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BRAVERY NEW WORLD



Brian Avery of Bravery Brewing

Photos by Matthew Garcia @momentsinbeer

by Daniel Drennon

Brian Avery was born and raised in the Antelope Valley (Lancaster/Palmdale). His parents made the move up to the High Desert for work back in the 80s. In an attempt to make up for

living so far off the beaten-path, his folks made sure the family traveled as often as they could. All of the traveling, especially at a young age was very impactful to Brian's development. Many of his

current interests (cinema, cuisine and world culture) can be traced back to seeing new and foreign cities and countries, leading to a well-developed curiosity...always wondering what else is out there.

He ultimately attended UC Riverside to pursue a career in the film industry. But while there, he discovered a new passion. Homebrewing. After a few years working in "the industry," Avery, who had become increasingly

obsessed with the art (and the craft) of brewing, made a fateful decision to come home to Lancaster and open Bravery Brewing.

(full cover story on page 8)

OC BEAT



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INLAND EMPIRE



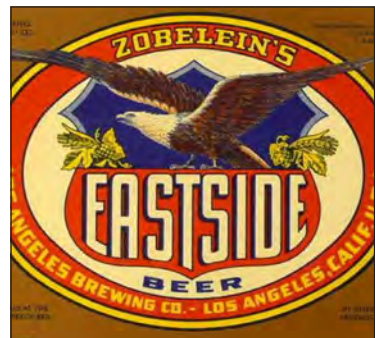
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TO LIVE & DRINK IN LA



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OC BEAT

PROFILE: CHAPMAN CRAFTED BEER

by David Mulvihill



Chapman Crafted's owners Wil Dee and Randy Nelson.

Photo Credit: David Mulvihill

As normalcy returns to Orange County, one goal of this reporter is to provide updates on fine craft beer destinations, both new and existing. A recent visit to Chapman Crafted in Orange provided such an occasion. The brewing team was in full swing, hard at work canning a new batch of beer on the Pneumatic Scale Angelus canning line installed about 4 months ago. Its impressive permanent install takes advantage of available above ground space within tight quarters.

Owners Randy Nelson and Wil Dee shared some of their backstory and how Chapman Crafted came to be. Nelson and Dee met in their late teens, became good friends, and collaborated on various business ventures over the years. Randy recalled their first, running their own valet business at the Cowboy Boogie in Anaheim in their early 20s. The second, per Wil, was a silk screen and embroidery business in Orange.

Many also know Wil as the owner of two additional establishments in Old Town Orange, Haven Craft Kitchen + Bar and Provisions Deli & Bottle Shop. For a time he also had interest in Haven Gastropub + Brewery in Pasadena. During that period, Brian Thorson was Haven's brewer. Capacity limitations with the brewing system led Wil and Randy to the idea of building a production brewery that could supply additional product under the Haven label and also allow them to develop their own separate brand. They envisioned Thorson overseeing brewing for both entities.

As plans developed, some changes occurred. Wil sold his interest in Haven Pasadena to his former business partner. And, an unrelated sequence of events would later find Haven Pasadena closed and Brian Thorson without a brewery. With strategies redirected, plans proceeded for the stand-alone brewery.

While considering locations, the City of Orange approached them about the property that now houses Chapman Crafted in Old Town Orange.

While certainly a huge and tedious undertaking with repurposing and retrofitting the property spaces, the building and its proximity to Old Town presented an ideal location. During the summer of 2016, Chapman Crafted Beer opened to the public.

Current head brewer David Hall joined Chapman's brewing team in 2018, working alongside award-winning former head brewer Brian Thorson for over two years prior to Brian's departure. Hall is ably assisted by brewer Bob Weden, Austin Victor and Eric Going.

David's foray into professional brewing began during his time managing Addison Homebrew Provisions in Fullerton. He remarked

that AHP and owner Eric Addison were instrumental in his early development as a brewer.

In late 2015 David joined the brew crew at Bottle Logic Brewing in Anaheim and states, "I received the best on the job training I could have asked for under Dylan Mobley, Greg Suchsland and Wes Parker." He also formalized his training via the American Brewers Guild course, which he began while at Bottle Logic. Following a couple of brief stints at the former Towne Park Brewing and at Left Coast Brewing, he arrived at Chapman Crafted.

Even with daily brewing, cellaring and packaging on the large scale, Hall still cultivates his homebrewing roots by getting together periodically with friends to homebrew. Hall and team's dedication, training and commitment to quality craft shines through in

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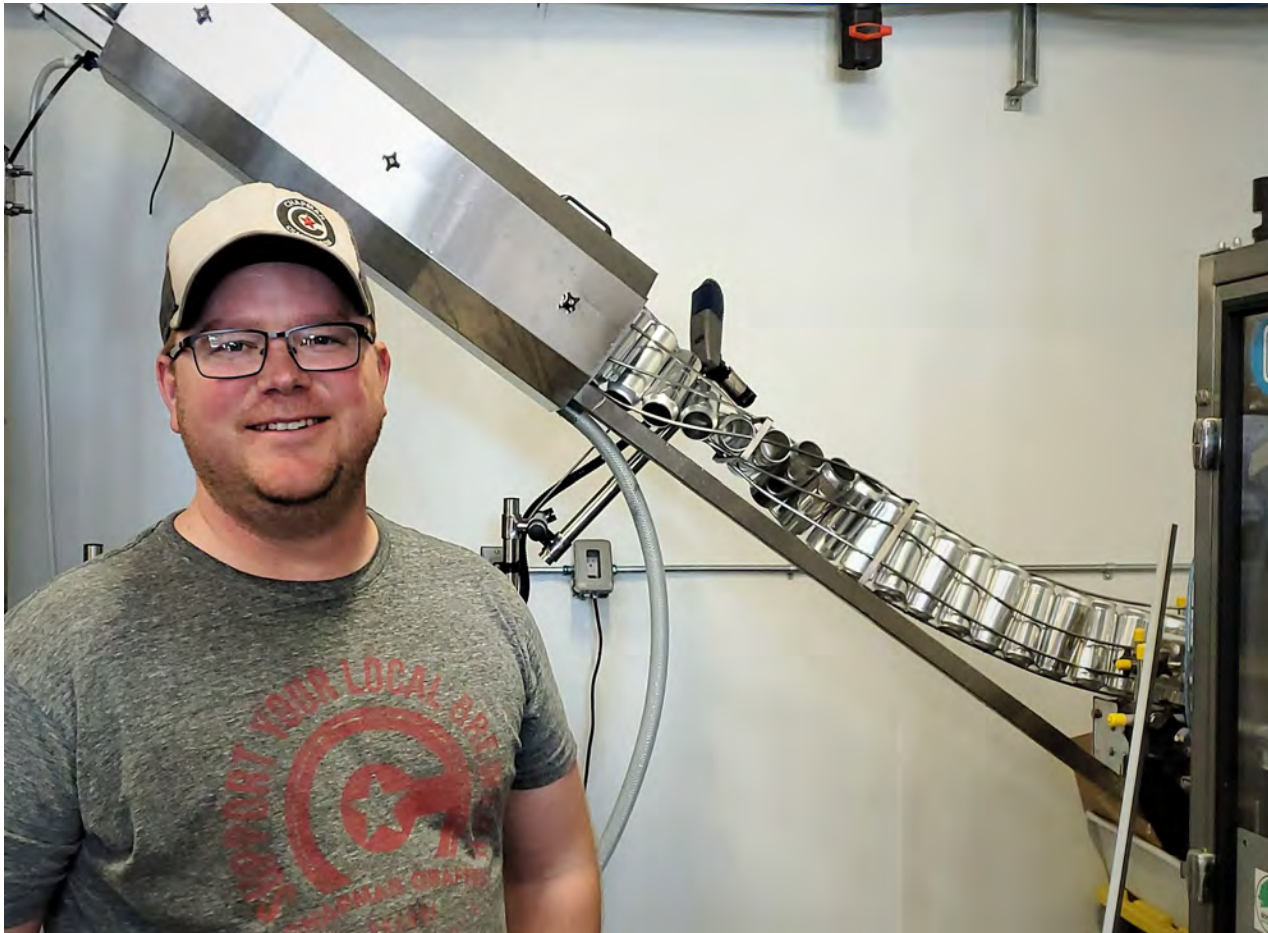
Matthew Garcia, David Mulvihill, and Andrew Smith

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Chapman Crafted's head brewer David Hall

Photo Credit: David Mulvihill

the finished product, the beer. With well over 15 beers on the tap list, there is something for every discerning palate. From the delicately delicious Chapman Crafted Pils, selections include lagers, browns, ambers, IPAs, hazies, darks, coffee beers, imperials and slushy brews.

The Zodiac Series is a rotating 7% ABV hazy IPA that follows the signs of the Zodiac. Hop profile varies in each monthly release.

Current in the Chapman Crafted Beer of the Dark series is a 15.3% ABV bourbon barrel-aged imperial stout with vanilla.

Chapman Crafted also launched a coffee program in February of 2020, just prior to the initial shutdowns that occurred in March.

One of Chapman's first staff members, Noah Poletiek, is the Director of Coffee. Wil and Randy approached Noah with the idea of morphing his Bangarang Coffee into the Chapman Crafted fold. As former owner and head roaster of Bangarang Coffee, a company he ran during his tenure at Chapman, Noah has been instrumental in the development and running of the coffee program. From the start, Noah has roasted the coffee for Slow Riser Red nitrogenized coffee ale. He even authored a paper on the art of roasting coffee specifically for incorporating in beer.

San Juan Capistrano's Docent Brewing also collaboratively incorporates Chapman Crafted Coffee in its Super Tonic coffee stout, which was awarded Great American Beer Festival gold in 2020, as well as gold medals (2020 & 2021) from the San Diego International Beer Competition.

Noah spoke at length about the ethical sourcing and sustainability of the coffee that is secured for roasting. Following is a brief snippet. "We have really strong partnerships with our farmers at origin. This product is fantastic, and we are paying an incredibly fair wage for an incredibly hard thing to farm." Cold brew is next on the agenda for Chapman. Equipment will be arriving soon for its own proprietary cold-brew system.

Chapman Crafted expanded in February. New tanks were onsite and being installed. They will result in 70-80% more capacity for beer production. The original 20 barrel brewhouse, with five 20-BBL tanks and two brite tanks has been enhanced with four 40-BBL tanks, 40-BBL brite, and two 10-BBL tanks for pilot brews, small batches, and split fermentations.

Future plans for the current tasting room space include expanding to the patio area adjacent to the south wall of the tasting room. Tap lines will be moved from the front of the bar and directly feed from the cold box on the wall behind. A more-formalized separate-able event space is also planned. On the horizon we may also see an additional location for a brick-and-mortar beer café, highlighting both the beer and the coffee.

"Quality - Community - Craft," are the key pillars Chapman Crafted was founded on, with quality beer as its number one priority.

David Mulvihill continues his thirst to experience and promote the best of craft beer. He also provides business-side support (reporting, excise tax, policies & personnel) to local breweries and brewers guilds. david@socalcraftbeer.com.





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INLAND EMPIRE

TAPROOM 29: COACHELLA CASINO BREWERY OFF TO A WINNING START

by **Andrew Smith**

The casinos have long been one of the major tourist attractions in the Coachella Valley. And now, the Spotlight 29 Casino has added an on-premise brewery. They launched their Taproom 29 in late 2020, initially brewing offsite. The 29 Brews system gained full commissioning in the Fall of 2021. Head Brewer Ed Heethuis has been busy from the outset.

Heethuis is a SoCal craft beer veteran. He spent 20 years with Anheuser Busch, notably running their craft beer division. In 2012, he helped open Ritual Brewing, then worked on the excellent portfolio at Craft Los Angeles. Over the years, he's established an expansive network of industry friends. Such connections are visible across the enviable guest beer selection at Taproom 29.

Not content with just working the sales end, Heethuis soon developed an appetite for the brew deck. "While I was in the beginning days of running the craft beer division, I needed to be able to train our sales people," he explained, "So, I would go in and do a brew day with the brewers." Those brew days started with Owen Williams



(INLAND EMPIRE continued on page 6)

Ed Heethuis and Assistant Brewer Jacob Jimenez

Photo Credit: Andrew Smith

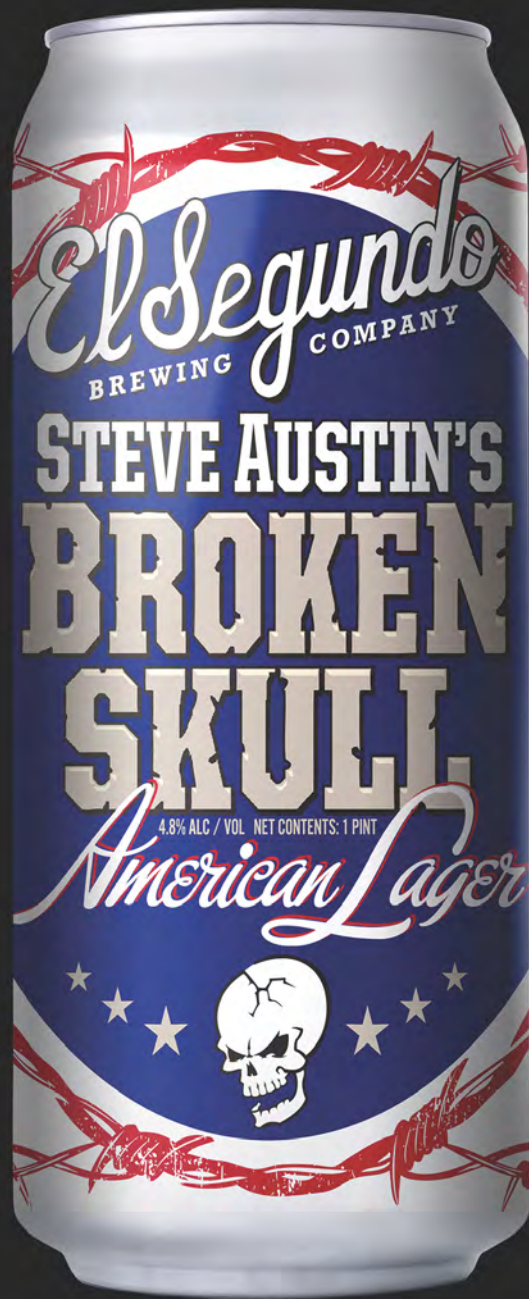


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The 360 Degree Sports Bar with Brewery View

Photo Credit: Andrew Smith



(INLAND EMPIRE continued)

at BJ's. Long time readers of *Beer Paper* may remember the feature about Owen Williams, now owner of Ritual Brewing, and his widespread influence on brewers across the industry. Heethuis is one more name to add to the list.

"I talked our CEO into sending me to Siebel," Heethuis continued, "We built a training brew system. That dovetailed into me doing more brewing around Orange County."

Heethuis originally joined Spotlight 29 as a consultant. The casino was converting its former buffet space into a brewpub and sports bar. "I was the liaison between Spotlight 29 and Portland Kettle Works," he added. He was also charged with finding a brewer, but didn't find the caliber of candidate he hoped for. After reworking the job description, he realized that this was his calling. Backed by endorsements from several of the high-profile brewers he'd worked with in the past, Heethuis secured the head brewer position.

"It was never something that I set out to do," Heethuis explained, "I was

building the brewhouse - adding all the cool bells and whistles - for someone else. I worked really hard to bridge the gap between what I needed to know to start production. I also had such a wide funnel of world class brewers that I could call for information at any given time."

The beers are all excellent. They have four core beers. It starts with Chairman's Blonde, which Heethuis refers to as "beer flavored beer." It's well-executed, smooth, with clean, crisp bitterness. Rez Rage Red is a Cascade hopped American Red. The beauty is in the depth of malt complexity. The 7-grain blend offers multiple layers and depth, details that develop further as the beer warms.

The Topsy Tortoise I tried came straight from the Brite tank, minutes before it was about to go on tap. It was a picture-perfect west coast IPA, golden and perfectly clear with a beautiful soft white foam. Heethuis made special note of the patience that he's been afforded by his superiors in achieving such unfiltered clarity. The blend of Citra, Mosaic, and El Dorado struck a delicious balance between bright citrus, pine, and tropical fruit.

The fourth core beer was something of a pleasant surprise... Peabody's Imperial Stout. With only four house beers, I'd say that's something of a bold statement of intent. It's another big malt bill, with lots of depth. There's plenty of chocolate, dark roast, caramel and a touch of toffee, accompanied by a decent bittering balance. "For a 10.1% beer, we're really happy with how well hidden that alcohol is," Heethuis commented.

Heethuis built the 5-barrel brewhouse, along with four 10-barrel fermenters and matching Brites with the intention of meeting onsite demand. The casino has multiple bars and the beers are also sent out to the tribe's other casino, Tortoise Rock in 29 Palms. The demand has been high and Heethuis has had his work cut out in (successfully) keeping all four beers on tap.

"My number one goal is making sure all four core beers are on, no matter what," added Heethuis, "But we're also being creative about it." There's a blueberry variation to the blonde, making a fifth handle. And there are also collaboration brews under discussion. That notable guest tap list also helps share the load.

He's already enlisted an assistant brewer, Jacob Jimenez, who spent a few years at Wicks Brewing and Green Cheek. There are also designs underway to build a 15 or possibly 30-barrel production facility in Coachella. At that point, the beers will be available to outside accounts. The current system would then become the experimental pilot system.

He's also looking to make Taproom 29 a craft beer destination. The casino does create plenty of foot traffic. There's added draw from the sports bar ambience and a steakhouse menu that runs everything from a giant pretzel, to pizza and a 24 oz Tomahawk steak. Add to that \$5 house beers, \$6 flights and an excellent guest tap selection and you've got a great marquee location. Heethuis wants to take it further.

"My goal is to make this a hub of beer culture in the Coachella Valley," Heethuis continued, "My bartenders are trained to disseminate information to guests, offer a taste of the Blonde to anyone ordering a Modelo. We usually win them over with freshness." As the post pandemic scene offers more freedom, he also hopes to offer beer education. "I've been on the

education side of beer for 18 years," he added, "I love the teaching aspect and introducing people to this affordable luxury." There are several exciting projects in the works that we'll hear more about in the coming months.

Having crossed paths with Heethuis for several years across the Inland Empire, I always knew him to be a well-connected industry enthusiast. His transition to head brewer has been a complete success. The years of shadowing, education, and extensive network have really paid off. It also helps that he's been backed by his superiors both in terms of trust and investment. As such, Ed's beers are all perfectly orchestrated. The west coast IPA was excellent, but I really loved the malt complexities of the Red and the Imperial Stout. The house beers alone make a trip to Spotlight 29 worthwhile. The guest lineup might make it extra difficult to leave.

Andrew Smith grew up in England and 'thought' he knew everything about beer before he landed on the California craft boom. He covers the Inland Empire more extensively on his blog at CraftBeerIE.com



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COVER STORY

Bravery New World

by Daniel Drennon

Brian Avery was born and raised in the Antelope Valley (Lancaster/Palmdale). His parents made the move up to the High Desert for work back in the 80s. In an attempt to make up for living so far off the beaten-path, his folks made sure the family traveled as often as they could. All of the traveling, especially at a young age was very impactful to Brian's development. Many of his current interests (cinema, cuisine and world culture) can be traced back to seeing new and foreign cities and countries, leading to a well-developed curiosity...always wondering what else is out there.

He ultimately attended UC Riverside to pursue a career in the film industry. But while there, he discovered a new passion. Homebrewing. After a few years working in "the industry," Avery, who had become increasingly obsessed with the art (and the craft) of brewing, made a fateful decision to come

home to Lancaster and open Bravery Brewing.

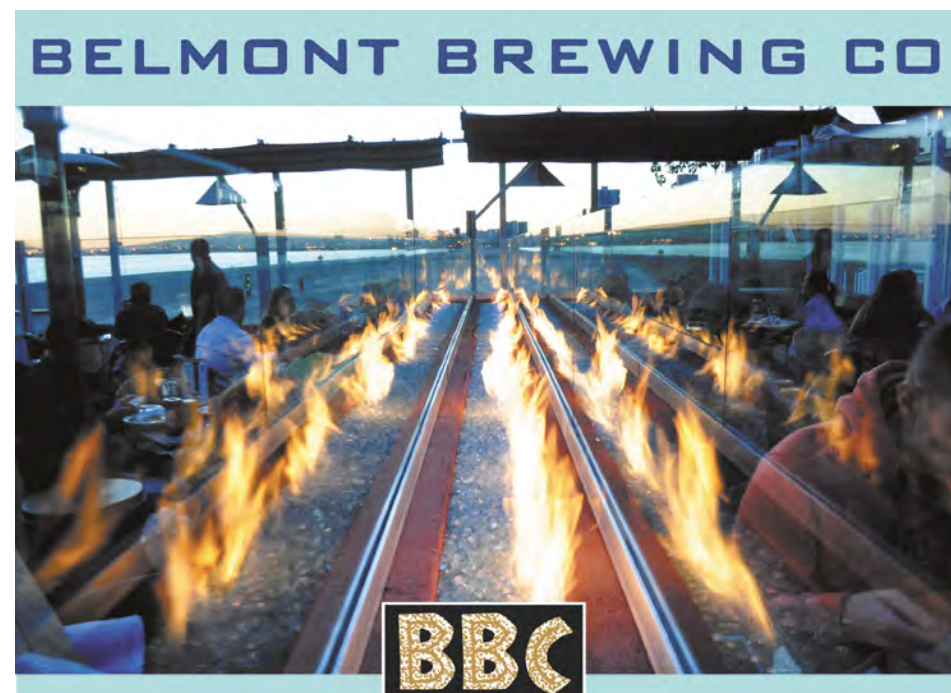
Presently, his wife Kara works as a flight attendant and with the perks of her job, the couple jet-sets at each given opportunity. According to Avery, "We both have a real bad case of wanderlust." Avery still has that insatiable curiosity for exploration and new discoveries. That serves him well at Bravery.

DRENNON: *I gave it away in the intro, but as a kid, what job did you think you would end up doing as an adult and can you expand on how far you got down the yellow brick road to Hollywood?*

AVERY: As far back as I can recall, I aspired to be a filmmaker. I'm an extrovert and always enjoy sharing stories with others. I attended the University of California, Riverside



Brian Avery holding the Bravura Collective bottle club glass
Photo Credit: Matthew Garcia @momentsinbeer



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and earned a B.A. in Film and Visual Culture. After graduating, a "Right Time/Right Place" situation landed me a position as a Production Assistant on a large TV production, after which I would continue working for a couple years as a P.A. and boom mic operator on low-budget films. I spent these years of my life trying to take in as much as I could about the Industry.

DRENNON: *What then got you into beer and ultimately into brewing?*

AVERY: An older classmate of mine at UCR was already a bona fide craft beer drinker when we first started going to bars together. I remember he bought me my first IPA (Stone IPA), and I hated it! I couldn't get past the intense bitterness of the beer. A few weeks later I tried another Stone on

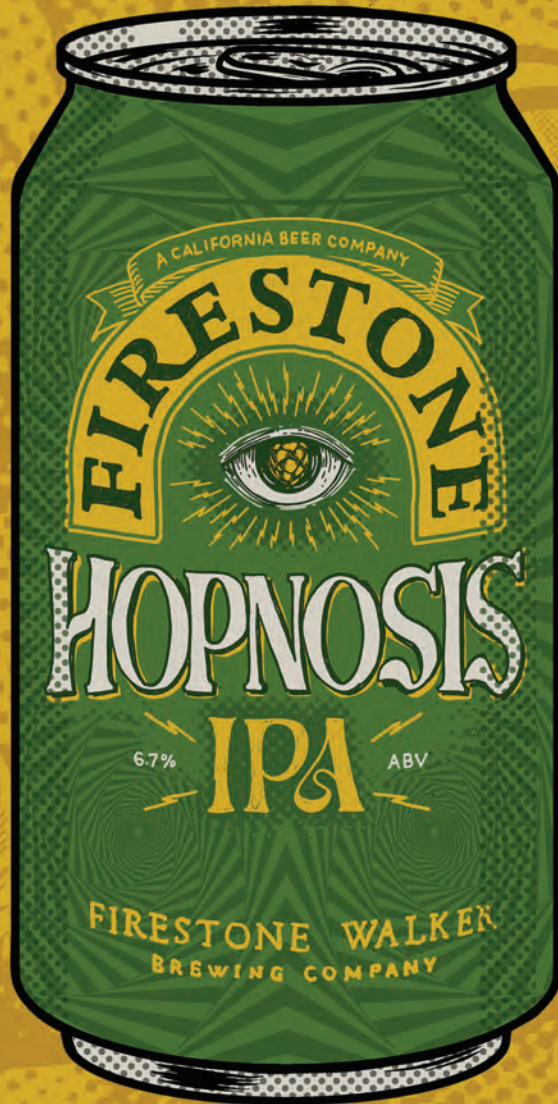
a whim and the second time wasn't quite as offensive. Pretty soon I was craving the bitterness of the beer, and before I knew it, was driving down to Escondido to check out the brewery in person.

Living in Riverside during my college years meant a proximity to the MoreBeer! home brew store. With my interest in beer significantly piqued, I decided to attend one of the Home Brew demos the store conducted weekly. Anyone that's been around a brew day knows how alluring the aroma of the mash and boiling wort can be. I was instantly drawn in! My hunger for knowledge kicked in and shortly after this demo I was brewing on my own home brew setup.

(COVER STORY continued on page 10)

HYPNOTIZED

By FLAVOR



Hopnosis is an innovative IPA brewed with coveted Cryo Hops® pellets. We double dry hop this beer with varieties from the U.S. and New Zealand, creating an explosion of tropical fruit flavors including mango, passionfruit, white grape and lychee.

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Production team doing QC for Bravery Brewing's barrel program
All Photos by Matthew Garcia @momentsinbeer



Carmalized Aurie from Bourbon Barrels

(COVER STORY continued)

DRENNON: What led to the decision to open your own brewery?

EVERY: I fell hard for craft beer right out the gate. I would eventually own nearly every gadget that MoreBeer! sold, and at the peak of my home brewing was making two batches of beer every weekend. During downtime between shows I was working on, I began volunteering and then working at Bootlegger's Brewery in Fullerton. Working there showed me both the positives and negatives of operating a brewery. It's easy to glamorize working in a brewery when you're an outsider, but the reality is that it's a lot of hard, dirty, and somehow simultaneously hot and cold labor. Instead of being deterred by some of the longer and more stressful

days working in the brewery, my passion for beer was realized.

In the Spring of 2011, I made the decision to end my pursuits in the film and television industry and get serious about brewing beer. It's possible I would have been happy working at someone else's brewery, but I tend towards a need for creative control and ultimately would have found frustration if my voice wasn't heard.

DRENNON: How and why did you choose the name Bravery? And tell us about the "Wall of Bravery."

EVERY: Bravery is a contraction of my first and last names. It was a nickname given to me on my first set to help differentiate me from the other Brians on the crew. Side note, why are there so many Brians in the Beer

Industry? Ha.

When it was time to settle on a name for the brewery, my partners and I got together to workshop some ideas. With how personal the brewery is to me, I asked how everyone felt about "Bravery Brewing" and there was unanimous agreement. Our partner, the late great actor R. Lee Ermey, of "Full Metal Jacket" fame was very vocal with his approval of the name.

The Antelope Valley is host to a very large aerospace community. The USAF Plant 42 in Palmdale along with Edwards Air Force Base just to the North of us employ many of the people in our community. The name Bravery harkens to the people that comprise this Industry both locally and abroad.

Over the years our tasting room has organically evolved by the influences

of our community. Much of the décor and memorabilia adorning our walls have been graciously donated by our patrons. The largest focal point of our tasting room is what we call the "Wall of Bravery," a large American Flag surrounded by hundreds of photos of service members. The first photos to go up around the Flag were of our partners that served in the military as well as a photo of my great grandfather, Henry S. Wygant Jr., who served in the Navy during WWII as Commanding Officer of the USS Turner. The USS Turner suffered a series of internal explosions, sinking the ship and killing many of the crew including my great grandfather. The photo of Wygant on the Wall of Bravery is the only memorial that exists for him.

DRENNON: Why did you choose Lancaster?

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Brian Avery hand tossing the pizza dough

EVERY: While I lived in Riverside for a couple years and then Anaheim a few years after, Lancaster has always been home. I love to travel and explore the world, but coming back to the High Desert after a long trip continues to bring me comfort.

I think most brewery owners would agree that having a meaningful connection with their community is of utmost importance. Mine and my family's roots are deep here and I feel it would be nearly impossible to replicate this connection elsewhere.

DRENNON: You're ten years in. That's a nice achievement. Congratulations. What lessons have you learned?

EVERY: Thank you! It's hard to believe it's been so long already. I'd say the biggest lesson is the importance of maintaining balance. Bravery started very small (3bbl brewhouse with 20bbls of cellar capacity), so this gave us opportunity for significant growth the first six years. It's easy to overwork yourself and burnout if you don't maintain balance between the brewery and your personal life. Given the nature of running a brewery it's easy for your personal life to bleed in, blurring the distinction between work and home life. That's not the only balancing act; there's the balance of brewing beers for yourself versus beers for the consumer (unfortunately not everyone wants to drink ESB or Tequila Barrel-Aged Old Ale). There's also the balance of managing your team, ensuring everyone is happy and motivated. We pride ourselves on relatively low employee turnover, but we also pour a great deal of our efforts

into communicating and working with our employees on a daily basis.

DRENNON: Knowing what you know now, if you could go back in time and change anything, what would that be?

EVERY: It's hard to say. Part of me wants to say we should've started larger, perhaps on a 7 or 10 BBL brewhouse. A lot of time and energy was spent brewing triple batches of the same IPA just to keep the taps flowing in the tasting room. At the same time, starting small allowed my brewing to be much more fearless. If a beer concept went horribly awry it wasn't too painful to dump only 3 bbls of beer. I'm not sure if our portfolio of beers and/or brand would be significantly different had we started larger or if destiny simply has a way of getting you to where you need to be?

DRENNON: Who and or what have been your major influences as both a brewery and as a brewer?

EVERY: I love this question! I love it because this industry is filled with so many kind, intelligent, and caring people. I owe much of my initial ambition to open a brewery to Aaron and Patricia Barkenhagen of Bootlegger's. My undying love for barrel-aged stouts and strong ales is largely in thanks to the early beers coming out of The Bruery as well as the early iterations of H24's Barrel-roll program. Beers like Black Tuesday and Pugachev's Cobra will always have spot in my heart, no matter how over-indulgent they may be. Lastly, I have so much respect for the team at Enegren Brewing. Chris, Matt, Joe and John have been so helpful both in Bravery's buildouts as well as just

great beer mentors. I'm very excited to see their continued success with lagers and other traditional styles, and the craft beer world could use more breweries like Enegren.

DRENNON: Are you where you thought you would be as a brewery from your initial vision and where do you see Bravery in another ten years?

EVERY: Ten years ago, I would have never expected the craft beer landscape to look the way it does today. The Industry has evolved in so many ways, most for the better, but it's nearly unrecognizable from a decade ago. Ten years ago, I probably would've assumed that in 2021 I'd still be explaining what an IPA is to consumers and that B.A. stood for Barrel-Aged. I'm astonished with how common place beer terminology is today. As for Bravery, I had a lot of optimism for us from the get-go. I'm not sure I really knew back then what to expect in 2021, but there are definitely times when I walk through our production brewery and can't believe what we built.

DRENNON: The proliferation of breweries over the past ten years has

continually sliced the beer drinker pie thinner and thinner. What is your strategy for staying sound and relevant?

EVERY: Accepting that there will be battles you'll win and some you'll lose is crucial. There is always some lurking desire to try and enter the arena of every new beer trend, but I think for us, trusting our instincts is the best way to persevere. There's a lot of noise out there, mostly coming through social media, but I think the breweries that remain genuine to the beer and to themselves will remain relevant and viable. A little authenticity will go a long way.

DRENNON: I get it. To thine own self be true in this brave new world! I can really coin (uh...steal) a phrase. And speaking of slicing the pie, Bravery has morphed from brewery to brewpub with pizza as your focus. Tell us how this came about.

EVERY: Introducing a food component at Bravery was always a pipe dream of mine. However, the complications and expenses of building a kitchen always kept this

(COVER STORY continued on page 12)



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Big Game Barleywine 12 & 18 month
Photo Credit: Matthew Garcia

(COVER STORY continued)

dream just out of reach. One of the few positives to come out of the chaos and struggles of Covid-19 last year was how deeply it shook the foundation of our brewery. We were forced to reevaluate all the decisions and protocols we had in place, trimming the fat where possible and maximizing efficiencies. With the food requirements to serve draft beer in mind, we made the big decision to buildout a pizza kitchen inside our current Tasting Room.

Having experience making bread at home, as well as the broad spectrum of flavor profiles involved, pizza was the clear direction for the kitchen. I'm excited to make the best pizzas we possibly can; dough and sauce from scratch, 48-hour ferments and high-quality toppings. The other benefit of transitioning from brewery to brewpub means wine and hard cider on tap. My wife Kara is a wine sommelier and pre-Covid hosted many wine-tasting and education events. She is very excited to curate our wine list and, when allowed again, host more involved educational tasting events.

DRENNON: Please tell us about the Bravura Collective.

EVERY: We are now into our fifth year of the Bravura Collective. The B.C. is modeled after annual beer clubs similar to the Bruery's Reserve Society or Cellador's Syndicate membership. It's a great way for some of our more committed fans to get their hands on exclusive barrel-aged releases, merchandise and of course added discounts on their purchases. I'm really looking forward to getting back to hosting in-person events again. There's nothing like the immediate, direct feedback you get while pouring something special from the bottle directly into someone's glass. Membership for the Bravura Collective is fairly limited, and will open for 2022 enrollment in September.

DRENNON: Is there a Bravery identity and/or mission, whether it be the styles you brew or the way you conduct business?

EVERY: Those that visit our tasting room or try our beers abroad know us for a large (for our size) barrel-aging program. The bulk of the beer we produce annually finds its way into

barrels. This largely comes from our excitement to continuously experiment and try something new. There are still so many unknowns when it comes to barrel-aging beers (duration, type of spirit, blending, base beer, etc.). It will never not be a magical moment for me, pulling the first sample from a barrel that's been quietly aging for several months.

DRENNON: Between talent and work ethic, which is more important?

EVERY: Work ethic is the more important of the two. Talent is great, but without discipline to routinely apply it, you'll never get repeatable, quality results. The beers I initially brewed as a home brewer were horrendous. Stubborn determination and the scientific method go a long way.

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

EVERY: I am always excited for the destination, but equally happy to be on the journey.

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TO LIVE & DRINK IN LA

BREWING UP THE PAST ANGEL CITY RESURRECTS LA'S ICONIC EASTSIDE BRAND

by Tomm Carroll

The early history of brewing in Los Angeles could be characterized as a tale of three cities. Well, more precisely the tale of three breweries, each named after a city: the New York Brewery (LA's first), founded in 1854; the Philadelphia Brewery, launched 20 years later; and the more accurately monikered Los Angeles Brewery, which opened more than another couple decades later, in 1897.

In the early 1880s, two former employees of the New York Brewery — Joseph Maier (a brewer) and George Zobelein (a manager and accountant), both Bavarian immigrants — became co-owners of the Philadelphia Brewery, eventually renaming it Maier & Zobelein Brewery, and turning it into a regional success and the city's then-largest brewery. After Maier died in 1905 at the age of 53, his sons/heirs bought Zobelein out of his half of the partnership in 1907. With his proceeds, Zobelein immediately purchased the ten-year-old Los Angeles Brewery and, as it was the first of LA's many breweries to be located on the east side of the Los Angeles River, named his newly brewed brand of beers "Eastside."

Zobelein's brewery survived Prohibition (1920-1933) intact, partially because it also operated as Zesto Beverage Co. during that period, making soft drinks and fruit juices, as well as the legal 0.5% abv "near beer." It was also the only LA brewery that was able to pivot and produce 3.2% abw (4.0% abv) beer on April 7, 1933, when the government allowed

that luxury some eight months before Prohibition was completely repealed. Zobelein died in 1936 at the age of 91 and his family continued running the business.

Such was the popularity of Zobelein's beer that the term Eastside became synonymous with the name of the brewery itself. And in a case of some revisionist, feel-good history 40 years later, on the occasion of the 50th anniversary of Los Angeles Brewery in 1947, local newspaper advertisements ran claiming, "When Eastside was first brewed fifty years ago [sic], it was labeled 'Zobelein's' beer. But the people changed that. They asked for 'that East side beer, from that big new brewery down on the east side.' Yep, that's how Eastside got its name. The beer the *people* named."

One year to the month after those ads ran, in May 1948 on the front page of the *Los Angeles Examiner*, above the newspaper's nameplate logo at the top, appeared the large headline: "MULTIMILLION L.A. BREWERY DEAL. Inside was the news that Pabst Brewing Company of Milwaukee had purchased the Los Angeles Brewing Company for reportedly between \$15 million and \$20 million. However, the local brewery continued to operate as a separate unit, brewing Eastside beers as before. In 1953, Pabst — the first of the big Midwest breweries to expand to the West Coast — began constructing its own facility adjacent to the Los Angeles brewery to produce its own beers.

Ultimately, Pabst phased out almost all of Los Angeles Brewing's beers. However, Eastside Lager, which remained its best seller, was still brewed, but became a low-priced discount beer, and renamed Eastside Old Tap. Appropriately enough, it was sold at Dodger Stadium on its opening day in 1962.

Pabst continued brewing in Los Angeles until 1979, when it closed the facility and sold off the property. It is now the Brewery Arts Complex in Lincoln Heights. Several of the



Layton Cutler with a Bock beer, the newest release from the Eastside series
Photo: Brent Flentje/@brent_af

structures of the original Los Angeles Brewery — including the smokestack emblazoned with the word "Brewery" — still remain.

Flash Forward to the Modern Day

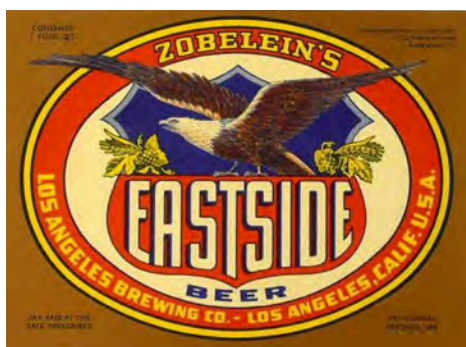
Downtown Los Angeles' Angel City Brewing, which has gone through its own share of location, ownership and other myriad changes since its founding by award-winning homebrewer Michael Bowe in a Culver City warehouse space in 1997, is owned by Alchemy & Science, a wholly-owned subsidiary of Boston Beer Company, makers of Samuel Adams beers and other alcoholic beverages.

Shortly after current head brewer Layton Cutler was hired as a brewer in May 2013, the rebooted Angel City Brewing (which Bowe had relocated from Alpine Village in Torrance to the historic John A. Roebling building in DTLA's Arts District in fall 2010,

but never began to brew there) held the grand opening of its brewing facility and Public House taproom. The brewery had been purchased by Alchemy & Science at the beginning of 2012 and commenced brewing, under original head brewer Dieter Foerstner, whom Cutler eventually succeeded in 2016.

"When I first started, there was already talk about trying to revive this Eastside brand," Cutler told *Beer Paper*. "Angel City was looking into the trademark on the name because Pabst hadn't renewed it in a while, and was hoping to see if they were going to let it lapse."

Indeed, in late 2017 the trademark on "Eastside" — pertaining to "beer" or "brewed malt-based alcoholic beverage in the nature of beer" — was abandoned, and the next year Cutler began working on a beer under the Eastside name for the taproom. It was a 6.1% abv golden Export Lager,



A beer label from the original Eastside brand by the Los Angeles Brewery, circa 1940s



Los Angeles Brewing Company in 1908, shortly after it was purchased by George Zobelein. Notice the smokestack, which still exists today at the Brewery Arts Complex in Lincoln Heights.

Courtesy of Water and Power Associates

one of the more popular styles of Zobelein’s original Eastside brand.

“We chose that one to launch with because it’s underutilized, and it’s not a famous beer style,” he explained. “It’s not a Pilsner, and we already had our own Pilsner on the market, so we didn’t want it to interfere with that. We had a list of old Eastside beers that

came up in our research, and wanted to pick one of those. Plus, you can find a lot of photos online of the original Eastside Export Lager cans.”

The brewery didn’t can the beer until later in 2019, the year it also registered trademarks for the names “Angel City Eastside” and “Angel City Eastside Collection.” And speaking of cans, the

new retro Eastside logo — including typography and the eagle and shield imagery — which adorns them is suitably close to, but distinctively different from, the original Eastside emblem (compare accompanying photos). “We only have a trademark for the name,” Cutler said. “So we decided to come up with our own Eastside logo for our own protection.”

The brewery officially debuted the Export Lager, as well as its Eastside brand, at a speakeasy-themed launch party in its Public House on January 17, 2020 — fittingly enough, on the 100th anniversary of the start of Prohibition. Unfortunately, the response to the new, old-style beer was underwhelming. But then, within a month after the launch, Covid had hit the US. And a month after that, everything was shut down in LA and the rest of the state.

“I know the launch wasn’t a huge success from the start, but we still sold enough of it in the taproom and in cans,” Cutler concedes. “And we wanted to keep it going to continue looking at different recipes and beer styles that could fit into this series. Some of them we wanted to be the

beer styles that Eastside had done in the past, but then we also wanted to use our Eastside series as a way to brew more historical-style beers. We’re not trying to brew anything that’s contemporary, but instead brew older styles to get people interested in them. And to have fun brewing that kind of stuff.”

Aside from the initial Export Lager (a gold medal winner at the first California Craft Brewers Cup, 2019), other Eastside beers created and canned by Angel City include a 5.6% California Common (gold medal at the California State Fair, 2019), a 7.7% Helles Bock (silver medal at the California State Fair, 2019), a 5.2% Kellerbier and a 6.0% True Märzen Oktoberfest (lagered for five months).

Although the Common was originally an Angel City brand (including when it medaled at the State Fair), the brewer wanted to move it under the Eastside brand. “That’s one I thought might fit in the series well because it still has some California history,” he said. “We can’t call it a Steam beer of course [Anchor Brewing trademarked

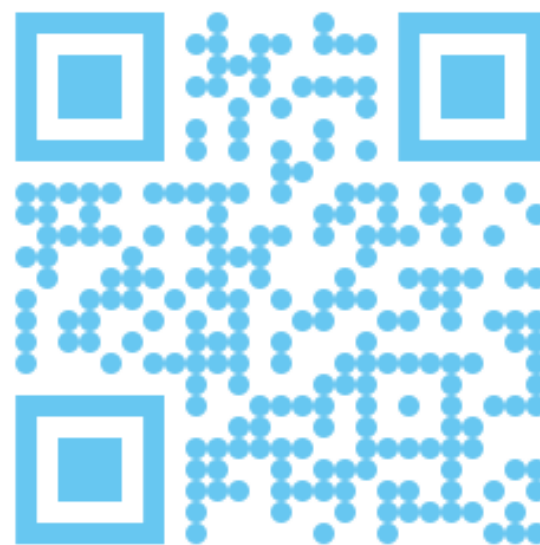
(TO LIVE & DRINK IN LA continued on page 16)

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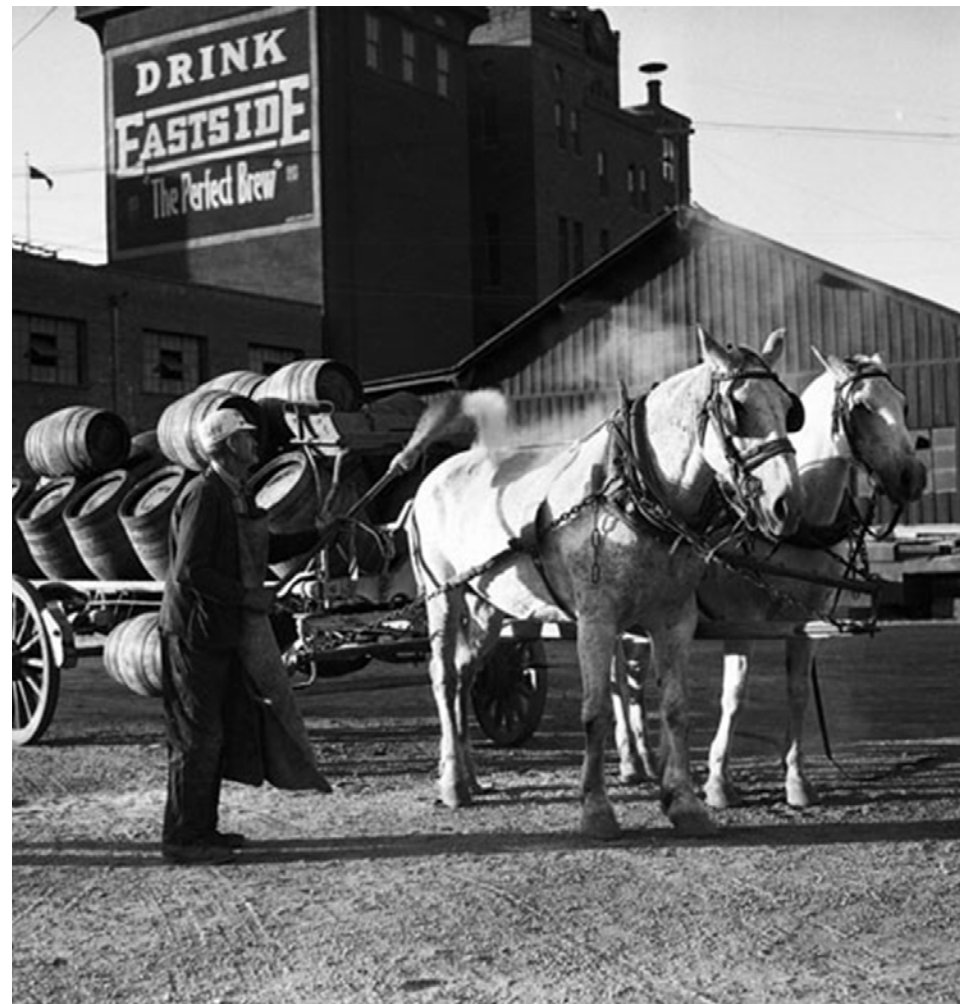
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*The Los Angeles Brewery in 1933, after beer was made legal again
Courtesy of the California Historical Society Collection, USC Libraries*

(TO LIVE & DRINK IN LA continued)

the term in 1978], but there's a lot of history [of German immigrant brewers during the Gold Rush] in California."

Indeed, the Los Angeles Brewery under Zobelein's ownership likely did not brew a true Steam beer (lager yeast fermenting at relatively warm temperatures) in lieu of a true lager, as refrigeration came to commercial breweries in the 1880s. However, a Prohibition-era (1931) Eastside label for a bottled beverage called "Steam" claiming, "Alcoholic content less than ½ of 1% by volume" and "Produced from the choicest cereals and hops" — suggests that it may have brewed a Steam "near beer," although there's no information available on how it was fermented.

Brewing Outside the Bocks

Cutler's concept of not limiting beers for Angel City's Eastside to the kinds that Zobelein's Los Angeles Brewery actually produced provides him the liberty to brew other little-known historical, and in some cases almost extinct, beer styles, such as Adambier, Lichtenhainer, Gratzer (aka Grodziskie) and Dampfbier, just to keep things Germanic.

"We have a lot more freedom than if we only brewed the original Eastside beers, because if we did, we'd run out of those pretty quickly," Cutler acknowledged. "And so that's why we opened it up to doing styles that harken back to some of those old brews."

One of those "old brews" is the aforementioned Dampfbier (interestingly, Steam Beer in German). A 19th-century beer style from southeastern Bavarian near the Czech border, Dampfbier is a lightly-hopped, all-barley malt ale warm-fermented with Weissbier yeast. An experimental batch of Dampfbier was on tap at Angel City's Public House back in December. It's highly doubtful the Los Angeles Brewery ever produced one.

"There have been some US breweries that have made one, but I think they also went from the same knowledge because it's not a clearly defined beer style as it probably died a long time ago, but there's still some record of it," Cutler offered, adding that Angel City will release the Dampfbier in cans as part of the Eastside series this fall.

"We pick a few beer styles that we think that might do well in cans and are ones we want to experiment with," he continued. "We'll do a few on draft

to try out the experimentations and then, by the end of the year, choose the other ones.”

This summer will also find the canned release of a more traditional style that Los Angeles brewery actually did release, a Pilsner. Actually, there were several from Zobelein’s brewery, including Eastside Pilsner, Luxury Extra Dry Pilsner and Brown Derby Pilsner — the last made for the Safeway supermarkets in the latter part of the brewery’s history. An experimental batch of a 5.8% Pilsner for the Eastside series is now on tap at the Public House.

Currently available in cans, as well as on tap at Angel City, are new batches of two of the award-winning brews: Eastside Bock (a style that Zobelein did brew) and Eastside California Common.

Drink Your History

To learn more about the 19th- and early 20th-century history of the Los Angeles Brewery and the original Eastside beers, as well as Angel City Brewing’s revival of the Eastside brand, and to sample the new batches of the Bock and California Common, please join Angel City head brewer Layton Cutler and myself at a couple of local lectures/tastings this month:

Wednesday, March 16, 7:00 pm, Angel City Public House, 216 Alameda St., LA 90012, 213-537-5550. For more info, see www.angelcitybrewery.com/events/at-the-brewery/



Layton Cutler with his gold medal for Angel City’s Eastside Export Lager, the first beer in the Eastside series, at the California Craft Beer Cup in Long Beach in 2019

Photo: Matthew Garcia @MomentsInBeer

Sunday, March 20, 1:00 pm, Collage: A Place for Art and Culture, 731 South Pacific Ave., San Pedro 90731, 424-450-8239. For more info and tickets, see: www.collageculture.com.

Tomm Carroll is a Los Angeles-based beer writer / judge / educator / historian / collector / traveler / drinker (not always in that order). He can be reached at beerscribe@earthlink.net

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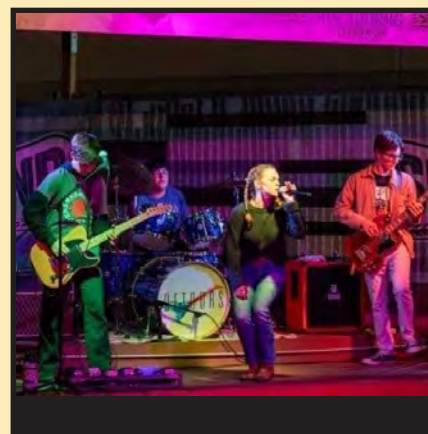
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BREWER PROFILE

10 QUESTIONS WITH CHRIS KLEIN HEAD BREWER AT SYNCOPATED BREWING Co.

BEER PAPER: You are coming up on the first anniversary of syncopated brewing. What has been your biggest challenge so far?

KLEIN: I'm sure that's an easy one to guess, opening in the pandemic. We've been super quiet about having opened in the old Timeless Pints location as we want to make sure we keep everyone safe. We're diligently working on getting our beer into cans which will be a big help getting our beer into people's hands and learning about us.

BEER PAPER: You brewed at Ballast Point for many years. What were the most important lessons you learned as a brewer while there?

KLEIN: Number 1 was to always think like an owner and figure out ways to do what you can with what you have. Number 2 was to not be afraid to think outside the box.

BEER PAPER: What is your favorite thing about being a professional brewer?

KLEIN: Having met and become friends with brewers all over the world. Once we're back to "normal", we plan to collab with as many of the awesome people I've met while doing this as possible!

BEER PAPER: What is your least favorite thing about being a professional brewer?

KLEIN: Having to get out of my comfort zone and speak in front of people. I deal with social anxiety, which is why being a drummer is perfect. I can be a big part of the final product, but don't have to be up front.

BEER PAPER: What profession would you have chosen if you weren't a brewer?

KLEIN: Definitely would have stayed

in the music industry. I moved out to CA in 2005 for music, but got into professional brewing in 2010.

BEER PAPER: Music is important, even integral, to syncopated. How and why?

KLEIN: It's what I've known since before I could walk and talk. I grew up in my dad's record stores in Chicagoland, started playing in bands in high school, and don't know what I would do if I didn't have music playing 24/7. We love to make beers based on song names, lyrics, etc. Have some cool stuff in our pockets with some groups and solo artists we can't wait to show the world.

BEER PAPER: Why should beer fans visit syncopated among the sea of choices?

KLEIN: We're always brewing new beers and styles and put 100% of our hearts and souls into every beer.

We'll never make a beer "just to make it".

BEER PAPER: Given your twelve years of impressive experience, what is the most important piece of advice you would give an aspiring brewer?

KLEIN: Don't stop learning new techniques and be prepared to fail. Not everything will be perfect, but this industry has so many awesome people that will help guide you.

BEER PAPER: Where do you see independent craft beer in ten years?

KLEIN: I feel the trend of hyper local fans who want to come straight to the source will keep going. You're seeing a lot of bigger brands bring their focus back to their home area. We love talking to people as they try our beers.

BEER PAPER: Your beers will speak for themselves when folks



Chris Klein
Photo Credit: Jason VanFleet

visit syncopated. What, if anything, would you like the people who come for your beers to know about you as a person?

KLEIN: The more I know you, the more sarcastic I get. I have a dark and super dry sense of humor (drier than my beers). People who hear me interacting with people I'm comfortable with and don't know me are often shocked at what I say. But I'm one of those people that if I'm nice to you, you should worry.



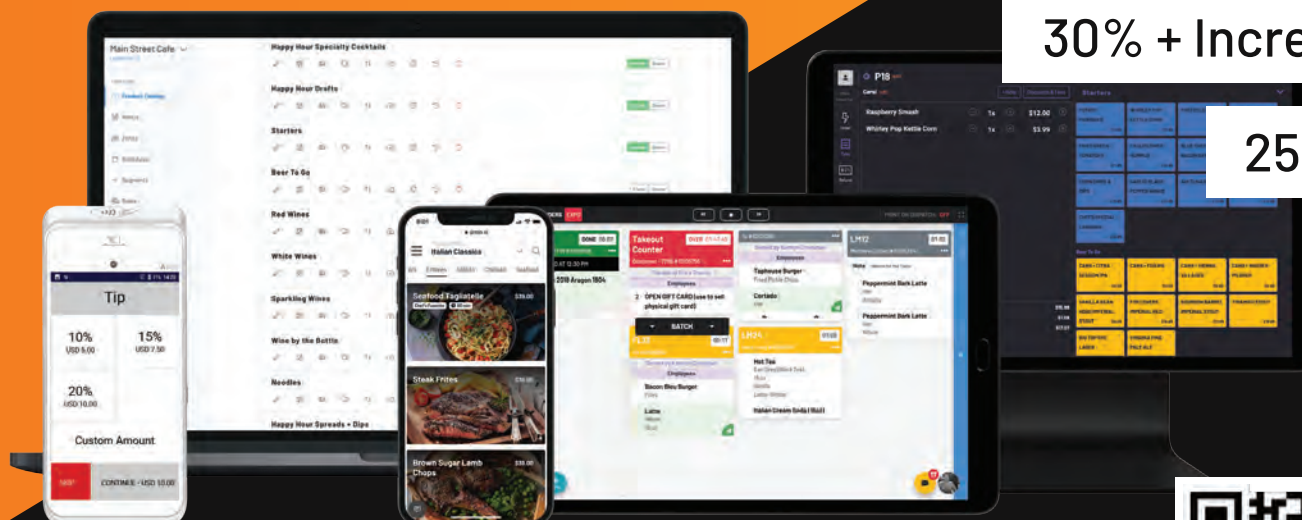
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