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UNITY - NOW MORE THAN EVER



The Los Angeles County Brewers Guild

Photo by John Holzer

By Daniel Drennon

Unity. Now more than ever. LA brewers have been getting together and brewing a collaboration beer called "Unity" for years. The beer is meant to express the deep sense of artistry, innovation, and passion for brewing great beer that all of these small, independently owned breweries share. But moreover, it is meant to confirm the camaraderie and commitment to community that small brewers hold as ideals and moral principles. (Full cover story on page 12)

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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.

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EDITORIAL

STATE OF THE LA BREWERS GUILD 2017: FIGHTING FOR TRANSPARENCY AND INDEPENDENCE

by Frances Michelle Lopez



LA Brewers Guild Glass

Photo by John Holzer

The 9th annual L.A. Beer Week is upon us and as we gear up for another power-packed celebration of all things beer, we want to reflect on the current state of the craft brewing industry and look ahead to what may be the most exciting and the most challenging times to come. The Los Angeles County Brewers Guild continues to grow with new breweries bringing our total to over 62 Guild members within L.A. County. It's amazing to think that when Beer Paper was first founded, the number of breweries in our organization hadn't yet exceeded a baker's dozen. With every brewery added to our roster, a new story is told; a story about a locally-owned and operated business striving to make delicious beer and build community. Our growth as an industry is thanks to the continued support of our beer fans and its upward climb into the ranks of household vernacular is dependent on your commitment to championing for small and independent craft beer. The symbiotic relationship between brewer and beer drinker is more crucial now than ever.

If you've been reading the past issues of Beer Paper or follow along online at The Full Pint or beer communities like Beer Advocate or Reddit, you've probably already seen an influx of content tackling the topic of (former) craft brewers selling their businesses to Big Beer. The mergers & acquisitions of these companies into the folds of the world's largest macro breweries (such as Anheuser-Busch InBev, Miller Coors, and Heineken) may not immediately strike the average beer drinker – hell, it might not even concern the above-average beer drinker (perhaps even you) – but it should. It should be noted that the last thing we want to do is to make anyone feel bad about their own personal preferences or buying habits. But as an organization that exists to promote and protect small and independent breweries, we have a responsibility to our brewers and to our fans to speak out against the misleading rhetoric Big Beer and its acquired “crafty” brands are using to confuse the market and convince beer drinkers that “nothing's changed” and that they are still part of the craft community.

Guess what? They're not.

Our current craft beer landscape is in a state of immense change and we are now caught with having to protect the industry that we have built by further differentiating between an independently-owned craft brewer and one that has been absorbed by a non-craft international mega-conglomerate. The early days of our full-flavored beer movement have been co-opted by Big Beer in these acquisitions and so it's important for us to show that it's not just what's in the glass that makes you “craft.” I may have just lost some of you, but I implore you to hear me out.

There are a multitude of reasons why we, along with independent breweries across the country, have been fighting for transparency in our industry. In the same fashion

that differentiates a local mom-and-pop coffee shop from a Starbucks or a local farmers market from a Walmart, the difference between independent craft breweries and their “crafty” Big Beer-owned counterparts is astonishing. For one thing, Big Beer has funneled exorbitant financial contributions to political campaigns and lobbying efforts that are deemed anti-craft in order to stifle the growth of the small brewer. Why? Because the craft sector continues to grow and we are taking some of their precious market-share. Big Beer also uses their deep pockets to affect the beer market in other ways where a small, local, and independent business can't even begin to compete. This can come in various forms; from endless marketing dollars to shove their brands in front of you at every billboard, bus bench, radio, and TV ads to even knocking down their beer prices and operating on a loss just to push local brewers off highly-coveted retail shelves. And let's not forget the countless times when giants like AB-InBev have used their power to illegally incentivize wholesale and retail partners. Or the times when brands that have been acquired have flat-out lied to consumers about even having an association with their corporate overlords. Our list of grievances is far too long to keep going but we hope you see our point.

Access to market and fair trade practices may seem like far-away concepts for beer drinkers. We get it – you want to drink delicious, well-crafted beer. Maybe your love of beer stops there and we can't fault you for that. However, for you beer drinkers reading this who love more than the flavors in your pint and who have built relationships in your local tap rooms and bars, we hope that this post helps remind you to help us fight the good fight. Our breweries will not survive these tumultuous times without the full support of our fans. In fact, we'd also go so far as to challenge every bar, restaurant, and venue to take a more mindful approach to beer. If you have ever loved a beer brewed by a local independent craft brewer, we hope we are reaching you.

The new wave of our independent craft beer identity is not an assault on Big Beer and “crafty” brands. There is too much to lose by taking the low road with a smear campaign. It's counterproductive. The power of our movement is in our honesty, our continued commitment to quality, transparency, and fostering our communities. We want to be your game day brew, your trivia night destination, your Sunday family day-drinking spot. We don't just want you waiting in lines for releases, we want you to feel part of the family. We want our supporters to feel like they have just as much stake in our businesses as we do. Don't be fooled by the illusion of choice. Be part of our revolution with every local and independent purchase you make. Beer to us has always been more than the liquid and we want to make sure we keep it that way.

Frances Michelle Lopez is the Executive Director of the Los Angeles County Brewers Guild.

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LADYBEER

ONE REASON WHY L.A.'S BEER SCENE RULES: DIVERSITY

By Sarah Bennett

Walk into a craft brewery in most parts of this country and you will most likely be quickly swimming in a sea of whiteness. Also, highly probable? There will be more men than women. It's also safe to assume that there will be beards -- lots of them.

But walk into any craft brewery in Los Angeles and you'll more likely see all walks of life, both in and out of the brewhouse, a wide swath of humans (bearded and not) that often reflect the demographics of the neighborhood, which from the valleys to Long Beach, is decidedly heterogeneous. With L.A. Beer Week upon us this month and #LAbrew celebrating its 7th year of full-blown existence, I'd like to raise a glass to one of the most obvious (and awesome) things that makes our beer community so exciting: it's a place where diversity is the norm.

Now, statistics don't exist to back up any claims that L.A.'s scene is more or less diverse from others, but I dare you to find another city that claims a larger percentage of badass women in positions of beer power (hell, the Executive Director of the L.A. Brewers Guild is a woman and so is the President). Or a place that has more Latinos working hands-on in the industry (sorry, San Diego, you'll lose that one too). Out of 60-plus breweries within L.A. County lines, I can think of more than a token-few brewers who claim heritage from the Middle East, Asia, Latin America and beyond.

On the consumer side, the diversity is even more stark. There are Latino beer-trader clubs, Asian-American brewery meet-up groups, and a contingent of African-American craft beer drinkers (statistically among the most underrepresented) who are actively trying to reach out to more people of color and get them involved.

Efforts made by visible boosters like Teo Hunter -- who hosts occasional Dope and Dank lounges and sells shirts that say "Black People Love Beer" -- and homebrew clubs like the SoCal Cerveceros -- the largest (and possibly only) all-Latino homebrew club in the country -- are lowering the barriers to entry even more.

A very wise woman (Frances Lopez, the aforementioned Executive Director of the L.A. Brewers Guild and featured throughout this issue) once told me that craft beer is common ground for people who didn't know they had common ground. This has never felt more true to me than in L.A. My theory? Beer here is new to everyone, not only women and minorities.

A lot of the justifications for why beer is so white and male are nestled deep in American history. As Dave Infante said in his James Beard-winning article about why there are almost no black people brewing craft beer: "craft beer is white because the overall American beer industry has always been white."

Not so in L.A., where there wasn't such a thing as a beer industry before early 2010. That's when the trifecta of Eagle Rock Brewery, Ladyface Ale Company and Strand Brewing all opened, launching a revolution that invited everyone to educate themselves and get on board. (It didn't hurt that two of the region's early breweries were helmed by women who each launched their own monthly women-only beer events.)

Thankfully, we don't have the decades of production history, nor an "Old Boys Club" that has allowed sexist or racist ideas about beer to fester as they have in other parts of the country. When you build a city's craft beer culture from scratch, the playing field tends to level out. We've all been discovering this new world together, so race, ethnicity and gender becomes a serious non-issue.

All this is not to say that progress can't be made. There's still a woefully low number of women who physically make the beer and only a handful of breweries actually owned by people of color. Look at the L.A. Brewers Guild member map and you'll still see large swaths of the grid -- mostly in middle- and low-income communities -- that are ripe for a small, thoughtful neighborhood brewery to call their own.

The aforementioned are not just issues facing L.A., but also cities across the country, and they're ones that the Brewers Association's newly formed Diversity Committee hopes to address. First announced at this year's Craft Brewers Conference in Washington D.C., the committee (led by a white brewery owner in predominantly Latino San Antonio) will spend 2017 gathering statistics on the presence of minorities in the industry. Then, it hopes to get to work increasing that presence with outreach, public forums, marketing strategies and more.

There's a reason why the common perception of a craft beer drinker is a bearded white



Some of the bad-ass ladies of LA Beer

Photo by John Holzer

guy: for years that was (and in many places still is) a correct assessment. But L.A.'s beer scene can be a model for other regions hoping to be more inclusive (hint: start by making your beer diverse too!).

As I wrote in last month's column, craft beer is the last bipartisan thing left in this country and I truly believe that it can be used to bridge both political and cultural divides. After all, craft beer is a great equalizer -- it's common ground for people who didn't know they had any.

Sarah Bennett is a freelance writer covering craft beer, food, booze, music and more for L.A. Weekly, L.A. Times, Beer Paper L.A., Thrillist and more. Follow her on Twitter and Instagram @thesarahbennett.

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BREWERS CORNER

HAZE VS NAYS

By Robert Sanchez

There's been a lot of talk and debate about to haze or not to haze. East Coast breweries like Trillium, Tired Hands and Other Half are brewing some great examples of what was most likely started by a certain brewery in Vermont. We have seen LA area breweries like Monkish, Mumford and Highland Park make some very tasty and highly sought after versions themselves. Most customers I speak to love hazy IPAs.

On the brewer side, it seems more of a mixed bag. I have heard everything from "How do I do that?" to "Absolutely not!", which brings me to my thoughts on the style.

When I was a home brewer, I could brew whatever I wanted and didn't give much care to what anyone thought. It was for me to drink and that was that. Now that I make beer for the public, I kinda need to brew beers the public wants to drink. There seems to be this cheap shot misconception that hazy IPAs are somehow the product of an unfinished product. That the brewer was somehow lazy and didn't finish their job and clarify the beer. This just goes to show how little the subscribers to this flawed mindset know about brewing this style. This wayward idea is only exacerbated by breweries putting out "Unfiltered" versions of their long-standing core IPAs.

The New England Style is not merely a product of skipping a step in the cellar process. It's a totally different animal all together. At State Brewing, we are an equal opportunity IPA brewery. We go from haze to see clearly for days. It's all about creating a fluffy, medium bodied malt mattress for a metric F@*# ton of hop oils. Many different breweries have their methods for achieving this turbid style, but we prefer protein haze. The problem with other methods is that they just clear up way too fast.

Thanks to willing friends like Peter Mumford of Mumford Brewing, and others, we were able to get a jump start on brewing NE IPAs. We have by no means perfected them, but we try to improve as we brew each subsequent offering. It's almost like brewing a hefeweizen with English yeast and all whirlpool hops. The hard part is reaching super low bitterness levels, but at the same time achieving a tingly hop character from the intense dry hop. The body has to be just right. If it's too thin, it won't be able to support the dry hop required to achieve the desired tingle. If it's too heavy, it will be too imposing and leave you bloated. Success in a narrow window with failure offering a lot to lose. With our NE IPAs having 5 lbs per barrel in the dry hop alone, not getting it right is an expensive proposition! I completely understand why a brewery would not want to risk brewing such an expensive style when there are already breweries who have established themselves as the Haze Pros. Hazy NE IPAs are our fastest selling beers, period.

The turbid loving public are also some of the most critical and vocal beer drinkers. Our first attempt at an NE was received with everything from "good first try" to "delicious". We listened and strove to get better. Our next NE, Funk Joosiest was very well received and sold out in 2 hours in solely distribution. With the bar ever raising, believe me, the pressure is on to perform. The spotlight is only getting more intense as more people find out how we brew the sought after style. Our newest NE is Fuzzy Bubblech. Named after a certain highly carbonated, silky smooth beverage. We brewed this one with a slight touch of lactose for a creamier body. The lactose is not overt, but in the background, hiding in the valleys of the malt body.

I look at it like a new challenge. I am 47 years of age and have never been a traditionalist. I will forever be looking for the latest style to brew and push our brewery to innovate and create. Old school is to be respected, learned from and admired, but it should never be a prison. As a beer drinker, I would



Robert Sanchez

Photo by Daniel Drennon

get bored drinking the same beer my entire life. I became a brewer to create and be pushed beyond my limits. Looking past all the debate and controversy, for now, the New England IPA is here and the Los Angeles drinking public, whom I am so very honored to brew for, loves it! I am happy that I am able to give them what they want. Without them, we would not exist. I know that I will never lose sight of that.

Robert Sanchez is the brewer at State Brewing in Gardena and featured in our May issue.

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WISHFUL DRINKING

LA: LATE TO CRAFT BUT AMONG THE FIRST TO LAUNCH A BEER WEEK

By Tomm Carroll

It's no secret that Los Angeles was not an early adopter of locally brewed beer. In fact, we were rather late to the craft beer party, slightly beating only Washington, DC among the last of the US major metropolitan centers to join the artisanal brewing renaissance that the nation is currently enjoying.

But as has been said many times before, while the early bird gets the worm, it's the second mouse that gets the cheese. LA has learned from its craft predecessors' successes and failures, as well as the mistakes, missteps and misunderstandings of the marketplace that caused the great brewpub boom of the late 1980s and '90s (in which it had participated) to go bust by the turn of the century.

Indeed, LA has lost only one of its early nano breweries (due to internal business differences, not to mention sanitation issues), downtown's short-lived Nibble Bit Tabby. But the two breweries and one brewpub (Torrance's Strand Brewing, Glassell Park's Eagle Rock Brewery and Agoura Hills' Ladyface Ale Companie, respectively) that opened virtually simultaneously in fall 2009 — thereby launching LA's modern craft brewery movement — are still alive and well and brewing some great beer.

However, that same autumn — and only a couple years into LA's craft-forward beer bar phase — the nascent LA beer community suddenly jumped to the crest of the wave it had been following with the establishment of LA Beer Week. The brainchild of Ryan Sweeney and Brandon Bradford, co-owners of the acclaimed Verdugo Bar in Glassell Park (the Surly Goat was still several months from opening), and veteran beer distributors Dennis Hartman and Jay Baum (with the help of several supporters, including this author), the first local Beer Week was held in mid-October, anchored by Oktoberfest at Verdugo opening weekend and the signature LABW Beer Fest at Descanso Gardens in La Cañada Flintridge as the closing event.

There were certainly US Beer Weeks before LA's, but we weren't very far behind at all. Philadelphia, the first to use the term "beer week" for its inaugural celebration in 2008, is holding its 10th this year (occurring now, in early June). Other "beerier" cities than LA followed suit with their BWs starting the same year as ours: Seattle (May), San Diego (November) and San Francisco (February), although the latter grew out of a loosely organized, week-long set of separate beer fests that began in 2003 under the moniker Beerapalooza.

So, despite having practically no locally brewed beer poured (Escondido's Stone Brewing hosted the kickoff pre-party at Naja's Place in Redondo Beach), LABW 1 was a resounding success. All of which leads us to this year's ninth annual LABW (now an early summer celebration), starting Saturday, June 17, with the signature beer festival at LA Center Studios as the opening event.

From a small handful of local craft breweries (including Pasadena's Craftsman Brewing, which dates back to 1995) at the time of our first Beer Week, we now have more than five dozen local breweries in the four-year-old Los Angeles County Brewers Guild (which now produces LABW) — and that's not even counting the growing number of contract breweries!

Many of those breweries that recently opened, or are planning to do so in the coming year, will be taking part in the annual LABW panel "So You Want to Open a Brewery in LA?" (moderated by this author). The event will be held Tuesday evening, June 20, at Los Angeles Ale Works in Hawthorne, which itself only opened in February. LAAW's managing partner, Kristofor "Kip" Barnes, actually participated twice on this panel in the past.

Yes, LA has come a long way in those ensuing not-quite-eight years. We are arguably among — or at least rapidly approaching — the top tier of US beer cities. And we haven't even slowed our growth, let



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Unity 2017 brewed at El Segundo Brewing

Photo by John Holzer

alone stopped, with breweries in the region opening at a rate of more than one a month. Plus, although corporate Big Beer (domestic and imported) still dominates the Southland, more bored macrobrew-drinking Angelenos are being converted to craft every day...and there a LOT of them.

The industry is paying attention to LA County as a beer town. Consider these indicators:

In 2014, The Festival, Shelton Brothers Importers' annual nomadic beer festival, came to San Pedro, its only West Coast visit (thanks to the recommendation of Brouwerij West's Brian Mercer).

In 2015, AB InBev snatched up LA's largest then-craft brewery, North Atwater Village's Golden Road, before it was even four years old, to be a part of its "High End" portfolio (thanks to GRB president and co-owner Meg Gill approaching the megabrewer).

In April 2016, the California Craft Brewers Association held its annual Spring Conference in Long Beach, preceded by a Welcome Reception at Smog City Brewing in Torrance.

In June 2016, Sierra Nevada Brewing's Beer Camp Across America touring beer festival stopped in Long Beach as a closing event of LABW, and will do the same again this year.

In December 2017, Boston's BeerAdvocate will stage its first beer festival outside of the Northeast US when it brings its Extreme Beer Fest to the California Market Center downtown LA, with sponsor Sam Caligione and his Dogfish Head Brewing. As BA's Alström brothers themselves say on the website, "Why Los Angeles? California is our top demographic for both site users and magazine subscribers, and LA is one of our top cities. But marketing crap aside, we love LA and strongly believe that the city's beer scene and attitude is a perfect fit for Extreme Beer Fest."

Can LA as the site of a future Craft Brewers Conference be far off?

And finally, if LA does get chosen to host the 2024 (or 2028) Olympics, the whole world will be exposed to our beer and brewing culture — if it hadn't found out about it already by then.

Drink LA!

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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COVER STORY

UNITY. NOW MORE THAN EVER.**By Daniel Drennon***Frances Michelle Lopez, Executive Director of the LA Brewers Guild**Photo by John Holzer*

Unity. Now more than ever. LA brewers have been getting together and brewing a collaboration beer called “Unity” for years. The beer is meant to express the deep sense of artistry, innovation, and passion for brewing great beer that all of these small, independently owned breweries share. But moreover, it is meant to confirm the camaraderie and commitment to community that small brewers hold as ideals and moral principles.

With AB InBev’s recent dagger-to-the-heart acquisition of beer-universally admired Wicked Weed, the polarization between small independent breweries and “Big Beer” has been exacerbated to the point where it has endangered the very term “craft beer.” Craft used to be as simple as “how good is the beer in the glass.” But using their insidious, now borderline nefarious tactics, Big Beer has obfuscated the meaning and for all intents and purposes, stolen the word.

The LA Brewers Guild has become increasingly vocal about the need for beer bars, bottle shops, restaurants and, most important, beer fans to start taking a stand. LABG’s Executive Director, Frances Michelle Lopez has a thoughtful and motivating editorial on page five of this issue which celebrates the nine-year mark of LA Beer Week. “Franny” is a force of nature and, simply put, one of the most respected leaders on the LA beer scene. I sat down with her to learn how that came to be the case.

Drennon: You are the first ever Executive Director of the Los Angeles Brewers Guild. That’s pretty cool position. How did you get the job?

Lopez: I was very fortunate to have been approached by members of the LABG board back in 2015 about a possible opportunity to become their first Executive Director. I had been employed by a brewery for the last 4 years but was ready for a change. I was a very active Guild member and handled a lot of the event coordination and marketing for the Guild so it was only a natural progression for me to sign on full-time. The timing couldn’t have been any better. It was not even a full month after my last day at my former job, and that company sold to Big Beer so subsequently was no longer qualified to be part of the organization.

When and/or how did you first get into the craft beer scene?

I’ve been involved in the craft beer scene for nearly a decade. I started off covering food and wine (then beer) events for various publications then signed on with The Full Pint around 2011 as a regular writer and associate editor. I got my first real industry break at Golden Road where I was the social media manager for over three years then immediately moved on to the Los Angeles County Brewers Guild in late 2015.

Love Danny and Jonny, our brothers in beer at The Full Pint. And love that you became Franny Fullpint! You wrote for The Full Pint for six years. How did you see the world of beer evolve over that span?

The industry is constantly in flux. We are in a very unique time right now where we are growing very quickly but we also have a lot more to lose. Opening a brewery is already

high-risk as it is but the climate of mergers & acquisitions, fickle consumers, and an undereducated market is a challenge. Contrary to popular belief, the average craft beer drinker isn't an educated beer geek and so we are seeing brands really have to work hard to get that consumer loyalty and that brand buy-in. On the positive side, there is something in the air these days that has really pulled the industry together. We are rallying and trying our best to be unified in a greater vision for our community. We are also seeing a lot more women in leadership positions in the industry which is definitely a great thing.

That is an awesome thing. I know you have done a lot of public relations and marketing work. Tell us about the highlights from that part of your career.

My "marketing" experience started out at a very young age. I used to create websites and merch to promote local bands when I was a teenager. Eventually I ended up "managing" local bands; helping them book tours then ultimately helping to run an all-ages music venue in Arizona. The parallels between the music and beer industry are uncanny and it's the grassroots, authentic brand building that has been one of the most valuable lessons I learned early on in my career. While I do sometimes miss going to concerts every night or promoting new artists, I've gotten my hands dirty with producing guild events and advocating for our local independent brewers so it's been pretty fulfilling.

I know we all love the camaraderie you find among craft brewers, breweries and fans as well. Do you see that changing now that California is over 800 breweries and the greater LA area is over 100?

I'm not going to lie. Sometimes we are caught in very challenging circumstances and it really is up to the brewery and the beer fans to be personally mindful about nurturing our beer scene. With that said, I truly feel that the general consensus amongst our California brewing community is one of solidarity. Sure, each brewery is a business and they must do what is best for themselves, but we are in a crucial educational period where we are also looking at the bigger picture of why it's so important to band together. I often make the joke that sometimes it's the consumers that are more competitive (or shitty) in our industry than the brewers themselves. The hype train has brought some people in that don't get the whole community aspect of our industry and it's disappointing. I'm not saying that it's bad to wait in a line at a beer release, take photos of your haul, or to trade beers with friends – but for god's sake, drink the fucking beer and don't be an asshole. Is that so much to ask?

Right? I remember the first time I went up to Kern River Brewing for a Citra release years ago and I couldn't believe how many people had waited in line over night to get their six bottles and then didn't even sit down to have a fresh pour on draft at the pub! It was shocking.

Exactly! If I was a brewer witnessing that, I would personally feel disheartened.

What message do you think is most important for the Guild to communicate to beer drinkers?

It doesn't matter how amazing the brewery or the beer is. If you don't support your local small and independent breweries they will not survive this hyper-competitive market that is being manipulated by large international entities. Don't take your local taprooms for granted and ask your favorite bars to serve local independent beer!

Aside from the threat posed by big beer buying some of our favorite craft breweries (Ballast Point, Wicked Weed), are you concerned about small breweries opening and making mediocre beer?

Absolutely. This is something that happens in any city, big or small, and in any beer community that is established or just starting. The important thing to remember as a consumer is that some businesses may need a bit of time to figure it out but sometimes they never do. On the industry side, it's important to remember that tearing each other down won't make the beer better – having an honest dialogue with your colleagues is the first step in helping improve quality. Our Guild is in a very good place right now because we have a fair share of experienced brewers who have helped paved the way for L.A. Not only are they great brewers but they are also generous – willing to answer questions and collaborate with their peers. This open-sourced mentality is part of why I love my job. Not everyone will succeed and some people never change or seek advice, but at least we've got some sort of support-system and good faith there.

Do you see any end in sight for the explosion of craft breweries both locally, statewide and nationally?

We are still in that upward climb. New breweries open every day and it's almost difficult to keep track of who is in-planning. In Los Angeles County in particular, I think there



Rob Croxall of El Segundo hosted the Unity brew session

Photo by John Holzer



All about teamwork

Photo by John Holzer



Unity 2017 brewed at El Segundo Brewing

Photo by John Holzer

(Cover story continues on page 15)



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COVER STORY CONT'D

is still a lot of room for this to continue. The county map is starting to fill out but we still have large territories untouched by growth. California has exceeded 800 breweries but we still have thousands of wineries – there is still opportunity and I would assume that this is the case nationwide. The challenge though is building for sustainability. While we will continue to grow, I expect we will see more closures with every passing year.

You are the main orchestrator of LA Beer Week and the annual festival. What are your biggest challenges in setting up a ten-day celebration of local breweries and such a big festival?

My biggest challenge in producing L.A. Beer Week and really any of our other Guild events is that I am the only employee that the Guild has and I am spread pretty thin for part of the year. No one ever wants to feel like they're not doing something 100% so in addition to the planning and orchestrating, all my other Guild duties don't stop so I'm often working 60-80 hour weeks from March to July. We're a double whammy of limited resources; we're a nonprofit AND we're in the craft brewing industry. I'm hoping that we'll grow into an organization that has more support so that we can make some seasonal hires and invest more into our events. But in the meanwhile, I'm a one-stop shop for event planning, vendor coordinating, marketing, PR, etc. I'm super thankful for the volunteers we get for beer week and to the small group of freelancers who help me keep my sanity the month of June. If you see Nicole Luque anywhere, buy her a beer.

Consider it done. Who are the people in the beer world who inspire you to do what you do?

I have been incredibly blessed to have been able to meet and work with some of the best people in the industry. I owe countless people for my success and I constantly rely on many people to help me learn as much as I can. Going outside of our L.A. bubble though, I have to say that getting the chance to work alongside Tom McCormick at the California Craft Brewers Association has been an incredible learning process for me. Tom has endless knowledge and has made himself accessible to me while our organization grows and matures. On the marketing side, I have always been a huge fan of Joe Whitney, the marketing director at Sierra Nevada. His approach to the community, building that loyalty, and finding that balance of innovating and laying the foundation of a legacy brand is something that I strive for when thinking about how the Guild wants to engage with the consumer. On the local side, L.A. is fortunate to have some pretty powerful proponents for craft. My Guild president Laurie Porter of Smog City Brewing is the heart of our organization; she is genuine, involved, and has this truly cares about the well-being of our members. I've been a fan-girl for Cyrena Nouzille of Ladyface Ale Company since the moment I met her at L.A. Beer Week in 2010. As a board member of the Brewers Association, Cyrena has her finger on the pulse of the industry as a whole and has been a solid sounding board and mentor.

Now that we got your take on beer...let's learn more about you. Where did you grow up and what were you into?

I'm an L.A. girl through and through. I was born up in the Bay Area but spent the majority of my life in Los Angeles. Left for college but came back about 8 years ago. I was (and still am) the only girl in my group of best friends. I was more into climbing trees and going to punk rock shows than learning how to put on makeup. I care about things deeply despite sort of being a cynic so don't ask me for my opinion unless you know you can handle it. Life's too short to sugar-coat things or lie.

How did that shape you into the person you are today which, by the way, is one of the most respected and beloved figures in a very tight-knit craft community here in the second largest city in the country?

Having been raised by a single mom, I learned early on how to be nimble and resourceful and I took those skills with me when I got into the music industry and until today. Personality-wise, I think my no-bullshit attitude resonates with brewers and business-owners alike. We're all busy and there is no time to waste. But I am all mush in the center so as long as we see eye to eye and respect each other, I will love you and support you as best as I can.

I know you are a musician and one of my favorite fascinations is just how many of our brewers are also talented musicians. What do you see as the nexus there?

Brewers, like musicians, are part creative expression and part technical proficiency. The correlation between the two is uncanny and when you really take the time to get to know someone, it's as clear as day. It might also help that music can help relieve stress or get aggression out. Ha!

What are your other passions other than breweries and great beer?

Are you building me a Match.com profile? I kid, I kid. I'm big into vinyl, comic books, coffee shops, and taking photos of my dog. In other words, I'm a Millennial – but a really productive one.



Actula real fruit goes into brewing Unity

Photo by John Holzer



Franny with Cyrena Nouzille

Photo by John Holzer

Where do you see yourself in ten years?

In 10 years, I'll be 40! I'm really hoping that being active in the beer industry is in the cards for me then. Oh, and owning property. The latter is probably more far-fetched though because I'm a Millennial living in Los Angeles who works for a craft brewing nonprofit. (she sighs)

If you could have dinner with any three people, living or long gone, who and why?

Charles Bukowski so he can insult me and my choice of beer, Guy Picciotto from Fugazi because I've been in love with him since I was 13, and Anthony Bourdain for all the obvious reasons. I'd even drink shitty beer for that last one.

What one word or phrase would best describe you?

Exhausted.



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PINTS & QUOTES

FOUR NEW DON'T MISS BREWS THAT ARE ANYTHING BUT ORDINARY

By John M. Verive



Raspberry Blush

Photo by Julie Verive

The beer industry moves quick. Blink an eye and you might miss the newest brewery opening, the latest buy-out or the start of the next big trend in beer. In Los Angeles, the effects feel compounded. Our scene is growing so rapidly that it is all too easy to fall into the comfort of complacency. Once you find a style, a brewery or a beer that you like, it can be tempting to latch on to it to the detriment of further discovery. Call it the opposite of the ticker syndrome — where a drinker is obsessed only ever drinking beer they've never tried before in a misguided attempt to taste them all. The reasoning is understandable. With so much new beer, and so much mediocre beer, flooding from the draft lines, it's nice to have some reliable go-tos and avoid new-brew roulette or settling for whatever IPA is pouring.

But the safe choice rarely leads to the kind of beer moments that stop you in your tracks and remind you of why you started caring about beer in the first place. Comfort zones are for people who order vodka and sodas. To quote Laurie Porter, co-founder of Smog City Brewery, "Beer isn't just liquid in a glass - it's an experience," and new experiences are the salve for the too-often maddening doldrums of modern life.

Collected here are four new beers to emerge in the L.A. scene that gave me that smack-in-the-face moment and reminded me that beer can, even after years of immersing myself in the rise of L.A.'s beer culture, be new and exciting.

Brewery Rex - Malum

Described by the brewery's marketing materials as "Hoppy Belgian Golden Ale" and by brewery co-founder Brian White as a "side guy IPA" (because it's the kind of Belgo ale that can sway even those who are solely devoted to IPA), Malum is the second release from the upstart brewery launched by White and Tyler King (former Director of Brewery Operations at the Bruery), and it adds fragrant esters and phenols to the IPA formula.

Pear skin and clove scents meet an intense floral hop aroma, and the ale finishes dry with a snappy bitterness. You'll probably be hearing a lot more about Brewery Rex in the coming months, so jump on this wagon early and head to Mikkeller Bar downtown to try 'em first.

Mikkeller SD - Raspberry Blush (with 2nd Craft coffee)

Speaking of Mikkeller Bar, here's another beer to trek downtown for (especially if you're trying Mikkeller Bar's weekend brunch - and you should). Initially brewed as a part of Mikkeller's Fruit Face line, it is an experiment in using coffee in a tart Berliner weisse. The idea worked, and the beer has been added to the production slate at Mikkeller's San Diego brewery as Raspberry Blush. It's an incongruous combo, but the results of mixing tart Berliner, bright berry and aromatic coffee add a depth of complexity often lacking in a style that's built to be refreshing and crushable. The coffee — from Long Beach's 2nd Craft — in particular underscores all those high notes with an earthy richness that really grounds the beer. After the last year's summer of gose, look for Berliner weisse to have its own resurgence this year as the weather warms up. Any brewer that's looking to play with the formula, and any fans of creative takes on the tradition, should hunt down Raspberry Blush.

Smog City Brewery - Chinooks and Crannies

Another new take on a berry beer, Chinooks and Crannies is a dry hopped sour that stood out among the many offerings at Smog City's anniversary party in May. A wine barrel-aged blond sour base gets a dose of tannic cranberries and resinous Chinook hops alongside a co-fermenting strain of brettanomyces. The pink-hued brew (though more rosé than the magenta of Raspberry Blush) is pungent with brett funk and hoppy dankness. It's a polarizing aroma, but if you're into that barnyard bouquet you're going to dig Chinooks. The acid bite of the ale is supported by the structure of tannins - from both oak and berry - and a wisp of winegrape lingers along with the farmhouse funk. It's a beer that SCB founder Jonathan Porter is proud of because it does tread some new ground, and you should expect more explorations of that territory when Smog City's new wood aging facility and tasting room (across the parking lot from the Torrance brewery) opens to the public.

Chapman Crafted + Yorkshire Square - Golden Sky

Though it didn't seem to get much traction in our local scene, May was American mild month — where brewers are encouraged to brew in the mild style, from the traditional British milds to more experimental takes on an American mild. L.A.'s newest English-inspired brewery Yorkshire Square joined forces with Orange County's Chapman Crafted Brewery for a pale mild inspired by a trip to England. The result is under 4% yet bursting with anglo character. This ale is driven by a fruity ester profile and flavorful British malts, and it goes down smooth (especially when dispensed on nitro). I haven't had the pleasure of trying it on cask, so if you get the opportunity have a pint (or three) for me.

John Verive is Southern California native and freelance writer dedicated to growing the craft beer scene in Los Angeles. He's 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 @octopushtat and @beeroftomorrow.



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A NOTE FROM THE PUBLISHER

WHERE DID THE “LA” GO IN BEER PAPER LA?

By Daniel Drennon

This issue of Beer Paper begins our 5th year as a publication. Hard to believe! Time flies when you are drinking phenomenal beer among fantastic friends. And like many of our close brewery pals who have seen their brewing capacity expand thanks to the love and loyal support of local beer fans, so too has Beer Paper's following and distribution expanded.

If you are a regular Beer Paper reader (or an LA brewery), you probably noticed that I took the “LA” off of the paper a few months back. And you may ask yourself, “Why the Hell did Daniel do that?” Well, let me assure you that it was a very difficult decision with a lot of emotion attached.

We, Beer Paper LA, past and present are extremely proud to be based in Los Angeles. We love LA! We love our LA breweries and are extremely proud that, in our humble opinion, they are as every bit as good if not better than the very best breweries that San Diego or San Francisco have to offer. I am often on record with my opinion that California is the best brewing state in the nation, bar none.

While we love LA, we also love all California beer and do not believe that we should take even our own slogan of “Drink Local, Read Local” to the localism extreme of creating us/them boundaries between LA and OC, or LA vs. San Diego, Central Coast, or NorCal breweries. We should embrace them all. We should thank our lucky beer drinking stars that we live in this gorgeous Golden State of sublime beer. Therefore, when we travel for beer like most of you do, whether it be SF Beer Week, SD Beer Week, GABF, or the World Beer Cup, we intend to put the best brewers we discover on our cover, irrespective of whether they are “local enough.” The paper is to tell local readers about the best we uncover, whether they brew down the street from you or they brew in Berkeley (like Alex Tweet or Fieldwork who was on our March cover). LA brewers still have double the covers of the next closest, OC.

In acknowledging our own “home pride” in being LA, we recognize that our neighbors to the south, east and north all have their own home pride as well. We are touched that Beer Paper has resonated so strongly with beer fans from San Clemente to the south to Redlands and Temecula to the east, and as far north as Paso Robles and Buellton where two of the state's most decorated breweries, Firestone Walker and Figueroa Mountain, reside. To say that they are not local beer is to not embrace our bonds as Californians. Those bonds should be as powerful as our bonds in being Angelenos.

These are complimentary positions, not divisive ones.

I listened to our readers (and breweries) in Orange County, the Inland Empire, Ventura County, and the Central Coast who argued that the “LA” in Beer Paper LA, seemed to deprioritize their relevance or standing in the coverage of the paper. Imagine beer fans in Paso Robles or San Clemente picking up Beer Paper LA and wondering, “what's an LA paper doing here?” First and foremost this paper is for people who love the artistry of great brewers. It is also to advocate for and support those breweries. But not to discriminate based on whether they are LA or OC or IE.


On that note, it was suggested to me many times, “why don't you then make it Beer Paper LA/OC?” But then our brewery friends and fans in the IE would surely ask to add the IE, until a few years from now we could have had a BEER PAPER LA/OC/IE/VC/CC. When and where would it end?

After agonizing over the decision, I simply decided to keep it simple and go with BEER PAPER.

Know this. We are as proud as we have ever been to be based in LA and to provide regional coverage of the local beer scene (and beyond) for craft beer fans. But the paper's reach continues to expand based on the humbling support we have received from breweries, beer bars, restaurants, bottle shops and, most import of all, you our readers! We love you. We really do. And, yes, we still love LA. Always have. Always will.




Beer Paper LA first issue 2013 with Beer Paper April issue 2017



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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

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
valiantbrewing.com

Gunwhale Ales
2960 Randolph Ave a, Costa Mesa
gunwhaleales.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

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 Brew Co
19191 Lawrence Cyn, Silverado
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

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

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

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

Route 30 Brewing Company
9860 Indiana Ave, Riverside
route30brewing.com

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



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Alpine Village

833 W Torrance Blvd, Torrance
alpinevillagecenter.com

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

Cooper's House of Brew Masters

4823 Paramount Blvd,
Lakewood

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

Hot's Kitchen

844 Hermosa Ave, Hermosa Beach
hotskitchen.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

Spring Street Smokehouse

640 N. Spring St, Los Angeles
sssmokehouse.com

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

Zpizza Tap Room

5933 W. Century Blvd, Los Angeles
zpizza.com



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