

Drink  
local.

# BEER PAPER

Read  
local.

beerpaperla.com /beerpaperla #beerpaperla @beerpaperla

VOLUME 5 | ISSUE 5 | OCTOBER 2017 | FREE!

## NANDOBRÄU



Erick Garcia

Photo by Daniel Drennon

By Daniel Drennon

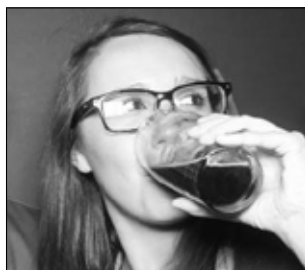
Who is Erick Hernando Garcia?

**"Nando", as he was dubbed by his Eagle Rock Brewery cohort Lee Bakofsky, is a super nice, down to Earth, humble guy. He would have to be waterboarded to sing his own praises. And yet, over the last two years, with Garcia as the brewmaster at Eagle Rock, the beers, which were always really good, have quietly, just like Garcia himself, become really great. When I pointed this out, Garcia responded, "Our beers are what they are because of the hard work and attention to detail that our entire team puts into the process. The beers wouldn't be what they are without their contributions."**

(Full cover story on page 12)

## INSIDE

LADY BEER



PAGE 6

BREWERS CORNER



PAGE 9

COVER STORY



PAGE 12

PINTS & QUOTES



PAGE 15

WISHFUL DRINKING



PAGE 16

OKTOBERFEST



PAGE 18



# #beerpaperla

Follow @beerpaperla on Instagram and tag your photos with #beerpaperla to share them with other *Beer Paper LA* readers.



@abner321



@beersensaila



@beerzombies



@eaglerockbrew



@gelei\_ge



@ipa\_tim



@ld\_skool



@laguybp



@smokin\_ales



@laniesiegel



@thatbeertho



@senoritacerveza



@trollnectartastingsociety



@longbeachfrankie

PLEASE USE #beerpaperla



PASSION  
COMMITMENT  
INDEPENDENCE  
*True to Beer*

TRUETOBEER.COM



**SAN DIEGO BREWERS GUILD**  
PRESENTS

**SD BW**

**SAN DIEGO BEER WEEK 2017**

**NOVEMBER 3-12**

*Get ready folks... our 10-day celebration of San Diego craft beer is coming!*

*Tickets for the VIP Brewer Takeover, Guild Fest and more!*



**SDBEER.COM**



# FRESH SIX PACKS ON SHELVES NOW

**El Segundo BREWING COMPANY**

ELSEGUNDOBREWING.COM  
140 MAIN STREET EL SEGUNDO, CA 90245

#CHECKTHOSEDATES

## BEER PAPER

*Beer Paper* is an online and monthly print publication dedicated to providing and promoting news, commentary, education, and growth for the craft beer communities of Los Angeles and Orange County. Our contributors are all beer writers and industry professionals.

**ADVERTISE WITH BEER PAPER**

We distribute 20,000 print issues a month and have direct access to regional craft beer consumers. For more information about advertising or partnering with *Beer Paper* please contact us at [danieldrennon@gmail.com](mailto:danieldrennon@gmail.com).

OWNER/PUBLISHER/EDITOR: Daniel Drennon  
DESIGN/LAYOUT/WEB : Matthew Combs  
HEAD WRITER: Daniel Drennon

**SUBMISSIONS**

While we will not accept any unsolicited content, *Beer Paper* is a community project and seeks the participation of talented and knowledgeable individuals across the greater Los Angeles and Orange County craft beer landscape. If you are interested in providing news briefs or photographs, writing features or commentary, please contact us with pitches and/or portfolios at [danieldrennon@gmail.com](mailto:danieldrennon@gmail.com) with "submissions" in the subject line.

SENIOR CONTRIBUTORS:  
Sarah Bennett, Tomm Carroll  
John M. Verive

**DISTRIBUTION**

Copies of our publication are available for free at most local craft breweries, better beer bars, homebrew supply stores, and bottle shops throughout greater Los Angeles and Orange County. If you are interested in distributing *Beer Paper* in your local area, please email us at [danieldrennon@gmail.com](mailto:danieldrennon@gmail.com).

SPECIAL CONTRIBUTORS:  
Charlie Perez, Derek Testerman

ORANGE COUNTY ACCOUNTS:  
Brian Navarro

SOUTH BAY ACCOUNTS:  
Paul Brauner

FOUNDED BY: Aaron Carroll & Rob Wallace

ADVERTISING: [danieldrennon@gmail.com](mailto:danieldrennon@gmail.com)  
EDITORIAL: [danieldrennon@gmail.com](mailto:danieldrennon@gmail.com)  
WEB: [www.BeerPaperLA.com](http://www.BeerPaperLA.com)  
FACEBOOK: [facebook.com/BeerPaperLA](https://www.facebook.com/BeerPaperLA)  
TWITTER/INSTAGRAM: @BeerPaperLA

©2017 Beer Paper LA. All Rights Reserved.

Beer Paper is 100% funded by our advertisers. Please support them!

Please drink responsibly and drive safely!

**[www.beerpaperla.com](http://www.beerpaperla.com)**



## LADYBEER

# GOLDEN ROAD DOESN'T CARE ABOUT L.A. BEER, BUT DOESN'T MIND CAPITALIZING ON IT

By Sarah Bennett



Photos by Sarah Bennett

It's been one strange trip since Anheuser-Busch InBev purchased Golden Road Brewing, the then-largest craft brewery in Los Angeles, two summers ago.

At the time, the L.A. beer community didn't see the acquisition so much as a loss but as an inevitability. After all, this is a beer-maker that in 2011 hit the nascent local scene hard, letting their out-of-touch IPAs and lactic-spiked "sours" go to accounts without proper training in craft beer maintenance (eventually, through a distributor with little experience in craft beer), all in the name of rapid sales growth. Its purchase by a multinational corporation that happens to be the largest beer producer in the world aligned with a clear goal at the onset to glean the growing cool of L.A. beer while remaining tone deaf to its core needs or values.

Meanwhile, the culture, passion and innovation that the #LABeer community was actually founded on continued to make us a world-class beer city. The number of independent breweries in the county doubled, with award-winning brewers and experimental scientists bringing quality craft to previously untouched corners of the county. L.A. Beer Week -- which celebrates the power and glory and love of independent beer -- got larger, more organized and is now anchored by the best beer festival in the region.

And finally, more restaurants, bars, bottle shops and tasting rooms than ever are opening and making a conscious effort to serve beer from L.A. Brewers Guild's 60-plus members -- a mark of success that means more people than ever are weaning off the fizzy yellow swirl of Budweiser yore.

But in the midst of all this, Golden Road (now through its Wal-Mart-like parent corporation) is still desperate for attention, like the awkward teenager who wants to be cool so bad, has no idea how to be cool, so goes out and buys the things they think will make them look cool and then shows up at a house party they weren't invited to like Steve Buscemi in that episode of 30 Rock with a backwards hat and a skateboard screaming, "How do you do fellow kids?!" Except this time, it comes with a very expensive fallback plan.

Case and point: this summer, when the \$2 billion that AB InBev promised earlier this year to invest in expanding its hold on the American craft beer market began to show its relentless offensive strategy. The main goal, of course, is to position Golden Road within and outside L.A. as the city's flagship beer brand, while simultaneously making truly independent beer harder than ever to find.



As Golden Road ramps up production at Budweiser's Northern California facility, independent breweries -- such as the new Ten Mile in Signal Hill above -- continue to fuel the true culture of L.A. beer.

We knew this was coming. We were properly warned that selling out to AB InBev is about more than what's in the glass. We just didn't know how sad it would be.

Golden Road's teenage FOMO has manifested in tantrums as large as the entire VICE Beerland series and as small as the Millennial-attracting fluorescent colors on this year's egregiously fruited, Latin-pandering can releases ("Inspired by the iconic fruit vendors of Los Angeles").

It extends to their pay-to-play reviews on Hypefeast, AB InBev's investment in Pitchfork-run beer blogs, entire-shelf takeovers at local supermarkets and social media images that show cans placed among icons of SoCal life, from pools to wildflowers to Dodger games. And when confronted with cries of "sellout" -- when there are no other logical reasons left to drink the disingenuously repurposed innovations of others -- the marketing angle moves to the last viable argument, the same one that is being put on Golden Road's papi brand, too: our beer is made in L.A.

Mock Golden Road brewpubs touting their "Made in L.A." beers are already installed at landmarks like LAX, Grand Central Market and Dodger Stadium (anything sold in SoCal is still made at their LA Atwater Village brewery). Another is being built inside the L.A. Zoo to infiltrate the minds of tourists there. Repurposed shipping containers made to be portable fluorescent pop-up ambassadors of the sick-Cali-beer-life aesthetic are dragged to festivals and special events across the region.

Then, there was the most egregious offense to L.A. beer: last month's Made in L.A. music and arts festival, where Golden Road ripped a page out of Budweiser's own Made in America fest and paid major local musicians (Warren G, Hanni El Khatib, Buyepongong) to lend their homegrown cred to the brand.

All this as production of Golden Road beers ramped up at Budweiser's Fairfield plant in Northern California (read: NOT L.A.) and president Meg Gill herself continued to fight backlash in Oakland to defend her brewery's attempt to open a beer garden in vehemently local East Bay (which doesn't think too kindly of SoCal bros, by the way).

It all feels a lot like the movie adaptation of L.A. beer, perhaps a more insidious version of Drinking Buddies, that horrible rom com with Olivia Wilde that was filmed inside Revolution Brewing in Chicago.

So, on behalf of all the longtime craft beer drinkers in Los Angeles: stahhhhp. Please, Golden Road, just stop. You're embarrassing yourselves, sure, but mostly you're embarrassing us, the people of this city you are spending so much money to claim you represent.

Just because some of your beer is still made here doesn't mean you reflect the city's beer culture, and it definitely doesn't negate the fact that your corporate overlords and their wholly owned distributors around the country spend much of their existence trying to ensure that independent beer (remember those coattails you rode?) doesn't have a chance in hell to grow, much less compete.

This is what we mean when we say "fuck what's in the glass." Every cent spent on a well-made Golden Road beer goes directly into funding things like Golden Road-sponsored music festivals or more fake Golden Road brewpubs at city landmarks. It also goes into producing the beer far outside of Los Angeles, where drinkers in other parts of the country (now plus Australia!) are receiving a similar marketing assault -- again, funded by retail-acquired dollars -- that tells them that L.A. beer looks like an app for millennials and tastes like a paper umbrella in a Tiki cocktail.

It's an effort to completely eradicate a decade's worth of work by L.A.'s real craft breweries, which have overcome the city's stereotype as a place where trends go to die to become powerful players in the national and international beer conversation.

Now is not the time to be passive beer consumers, or to think that buying one cheap, easy-to-find Golden Road six pack won't matter. We can't have our cake and eat it too. It's time to continue supporting our independent breweries, the ones that spur local economies, push innovation and create communities as rich and diverse as L.A. beer itself.

Sarah Bennett is a freelance journalist who writes about craft beer, food, music, art, culture and more for the L.A. Weekly, L.A. Times, Beer Advocate and Thrillist. Follow her on Twitter @thesarahbennett.

**IRONFIRE BREWING COMPANY**

**GUNSLINGER GOLDEN ALE**  
51/50 IPA  
**THE DEVIL WITHIN** IIPA  
**NUHELL** IPL  
**6 KILLER STOUT**  
**VICIOUS DISPOSITION**  
IMPERIAL PORTER  
+ SEASONALS AND SPECIALTIES

**TASTING ROOM HOURS**  
Tues-Fri. 3-8PM  
SAT. 12-8PM  
SUN. 12-6PM

42095 ZEVO DR. UNIT 1  
TEMECULA, CA 92590  
WWW.IRONFIREBREWING.COM

**ALL KILLER NO FILLER**

**STRAND CO BREWING CO**  
PREMIUM HAND-BREWED ALES  
3301 DOMINGUEZ ST. | TORRANCE, CA | 90501

NEW | 3201 DOMINGUEZ ST. | TORRANCE

**NOW BOOKING PRIVATE EVENTS AND PARTIES**

GIVE US A CALL  
**310.517.0900**

FOR MORE INFO VISIT  
StrandBrewing.com

GET SOCIAL

**TAP ROOM HOURS OF OPERATION**  
Wednesday | Thursday | Friday 4p-9p  
Saturday Noon-8p | Sunday Noon-8p

PLEASE MAKE A NOTE OF OUR NEW LOCATION

**BUILDING A BREWERY?**

**FOUR 14 TEEN CANNONS**  
— BREWERY + SHOWROOM —  
ALL CRAFT - NO COMPASS

**COMING SOON**  
TO WESTLAKE VILLAGE, CA

**A Working Brewery & Equipment Showroom.**

Visit **14Cannons.com** for more information.

**FEATURING EQUIPMENT FROM**

**PREMIER STAINLESS SYSTEMS**

**MICRO DREW WATER .COM**

**PRO BREW**  
Crafted with Passion

**BLOME INTERNATIONAL**  
Protective Barriers For A Cleaner Environment

**Airgas National Carbonation**  
an Air Liquide company

**PRO**

**KEG CREDIT**

**+GF+**  
GEORG FISCHER PIPING SYSTEMS

**GOLD COAST DRAFT, INC**  
PROFESSIONAL DRAFT BEER SYSTEMS\*





**SMOG CITY**  
Brewing Co.

VISIT OUR TAPROOM  
Tues-Thurs 3-10pm • Fri 12-10pm  
Sat 12-10pm • Sun 12-8pm



**CREATIVELY  
BALANCED  
BREWER  
OWNED**

1901 Del Amo Blvd. Torrance, CA  
#smogcitybeer




**HOPSAINT**  
BREWING COMPANY

*Join the Sainthood!*

BREWERY / HEARTH / WOOD GRILL / SMOYER  
OPEN AT 12PM » 7 DAYS A WEEK

310.214.HOPS (4677)  
5160 W. 190TH STREET, TORRANCE, CA 90503  
HOPSAINT.COM




**VERDUGO WEST  
BREWING CO.  
BURBANK CA**

**AN  
INDUSTRIAL  
STYLE  
BREWERY  
FOR  
BEER-LOVERS**

PRODUCING A VARIETY OF  
**IPA'S | SOURS  
STOUTS | LAGERS**

**OPEN TO THE PUBLIC**

**TASTING ROOM HOURS**

MONDAY | PRIVATE EVENTS  
TUESDAY | PRIVATE EVENTS  
WEDNESDAY | 4PM - 10PM  
THURSDAY | 4PM - 10PM  
FRIDAY | NOON - 10PM  
SATURDAY | NOON - 10PM  
SUNDAY | NOON - 8PM

**KID FRIENDLY  
DOG FRIENDLY  
FOOD SERVED**



HEAD BREWER | CHRIS WALOWSKI  
OWNERS | CHIPPER PASTRON & SAL CASOLA JR

@VERDUGOWEST f / VERDUGOWESTBREWINGCO  
@VERDUGOWEST VERDUGOWESTBREWING.COM

156 W VERDUGO AVE | BURBANK CA 91502

**BREWERS CORNER**

**EAST VS. WEST**

By Derek Testerman

East vs. West. Biggie vs. 2pac. Cheesesteaks vs. the poor excuse for cheesesteaks out here. And, of course, the ever-discussed West Coast IPA vs. East Coast (or Northeast) IPA. These are common topics that get brought up to me from customers who ask where I came from. I proudly say I am from the greater Philadelphia region, starting out my career at a highly acclaimed brewpub chain, working my ass off scrubbing floors and running grain bags up and down steps days on end. The conversation dabbles back and forth from why I came out here, to have you eaten a soft pretzel before, and then usually ends up on the topic of everyone telling me how much better the west coast beer scene is.

Here's the thing about the East coast beer scene that's never discussed. The East Coast has a kick ass community that loves their beer almost as much as their sports, and yes, we threw snowballs at Santa during halftime of an Eagles game back in the day.

We are mainly known for the larger breweries such as Yuengling (pronounced YING-LING or just ask for "a lager"), Troegs, Victory, Dogfish Head, and now we are known for the NE IPA. Deep down, East Coast consumers are loyal and have a thirst for a large variety of beer styles, part of which I think comes from the changing seasons. We weren't used to 80-degree weather every day and developed a pallet for more malt driven, yeast driven beers. The brewers' focus on IPAs dwindled and wasn't the forefront of our tap lists. Beers such as Munich Dunkels, Abbey Dubbels, and spiced Christmas beers dominated our lists, because it's what our customers wanted for more than half the year.

Tap takeovers, beer dinners, beer releases were always packed. People from all over would come and be genuinely interested in your beers and would often discuss your thought process behind the beer, inspirations behind them and often gave honest feedback, whether it was good or not. Tap takeovers, especially in downtown Philly, were often flooded with every brewer in the city having a good time, buying each other shots of Powers whiskey and rounds of beers for everyone. They genuinely enjoy the community and industry.

One of my favorite all time bars, ironically named Industry Bar, is in Philadelphia. Their walls are decorated with pictures of the city's brewers, chefs and bartenders and gives any industry employee 20% off. Their 20+ taps are filled with all local brewery beers, almost as if they handed off each handle to a brewer and he put on his best work. It's awesome, I highly encourage a visit there if you are anywhere near the city.

Sure, California is known for their IPAs, as they should be. A few years ago, dry hopping with more than a pound per bbl was unheard of and a "waste." We weren't willing to risk dumping in crazy amounts of hops like California was doing. But as the industry grows and changes, so too do the brewers and technology. Citra and Mosaic were still in their HBC stages without names and extremely rare when I was brewing back east. That's what's awesome about this industry - the growth and need to experiment by brewers and even more so our suppliers. Pushing boundaries on hop varieties, malting processes and equipment manufacturing.

As of late, the NE IPA has taken the country by storm. Is it a really an east coast thing? I don't think so. Heady Topper is the beer that started it but it's just the next phase in the IPA trend. We saw black IPAs, session IPAs, double and then triple IPAs, and now we're on the hazy train. What's going to be next?



Derek Testerman

Photo by: Daniel Drennon

When it comes down to who's better, east or west? The only answer is which brewery is innovating and pushing boundaries harder and delivering a quality product. There are great breweries on both coasts.

If you get the chance to make it out to Philadelphia make sure to check out Forest and Maine, an awesome brewery cranking out crazy good farmhouse and cask beers. Their brewery is in an old Victorian home and you can sit on their patio and enjoy mussels and some cask beer. Hands down the coolest brewery I have ever been to. Swing by Tired Hands and drink anything on their tap list as they are making some great beer. My final suggestion would be to stop by 2sp Brewery in Aston. Grab a bottle of "The Russian". The guy behind this beer has won 10+ medals at GABF and the World Beer Cup for his imperial stout. It's insane.

And make sure to get a WaWa hoagie to complete your East Coast experience.

Derek Testerman has been brewing professionally for 7 years. He is currently brewing at Riip Beer Company in Huntingting Beach. He has previously brewed at Gunwhale Ales in Costa Mesa, and Iron Hill Brewery in Philadelphia.



**THE  
PUBLIC HOUSE**  
by Evans Brewing Co

*Happy Hour*

DAILY: 4PM - 6PM  
TUE & WED: 9PM - 10PM  
THURS: 9PM - 11PM  
FRI & SAT: 10PM - 12AM

1/2 OFF PIZZAS - 1/2 OFF WINE BY THE GLASS  
\$4 PINTS - \$5 WELL DRINKS  
\$6 HOUSE SPECIAL  
(PINT OF POLLEN NATION + A SHOT OF 4 ROSES BOURBON)



# King Harbor Brewing Co.



Sat. Oct 7th 2-6pm  
**Beer Games**  
**Sausages**  
**Steins**  
**Party!**

**NEW TASTING ROOM!**  
**IT'S YUGE!**  
**24 TAPS**  
**COMFY COUCHES**

KingHarborBrewing.com  
This ad was not made by a graphic designer

EST. 2004

# RILEY'S

*On Second*  
BELMONT SHORE, CA

## 14 ROTATING CRAFT BEER TAPS

ASSORTED CRAFT BEER BOTTLES ALSO AVAILABLE

### HAND-FORMED BURGERS

### ARTISAN PIZZA

ALL YOUR FAVORITE SPORTS  
SPACIOUS PATIO & MORE

Great Happy Hour Monday-Friday 3-7

Riley's Pub & Grill, 5331 East 2nd St, Long Beach, Ca 90803  
(562) 856-1612 • www.rileyson2nd.com

Wed 4-8pm  
Th-Fri 2-8pm  
Sat 1-8pm  
Sun 1-6pm

562.490.0099

www.TimelessPints.com  
3671 Industry Ave. Lakewood 90712

## Brewery & Taproom

906 Western Ave, Glendale CA 91201

Taproom Hours:  
Wed-Fri 4:30-11pm  
Sat 1pm-11pm  
Sun 1pm-6pm

We brew Commons, Californian Lagers & Steam Beers...Which are all names for the same category of beers we invented :P

@BrewyardBeerCo

## SCARE DOWN IN DOWNTOWN

Music  
Photo Booth  
Trick or Treat  
Haunted House  
Give Aways

Family Fun!

FEATURING LIVE MUSIC STARTING AT THE TORTILLA CANTINA @7PM

Saturday Oct. 28th from 6-8pm

Happening on El Prado Street in Downtown Torrance

**\$7**  
HAPPY HOUR  
WEEKDAYS:  
3P - 6P

# FLIGHTS

CRAFT BEERS + SPORTS + GRILL

- 40 FRESH BEERS ON TAP -

**#1**  
SOUTH BAY  
SPORTS BAR  
ON  
yelp

**40 FRESH CRAFT BEERS ON TAP**

**FRESH FOOD RECIPES**

**LARGE SPORTS THEATER**

**EVERY TUESDAY AT 9:00 PM**

**FREE COMEDY NIGHT EVERY TUES**

5119 W. El Segundo Blvd • Hawthorne, CA 90250  
310-676-8228

MON - WED: 3PM - MIDNIGHT  
THR: NOON - MIDNIGHT  
FRI: NOON - 1AM  
SAT: 10AM - 1AM  
SUN: 10AM - MIDNIGHT

PEOPLE LOVE US ON  
**yelp**

[/flightsbeerbar](#)

[www.flightsbeerbar.com](#)

Rev. 12/10/15



## COVER STORY

# NANDOBRÄU

## WHO IS ERICK HERNANDO GARCIA?

By Daniel Drennon



Lee Bakofsky, Erick Garcia, and Andrew Korzun

Photo by Daniel Drennon

“Nando”, as he was dubbed by his Eagle Rock Brewery cohort Lee Bakofsky, is a super nice, down to Earth, humble guy. He would have to be waterboarded to sing his own praises. And yet, over the last two years, with Garcia as the brewmaster at Eagle Rock, the beers, which were always really good, have quietly, just like Garcia himself, become really great. When I pointed this out, Garcia responded, “Our beers are what they are because of the hard work and attention to detail that our entire team puts into the process. The beers wouldn’t be what they are without their contributions.” Nandobrau is his Instagram handle, a combination of his nickname and what he does so well. It is also what they call their Oktoberfest beers at Eagle Rock.

Garcia bleeds Dodger blue and, like all Dodger fans, is hoping they can make an October run to win their first World Series since 1988. It is fitting that he is our October issue cover story and interview.

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

**GARCIA:** I grew up as a suburban kid in Santa Clarita about 35 miles north of Los Angeles. School and soccer really took up a lot of my time... my job was to get good grades and not get into trouble. I used to love model rockets, playing roller hockey, summer campouts in the backyard. That was all possible because my parents worked really hard. My parents came from Colombia and Panama, met in Los Angeles and got married in the mid-1960s. They managed to get their college educations and raise three kids all while working full time jobs. That work ethic was never lost on me... I remember my dad making the really long commute from Santa Clarita out to Long Beach when I was in high school. My mom was a school teacher and she would always work through the summer. I’m really thankful because they did all that to ensure that their family was not wanting.

**What was your training and path to be a brewer?**

I had always been interested in math/science growing up but I graduated from UC Santa Barbara with a Business degree and went to work doing financial analysis after college. While living in Santa Clarita in 2006, I would occasionally go to the Wolf Creek brewpub. On one of those visits I was staring at the brewing equipment behind the bar and I thought “you know... I bet you could make beer at home.” I did some research and extract batches ensued. After an eye-opening trip to Europe and subsequently brewing my first all-grain batch with a friend, I was hooked and decided the desk job was not what I wanted for my life. I enrolled in the American Brewers Guild apprenticeship program and started helping out at Eagle Rock Brewery in January 2010. Upon completion of my apprenticeship at Bridgeport in Portland, I returned to ERB to work full time in September 2011 (one year as brewer, three years as head brewer, and now two years as brewmaster). Now that I write that, I can’t believe I just passed the six-year mark working at the brewery!

**Do you have a brewing philosophy?**

Balance. It’s something we always strive for, no matter the style.

**What have been your most important lessons learned as a brewer?**

The most important lesson is that there are always important lessons to be learned, be they from technical journals, conferences, or discussions with other brewers. The industry has exploded in recent years and craft beer is gaining more traction, so we have a responsibility to keep learning and improving our processes to ensure we’re releasing products of the highest quality.

Tell me how you came on board at Eagle Rock.

I knew Jeremy, Ting, and Steve (Eagle Rock owners) from the Maltose Falcons (Garcia was an award-winning homebrewer with the critically-acclaimed homebrew club for four years) and I had been following their blog about the startup process for Eagle Rock. Right after I enrolled in the American Brewers Guild program, I ran into Jeremy at the Verdugo Bar as there was a Lost Abbey/Port Brewing event. I had mentioned that I had enrolled in the ABG program and that I was hoping to get some hands-on experience by volunteering at ERB. As they were just starting out with a skeleton crew, he was happy to have extra help. ERB batch 7 in January 2010 was the first time I came to help and nearly 8 years later we’re a few batches away from batch 700! I also used to help out in the taproom on Friday and Saturday nights and I remember the craziness of the grand opening... the taproom was packed and there was a line out to the street. It was really an amazing experience to be part of something that people were genuinely excited for.

**What is the vision for Eagle Rock?**

Our mission is to keep improving and brewing the best beer for the people.

**How do you feel about experimentation in new styles or doing twists on existing styles?**

Any time we have the chance to try something new it is exciting. It can be nerve wracking as well if you’re delving into uncharted territory because the beer still has to be good. I’ll read as much as I can about the style and will try commercial examples if I can find them. I want to have a wealth of information before I sit down to write that recipe.

**Do you plan to do any collaborations and, if so, why do you like collaborating?**

We have a few collaborations lined up... we’re brewing beers with HenHouse Brewing Company and Temescal Brewing (Bay Area), Mason Ale Works (San Diego), and Institution Ale Co. (Ventura). Collaborations are excellent learning experiences. It’s always fun to pick other brewers’ brains regarding recipe formulation. Collaboration field trips are great as you get to see how other breweries operate. I’ve often walked away thinking “now that’s a good idea.” And did I mention doughnuts!

**Now a few personal questions if you don’t mind, so that our readers can get to know you as a person. Who were your favorite bands growing up?**

I was a pretty big fan of Rage Against the Machine. Tom Morello’s guitar work is what inspired me to pick up a guitar when I was in high school. Other than that, I liked a lot of popular rock of the day. College is where I really began exploring music and discovered the greats like Hendrix, Beatles, Stones, Bowie, Sabbath, Pink Floyd, Metallica, Iron Maiden, Minor Threat, Clash, etc.

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

I like just about all music genres but a few of my favorite bands are Queens of the Stone Age, Failure, Brian Jonestown Massacre. I’m also a big fan of crate diggers like RJD2... people don’t give DJs enough credit but it takes talent to be able to use elements from a few different records and come up with entirely new music.

**What were your favorite movies as a kid?**

I was a kid of the ‘80s/‘90s so I grew up on a healthy dose of Star Wars, Indiana Jones, Back to the Future, etc. on VHS. My older brother exposed me to a lot of good comedy as well... Caddyshack, Naked Gun, any Mel Brooks movie.

**What is/are your favorite food(s)?**

You can ask everyone at the brewery, I’d be hard-pressed to turn down an Eagle Rock Italian Deli sandwich (or any sandwich for that matter). I really enjoy a good bowl of ramen or pho and I can easily polish off a couple orders of Din Tai Fung dumplings. And then there’s that In-N-Out place...

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

Dodgers, duh. My father and sister got me started when I was a kid and I’ve been a lifelong fan. This season has been insane though. We’ve seen one of the most dominant performances in history, which put the team on pace for 117 wins, only to see them drop 20 of 25 over the last few weeks with nothing seeming to go right. Hopefully that dominant team reappears for the playoffs, because 29 years since Gibby and the Bull Dog’s World Series heroics is too long of a wait! (No offense to the long-suffering Cubs, Red Sox, and Indians fans.)

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

Easy: I would tackle the John Muir Trail, which runs 210 miles from Yosemite Valley to Mt. Whitney. I read about the trail in a magazine article back in 2013 and was blown away by the accompanying photos. Home to idyllic meadows, craggy peaks, and alpine lakes, the Eastern Sierra has some of the most beautiful scenery in world. Reading about the JMT is the reason I got into backpacking in the first place. Since reading that article, I’ve managed to hike sections of the JMT, but I haven’t yet wrangled enough time to do the whole thing.

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

Aside from the JMT, I’d like to go back to the Hawaiian island of Kauai... a picture of that island should appear next to the definition of “relaxation.” Ocean water that’s the perfect temperature, snorkeling (and hiking) opportunities aplenty, and tuna poke that blows any mainland imitation out of the water? Sign me up!

If you were stranded on a desert island and could only take three beers, which would you take?

Sierra Nevada (my first), Bitburger (everyday drinker), and Orval (desert island special occasions).

**Between talent and work ethic, which is more important?**

Brewing truly is a test of one’s work ethic. Early-morning brews... late-night brews... broken equipment... Saturday equipment repair... Sunday cellar work on account of Saturday’s equipment repair... fermentation doesn’t stop.

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

Park Ranger in Yosemite.

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

“Work in Progress.”



Jeremy Raub, Andrew Korzun, Lee Bakofsky, Ting Su, Erick Garcia

Photo by Daniel Drennon





NEW YORK STEAK:  
Potato Puree, Oyster  
Mushrooms, Herb Sauce

.....  
 KITCHEN & TASTING ROOM  
 .....  
 SAN DIEGO CALIFORNIA  
**CUTWATER™**  
 SPIRITS  
 .....  
 LUNCH || DINNER || DRINKS || TOURS  
 .....  
 NOW OPEN  
 11AM-11PM  
 .....

COCKTAIL: NOON PATROL  
Black Skimmer Bourbon,  
Don's Spices, Chocolate  
Orange Bitters

CUTWATER MIRAMAR || 9750 DISTRIBUTION AVE. SAN DIEGO, CA 92121 || CUTWATERSPIRITS.COM

PINTS & QUOTES

# BEER NERDS UNITE

By John M. Verive



John Verive

Photo by Julie Verive

“drink what you like” ethos, the idea that you can’t drink what you like how you like it is absurd. Maybe I like taking notes of a flight of beers (I don’t really). Maybe I like to devote way too much sensory attention to whatever is in my glass (I very much do). Maybe talking about the biology and the chemistry behind the flavors in the beverage is as enjoyable as talking about football or Game of Thrones or the Oscars (obviously). What I’m saying is the craft beer industry is fueled by beer nerds — let’s have a little nerd-pride!

If you’re finding yourself getting defensive, saying “I’m no beer nerd!” or “I just like to crush IPAs!” or “Cicerones, more like chicharrones!” then you might be part of the problem. You also might be a beer nerd already — you are after all reading a newspaper devoted to the craft beer industry. It’s okay. It’s cool to be a nerd these days.

If you are instead saying to yourself, “yeah, I love beer! I wanna get nerdy about it!” but you’re unsure how to set out on, or progress further with, your beer journey, I’ve got some tips for you. There are plenty of ways to boost your beer IQ and your palate’s panache — but no matter which path you chose, the biggest reward you’ll reap is an increased confidence in your tasting abilities and in your voice when talking about beer.

There are handful of well established pathways to greater beer understanding in the industry. The Beer Judge Certification Program, the Certified Cicerone Program, and the few institutes of beer higher-learning are well-traveled routes to certifications, rankings or even degrees. Other routes are more free-form and self-guided, but no less effective at delivering you to the destination. My personal journey was aimless until I’d begun writing about beer and stumbled across the Cicerone Certification Program. I plunged down that path because I’d been flailing for some external validation — some beer bonafides — that would set me apart from the other voices yelling about beer in the void of the internet. After working among IT professionals and Project Managers for years, I liked the idea of a professional certification. It was comfortable.

Aimed at the hospitality industry, the Cicerone Program trains professionals to “select, acquire and serve today’s wide range of beer.” It’s more focused on service and discussion than the other major certification program: the BJCP. Aimed primarily at homebrewers, the Beer Judge Certification Program is more brewing-focused with an emphasis on technical evaluation in a competition setting. Both programs can be pursued for years, with candidates moving up the ranks within the program. If you’re a passionate homebrewer, BJCP is a much better fit than Cicerone, but either program will whip a palate into shape and give you a deep understanding of how history has shaped the many styles of beer.

Cicerone gets a bad rap from a lot of beer people, but if your goal is to work in the industry as a sales rep or behind the bar, the Cicerone certification is going to carry more weight than BJCP. Why the bad rap from the beer hoipolloi? The specific criticism I hear most often is that it’s nothing more than a money-making ploy from the program’s founder Ray Daniels. This is not an argument that holds much water if you’ve even spent any time drinking with Daniels. He’s one of the few people who can legitimately take some credit for the slow elevation of the beer discourse as the industry has flourished. Yeah, he makes money off the program, but he earns that scratch. After spending a couple of thousand dollars in my on-going pursuit of the program’s highest certification (Master Cicerone), I’m biased. If you don’t like the idea of supporting a company that directly supports the health of the beer industry — take the BJCP test or cut your own path on the quest for beer enlightenment!

The journey of a thousand beers begins with a single sip. And it’s going to take about a thousand beers to arrive at the palate sharp enough and the knowledge deep enough, to crush the certification exams. Next month: I’ll give you a roadmap for success in the Cicerone Program.

*John Verive is Southern California native and freelance writer dedicated to growing the craft beer scene in Los Angeles. He’s is a Certified Cicerone®, the founder of Beer of Tomorrow (www.BeerofTomorrow.com), and he covers the beer-beat for the Los Angeles Times. John loves lagers, session beers, finding perfect pairings, and telling the stories of the people behind the pints; you can follow him on Twitter and Instagram at @octopushat and @beeroftomorrow.*

Some time ago I was grabbing a quick lunch and a pint by myself at a bar table in a spot known more for televisions than the draft list. While sipping my stout I made inadvertent eye contact with a guy across the restaurant who looked at me like I’d just used a fork and knife to eat a slice of pizza. I was briefly puzzled by his befuddlement before I realized that I was absentmindedly swirling the half-empty glass of beer. Worse, I’d taken a few too many sniffs of the glass between sips. Three short inhales through the nose followed by a longer and slower drawing of breath. It’s possible that I’d even chewed a sip or two — pulling the liquid forward across my tongue by pursing my lips in an accidental imitation of a snooty sommelier evaluating a Pinot. I must have looked like one of those people: the dreaded effete and pompous beer snob. A real bore. It was momentarily embarrassing, to have absentmindedly outed myself as a hipster beer douche. As the imaginary nerd alert alarm sounded inside my brain — a defensive quirk of my interior monolog developed from many years posing as a cool kid — I decided to own it. I raised the glass, pinky fully extended, locked eyes with Average Joe across the room and smelled that North Coast Brewing Old #38 Stout like it was the whitest of whales. Sniff sniff sniff. Swirl. Sniiiiiiiiifffff. Slow sip. Demonstrative nasal exhale. Brazenly asking: yeah, I’m a beer snob, what of it?

Okay, that last bit didn’t happen anywhere other than inside my head, but why is my first reaction to being caught in an intensely geeky moment of beer evaluation embarrassment? I’ve spent a lot of time and energy on my palate and tasting ability; sometimes that makes me look like a jackass. Oh well. It’s frustrating that even after craft beer’s rise to prominence and respectability, careful, thoughtful consumption of beer is so widely derided — even among craft beer enthusiasts. In a culture with a



## WISHPFUL DRINKING

## LEAVE IT TO BEAVERTOWN

## London Brewery Sets a New Standard for Beer Fests

By Tomm Carroll



Alexandra Nowell with Evan Price at Beavertown Extravaganza.

Photo by Tomm Carroll

Move over Firestone Walker, Mikkeller and De Molen; there's a new brewery-sponsored invitational beer festival on the international scene, courtesy of London's acclaimed Beavertown Brewery. And its inaugural two-day Extravaganza on a Friday-Saturday in early September hit a lead-off "boundary six" (the equivalent of an out-of-the-park home run in Cricket), like nothing UK beer culture has seen before, thereby raising the bar for such celebrations in Brexitland.

Long sold out, the Beavertown Extravaganza was seven hours long both days, and held inside the 120,000-square-foot Printworks venue (the former printing facility of the Evening Standard newspaper) in the Canada Water section of southeast London, a ten-minute walk from a train and tube station. Outside the entrance area was a food court with tented booths of some of London's best street food, from Burger & Beyond to Mother Clucker; inside was the brewery merch. Water and glass-rinsing stations and loos (toilets) were plentiful throughout, as were a virtual army of volunteers to help out wherever to do whatever. DJs spun a tasteful mix of Brit and US rock, pop and dance music from many eras, and despite the industrial setting, the sound quality was not boomy or brash.

The 77 featured breweries hailed from Europe and North America, the vast majority of them from the US (14 from California alone), followed by Britain, and were assigned random placements in booths throughout several large rooms at Printworks. Several hundred different beers were poured over the two days, but each booth could serve from only two taps at a time, so beers were rotated. Most brewers brought at least four different beers, many of them considerably more.

Curiously, while there were several breweries present from San Diego (AleSmith, Bagby Beer Company, Lost Abbey, Mikkeller San Diego, Modern Times, Pizza Port.), only one from LA (Three Weavers) and one from Orange County (Green Cheek) got the call (see Wishful Drinking 26b that follows).

Some 4,000 beer fans attended each day, yet the massive space never felt too crowded — unless, of course, you were caught in the predictably lengthy queues for brews from such faves as Brooklyn's Other Half, Boston's Trillium, Manchester's Cloudwater and Stockholm's Omnipollo, among others. Curiously, there were also longer than expected waits for such notable, but ubiquitous (especially in London) beers from local makers

like Kernel, Brew by Numbers, Siren and Pressure Drop. And then, breweries that would normally draw long lines in the states — Hair of the Dog, Crooked Stave, Side Project and Cellarmaker — had relatively short waits to get served.

Of the 50-some beers sampled by this writer over the two days, none was horrible; the worst ones were just OK (El Jefe Coconut Hefeweizen from J. Wakefield from Miami comes to mind). Standouts included, in no particular order, New Zealand's Garage Project's Two Tap Flat White; North Carolina's Casita Cerveceria's Bébeme mixed culture ale with orange zest, lavender and chamomile; Capitola, CA's Sante Adairius' Quality of Life barrel-aged Dubbel with cherries; Brooklyn's Other Half's Double Citra Daydream; the Netherlands' Brouwerij Kees' Strawberry Fields Chocolate Milk Stout; Belgium's Gueuze Tilquin (draft version); Italy's Loverbeer's Griotta wild farmhouse ale with sour cherries; and Heavy Lord, a collab Imperial Stout mash-up of Indiana's 3 Floyd's Dark Lord and Beavertown's Heavy Water that clocked in at 14.5% abv — and was served on cask!

Upstairs in the turbine hall, near the Brewers Lounge (a restricted, deluxe chill-out room with refreshments and games), there was a stage and seating for at least 100 for the Beavertown Symposium, featuring a nearly continual flow of talks and sessions throughout both days. There were keynote speeches from Beavertown's founder/owner/brewmaster Logan Plant on the state of British craft beer ("I want London to be the beer capital of the world again!") and Sierra Nevada's brand ambassador Steve Grossman on the past, present and future of craft ("Buying an established brewery cannot compete with the passion of a brewery that started from the beginning."), as well as panel discussions with brewers — all curated and moderated by a pair of beer writers from the Chicago-based beer blog Good Beer Hunting, GBH founder Michael Kizer and British editor Matthew Curtis.

The discussion "Sour Beer as a Genre" seemed to draw some acidic comments from its panelists, which included Tomme Arthur from Lost Abbey ("I hate the word 'tart'"), Pierre Tilquin of Belgium's Gueuzerie Tilquin ("Many US lambics are like vinegar."), and André Ek of Sweden's Brekeriet ("I never really liked Berliner Weisse; it's flavored water.").

The most contentious panel, unsurprisingly, was "Hazed and Confused," on the controversial New England IPA style. It was the last session on Saturday evening, and all in the audience and on stage were tired, tipsy and a tad short-tempered. A confirmed haze hater, Wayne Wambles of Florida's Cigar City sparred with fellow panelist Soren Parker Wagner of Denmark's Dry and Bitter over the technical aspects of brewing said style, while Patrick Ware of Arizona Wilderness confessed that his brewery originally made a cloudy IPA to make fun of the style — but then it became a hit with the customers!

Comments and questions from the audience, particularly from brewers, virtually hijacked the panel from moderator Curtis, who literally tossed his questions on the stage, and opened it up to the floor. Paul Jones of Cloudwater and Andrew Schwartz of Modern Times took particular exception to Wambles' analysis of how he used a centrifuge to remove the proteins and lipids from commercial NE IPAs, and found that they were then better beers. The panel — and the fest — then came to a close, but those somewhat heated discussions continued off stage.

Yes, many breweries ran out of beer, on both days. And some (you can guess which ones) did so three or four hours before closing. But that is the sign of a successfully popular festival. If you're planning your overseas beerations for next year, you may want to keep early September open (dates have not yet been announced for the 2018 Extravaganza), as this is definitely one beer festival worth hopping across the pond to attend. Cheers!

*Veteran beer writer Tomm Carroll is the LA correspondent for Celebrator Beer News and has written about beer for the Los Angeles Times, Ale Street News, and The Daily Breeze, in addition to (slowly) working on a book about the early days of LA breweries. He is also a BJCP-schooled international beer judge and teaches a craft beer class at UCLA Extension. Contact him at [beerscribe@earthlink.net](mailto:beerscribe@earthlink.net).*

## WISHPFUL DRINKING

## FRIENDS OF LOGAN

By Tomm Carroll

Of all the breweries in the world, the country, the state — even in Southern California — how the hell did such newbies as Inglewood's Three Weavers (just shy of three years old) and Anaheim's Green Cheek (not even three months old!) become the only LA/OC beer makers to be invited to participate in the first-ever Beavertown Extravaganza, the game-changing beer festival that took place in London in early September under the aegis of that city's Beavertown Brewery and its founder Logan Plant?

I posed that question to those breweries' respective co-owners/brewmasters, Alexandra Nowell and Evan Price — neither of whom had ever poured their beers outside of the US before — as we sank into some too-comfortable sofas in the Extravaganza's rather extravagant Brewers Lounge on the second and last day of the fest, cans of Beavertown's session IPA, Neck Oil (one of many refreshments available in the restricted area) in our hands.

"We must be the only two in the area who are friends with Logan Plant, right?" responded Nowell. "That's probably the most appropriate answer," added Price.

"I've known Logan for a couple of years," he continued. "After the GBBF [Great British Beer Festival] two years ago, we went to Duke's Brew & Cue [the restaurant in London's Haggerston section where Beavertown began brewing] together to have some BBQ. We hung out then, and at the World Beer Cup." Plant e-mailed an invite to Price, who was then in the process of leaving Noble Ale Works to start Green Cheek. "I said, 'I'll have my new brewery ready in time, if that works for you,' and he said, 'Of course,'" Price explained. "I was super-surprised to get the invitation to this. It's weird to be the only OC brewer."

For her part, Nowell met Plant at GABF five years ago, and found they were constantly crossing paths — "whenever I'm over here, at the big American gatherings, or up in Yakima for the hop selection. We've always gotten along," she said. "When I received the e-mail from Logan, I was just... 'Fuck, yeah! We're in, no problem. This is just awesome. Amongst a lot of friends I've gotten to know in the international beer community, here in Europe especially, it's really amazing to be regarded on a similar level as they are.'"

I pointed out that it also must've helped that Three Weavers and Green Cheek brew great beers too.

"If you look at the beers that Evan and I brew," Nowell offered, "we definitely have a lot of similarities in our aims toward styles and quality..." "We have the same sort of sensibilities," Price interjected. "...and tastes too," finished Nowell, without missing a beat. "And that applies to what Beavertown is producing as well.

"I think the most important part is that we enjoy drinking," she continued. "Because that's what we set out to do — produce beers we really enjoy drinking. If you don't love the beers you produce, there's no point, right? I find that Beavertown has those same sentiments as we do."

I reminded the brewers that aside from their friendship with Plant, and shared sensibilities with his brewery, this is not their first Cricket match. In other words, they are no strangers to the UK beer scene.

"Totally, yeah," Price conceded. "Alex and I both love the UK and my goal is to get out here at least once a year to drink cask beer. And I like seeing what everyone else is up to as well. But for me, I like to drink a lotta Bitter. It's the only place in the world where you can find something this unique. It has a lot of variability — and part of it is magic too."

Price participated in some of that magic; he, his wife Aubrey and Green Cheek partner Brian Rauso collaborated with Beavertown at its brewery in Tottenham Hale a couple days after the fest. "It'll be a hazy IPA with white peony tea and yuzu," he said at the Extravaganza. "We want to make something different — but still something the kids will like." Nowell and Three Weavers are eyeing a date next year for a Beavertown collab.

"We've been friends with some of the growing UK breweries that are pioneering different styles, at least in this country," Nowell explained. "It's amazing how international [the craft beer scene has become]. I still fully believe the US has the best and most diverse [brewing] community in the world, and obviously the most breweries of any country on



Evan Price and Brian Rauso at the Green Cheek booth at Beavertown Extravaganza

Photo by Tomm Carroll

the planet now. But coming to Britain and seeing how the industry has progressed in the past decade, it's really incredible. The quality has gone up, the diversity of the products has gone up, and you have a choice now among independent breweries. Ten years ago, you did not have that choice."

Indeed, visits to London's original craft beer bar, The Rake, in the Borough Market, over the years since its opening in 2006 have offered increasing proof of the ascension of craft beer in the UK. I was surprised to learn that neither Nowell nor Price had ever been — and therefore had never signed the walls of the small bar, a privilege extended only to professional brewers from around the world. So I arranged to meet them there (separately, as it turned out, due to scheduling) and introduce them to the staff. Now the Rake's walls boast their first LA and OC brewer signatories.

Back in the Brewers Lounge, I asked our local brewers a final question before they headed back to their respective booths (or to drink some other brewer's beer) and I went to check out a panel discussion on Hazy IPAs: Do you have anything to say to your fellow LA/OC brewers about the Beavertown Extravaganza?

"I think this is hands-down the coolest event I've ever been a part of," enthused Price. "It's a cool mix of all of these different breweries from around the world doing really interesting and exciting stuff — or just doing something really well, like [Bamberg's] Mahr's Brau; they're doing a rad traditional Helles."

"Get yourself out here and see what the rest of the world is doing," Nowell advised. "There are so many other SoCal breweries who would've done well here, but not a lot of them have the same sort of international connections. It was a matter of being friends with Logan and Beavertown."

After a pause, she added, "If you don't get invited to it, you should probably just buy a ticket and attend."

(Author's note: Actually, other LA and OC breweries were invited to the festival but were unable to attend.)

*Veteran beer writer Tomm Carroll is the LA correspondent for Celebrator Beer News and has written about beer for the Los Angeles Times, Ale Street News, and The Daily Breeze, in addition to (slowly) working on a book about the early days of LA breweries. He is also a BJCP-schooled international beer judge and teaches a craft beer class at UCLA Extension. Contact him at [beerscribe@earthlink.net](mailto:beerscribe@earthlink.net).*





**SVN | Vanguard** is a national full service commercial real estate company with its OC headquarters in the fast-growing Downtown Santa Ana. Contact our retail group to discover how SVN | Vanguard can help you "tap" into major markets.



**Downtown Fullerton Retail/Office Space**

Mixed use project. Strong daytime draws from St. Jude Hospital, Fullerton College, and City Hall. Dining, shopping, and entertainment destination.



**Downtown Fullerton Restaurant**

Street-front retail and restaurant suites located in the busy SoCo District. Grease trap and ventilation for a hood already in place. Patio space is available.



**Old Towne Orange Restaurant**

Rare opportunity to lease one of the hard corners in the Historic Downtown Plaza. Property will be delivered with HVAC, grease trap, hood access, and all utility requirements for restaurant or retail use.

**SVN | Vanguard**  
714-446-0600  
www.SVNVanguard.com

**OKTOBERFEST**

**O'ZAPFT IS! - TAPPING INTO MÄRZEN/OKTOBERFEST**

By **Charlie Perez**



Photo by Charlie Perez

O'zapft is! Yelled loudly to the crowd, the ceremonial first keg is tapped; the world's biggest party is underway. O'zapft is translates to "It's tapped" in German, Bavarian dialect.

The Oktoberfest celebration in Munich is extremely attractive to us beer lovers with the mere thought of mouthwatering giant mugs of beer and mass consumption of the golden liquid contained within them. However, there is more to this festival than beer drinking; there's history. Why is an old meadow, now a massive concrete slab, named after a princess? How did this celebration become a tradition and, more importantly, why is there a beer named after it? Let's dive into the past and explore the interesting origin of the festival and the beer that bares its name.

In the 1550's, the Bavarian government outlawed brewing in the summer months due to the inconsistent beers being produced during this time of year. They didn't understand why, yet they knew fermentation and cold storage in the colder months of the year resulted in higher quality beers. Brewers stepped up production around March and brewed plenty of beer to be stored away. These beers were quite strong, dark, and well hopped. Kept in cool caves, these older casked beers eventually mellowed out and were in their prime condition with the extended aging. They ultimately became known as Märzenbier, or "March beer."

Concurrently with the new harvest, brewing would begin again in late September or early October. Evidence shows the remaining Märzenbiers were consumed in mass quantities to free-up the casks for the upcoming brewing season. Not exactly the immense party or celebration yet, but one could imagine it was still a good time.

On October 12, 1810, Crown Prince Ludwig of Bavaria married Princess Therese of Saxony-Hildburghausen. A grand wedding party was held outside the city gates on a meadow where thousands of Bavarians partied and stayed for several days. The first Oktoberfest was a days-long wedding celebration and there was no focus on beer, mainly because there might not have been any available. The main attraction to the commoners was a horse race on the last day of partying. The celebration continued year after year, eventually merging with agricultural festivities, harvest, and clearing out the casks for the new brewing season. Horse racing eventually was dropped from the celebrations. The Oktoberfest grounds have since been named "Therese's Meadow" to honor the princess. By 1814, literature mentions generous amounts of beer at the wedding anniversary. This continuously increased until eventually becoming the massive 16-day party we are familiar with!

Let's focus again on the beer. In 1833, brewer Gabriel Sedlmayr Jr. of the Spaten Brewery and Anton Dreher, his good friend and Austrian brewer, took a research trip to England. They learned about a revolutionary hot air kiln, which kilned green malt to a relatively pale consistency. Sedlmayr released an amber lager during the 1841 Oktoberfest known simply as a Märzen made with his pale grain dubbed Munich malt. A few months later, Dreher released an even paler amber lager made with his own pale grain dubbed Vienna malt. These two beers were the precursors to modern-day Oktoberfest/Märzen and Vienna Lagers.

Meanwhile, a brewer by the name Josef Groll released his pale golden lager to the unsuspecting public of Pilsen, Bohemia (modern-day Czech) in 1842. It did not take long for this beer to gain footing with beer drinkers. Virtually all other breweries in the world, including Germany, would follow suit in creating paler beers.

Joseph Sedlmayr, Gabriel's brother who split-off to purchase his own brewery, was aware of the growing popularity of pale-colored beers. Documents show he developed a modified Vienna formula and released it during the 1872 Oktoberfest. This beer was Franziskaner's Ur-Märzen. The copper colored, toasty, crisp Oktoberfest beer we know and love was finally born! Spaten and Franziskaner would join in 1922 bringing the Sedlmayr's back under one umbrella of influential brewers.

The development of refrigeration by Carl von Linde in 1873 encouraged breweries to slowly move into year-round production. Ironically enough, the first refrigeration system was developed for the Spaten Brewery. The Märzen style beers evolved into specialty products produced for the festival and slowly became a new style designation. The words Märzen and Oktoberfest are not interchangeable because of the synergy with the festival and history as "March" beer.

Since 1990, the Oktoberfest style has split into two distinct versions: Bright to deep gold Festbier and the traditional densely gold to coppery-orange Märzen. The traditional Oktoberfest/Märzen beers are copper colored, very bright with a dense cap of creamy foam, and rich malty aromas with toasty notes. Sweet yet pleasantly bitter on the palate with complex malt backbone, medium bodied, and clean, dry finish. These are the versions we commonly see here in the United States as they are now produced mainly for export. This is also the most commonly produced of the two for us by the craft beer industry. Traditional Oktoberfest/Märzen beers are available in Bavaria, although not nearly as common they once were.

In Munich, the official Oktoberfest style beers are golden and could go by the following names: Festbier, Wiesn, or Wiesnbier. These beers are profoundly gold, brilliant clarity with a creamy white head. Pilsner malt dominates the aroma with grainy sweetness. Not as much toasty flavors or aroma. Low bitterness in flavor and finish, with a well-rounded and soft malt character. As other lessons in beer anthropology has taught us, the popularity of the Pilsner forced brewers to get with the program to keep their thirsty customers happy. Spaten introduced a Helles Lager in 1894 in response to the growing demand for the golden beer. This slowly carried over to Oktoberfest by 1990. The beers currently served at Oktoberfest are essentially a supercharged Helles.

Here locally, Oktoberfest celebrations are common ground this time of year, fueled by our ever-growing craft beer industry. Many German clubs and business communities

put on spectacular shows. Some of the most popular include the festivities at Alpine Village in Torrance, Old World in Huntington Beach, and The Phoenix Club in Anaheim. Live Oompah bands with the entire tent singing along to drinking songs, Bavarian dance groups, party games with audience participation, authentic Bavarian grub, and German beer are all part of the aforementioned parties. Even breweries, such as Stone Church in Corona, create events. For authenticity and overall fun-factor, the author suggests you check out the Oktoberfest at The Phoenix Club. It may not be as large as some of the others, but the sense of immersion is only enhanced by the number of German-speaking attendees and booth workers.

Let's not forget about the beer! Many breweries in Los Angeles and Orange County have an Oktoberfest/Märzen or Festbier available for your enjoyment. Unsong, Backstreet, Smog City, Barley Forge, King Harbor, Eagle Rock, and Tustin Brewing Company, are only a handful of locations in the author's vicinity with an Oktoberfest/Märzen, Festbier, or similar variation. Tustin's version is particularly nice; copper tin appearance, bread crust aromas with plenty of Munich malt sweetness that finishes quick and fairly dry. Pair it with the available sausage platter with all the fixings. Crisp and malty Dog Days by Barley Forge deserves your attention. Unsong also makes a very nice Oktoberfest/Märzen. There are simply too many to mention, so be on the lookout for special releases at your local brewery or pub, if they haven't released them already. Check their websites/social media to find out about any special events.

The history of Oktoberfest/Märzen is quite expansive. Simply saying, "Oktoberfest is the celebration of beers, harvest, and agriculture that began with a royal wedding," is indeed accurate. However, understanding the historical context brings depth to this already amazing beer style and will be all the more enjoyable. Regardless of the version you are drinking, serve in a traditional dimpled mug and enjoy with some Bratwurst, Schnitzel, or other Bavarian dishes for the best experience. Support your local breweries by ordering their version of this tasty lager or enjoy an imported authentic version at a nearby Oktoberfest.

Prost!

Charlie Perez is a beer enthusiast, a Certified Cicerone®, and founder of Terms of Enbeermment (enbeermment.com) where he serves as beer consultant, educator, and writer. This article is a modification/update of an essay originally posted to enbeermment.com.

**COMMITTED TO CRAFT**

**Barbaras at the BREWERY**

Award winning craft beer bar in the heart of the world's largest artist colony.

Visit [www.barbarasatthebrewery.com](http://www.barbarasatthebrewery.com) for daily menus, tap list & drink specials.

620 Moulton Ave. #110 Los Angeles CA 90031 t 323-221-9204

**IRON TRIANGLE BREWING CO.**  
Los Angeles, California  
IN THE ARTS DISTRICT

**Premier Business Bank provides SBA loan for growing brewery.**

"Premier Business Bank helped us secure the critical funding we needed during our startup and build out. Without their support our first year of operation would have been significantly more challenging. We can't thank them enough for believing in us and our company."

**Carol Lowry**  
SVP & SBA Division Manager  
310-617-1891  
carol.lowry@pbbla.com

**Julie Lee**  
VP, SBA and BDO  
323-384-6617  
julie.lee@pbbla.com

**Kale Bittner**  
Vice President  
Iron Triangle Brewing Co.

**PREMIER BUSINESS BANK** SBA Preferred Lender

Member FDIC All loans and lines are subject to credit approval. SBA loans and lines are subject to SBA eligibility. [ibankpremier.com](http://ibankpremier.com)



# Directory

## LA County

### BREWERIES

Absolution Brewing Company  
2878 Columbia St, Torrance  
absolutionbrewingcompany.com

Alostabrewing  
692 Arrow Grand Cir, Covina  
alostabrewing.com

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

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

Arrow Lodge Brewing  
720 E. Arrow Hwy, Unit C  
Covina, CA 91722  
arrowlodgebrew.com

Arts District Brewing  
828 Traction Ave, Los Angeles  
artsdistrictbrewing.com

Boomtown Brewery  
700 Jackson St, Los Angeles  
boomtownbrew.com

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

Brewyard Beer Company  
906 Western Ave., Glendale  
brewyardbeercompany.com

Brouwerij West  
110 E. 22nd St, San Pedro  
www.brouwerijwest.com

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

Clayton Brewing Company  
661 W. Arrow Hwy, San Dimas  
claytonbrewingco.com

Cosmic Brewery  
20316 Gramercy Place, Torrance  
www.cosmicbrewery.com

Craftsman Brewing Co.  
1270 Lincoln Ave #800, Pasadena  
craftsmanbrewing.com

Dry River Brewing  
671 S Anderson St, Los Angeles  
www.dryriverbrewing.com

Eagle Rock Brewery  
3056 Roswell St, Los Angeles  
eaglerockbrewery.com

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

Figueroa Mountain Brewing Co  
30770 Russell Ranch Rd  
Westlake Village, CA  
FigMtnBrew.com

Five Threads Brewing Company  
1133 Via Colinas #109, Westlake Village  
fivethreadsbrewing.com

Frogtown Brewery  
2931 Gilroy St, Los Angeles  
frogtownbrewery.com

Highland Park Brewery  
5127 York Blvd., Los Angeles  
hpb.la

Indie Brewing Co.  
2350 Sunrise Street  
Los Angeles, CA 90023  
indiebrewco.com

Iron Triangle Brewing Company  
1581 Industrial St, Los Angeles  
www.irontrianglebrewing.com

King Harbor Brewing Company  
2907 182nd St, Redondo Beach  
kingharborbrewing.com

King Harbor Waterfront Tasting Room  
132 International Boardwalk  
Redondo Beach, CA

Long Beach Beer Lab  
518 W. Willow St, Long Beach  
lbbeer.com

Los Angeles Ale Works  
12918 Cerise Avenue, Hawthorne  
laaleworks.com

La Verne Brewing  
2125 Wright Ave, La Verne  
lavernebrewingco.com

Lucky Luke Brewing  
610 W. Ave O #104  
Palmdale  
luckylukebrewing.com

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

Monkish Brewing Co.  
20311 S. Western Ave, Torrance  
monkishbrewing.com

Mt. Lowe Brewing  
150 E. St. Joseph St, Arcadia  
mtlowebrewing.com

Mumford Brewing  
416 Boyd St, Los Angeles  
mumfordbrewing.com

Ohana Brewing Company  
1756 E. 23rd St, Los Angeles  
ohanabrew.com

Pacific Plate Brewing  
1999 S. Myrtle Ave Monrovia  
pacificplatebrewing.com

Phantom Carriage Brewing  
18525 S. Main St, Carson  
phantomcarriage.com

Pocock Brewing Company  
24907 Ave Tibbitts, Santa Clarita  
pocockbrewing.com

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

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

Rob Rubens Distilling & Brewing  
909 E. El Segundo Boulevard, El Segundo  
424.277.1134  
rubensspirit.com

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

San Fernando Brewing Company  
425 Park Ave, San Fernando  
sanfernandobrewingcompany.com

Scholb Premium Ales  
2964 Columbia St, Torrance  
drinkscholb.com

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

Smog City Steelcraft  
3768 Long Beach Blvd.  
Long Beach  
steelcraftlb.com

State Brewing Co.  
1237 St. 134th St.  
Gardena, CA 90247  
statebrewingco.com

Strand Brewing Co  
2201 Dominguez St, Torrance  
strandbrewing.com

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

Verdugo West Brewing Co.  
156 W. Verdugo Ave, Burbank  
verdugowestbrewing.com

Yorkshire Square Brewery  
1109 Van Ness Ave, Torrance  
yorkshiresquarebrewery.com

Zymurgy Brew Works and Tasting Room  
22755 Hawthorne Blvd., Torrance  
zymurgybrewworks.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  
congregationalehouse.com

Downey Brewing Company  
10924 Paramount Blvd, Downey  
thedowneybrewing.com

Firestone Walker - The Propagator  
3205 Washington Blvd, Marina Del Rey  
firestonebeer.com/visit/venice.php

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

Innovation Brew Works  
3650 W. Temple Ave, Pomona

Karl Strauss Brewing Company  
600 Wilshire Blvd., Ste 100, Los Angeles  
www.karlstrauss.com

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

Asylum Brewing  
2970 La Palma, Suite D, Anaheim  
asylumbrewingcompany.com

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

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

Beachwood Brewing Taproom  
7631 Woodwind Dr  
Huntington Beach

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

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

Chapman Crafted Beer  
123 N. Cypress Street,  
Old Towne Orange, CA  
chapmancrafted.beer

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

Green Cheek Beer Company  
2294 N. Batavia St #C, Orange  
greencheekbeer.com

Gunwhale Ales  
2960 Randolph Ave a, Costa Mesa  
gunwhaleales.com

Hoparazzi Brewing Co.  
2910 E. La Palma Ave, Anaheim

Laguna Beach Beer Co  
29851 Aventura, Ste C-E,  
Rancho Santa Margarita  
lagunabeer.com

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

Legends Craft Brewery  
1301 S. Lewis St, Anaheim, CA

Lost Winds Brewing Company  
924 Calle Negocio, Suite C  
San Clemente  
lostwindsbrewing.com

Network Brewery  
824 Carnegie Ave, Santa Ana  
networkbrewery.com

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

Stereo Brewing  
950 S. Via Rodeo, Placentia  
stereobrewing.com

The Bruery  
715 Dunn Way, Placentia  
thebruery.com

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

Towne Park Brewery  
1566 W. Lincoln Ave, Anaheim  
towneparkbrew.com

Unsung Brewing Company  
500 S. Anaheim Blvd, Anaheim  
unsungbrewing.com

### BREW PUBS

Brewbakers  
7242 Heil Ave, Huntington Beach  
brewbakers1.com

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

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

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

Dragon's Tale Brewery  
8920 Vernon Ave #122, Montclair  
www.dragonstalebrewery.com

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

Euryale Brewing Co  
2060 Chicago Ave. #A-17 Riverside  
euryalebrewing.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

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

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

Last Name Brewing  
2120 Porterfield Way, Upland  
lastnamebrewing.com

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

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

Old Stump Brewing Co.  
2896 Metropolitan Pl, Pomona  
oldstumpbrewery.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

Sour Cellars Brewery  
9495 E. 9th Street, Unit B, Rancho Cucamonga  
www.sourcellars.com

Stone Church Brewing  
2785 Cabot Drive, Suite 160  
Corona  
stonechurchbrewing.com

Strum Brewing  
235 S. Campus Ave, Ontario  
www.strumbrewing.com

Wiens Brewing  
27941 Diaz Rd, Temecula  
Wiensbrewing.com

### 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





# NOW OPEN

Tasting Room Hours of Operation	
Sun	Noon - 8pm
Mon - Thurs	4pm - 10pm
Fri & Sat	Noon - Midnight

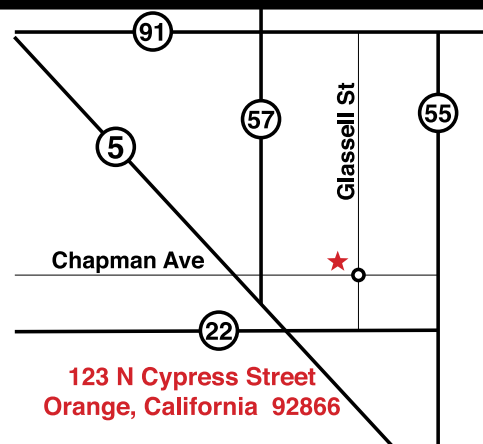
@CHAPMANCRAFTED



WWW.CHAPMANCRAFTED.BEER

844-855-2337

Old Towne Orange, California



## FEATURED LISTINGS

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

**Beachwood BBQ**  
131 1/2 Main Seal Beach  
BeachwoodBBQ.com

**Beer Belly**  
532 S. Western Ave, Los Angeles  
www.beerbellyla.com

**Beer Belly**  
255 Long Beach Blvd, Long Beach  
www.beerbellyla.com

**Bierstube German Pub & Restaurant**  
1340 S. Sanderson Ave, Anaheim  
thephoenixclub.com

**Blue Palms Brewhouse**  
6124 Hollywood Blvd, Los Angeles  
bluepalmsbrewhouse.com

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

**Far Bar**  
347 E. 1st St, Los Angeles  
farbarla.com

**Flights Beer Bar**  
5119 W. El Segundo Blvd, Hawthorne  
flightsbeerbar.com

**Haven Gastropub**  
190 S. Glassell St, Orange  
havengastropub.com

**The Hermosillo**  
5127 York Blvd., Los Angeles  
thehermosillo.com

**La Sirena Grill**  
3931 Portola Parkway, Irvine  
www.lasirenagrill.com

**Linx Artisan Sausage and Craft Beer**  
238 Chapman Ave Orange  
linxdogs.com

**Monrovia Homebrew Shop**  
1945 S. Myrtle Ave  
Monrovia CA  
MonroviaHomebrewShop.com

**Naja's Place**  
King Harbor Marina  
Redondo Beach  
najasplace.com

**Pitfire Artisan Pizza**  
401 Manhattan Beach Blvd  
Manhattan Beach  
pitfirepizza.com

**Provisions & Portola**  
143 N. Glassell St., Orange  
provisionsmarkets.com

**Public Beer Wine Shop**  
121 W. 4th Street, Long Beach  
publicbeerwineshop.com

**Ragin' Cajun Cafe**  
525 S. Pacific Coast Hwy  
Redondo Beach  
ragincajun.com

**Richmond Bar & Grill El Segundo**  
145 Richmond St, El Segundo  
richmondbarandgrill.com

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

**Select Beer Store**  
1613 S. Pacific Coast Hwy,  
Redondo Beach

**Stout Burgers & Beers**  
1544 N. Cahuenga Blvd  
Hollywood  
stoutburgersandbeers.com

**Stout Burgers & Beers**  
11262 Ventura Blvd  
Studio City  
stoutburgersandbeers.com

**Stout Burgers & Beers**  
111 N. Santa Monica Blvd  
Santa Monica  
stoutburgersandbeers.com

**The BrewHouse**  
31896 Plaza Dr #D  
San Juan Capistrano  
thebrewhousesjc.com

**The Public House by Evans Brewing**  
138 W. Commonwealth Ave., Fullerton  
evansbrewco.com

**The Stuffed Sandwich**  
1145 E. Las Tunas Dr, San Gabriel, CA  
stuffedsandwich.com

**Tortilla Cantina**  
1225 El Prado Ave, Torrance  
tortillacantina.com

**Yorkshire Square Brewery**  
1109 Van Ness Ave, Torrance  
yorkshiresquarebrewery.com

**Zpizza Tap Room**  
5933 W. Century Blvd, Los Angeles  
zpizza.com

ENJOY OUR AWARD-WINNING FIGTOBERFEST LAGER!

SATURDAY  
SEPTEMBER  
23, 2017

1PM  
TO  
CLOSE



Celebrate At All FigMtnBrew Taprooms!

OKTOBERFEST BEER  
BAVARIAN FOOD

FIGMTNBREW.COM

LIVE MUSIC  
PRIZES





FIRESTONE WALKER  
BREWING COMPANY



# THE PROPAGATOR

VISIT US AT 3205 WASHINGTON BLVD. MARINA DEL REY



## UPCOMING EVENTS

10.11.17: Cicerone Night in Barrelworks Lounge

10.26.17: Brewery Open House with  
Brewhouse Manager Evan

**WE HAVE THE  
NFL SUNDAY TICKET!**

Come by Sundays at 10am  
& try our awesome Beer Brunch



## WELCOME, NEW BREWER EVAN!

In August we said goodbye to our Venice brewer, Ben Maushardt, as he moved home to NorCal, but we said hello to a familiar Paso face: brewer Evan Partidge. Evan has been with Firestone Walker for just under two years & came to us with a Mechanical Engineering degree as well as a Brewing degree from Siebel Institute. He has relocated to Venice where he'll take the helm brewing all of our Propagator beers.

"Expect experimentation, expect throwbacks, expect collaborations, and expect beers you can't get anywhere else. It's going to be epic," Evan said.

## UPCOMING BEER RELEASES

9.29.17: GEN 1 (UNFILTERED IPA)

10.3.17: SCHWARZBIER (BLACK LAGER)

10.6.17: WALKER'S RESERVE (ROBUST PORTER)

10.13.17: OPAL SERIES (FALL AMBER SAISON)

10.20.17: HEFEWEIZEN (BAVARIAN STYLE)