoe, Warrior, and Cascade towering thirty feet in the air. It was at that time that I realized how many moving parts there are in our industry, and how much effort it takes to bring it all together. Patrick took us to his brother Kevin's brewery Bale Breaker where we got to try some beers using both his hops and fresh hops grown on site. This was the moment when I knew we had to brew a fresh hop beer using locally grown hops of our own. Hops in our Santa Ynez Valley have been coming along slowly but surely and having hop growing friends at both Pacific Valley Hops and Sea Smoke Vineyard has been great. Around harvest time we brew a few fresh hop beers utilizing their fresh hops as inspiration.

At Figueroa Mountain we draw a lot of inspiration from our surroundings. It is hard to not get inspired from our front and back country hikes. Beers Like Hurricane Deck, one of our double IPAs is named after an extremely challenging hike in the San Rafael wilderness, and Lizard's Mouth IIPA is named after a beautiful rock formation in our front country of Santa Barbara. Our good friends Jonathan Buford and Patrick Ware of Arizona Wilderness take being inspired



Loving my job

Photo credit: Jesse Natale

by nature to a whole new level with intense new inspirational brews like Bale Breaker a strong ale that is named after a great trail in South-Central Arizona. These guys get inspired by looking at what is around them and even using some foraged or farmed ingredients that are representative of the region. We like, many brewers, have some amazing other local businesses that provide inspiration for new brews. Mike Orlando at Twenty-Four Blackbirds Chocolates is an amazing chocolatier that focuses primarily on "bean to bar" production. Mike has developed his own equipment for processing Cacao nibs from all over the world, and I subsequently learned more about chocolate than I could ever dream. We have used his expertise and Cacao in a few products, most notably our Zero to Sexy, which is a Golden Mocha ale inspired by Noble Ale Work's Naughty Sauce.

We can also gather some inspiration from pop culture: we paired up with Topa Topa a great local brewery out of Ventura to brew a new age malt liquor inspired by a Tribe Called Quest's Can I Kick It. We have brewed beers like Weiss Weiss Baby, a brightly flavored beer with radical can art, and Czech Yo'Self a new age pilsner that featured a low-rider on its label and was inspired by classic hip hop. More recently we released a one off IPA called Hopline Bling named after one of Drake's newer releases that took over the internet with hilarious parodies and photoshop edits. I must confess that my good friend and fellow Baltimorean, Brian Strumke of Stillwater Artisanal Ales, took it one step further with his Hopvine Bling and packaged it for distribution. He also just released his I Miss The Old Kanye, inspired by Kanye West's newest album.

It is so easy to be inspired when the team that surrounds me is so diverse. And my team of brewers is truly awesome. We have a seasoned brewer who has brewed in three different states. We have some younger guns out of San Diego with great ideas and all the passion in the world. We have one of the oldest greenhorn brewers in the United States who always has a great outlook on each day. We have a barrel aged hoss who fears no beer (no matter how strong!). And of course we have a young guy who doesn't know much, but comes to work inspired every day and works hard.

One thing is certain: I will always be inspired by the classics. They are the flame that I as a brewer was forged in. I look forward to taking what I have learned from these classic styles to create new products. These products can be inspired by our surroundings, other brewers, pop culture, and new raw materials. Only time will tell when what I believe to be the "Golden Age" goes "Platinum."



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TUSTIN BREWING 20TH

TUSTIN BREWING COMPANY TURNS 20

by Daniel Drennon

Time flies when you're brewing beer: Especially great beer with a huge following of regular customers.

Jason Jeralds' Tustin Brewing Company will celebrate their 20th Anniversary on Sunday, August 28 from 12 pm – 4 pm. Popular among its peers, TBC will host over thirty other excellent craft breweries at the event. It's \$60 VIP (you get in one hour early and get a bottle of the 20th Anniversary Double IPA) or \$40 General Admission. Both get a cool commemorative glass and unlimited tasters. Live music? Hell yes.

Proceeds from the anniversary will be donated to the John Wayne Cancer Institute in honor Jeralds' father Greg, who succumbed to the dreaded disease in 2004. The dynamic Jeralds has raised \$100,000 over the last twelve years to help support research and a cure. Way back in the last century – 1996 to be exact – an ambitious young man named Jason Jeralds opened Tustin Brewing Company. Jeralds started in fine dining, moved to being a server at Huntington Beach Brewing, then moved over to Laguna Beach Brewing where he moved up from server to manager. Why manage someone else's brewing company when you can open your own? And so he did.

These town-named microbreweries, the aforementioned along with Manhattan Beach and Redondo Beach Brewing, proliferated in the late 80s to late 90s but very few have survived the transition from microbrewery (which seemed to have to do with the batch size and being brewed on site) to craft brewery (which has to do the artistry of making great beer). TBC has made that transition in award-winning fashion thanks to Jeralds' ability to discover great brewers.

Matt Johnson, now head brewer at the pioneering San Diego craft brewery Karl Strauss, was at the TBC brewing helm from 2001-2008. When he moved on to new challenges, another talented brewer, the aptly-named Jonathan Porter upped TBC's game another notch. You may recognize Porter as the critically-acclaimed brewer and owner of Smog City. And when Porter moved on after a three-year stint at TBC, he left the brewing in the very capable hands of the current head brewer, Jerrod Larsen. Larsen has been making exceptional beers for four years now, including winning the bronze medal at the recent World Beer Cup in Philadelphia and the Gold Medal at the San Diego International Beer Fest, both for Portola Breakfast Stout.

Larsen enjoys brewing "crushable beers, lagers and pales, so that you can drink a lot of them." An example is Tailgater, a light Mexican-style lager that was such a hit that TBC was selling 3-4 barrels per week. Speaking of barrels, TBC has stayed small at 1,000 barrels brewed annually, 95% of which is consumed in house by their fiercely loyal and local customers. Their "Mug Club" in which your beer is served in your own personal mug has an astounding 2000 members.

No matter what part of our sprawling metropolis you live in, it is worth the trek to Tustin if you are a beer fan. The anniversary party is sure to be a blast, so consider making that your initial visit. I'll hope to see you there.



Daniel Quinonez, Jason Jeralds, and Jerrod Larsen Photo credit: Daniel Drennon

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A CLASS IN BEER

CLASS IN A GLASS: UCLA EXTENSION OFFERS THE RARE OPPORTUNITY TO DRINK WHILE YOU LEARN

By Allison Foley



Tomm Carroll at his home bar

Photo credit: Noah Webb

Tomm Carroll happened to be in the right place at the right time, and now craft beer lovers in LA and Orange County can benefit from everything and everyone he knows. Carroll is a seasoned journalist, who contributes to Celebrator Beer News and to Beer Paper LA, has his own personal bar in his house and has lead panels at LA Beer Week as well as day long seminars with learnaboutwine.com. And he grew up in New Jersey drinking terrible beer just like the rest of us in our youth.

Tim Jones, who works in UCLA's Department of Business Management happened to be in Carroll's homebrewing club, Pacific Gravity. They chatted regularly, exchanging beer knowledge whenever the club met. Jones mentioned that UCLA Extension wanted to get a craft beer class on their roster. Carroll expressed interest, and joined an advisory board of others who were interested in teaching the class, from publicans and bottle shop owners to brewers. He ended up being chosen as the professor! Carroll wanted to share his knowledge, but says he thought he'd have to wait to retire to do so. "I seem to know a lot, and there are people who want to know these things. I'd like to educate them as best as I can," says Carroll of his inspiration to teach the class. "There's so much interest but also so much miseducation." Carroll states that those curious about beer may find incorrect facts during internet research and pass that on, proliferating bad beer knowledge.

A Class of Beer is only in its second session with UCLA Extension, but this is just the tip of the iceberg in terms of the renowned university giving the community a chance to be a part of the burgeoning craft beer renaissance. And it couldn't be better timed. LA is finally seeing its share of new breweries, beer bars and bottle shops opening, as San Diego and Orange County have for years. With this wave brings more women and men interested in entering the industry. Others are already in the industry and looking to fine tune their knowledge.

I am one student who was fortunate enough to snag a spot in this second installment of the class, and my classmates range from someone who already works at a restaurant and is in charge of their beer list to a gemologist looking for a career change.

Both this semester and last boasted a waiting list of people who didn't get in. Carroll says that some very hopeful students showed on the first day of class without being on the roster because you never know. And why are people clamoring to get a seat in this coveted course? Well, it's a college course, at UCLA, where students get to drink beer samples in the classroom, and where course materials include buying a set of taster glasses alongside the textbook. This all sounds like fun and games, and well, it is to an extent, but there is also a lot of critical thinking and rapt attention to the subject that's required. Carroll has done a stellar job organizing the class syllabus to keep students engaged and practically salivating over what next week's course will have in store. I am not alone when I say in a few weeks I will miss this class, Carroll's witty conversation and all of the classmates I've met who know and respect craft beer.

So beer tastings aside (there are four during each class), Carroll brings in an impressive lineup

of guest speakers, who help showcase the many ways one can enter the industry. Each class features one or more experts on a certain specific craft beer related topic. Local beer heavy hitters Alexandra Nowell of Three Weavers, Martin Svab and Simon Ford of Phantom Carriage, Ryan Sweeney of The Surly Goat and The Goat Group and Julian Shrago of Beachwood Brewing were just a small cross section of experts who have taught us everything from how hops are cultivated and used in beer, to the brewing of wild ales, to the business and distribution side of running a craft beer focused bar. Myself and my fellow classmates have already experienced two of our three on site visits. The class meets every Wednesday for eight weeks in a classroom for five sessions and onsite for three sessions at Phantom Carriage in Carson, The Surly Goat in West Hollywood and Wurstkuche in Venice.

Carroll says that next semester the class isn't offered as they want to develop more beer classes to create a full craft beer program at UCLA. This was partially inspired by the already existing wine program which is also offered there.

My personal experience as a student in the class has been beyond what I even expected to get from it. As someone who wants to talk and write about flavors in beer, and discuss tasting notes more intelligently, this hit the spot. I have been fascinated with every topic each session focuses on and have learned everything from the history of beer to the difference between an ale and a lager, to proper glassware for each style. And that's a very small example of everything that is covered. In addition, being able to connect with some of the biggest names in our local craft beer scene has proved invaluable. Chatting with them as peers is a reminder of how helpful and friendly our LA and OC beer communities are. I am thankful I have a chance to participate in this groundbreaking class and can't wait to see where my newfound knowledge takes me.

Allison Foley is a SoCal beer nerd, bottlesharer and proud member of Untappd. Find her under DearlyBeerloved to stalk her beer consumption habits!

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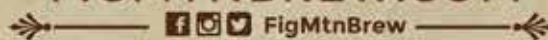
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THORSON CRAFTED

By Daniel Drennon



Brian Thorson of Chapman Crafted Beer

Photo Credit: Matthew M. Combs

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I asked Dee about his brewer and he responded, "I have learned more about beer in the past four years from Brian, than all the people I have come across in the past 20 years in this business. There are a lot of great people in beer business, but Brian is one of the most kind hearted, genuine, and hardworking I have come across."

The Return of Thorson? An emphatic "Hell Yes!" and we will drink to that at Chapman Crafted.

DRENNON: Tell me about growing up. What were you into? How did it shape you into who you are now?

THORSON: My family lived in Seattle until I was 10. I did the normal stuff for that time, staying out as late as possible playing sports and riding bikes. My favorite sports during my early years were soccer, baseball and football. My parents took us camping often, so I got to see a bit of the Northwest, but we went other places like Yellowstone and other parks for vacations during that time as well. Although we lived in the city, I enjoyed those kinds of trips even more. In general, I've always been a sports and outdoors kind of guy.

After a short stay in Texas, my family moved to the SF Bay Area, where I spent my junior high and high school years. I was somewhat of a latchkey kid, so I just found stuff to do. I spent a bunch of time tinkering with radios and electronics. I saved up for my first computer when I was 12, learned basic programming and hex numbering and that pretty much fed into a lot of what I did before brewing school and being a brewer.

My close friends were a weird bunch. We'd spend time doing things like overcharging electrolytic capacitors until they exploded, stripping down old power cords and shocking various items, such as Brillo pads, strips of solder, and food items, just to see what would happen. On occasion, we'd all wear the same exact shirt on particular days, mainly ugly Rude Dog t-shirts paired with old hideous plaid ties, just to see how people would react to a bunch of weirdos. Most of us were athletes, so we still fit in to most social circles despite our weirdness. We were just "those people." I think that fed into my fascination with different beers before craft brewing was coined as a term – just doing what I want to do instead of fixating on social acceptance.

Who were your favorite bands growing up?

Before my teen years I listened to Rush, Yes, and Kiss – things that I chose to get into without influence from my parents. My father was a jazz-head and classical listener, and I remember liking artists such as Bellson, Krupa, and Rich early on. Big band and fusion are my favorite jazz types. My mother was mostly into Elvis and Beatles type of stuff. I never really got into Elvis, but I do like The Beatles. I also listened to whatever pop-rock and rock-jazz was on the radio at the time – Fleetwood Mac, Steely Dan, Steve Miller, Heart, Styx, and other things like that. Then MTV came along and I started liking Michael Jackson, Billy Idol, The Cars, Van Halen, Toto, The Fixx, U2, and of course - The Police.

I was a thrasher in high school. Two early memorable concerts I enjoyed were Anthrax/Metal Church and Bad Brains/D.R.I. in '85 and '86. Pivotal albums would include Ride the Lightning, Reign in Blood, Bonded by Blood, and Among the Living, although there were many others. Examples of bands would be Fates Warning, Lääz Rockit, Exciter, early Raven, Exodus, Slayer, Metallica, and Megadeth. If the album was on the Megaforce, Combat, or Metal Blade label, I'd give it a spin. If the singer sounded like balls were getting pinched, cats were screaming, or the cookie monster was getting eaten, I probably dug it. I did like some of mainstream rock/metal as well, such as Maiden, Priest, Queensrÿche, Savatage, Accept, Ozzy, Dio, Scorpions,

and Dokken. Powerslave, Operation: Mindcrime and Hall of the Mountain King would be favorite albums from those types of bands.

Who are your favorite bands now (if not the same)?

Well, I tend to go through "eras" of exploration in music, and I generally stick with listening to stuff that I find over the years. I just add the new type of music. After speed metal in the 80's I went through my industrial phase in the early 90's. Skinny Puppy, Haujobb, and Front 242 would be examples for that stuff. Then in the mid 90's, I nerded out on progressive metal and also got back into progressive rock. Bands from that genre of music include Dream Theater, Fates Warning, Payne's Gray, Time Machine, Superior, Marillion, and IQ. Then I got into trance/house music in the mid-90's to early 2000's -- Sasha, Paul van Dyke, Oakenfold, Christopher Lawrence, and Tiesto. I also like psytrance, such as X-Dream or Shpongle, and anything that Simon Posford has done. There were many one hit wonders like Tilt, Lost Tribe, Lucid, Lostep, Three Drives on a Vinyl, and Transa which I enjoy. I enjoy Sasha the most of those who came out of that era, particularly the Involver albums.

What were your favorite movies as a kid?

I was fortunate enough to see the original Star Wars movies in the theater during their releases, and to say the least, the impact on me at that young age shaped some of my likings. There's nothing like seeing a Star Destroyer fly by on big screen at the beginning of the movie when you're a super young kid. I enjoyed Blade Runner, and saw that on big screen for my 12th birthday. Basically, mostly sci-fi stuff. I also enjoyed all the John Hughes flicks as well. Also stupid movies like Bill & Ted's Excellent Adventure and those kinds of things.

What are your favorite movies now (if not the same)?

I enjoy the Star Trek movies more now, as well as all of the series, though I am not into it enough to speak Klingon. I still like sci-fi and silly comedies. I don't watch as many movies these days. I'll put on The Lord of the Rings movies on occasion. I did get to go to the For the Love of Spock premiere recently, and that was fascinating.

What is/are your favorite food(s)?

Mexican, Indian, Thai, most seafood, pizza, and not too many desserts. I will generally take the frosting off of any cake, because it is excessively sugary. I might add a little extra spice to a dish even if it pisses off the chef. I don't like over salting foods as well. I like raw onions, even when it might be considered a flaw. I am a sucker for roasted garlic. Most "comfort foods" are agreeable to me, but you can't eat those all of the time.

Do you follow any sports and, if so, who are your favorite teams and/or players?

I follow most popular sports a lot less now. The Seahawks, Mariners, and SF Giants. I stopped watching basketball when the Sonics became the Thunder, for the most part. Cycling events are entertaining, although I'd rather do mountain biking or road cycling myself. I was into cross-country and track in high school and college.

If you could take a month off and do anything, what would you do?

A long road trip on the bicycle would be intriguing. I'd also like to learn more about synthesizers. Waveforms, filters, effects and whatnot. Subtractive, additive, analog, FM, etc. Both of those things would be equally satisfying to spend time doing.

If you could take a month off and travel anywhere in the world, where would you go?

If a space shuttle trip wasn't possible, it'd very likely be somewhere with mountains. I've been to all of the continental U.S states, so I'd probably choose somewhere in Central or South America. Probably Peru, Chile, and Argentina for some kind of mini-tour. I'd generally stay rural for most of it.

If you could host a dinner party with any three people in history, who would they be and why?

That is an open ended question for me, and I don't have anybody specific in mind. I suppose it would be some people from my direct ancestry, just to see what might possibly make me tick. I'd probably opt for a party with people from the future. That would be more insightful for me. Perhaps someone from my future family, someone from future beer, and someone that could reflect upon how we end up as a society.

Who and/or what inspires you?

People that take that extra step in doing whatever it is they do. Considerate people. People that take enough care to give things some forethought before they do things. People that aren't rude or cocky. Confident people are great. Positive people.

Between talent and work ethic, which is more important?

Work ethic. I say so because in general you just have a certain level of talent a priori and you can only get so much better by trying to work on your talent. You can make more of an impact or improvement based on your work ethic. I feel work ethic is slowly deteriorating and needs to be emphasized more often than not. You can be as smart as Hawking or Einstein, but without proper work ethic to balance, it's all just a waste of time.

If you weren't a brewer, what would you be?

There was a good chance I could've been an oceanographer, but I opted for the computer science route early on. I walked away from chemistry/oceanography during college orientation when I had second thoughts. When I decided to change to brewing from tech, I was also giving culinary school some thought. I completed a fair amount of English coursework in college, so something along that route could have taken place. If for some reason I stop brewing, and don't decide to flee to the mountains, I would consider going back to school again. I'm uncertain what I would actually choose to study, however.

What's your favorite holiday or event?

Definitely Halloween.

If you had to describe yourself in one word or phrase, what would it be?

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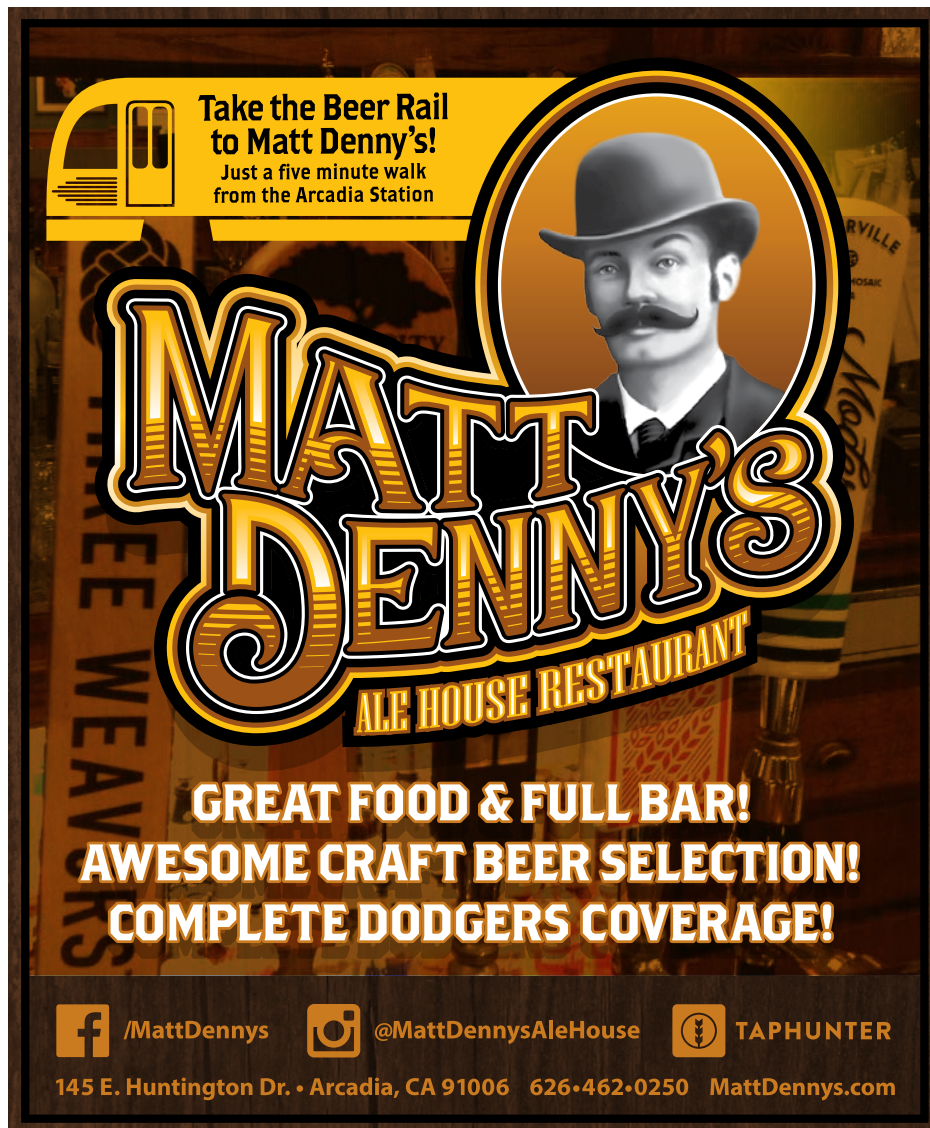
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OPINION

BIG BEER'S BUYING BINGE: AN INSIDER'S PERSPECTIVE ON THE CRAFT BEER INDUSTRY

By Tom McCormick

If you can't beat 'em, buy 'em. That's the strategy "Big Beer" has been taking to continue to play in the craft beer industry.

Will it work? It depends on whether or not you (the beer drinkers) know or care.

Craft beer has grown dramatically over the last few years. What began as an anomaly 35 years ago right here in California has now become mainstream. All through the 1980s, many called craft beer a "fad." But craft beer kept on growing. In the '90s, some felt certain it would begin to shrink and fade away with a new generation of beer drinkers moving on to something new. But craft beer kept on growing. Others thought for sure the great recession of 2007-09 would be the demise of high-end beer. But craft beer kept on growing. Craft brewers have revolutionized beer in America and around the world, and corporate brewers got caught with their brewer's boots down.

Throughout the wild run of popularity that craft beer has enjoyed over the years, large global brewers with names like Anheuser-Busch InBev, SABMiller, Constellation and others have dabbled in craft beer with little success. In the early '90s, AB (before being bought by InBev) tried a Sierra Nevada Pale Ale knockoff called Pacific Ridge Pale Ale. The label looked just like Sierra Nevada's Pale Ale, right down to the green color scheme and even had the distinctive cascade hop flavor. The label had no mention that it was made by Anheuser-Busch. With AB's powerful access to market and a \$4.99 shelf price, we thought it might put a still-young Sierra Nevada Brewing Company out of business. Pacific Ridge was a flop.

After that, AB tried putting its identity on high-end brands such as Budweiser American Ale and Budweiser Brew Masters' Private Reserve. Both have been discontinued. MillerCoors dabbled in the craft look-a-like category with a beer called Colorado Native, also with little luck. More recently, faux-craft brands like Shocktop (AB InBev) and Blue Moon (MillerCoors) have been marginally successful.

So what's a large, global brewer to do when local craft brewers across the country begin to capture the imagination and the wallets of beer drinkers from coast to coast?

Buy 'em!

Consolidation is nothing new to the beer industry. Breweries have been buying breweries for generations. But the modern day Goliath-buying-David trend is different.

With the gradual decline of light, low flavor lagers, Big Beer had to find a way to maintain relevance and growth in the market. Their buying spree started when AB InBev bought Goose Island Brewing, a popular Chicago-based, family-owned brewery in 2011. This is where AB first experimented with their new "take-over formula" in major markets across the country: buy a craft brewery, keep the brewery and tasting room open so it retains its "craft-feel," leave any mention of new ownership off the brand, take one or two of the top selling core brands and brew them at an AB brewery for large-scale efficiency and roll out national distribution through the existing AB distribution network. AB InBev now owns eight craft breweries across the country and MillerCoors, a little slower off the blocks, owns one outright and a majority share in a second.

Will this buying spree continue? Probably.

Should it matter to you? It should if you enjoy walking into your local grocery store or restaurant and having the chance to try a large variety of flavorful, local beers.

Leading up to Prohibition, large brewers were able to dominate the market by controlling what beer was sold where. Brewers could have partial or full ownership in retail establishments, creating a "tied house" system because the retail location was "tied" to selling only the beers made by the brewer which had ownership in the establishment. This limited consumer choice dramatically.



Beer lovers taste their way through California's craft beer at the Summit Beer Festival in 2015.

Post-prohibition and the 21st Amendment, strict laws were implemented that banned the "tied-house" system, eliminating a market where a few large ownership groups could control all beer sales. Unlike before Prohibition, brewing companies could no longer own any part of a retail establishment or provide any kind of inducement to retailers as an incentive to carry their brands. These "equal access laws" still exist today and have allowed for the craft brewing industry to gain traction and succeed in competition with huge, global beer companies. The alcohol beverage industry's equal access laws do not allow manufacturers to "pay-to-play," meaning they can't pay retailers for tap handle placement or shelf space. Without these important laws, large brewers would be able to out-spend small, craft brewers, eliminating the great choices we have on the shelf today. Equal access laws are mini-anti-trust protections that allow small businesses to compete in a highly competitive industry and marketplace.

Over the last few decades, Big Beer have tried their hand at chipping away the equal access laws, hoping to eliminate the protection craft brewers have to grow and sell their beers.

What should you do about it? Know who brews your beer and know who owns your local brewery. Oh, and support the community by doing what you do best: drinking craft beer at the California Craft Beer Summit!

At the Summit, craft beer lovers have the opportunity to truly experience the world of craft beer, from an interactive exposition hall focused on the ingredients of beer and the processes involved in brewing, to advanced tasting classes for beer lovers, pairing classes for beer chefs and homebrewing classes for new and advanced homebrewers. Plus the whole event ends in the LARGEST California craft beer festival, with more than 160 California breweries pouring their best beers, some hard-to-find and hard-to-get options and a few special releases. This is your chance to be involved in the community, meet your favorite brewer, talk to HR managers about starting a career in the industry and so much more.

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For tickets to the California Craft Beer Summit, please visit www.cacraftbeersummit.com. For information on the California Craft Brewers Association, please visit www.californiacraftbeer.com.

Tom McCormick is the executive director of the California Craft Brewers Association, the nonprofit trade association representing all of California's craft breweries. Tom has worked in the beer industry since 1982 and has been a key advocate for the craft beer industry since its early years.



Natalie Cilurzo, co-owner of Russian River Brewing Company, shares advice for women in the craft beer industry during a Tap Talk at the California Craft Beer Summit 2015.



Hanging hop display at the expo hall portion of the California Craft Beer Summit 2015. All photos courtesy of CCBA

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WISHFUL DRINKING

BEER VS. MUSIC IN THE LIVE ARENA

By Tomm Carroll

Here we are again in the dog days of Summer. My least favorite time of year. The weather's hot and sticky and it makes me irritable. So it's the perfect excuse for me to complain. What's buggin' me? Whadda ya got? Okay, how about live music at beer festivals?

Now don't get me wrong, I'm a huge music fan. I've been collecting it for —ohmigod, has it really been this long? — close to 50 years. I've cut down quite a bit, but I still buy it; mostly physical merchandise like CDs and DVDs, but occasionally digital downloads — especially for new artists or when an mp3 or wav file is the only option. I still go to shows as well, though not as frequently as in the past.

Before I wrote about beer, I used to write about music — a connection I was somewhat pleasantly surprised to learn that I share with many current beer writers and bloggers, even some of those who are barely 30.

But when you think about it, there's a lot of commonality in music-/beer-writing. You usually start out as a fanboy (or girl) of a band/beer or genre/style, and then more listening/drinking begets a critical ear/palate. You go to clubs/beer bars and concerts/beer festivals and, before long, there are labels/breweries you like and respect, as well as those you hate and avoid. And you don't have to be a musician/brewer to have an educated opinion. Stick with it long enough, and then younger music/beer fans are interested in those opinions and your experiences as a veteran critic; "Wow, you really got to see/drink THOSE bands/beers? What did they sound/taste like back then?"

Then there's that obsessive, gotta-know-all-the-song-titles/beer-names aspect, which often precedes the gotta-buy-all-of-them phase. That's when the collecting comes in, followed by the inevitable filing — alphabetically by genre/style? Reggae before Rockabilly/Gose before Gueuze, etc.

Now wait a minute, you're probably wondering by now, if music and beer writing or collecting or fandom are so similar, what do I got against live music at beer festivals?

Well, when I go to a craft beer festival, I go for the BEER; everything else (except for the water stations and the bathrooms) is a distraction. Even the food, unless there's a need for solid sustenance during the tasting session. However, I usually bulk up with a heavy meal before I walk through the gates, so I never need to nosh and seldom snack.

But music — particularly loud, live music — is the worst. Nothing against it per se, but I'm here for the beer! I want to taste it, take notes, discuss it with friends, fellow tasters and of course the brewers (if present). That's what the beer community is about — communication. I don't wanna be yelling into people's ears to be heard. I wanna sip, dissect and even fuss over a new brew I'm sampling. (Take THAT, Budweiser!) This does not require a soundtrack.

Frankly, I've never understood people who go to beer fests and hang out by the stage with their beer, checking out some local band and dancing like they're at a Grateful Dead or Phish show, when there are so many new or hard-to-find beers available. But that's fine; to each his/her own — as long as I don't have my tasting experience disturbed by dissonance.

Some outdoor beer events on spacious grounds get it right; they place the live music mostly away from the beer serving tents — the phenomenal Firestone Walker Invitational in Paso Robles, and the impressive Sierra Nevada Beer Camp Across America Fest in Long Beach recently are two that got it right. Even better was the CAMRA-sponsored Ealing Beer Festival in West London's Walpole Park that I attended a couple summers back. There was a tent for the bands and their fans across the green from the real ale and cider tents. Brilliant, as the Brits say; no disruption of beer conversations.

Okay, so what about the inverse — beer at concert venues? Well, I'm going there for



the MUSIC; to see and hear a band or two, not to explore new brews. And even in now-craft-conscious LA, most venues are woefully lacking even a decent beer on tap or in bottles/cans (don't get me started on the worse-every-year beer list at the Greek Theatre!). When I'm at a show, and will likely be drinking several beers throughout the performance (if I want to pay the inflated prices, but that too is for another column), I don't want a Belgian-style Quadrupel or a Barrel-Aged Stout; I'd rather have a low-to-medium-ABV Pale Ale, IPA or well-made craft Pils or Kölsch. No need to get wasted or put myself to sleep (in case the band's a bore).

On top of that, I don't need a vast choice of good beer either; at least one and no more than three decent brews is all I require — preferably beers I've had and liked. When I attend a show at the Hollywood Palladium, at least I know there is (only) one beer there I will drink — Lagunitas IPA — so I'm satisfied. Better yet, when I go to Hollywood's Fonda Theatre, I have dinner and a few, usually new-to-me craft beers at the nextdoor Blue Palms Brew House. And if I drink at the show later, my go-to is the standard-bearer OG craft beer, Sierra Nevada Pale Ale. I'm a happy concert-goer.

The difference between these two mirror scenarios is that beer doesn't disrupt the concert experience (unless, of course, you or someone near you drinks too much of it), but live music frequently distracts from the tasting and discussion of brews at beer festivals.

The takeaway here is that beer and music can actually make a fine double bill — as long as one of them is clearly the headliner. I think we can all drink — or raise a lighted cellphone — to that.

In Wishful Drinking, Tomm Carroll opines and editorializes on trends, issues and general perceptions of the local craft beer movement and industry, as well as beer history. Feel free to let him know what you think (and drink); send comments, criticisms, kudos and even questions to beerscribe@earthlink.net.

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Progress Brewing
1822 Chico Ave, South El Monte
progress-brewing.com

REV Brewing
1580 W San Bernardino Ave
Ste H & I, Covina
revbrewingco.com

Sanctum Brewing Company
560 E Commercial St #21, Pomona
sanctumbrewing.com

Scholb Premium Ales
2964 Columbia St, Torrance
drinkscholb.com

Smog City Brewing Co.
1901 Del Amo Blvd. #B, Torrance
smogcitybrewing.com

Strand Brewing Co
2201 Dominguez St, Torrance
strandbrewing.com

Sundowner Brewery
30961 Agoura Rd, Westlake Village
malibusundowner.com

The Dudes' Brewing Company
1840 W 208th St, Torrance
thedudesbrew.com

Timeless Pints
3671 Industry Ave, Lakewood
timelesspints.com

Three Weavers Brewing Co.
1031 W. Manchester Blvd,
Unit A-B, Inglewood
threeweavers.la

Transplants Brewing Company
40242 La Quinta Ln Unit 101
Palmdale
transplantsbrewing.com

BREW PUBS

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

Belmont Brewing Company
25 39th Pl, Long Beach
belmontbrewing.com

Bonaventure Brewing
404 S Figueroa St #418, Los Angeles
bonaventurebrewing.com

Brewery at Abigaile
1301 Manhattan Ave, Hermosa Beach
abigailerestaurant.com

Congregation Ales
Azusa Brewpub Chapter
619 N. Azusa Ave, Azusa
congregationaleshouse.com

Downey Brewing Company
10924 Paramount Blvd, Downey
thedowneybrewing.com

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

Innovation Brew Works
3650 W Temple Ave, Pomona

Kinetic Brewing Company
735 W Lancaster Blvd, Lancaster
kineticbrewing.com

Ladyface Ale Companie
29281 Agoura Rd, Agoura Hills
ladyfaceale.com

Red Car Brewery and Restaurant
1266 Sartori Ave, Torrance
redcarbrewery.com

Rock Bottom Restaurant and Brewery
1 Pine Ave, Long Beach
rockbottom.com

San Pedro Brewing Company
331 W 6th St, San Pedro
sanpedrobrewing.com

The Lab Brewing Co.
30105 Agoura Rd, Agoura Hills
labbrewingco.com

Wolf Creek Restaurant & Brewing
27746 McBean Pkwy, Santa Clarita
wolfcreekbrewing.com

Orange County

BREWERIES

Anaheim Brewery
336 S Anaheim Blvd, Anaheim
anaheimbrew.com

Artifex Brewing
919 Calle Amanacer, San Clemente
artifexbrewing.com

Back Street Brewery
1884 S Santa Cruz St, Anaheim
backstreetbrew.com

Barley Forge Brewing
2957 Randolph Ave, Costa Mesa
barleyforge.com

Bootlegger's Brewery
130 S Highland Ave, Fullerton
bootleggersbrewery.com

Bottle Logic Brewing
1072 N Armando St, Anaheim
bottlelogic.com

Th-Fri 2-8pm
Sat 1-8pm
Sun 1-6pm



562.490.0099

www.TimelessPints.com
3671 Industry Ave. Lakewood 90712

Cismontane Brewing Company
29851 Aventura #D,
Rancho Santa Margarita
cismontanebrewing.com

Cismontane Brewing Co.
Tasting Room
1409 E. Warner Suite C
Santa Ana
cismontanebrewing.com

Evans Brewing
2000 Main St, Irvine
evanslager.com

Four Sons Brewing
18421 Gothard St, Huntington Beach
foursonsbrewing.com

Hoparazzi Brewing Co.
2910 E La Palma Ave, Anaheim

Left Coast Brewing Company
1245 Puerta Del Sol, San Clemente
leftcoastbrewing.com

Legends Craft Brewery
1301 S Lewis St, Anaheim, CA

Noble Ale Works
1621 S. Sinclair St. #B, Anaheim
noblealeworks.com

Old Orange Brewing Co.
1444 N. Batavia St, Orange
oldorangebrewing.com

Phantom Ales
1211 Las Brisas St, Anaheim
phantomales.com

Riip Beer Company
17214 Pacific Coast Highway
Huntington Beach, riipbeer.com

The Bruery
715 Dunn Way, Placentia
thebruery.com

The Good Beer Co.
309 W 4th St, Santa Ana
thegoodbeerco.com

Towne Park Brew Co
19191 Lawrence Cyn, Silverado
Towneparkbrew.com

Valiant Brewing Co.
2294 N Batavia St #C, Anaheim
valiantbrewing.com

BREW PUBS

Brewbakers
7242 Heil Ave, Huntington Beach
brewbakers1.com

Huntington Beach Beer Company
201 Main St, Huntington Beach
hbbeerco.com

Artisan Sausage and Craft Beer
238 Chapman Ave Orange

Newport Beach Brewing Company
2920 Newport Blvd, Newport Beach
newportbeachbrewingcompany.com

Ocean Avenue Brewery
237 Ocean Ave, Laguna Beach
oceanbrewing.com

Pizza Port San Clemente
301 N El Camino Real, San Clemente
pizzaport.com

Stadium Brewing
26738 Aliso Creek Rd, Aliso Viejo
stadiumbrewing.com

TAPS Fish House & Brewery
101 E Imperial Hwy, Brea
tapsfishhouse.com

TAPS Fish House & Brewery
13390 Jamboree Rd, Irvine
tapsfishhouse.com

Tustin Brewing Company
13011 Newport Ave #100, Tustin
tustinbrewery.com

Inland Empire

BREWERIES

3 Iron Brewing Co.
898 Via Lata #A, Colton
3ironbrewing.com

Aftershock Brewing Co.
28822 Old Town Front St #108,
Temecula
aftershockbrewingco.com

Area 51 Craft Brewery
7123 Arlington Ave #A, Riverside
Area51craftbrewery.com

Black Market Brewing Co.
41740 Enterprise Cir N #109
Temecula
blackmarketbrew.com

Brew Crew Inc.
11626 Sterling Ave #G, Riverside
brewcrewinc.com

Brew Rebellion Brewing
13444 California St, Yucaipa
brewrebellion.com

Chino Valley Brewery
1630 E Francis St #J, Ontario
chinovalleybrewery.com

Coachella Valley Brewing Co.
30-640 Gunther St
Thousand Palms
cvbco.com

Craft Brewing Co.
530 Crane St, Lake Elsinore
craftbrewingcompany.com

Last Name Brewing
2120 Porterfield Way, Upland
lastnamebrewing.com

Electric Brewing Co.
41537 Cherry St, Murietta
electricbrewco.com

Escape Craft Brewery
721 Nevada St #401, Redlands
escapecraftbrewery.com

Garage Brewing Co
29095 Old Towne Front St,
Temecula
garagebrewco.com

Hamilton Family Brewery
9757 Seventh St #802,
Rancho Cucamonga
hamiltonfamilybrewery.com

Hangar 24 Brewery
1710 Sessums Drive
Redlands
hangar24brewery.com

I & I Brewing
5135 Edison Ave #1, Chino
iandibrewing.com

Inland Empire Brewing Company
1710 Palmyrita Ave #11,
Riverside
iebrew.com

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

La Quinta Brewing Co.
77917 Wildcat Dr, Palm Desert
laquintabrewing.com

No Clue Brewing
9037 #170 Arrow Route
Rancho Cucamonga
nocluebrew.com

Packinghouse Brewing Co.
6421 Central Ave #101-A, Riverside
pbbeer.com

Refuge Brewery
43040 Rancho Way, Temecula
refugebrew.com

Ritual Brewing Co.
1315 Research Dr, Redlands
ritualbrewing.com

Rök House Brewing Company
1939 W 11th St #A, Upland
rokhousebrewing.com

Thompson Brewing Company
9860 Indiana Ave, Riverside
thompsonbrewing.com

Wiens Brewing
27941 Diaz Rd, Temecula
Wiensbrewing.com

Wild Donkey Brewing Co.
2351 W Lugonia Ave, Redlands
facebook.com/DonkeyPunchBrewery

BREW PUBS

Heroes Restaurant & Brewery
3397 Mission Inn Avenue, Riverside
heroesrestaurantandbrewery.com

Lou Eddie's Pizza
28561 Highway 18, Skyforest
LouEddiesPizza.com

TAPS Fish House & Brewery
2745 Lakeshore Dr, Corona, CA
tapsfishhouse.com

Wicks Brewing Company
11620 Sterling Ave, Riverside
wicksbrewing.com



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