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RADEMARK APPROVED



Sterling and Ilana with the mash filter

by Daniel Drennon

Sterling and Ilana Steffen are the husband/wife co-owners of Trademark Brewing in Long

Beach. Trademark turns three years old this month. The couple had gone on an

insane multi-year roller coaster of bureaucracy, construction and seemingly endless challenges before finally getting their gorgeous brewery open in the summer of 2019.

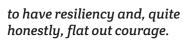
Then, having finally cleared all these hurdles...you get

hit with a pandemic that shuts you down during your first year. Even in the best of times, it is a daunting task for a new brewery to build their customer base and pay what is usually a mountain of bills, from the brewhouse you bought, to the lease you signed. Talk about having

INLAND EMPIRE



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But Sterling and Ilana are made of the right stuff to survive and even thrive. They built a large, spacious production brewery at a time when others were hedging their bets and

LA PROFILE



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Photo Courtesy of Trademark Brewing

going small. They made a commitment to make Trademark Brewing a stateof-the-art sustainabilityfocused brewery that conserves precious resources like energy and water.

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SD BEER NEWS



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Beer Paper is dedicated to providing news, commentary and education for the craft beer communities of Los Angeles, Orange County, Inland Empire and Ventura County.

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WISHFUL DRINKING

AMERICA THE BREW-TIFUL LOOKING BACK AT OUR EARLY, NATIVE-BORN BEER STYLES by Tomm Carroll

As we prepare to celebrate our nation's 246th birthday this month, likely with a glass of our favorite craft beer in hand, it might be a good time to consider American beers. I don't mean American-brewed, or -innovated or -reimagined-existing-styles (from American IPAs to Pastry Stouts) beers. I'm referring to the handful of United States' indigenous brews, if you will, many of which still exist today. These are styles or sub-styles that were invented or adapted — largely out of necessity, convenience or affordability — dating back to the 1600s when we were a burgeoning English, soon to be British, colony in the New World.

By and large, the world's beer styles originate from just a few regions on the European continent: the British Isles, Germany and Belgium, with some French and Czech influence. And given that we were founded by the English, the early colonists made and drank their country's beer styles once they started to build early breweries. But once they did, and even before then, the settlers had to improvise. Though there have been several nativeborn beers throughout America's history, let's take a look at what was brewing during that early colonial era, pre-Revolutionary War, before our birthday.

Acorn, Pumpkin and Root Beers

When the Pilgrims arrived at Plymouth Rock in Massachusetts in 1620, it was actually a pit stop. The off-course Mayflower was running out of beer (true story!) while en route to the settlement of Jamestown, Virginia. Back then, settlers had to find whatever fermentable sugar source they could to make something beerish to drink. In the Old World, natural water was often infected with bacteria and so it could not be trusted — even the pristine rivers and streams of the New World were suspect.

Many plants, fruits and nuts were

good options for fermenting. But one nut in particular especially was. While most other types of nuts like almond, pecan, hazelnut and walnut are mostly comprised of proteins and oils/fats, the acorn is unusual in that it is largely made up of starches and fiber. In that way, it is very similar in content to barley: 70-80% starch and 8-12% protein, with a low oil content. Because of their high concentration of the enzyme polyphenol oxidase, acorns yield beers of an amber or brown color and are usually high in tannins. And they were an easily foraged ingredient.

While today, Acorn beers are mostly the domain of experimental homebrewers, Pasadena's Craftsman Brewing occasionally brews an Acorn Saison, and Scratch Brewery in Ava, Illinois makes a Fermented Acorn Steinbier — to reach even further back into brewing history.

Like acorns, pumpkins and other members of the squash family are also

good sources of fermentable sugars for making alcohol. But pumpkins were expressly suitable as a beer ingredient during the early colonial period due to their availability alone; they were a native plant, unlike in the Old World. Also, with good barley for brewing not accessible in the early colonies anyway, the meat of the pumpkin took the place of malt entirely in the first pumpkin beers. This uniquely American beer style continued to be brewed throughout the 18th century, but fell out of favor in the early 19th when quality malts became more available.

It wouldn't be until the last quarter of the 20th century, during the American craft brewing revolution, that pumpkin beers re-appeared. And we can thank — or blame — Bill Owens of Buffalo Bill's Brewery in Hayward, California (the country's first post-Prohibition brewpub, which opened in 1983, and just closed its doors for good in early June 2022). After reading about how



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our first President, George Washington, once brewed a pumpkin beer during the colonial era, Owens thought he'd try his hand at it. He grew a pumpkin himself and added it to an ale, but discovered there was no pumpkin flavor to it. So he added pumpkin pie spices (cinnamon, clove, nutmeg) and voilà — Buffalo Bill's Original Pumpkin Ale, released in 1986, was a hit. This modern take on a centuriesold beer style launched countless imitators, much to the enjoyment (or chagrin) of America's beer fans every autumn since.

The colonists also learned from the indigenous people they found here, natives who made and drank beverages derived from roots, bark, berries and flowers from such plants as sassafras, sarsaparilla and wintergreen for medicinal purposes. Already familiar with making and drinking "small beer" (low-alcohol beer) instead of ingesting unsafe water back home, the colonists adapted the native Americans' beverage, consuming it for hydration and health, and naming it "Root Beer."

Usually 2% abv or less, Root Beer, in many variations made from different blends, continued to be an American health beverage for a couple centuries, growing from homemade family recipes to versions sold in drugstores. It became a popular soft drink back in the 1870s, when Philadelphia pharmacist Charles E. Hires transformed a recipe into a tasty non-alcoholic soda that continues to be loved into the present.

Alcoholic Root Beer did make a robust comeback as a commercial beer in 2015 with Not Your Father's Root Beer (5.9% abv, also a rare 19.5% version!) from Small Town Brewery/ Pabst. It enjoyed initial massive sales, thereby prompting quick competition from numerous brewers, including Best Damn Brewery/AB InBev and Coney Island Brewing/Boston Beer Co. But the popularity quickly went flat. And though it is still available, one seldom hears about this semi-historic style (was it actually a kind of gruit?) anymore. Apparently, it was "not your great-great-great...grandfather's Root Beer."

Patriot Act

And speaking of Boston Beer, hard Root Beer — and early American brewing, for that matter — in June 2006, the brewery released a one-off 4-pack of 12oz beers entitled Samuel Adams Brewer Patriot Collection. The set featured post-Revolutonary War beers made to the recipes of three of our nation's first four Presidents, who were also brewers, and one from the brewer cousin of our non-brewer second President, John Adams.

It included: George Washington Porter, made with hand-smoked malt, licorice and blackstrap molasses; (Thomas Jefferson's) Traditional Honey Ginger Ale, with cardamon; James Madison Dark Wheat Ale, made with hand-smoked malt from red and white oak; and (Samuel Adams') 1790 Root Beer Brew, with blackstrap molasses, sassafras root bark, dried wintergreen and licorice.

An audacious release considering craft beer hadn't yet caught on with that many beer drinkers in the early years of the 21st century — let alone were they prepared to taste obscure, historical beer styles made with traditional ingredients — the collection unsurprisingly bombed. Very excited to try these, this then-new beer writer was (un?)lucky enough to have purchased a set, and even more fortunate to have shared them with several also-curious friends, as not one of us could finish all 12 ounces of any of these beers.

And he would have to agree with this BeerAdvocate review of the Patriot beers, which can be found in the website's archived articles: "...they do all suffer from a lack of drinkability, but regardless, Boston Beer Company should be applauded for their passionate attempt to bring our palates back in time."

Boston Beer's founder and CEO Jim Koch is well aware of this, and other missteps on his way to becoming a billionaire, as he relates in his 2016 memoir, *Quench Your Own Thirst: Business Lessons Learned Over a Beer or Two*, and also told *Esquire* magazine that year:

"We eventually had these four historically accurate beers from four founding fathers and we had to make a decision: Do we make the beers taste authentic? Or do we make them taste good? We decided to make them taste authentic...we made these beers as they would have actually tasted in the 1700s. Well, we got a nice review from *The New York Times* — Florence Fabricant thought it was a fascinating experiment. But they didn't sell for squat. They just tasted too weird. Turns out we've learned a thing or two about brewing since the 1700s."

Hoppy Beerthday, America!

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



OCBEAT

PROFILE: 1886 BREWING IN ORANGE by David Mulvihill



1886 co-owner Mike Hernandez and head brewer Shaun Morgan

While the George Schirm Bakery Building at 114 N Glassell Street was constructed in 1886, much more went into the creation of **1886 Brewing Company** than the age of its building in Old Town Orange. A great deal of foresight, vision, hard work, planning, dedication and support helped its formulation as a community hub.

In speaking with co-owner Mike Hernandez about the origin of 1886, he shared that ever since he and business partner Drew Ciora opened Smoqued BBQ (just two doors north of 1886) in 2012, he felt that the area was in need of a community brewpub; a need he hoped to fill at some point.

Having worked for many years in brewpubs that were centers of their own communities, the goal was to craft something similar in Old Town Orange; an unpretentious destination

Photo Credit: David Mulvihill

offering world class beer, food, drink and sports that could be enjoyed by everyone, including families.

When the 1886 Building came available in early 2020 it was time to bring those goals to fruition. Mike expressed his appreciation for the 1886 family and customer base for their support during the pandemic and assisting in bringing 1886 to the point it is today. Securing Shaun Morgan as the brewer served to complete the plans Hernandez and Ciora had for realizing their vision.

The Brewer & The Beer

Shaun Morgan's ESB and brown ale recipes, both brewed in the British-style, have been longtime companions, with him since his kitchen homebrewing days. He has continued to work on perfecting those and other recipes over the years as his professional career has unfolded.

Since taking the reins as head brewer at 1886 Brewing, more-recent tweaks resulted in his taking home a Bronze medal from last year's Great American Beer Festival for Elleigh's ESB, followed by a Gold plaque from this year's World Beer Cup for Record Beer Brown Ale (British Brown Porter category).

In speaking with Shaun after his WBC achievement, he was quick to point out the valuable input received from Jeff Bagby (Bagby Beer Co) in further developing his brown ale stylistically for competition. He began brewing his brown on a professional level while at Kern River Brewing. Not thrilled with its hops profile, he reached out Jeff for input. Jeff suggested changing up the hops to impart a more-British presentation.



1886 Brewing Co. awards and tap list

Photo Credit: David Mulvihill



1886 Head Brewer Shaun Morgan

In addition to the WBC and GABF awards noted above, 1886 Brewing received three medals at the 2021 US Open Beer Championships (Gold – Cowboy Chords, Bronze – Record Beer and Rare Conundrum).

Shaun values the camaraderie he has developed with local and far reaching brewers, and those he has worked with in the past. Being sole-brewer at 1886 doesn't provide much free time, so collaborations present an opportunity for fellowship, learning and having some fun.

One example is his recent collaboration with the brewers from Riip Beer Co (Huntington Beach). Up on Riiple Creek West Coast Lager was brewed (in Shaun's words) as, "An all-day summer beer..." Its 5.1% ABV highlights the best of hops imparting citrus, pineapple and berry notes backed by a session-able crispness. Riip head brewer Ian McCall's suggestion to incorporate Meridian hops into the mix provided Shaun an opportunity to work with a hop he had not previously used. It imparts some subtle floral qualities along with citrus, berry and tropical fruit notes. Loral Cryo and Mosaic hops round out the blend. With only first wort and whirlpool hop additions, the refresher was lagered for a full six weeks.

The Riiple Creek Burger crafted in

Photo Credit: David Mulvihill

conjunction with the beer's release in late May provides a delectable peek into beer-pairing specials that supplement an already sizable menu. Its construction with locally sourced beef, spicy pepper jack, shredded lettuce, tomato, pickle, crispy jalapenos, shoestring onion, sriracha mayo and fresh brioche bun provided a spicy contrast to the crisp hoppy quencher.

IPA fans will also be quite satiated at 1886 Brewing.

Cowboy Chords, a West Coast IPA that was initially going to be a one-off brew returns quite often as one of 1886's regularly brewed beers, thanks to its popularity.

Back to the Motor League, a 7% ABV West Coast IPA brewed with German pilsner and wheat malts, and all C-hops (Centennial Cryo, Chinook and Cashmere), was back on tap in late June. It was another beer initially brewed as a one-and-done. Everyone apparently freaked out when it was gone after only 12 days, so its return was crucial.

Oneders is Shaun's series of single hop IPAs. Volume 3 is Cashmere, a 6.4% ABV West Coast IPA highlighting the lemon, lime, peach and melon notes of its namesake Cashmere hops. The series name (one-ders) pays homage to the movie That Thing You Do. Parts of the movie were filmed in the Old Towne Orange circle.

As you may have noticed from some of the aforementioned brews, names of beers are often music-related. Note: Both Morgan and Hernandez are also musicians. If not music-related, a beer name will usually be linked to 1886 Brewing Company's community and location within Old Town Orange.

AltStadt Original German-style lager literally has Old Town in its moniker. Altstadt is the German language word for Old Town. This 5.2% ABV clean, soft and dry representation is Shaun's first lager brewed for 1886.

Elleigh's ESB is named after Mike's daughter Elleigh.

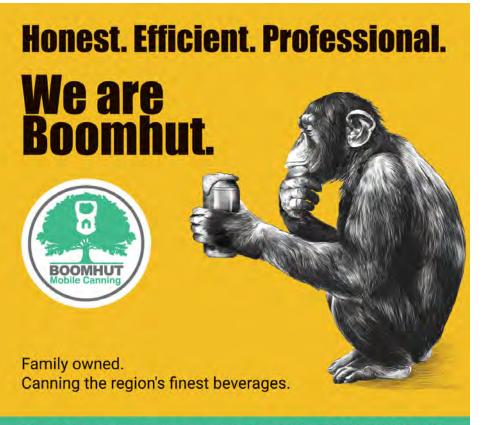
Background

Shaun's foray into the professional brewing realm began at AleSmith Brewing Company in San Diego. There he started learning the various technical duties of a production brewery from the ground up. He was also homebrewing at that time. From AleSmith, Shaun moved to Pizza Port's production facility in Bressi Ranch, initially training under award winning Director of Brewing Operations, Sean Farrell. He would later work for Nacho Cervantes (a well-decorated brewer in his own right) when Nacho moved from Port Carlsbad Village to Bressi Ranch. During his time at Bressi, Shaun advanced to lead cellarman/brewer.

From Pizza Port, he moved to Kern River Brewing Company in remote Kernville. As KRBC's head brewer Shaun focused on upgrading quality control procedures, training staff, redesigning recipes and recipe formulation before returning to Southern California and connecting with Mike and Drew in opening 1886 Brewing Company.

Consult 1886 Brewing Company's social media and website for current happenings, beer list and menu. A full bar is also available. Daily events include Happiest of Hours (M-F), Monday Trivia, and Taco Bar Tuesday.

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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INLANDEMPIRE

MUCH TO LOVE ABOUT RESCUE BREWING by Andrew Smith

Having featured most of the larger breweries in the IE over the past three years, I've been making a recent effort to dig a little deeper into some of the lesser-known gems. That's definitely the case with Rescue Brewing, who you might not know too much about if you're not from the Upland area. From a unique and diverse beer program to the location, food, ambiance, and founding ethos, there's much to love.

Neil Voskeritchian opened Rescue with his wife Nikki, in 2017. "My wife owned a pet sitting business and did a lot of work in support of animal shelters," says Voskeritchian, "We wanted to bring that passion together with mine for beer and brewing." Most craft breweries are active within their communities. At Rescue Brewing, the cause is an integral part of the concept.

Notably, they have a recurring "Pawsitive Brewing" series. It's a 4-pack that features four different shelter dogs on the cans in hopes of finding them new homes. The proceeds go to the local animal shelter. "Eventually we want to spread that out to shelters all over the place," Voskeritchian elaborates, "We'd like to get other breweries to do collaborations for shelters in their local area."

Voskeritchian still moonlights as a software engineer. He'd been homebrewing since the early 2010's, always with the thought of opening a brewery. "My wife was very supportive and encouraging," he explains, "I probably wouldn't have done it without her. She played a huge part in the buildout. She was basically the general contractor and took care of all the paperwork."

Prior to that, Voskeritchian had long been into craft beer. He describes himself as a "cerebral" drinker. "I'd look at the recipes on the beers I was drinking and find correlations," he adds "I did a lot of studying to learn how it was made and the science behind it." He was picking the minds of brewers to understand the process. "I tried to learn everything and it paid off," he continues, "My first all grain recipe was probably one of the best beers I've ever made." That first beer was a Russian Imperial Stout which is part of the rotation at the brewery today.

The downtown Upland location was something they just stumbled upon. "There was no other spot like this with this much open warehouse space. It just fell into our lap." Voskeritchian explains, "I wanted to be in a central part of the community." It started with the brewery and taproom. The kitchen was added a couple of years later. It's established itself as a popular part of the revitalization of downtown Upland. Whenever I've visited, it's been a bustling and energetic hub of activity.



The Brew Team - Neil Voskeritchian, Corey Banks, and Ritchie Gresswell All Photos Credit: Andrew Smith

The beer program ranges from traditional to some very creative concepts. Several beers are benchmark styles whereas others are completely outside the box. One such beer that's been a core since the start is their Coconut Milk IPA. Contrary to my preconceptions, it's a superbly balanced, crisp west coast IPA. The lactose adds just a touch of sweetness while the coconut is complimented by Cashmere and Sabro and countered by Citra. It's one of my rave beers, as is the Coconut Oat Milk variation. Another favorite is the more traditional Jerry's Irish Red, which has been on since day one.

"My approach has changed over time," says Voskeritchian, "When we first opened, I brewed what I liked hoping others would too. Now, for every





Family Affair - Neil and Nikki with daughter and taproom manager Alex

three beers I do for the public, I try do one for myself." In regards to the latter, he's rotating traditional Belgian and British styles as well as a steady supply of lagers. "Some of those traditional styles can be hard to find locally," he continues, "I want to have a large portfolio and brew the most variety of styles."

The "cerebral" mentality comes through in Haze Against the Machine. "It's the first hazy I ever brewed," says Voskeritchian, "It took me a year after opening the brewery before I felt comfortable enough to understand the style and brew it properly." It immediately established itself as the best seller and core beer.

Scan the menu board and you'll notice several standard styles ranging from a Pilsner, a Hefeweizen, and a Mexican Lager, to a Saison and a Belgian Tripel. Each is perfectly executed. But it's in some of the creative tweaks like the OrangesicAle Cream Ale, Mean Tweets Triple Hazy IPA, and Imperial Pastry Sours that Rescue starts to really catch the imagination.

From Dusk Till Funk IIPA is a twist on their Double IPA, aged in gin barrels then funked with a little Brett. That same barrel is now aging a Belgian Tripel which will also receive a little Brett. There's also Frack This IPA, a Hazy hopped with Hallertau Blanc, Galaxy, and Nelson Sauvin, and fermented on Sauvignon Blanc grape must. There's something of that homebrewing passion and spark in the product mix. Voskeritchian mixes it up well, nailing the text book beers and reimagining many more. That originality offers another reason to love Rescue Brewing. "It's the thing that keeps it fun," Voskeritchian adds. It's paying dividends as the taproom is busy.

"We've upped production in anticipation of more distribution and a second location," Voskeritchian continues. They're expanding keg accounts and putting a little more effort into cans for retail. The second location is envisaged to be out of state, supplied by the current brewhouse.

"We started off smart and grew organically," Voskeritchian explains when asked what he was most proud of, "It's not an easy thing to open a brewery. We were never in the red. We built this business ourselves, from an idea and a passion. You look back and say 'wow.' We're proud of our whole crew and the loyal community of supporters."

In the immediate future, you'll likely have to visit the brewery to check out Rescue's beers. But it's a great destination. The taproom is fun and they have a great food program. It's located in the center of the newly revitalized historic downtown Upland and just a few steps from the Metrolink. You'll also find three more fantastic breweries in Upland as well as about 25 breweries within a 10-mile radius.

Outside of that, the beer really is excellent. Whatever your taste, you're unlikely to find a better mixed portfolio.

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



Alex, Nikki, and Neil in front of The Rescue Wall

COVER STORY

TRADEMARK APPROVED by Daniel Drennon

Sterling and Ilana Steffen are the husband/wife co-owners of Trademark Brewing in Long

Beach. Trademark turns three years old this month. The couple had gone on an insane multi-year roller coaster of bureaucracy, construction and seemingly endless challenges before finally getting their gorgeous brewery open in the summer of 2019.

Then, having finally cleared all these hurdles...you get hit with a pandemic that shuts you down during your first year. Even in the best of times, it is a daunting task for a new brewery to build their customer base and pay what is usually a mountain of bills, from the brewhouse you bought, to the lease you signed. Talk about having to have resiliency and, quite honestly, flat out courage. But Sterling and Ilana are made of the right stuff to survive and even thrive. They built a large, spacious production brewery at a time when others were hedging their bets and going small. They made a commitment to make Trademark Brewing a state-of-the-art sustainability-focused brewery that conserves precious resources like energy and water.

And when COVID did hit, and hit hard, they like all small, independent breweries had to pivot, and re-pivot, and continue to pivot to stay afloat in a rough sea of ever-changing regulations.

DRENNON: First of all, congratulations on three years. Normally, I would hope you'd respond with, "Time flies when you're having fun," but I suspect this past three years may feel like 30. STERLING: The time has flown by. We've enjoyed some cool successes that we're proud of, and also a few really strange moments that serve as a perpetual reminder of Covid... Like March 2022 – which is the first time in our history that we were actually open for Saint Patrick's day. Crazy, right?

ILANA: It's been a wild ride and we are happy to still be standing! Covid was a true test in learning to navigate our business through very difficult times. We have a motto at work to be flexible and adaptable and that is exactly what we did!

DRENNON: Before we talk more about Trademark, let's get your back story if you don't mind. Where did each of you grow up, how and when did you meet, and how long have you been married. STERLING: I grew up in LA, and Ilana is from the northern suburbs of Chicago. We met over the summer of 2013 and have been married for almost seven years now.

DRENNON: What were you each doing previous to making the decision to drop those jobs and open a brewery?

STERLING: I was a professional photographer for about 20 years before getting into beer. That career started as a hobby as well – I really enjoyed the blend of art and science – very similar to brewing. Ilana is the Master of Hospitality – she was with Ritz-Carlton / Marriott for about ten years, operating hotels in New York, LA and Cabo.

DRENNON: When did you start brewing? How long was it before you



Trademark's storefront at night

All Photos Courtesy of Trademark Brewing

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Saaz Queen Czech Pilsner

thought you could go pro? And how difficult was it to acclimate to your brewhouse jumping straight from homebrewing?

STERLING: Oh man, that was ages ago. I attended a "how to brew" workshop at Culver City Homebrew. That was back in 2008, and we made a hefeweizen. I distinctly remember Greg joking about the tiny hop addition. A short while later, I brewed my first beer with the basic bucket starter kit from the Woodland Hills Home Wine, Beer and Cheesemaking Shop (I lived in the Valley at the time and I'll be a Maltose Falcon for life). The first beer was really successful – the second...not so much. Anyhow, per usual I jump into hobbies headfirst and before long I had a dozen carboys going at any given time. The transition to "going pro" on the brewing side was really fun, and I'm thankful to have had the benefit of hands-on experience with trusted friends (shout out to Kip Barnes from LAAW and Adrien Widman at Ocelot in VA). I'm a process-driven individual so stepping from buckets and extract to all-grain and the BrewMagic and eventually to a mash filter was a fun progression. The beer keeps getting better and my back hurts less!

DRENNON: Ilana. I saw that you got your degree in Hospitality Administration at Boston University and spent ten years in the luxury hotel business. So, it would seem running a brewery falls within your field of expertise. What lessons have you learned so far?

ILANA: Absolutely. I have always worked in hospitality and it laid a solid foundation for the brewery. One lesson that I am grateful for is learning the importance of relationships with our customers. We have amazing guests who have been incredibly supportive of us from the day we opened our doors. We're so thankful to be part of this community.

DRENNON: Sterling, you mentioned above that the beer keeps getting better which is something I think should be a constant goal at all new breweries, especially those whose owners are making the stratospheric leap from homebrewer to pro brewer. Obviously, there has to be a relatively steep learning curve. Can you talk about that please?

STERLING: Everything changes when you go pro – or at least it should. The most rewarding aspect has been the friendships we've developed with our suppliers and colleagues, and the positive impact that's had on our creative opportunities and the beer itself. Sharing ideas, talking shop, beer, and process makes better brewers and creates new flavors. The equipment itself is obviously a huge upgrade with its own learning curve, and it took us a while to really make the most of the kit and wrap our brains around how a mash filter works in practice. Three years in – brewing is fun. Equipment is dialed in. Brew days are smooth, and we focus on quality on creativity - which is why we opened a brewery anyhow!

DRENNON: You have and extensive and eclectic tap list at Trademark. Is it a case of providing an option for everyone who walks though your door or is it more for you as an artist and a brewer?

STERLING: It's a little of both. We enjoy the variety (both from a creative and consumption standpoint). Also - as a point of pride - we make an effort to offer diversity and a selection of approachable beers to welcome more guests to the Craft Beer table.

DRENNON: Do each of you have a favorite style or specific beer you make? ILANA: Kolsch. It's crisp, it's a little fruity and a little malty and overall, well balanced.

STERLING: Westies. No question about that. Dry, crispy, bitter and clean. WCIPA is alive at TMb - that's my jam.

DRENNON: Why did you choose Long Beach and, in particular, the neighborhood you are in which seems like it really needed something like Trademark?

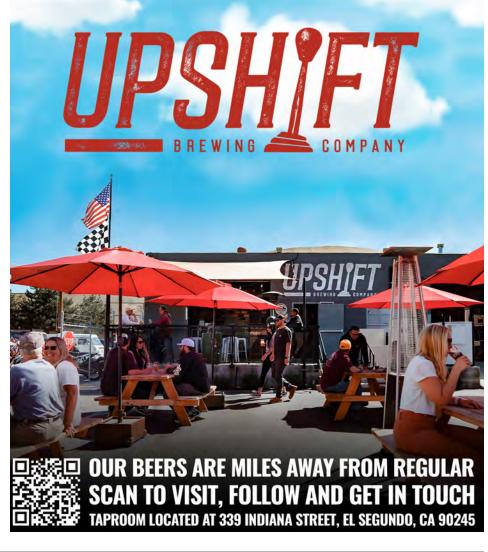
STERLING: Long Beach was on the short list from the start. I grew up spending summers here by the water and sailing. Ilana and I really liked the vibe and community feel, and it felt like Long Beach would support a production brewery. We knew from the start that we wanted Trademark to be in and part of the local community not hidden away in an industrial park. When we found our location on East Anaheim, we knew it was the perfect fit. Where else can you get 100 feet of storefront on a major street with 32foot warehouse ceilings with skylights, an outdoor patio and access to the A Line? The neighborhood was hugely supportive from the start, and for that we're incredibly appreciative.



(COVER STORY continued on page 12)

Trademark crowler and building mural 12]

EL SEGUNDO'S AUTOMOTIVE INSPIRED CRAFT BREWERY





@lagedoodle Millie with Sterling and Ilana

(COVER STORY continued)

DRENNON: As a former environmental policy analyst for the City of Los Angeles, I am so impressed by the commitment you have made in water and energy saving equipment in your brewery. It really is state-of-the-art. What motivated you to be so sustainable?

STERLING: I still remember the first time I knocked-out on a commercial system and watched a thousand gallons of hot water go down the drain. The process wasn't any different than home brewing, but the sheer scale was impossible to ignore. From the start we knew we had to do better. Some of our changes are minor and thoughtful (like carefully reusing chemicals to clean tanks more effectively with less chemical, water and energy), and others are much larger and expensive (like investing in a mash-filter brewhouse). Currently we're using about half the water of a brewery our size (based on a ratio of total water use to finished beer), and about a third less energy (gas and electric), and we'll get more efficient as we grow and brew more frequently. In the big picture we knew that sustainability is the only answer, and we're happy to make the front-side investment to be a leader in environmental stewardship. It's not just enough to make great beer - we want to make great beer, better.

DRENNON: How did you choose the name Trademark?

STERLING: Names are so, so important – and incredibly difficult. With the help of a few friends, we put together a huge list of potential names. They were all over the place – some were personal references, some just sounded good, some had SoCal or geographic ties. I remember exactly where I was when Trademark was spawned – sitting in DTLA having a beer with my friend Alex. I was sharing my frustrations with the name issue: "Oh, that's in use, or that's too similar to this, and that's trademarked... wait... *Trademark*!" It was a total a-ha moment, but it was a great fit.

DRENNON: Do you have a philosophy for Trademark?

STERLING: It's cliché to talk about quality and standards – everyone says that – and we're no different in that regard: We want to make the best beer possible That said, what gets us excited is the nexus of technical execution and creativity - combined with environmental stewardship and community leadership. With every beer we start with a baseline objective, then seek opportunity to make it our own. One day it's a traditional German lager made with an atypical hop, and the next it might be an IPA made with a new experimental yeast. We can be as creative or restrained as we like, and we take pride in precision and progressive, continuous improvement in everything we do.

DRENNON: As small business owners and parents, you probably don't have any time for hobbies. But down the road, what do you guys enjoy doing should any spare time ever materialize?

STERLING: Boy, free time is hard to come by. The brewery is allconsuming, but have a great team in place, and that's helped dedicate time for our son and family, and spending time with friends. Cooking

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Kegs for distro in the SoCal market

and entertaining, dining out, traveling and the outdoors are our thing. I love sailing and spending time in the mountains, and I most look forward to sharing those things with our son.

DRENNON: Are you still doing photography? Is it now a case of being a brewer first and a photographer second or are you able to juggle both passions?

STERLING: Totally retired from photography. I simply don't have the time to juggle two full careers. These days I take pretty pictures of beer, our son, and sometimes the dog. I



The Trademark marquee on Anaheim St

could see myself revisiting it and even building a darkroom one day – but that's a ways out.

DRENNON: I know you'll want to say something about Millie, the brewery "Lagerdoodle!" Being completely candid, Millie is in the running for cutest damn dog on Earth. Any chance she has a sibling that would like to become our West Coast IPA-doodle?

STERLING: Millie the @lagerdoodle is the crispiest of good gurls! She's become a quick celebrity at the brewery, and BPLA definitely needs a danky-doodle!

DRENNON: Do you have a long-term vision for Trademark and where do you see the brewery in ten years?

STERLING: In 10 years I want to be making awesome beer that Long Beach and SoCal are proud of and that is recognized for environmental stewardship and community leadership.

DRENNON: What, if anything, would you have changed if you could go back in time?

STERLING: Difficult to say. Overall, not much. We love our location and the space we've created, and most of our equipment is great and the team is incredible. If I were to nit-pick, there are a hundred small things we'd revise – like more power outlets in the warehouse, or budgeting for a bigger build out.

DRENNON: You also have your own line of small batch coffees. What was the impetus to add coffee to your portfolio?



Trademark taproom

STERLING: Coffee was in the plan from the start. I've been a coffee nerd for a long time and it's complements beer beautify. Fingers crossed we can offer more of that to our guests soon.

DRENNON: My favorite question: between talent and work ethic, which is more important?

STERLING: I'd rather be lucky than

smart – but since I'm neither I'd vote for work ethic seasoned with preparation.

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

STERLING: Never satisfied.

ILANA: A positive realist.



LA PROFILE

LA JARA BREWING IN NORWALK by Greg Wellins

A new brewery is always a cause for celebration, especially during these trying times. So, when I learned that La Jara Brewing, Norwalk, CA's first brewery (to my humble knowledge) had opened recently I simply had to detour to Norwalk "on my way" to San Diego. Of course, because it didn't have any breweries, I'd only previously been *through*, and not *to*, Norwalk. No longer, as a journey that began in 2019 has come to fruition in the Spring of 2022.

La Jara sits just off of I-5 (you can see it from the Highway), beckoning to the weary traveler on their way to and from nearby Los Angeles. Arriving a little before its 3 pm opening after my 385-mile drive from Scottsdale and, after peeking inside, I was invited in by Owner Randy Johnstone (who didn't know that I contribute to *Beer Paper*, but quickly knew I was visiting my 1,226th brewery!). I'd been asked by a certain owner of said paper to do this article if, and only if, I liked the beer but I warned him -- "I'm 'gregvisitsbreweries' first, and Guy Who Contributes to *Beer Paper* second," and that if I liked the people, I was more likely going to like the beer.

The good news is that I liked the beer AND the people. In fact, each of the beers that I tried was fantastic. I normally don't drink, for example, dark lagers, but when Head Brewer and Co-Owner Derek Johnstone recommended that I try the Gateway Dark Lager, I rightly put my faith in him. He didn't steer me wrong, nor did he with the next Beer That I Don't Normally Drink, the Annabelle Blonde Ale. Fabulous, especially on what was a very hot afternoon (says the Arizonan). How about one more? I finished with the "Hustle Bus" a (not overly) spicy mango wheat ale? I hadn't enjoyed that many non-IPAs in a hot minute. Turns out Derek was an award-winning home brewer, and each of these beers was a testament to that.





The Gateway (Dark Lager)

Photo Credit: Greg Wellins

Beer Paper | JULY 2022



Where the La Jara beer blooms Photo Credit: Greg Wellins

A tour through the brewhouse was an eye-opener, as it is a huge production facility, with room for growth - there are clearly big plans to supply the beer-drinkers of Norwalk with a diverse array of refreshing suds for years. The taproom itself is spacious, yet not overly loud as some larger rooms can get, with a shaded adjoining patio. The folks at La Jara Johnstone Family, and Co-Owner Jason Sullivan (whom I did not meet) built much of the brewery from scratch, and you can see this in every detail, most notably the beautiful bar top, that has an inlaid design representing family members as streams feeding one lake - very nice, but you'll have to ask one of them for the specific meaning, as I was enjoying the beer too much to grasp the true gist. It's a nice concept, well done. As are the wall murals throughout (painted by Danny), the wood benches made by Jason, Randy's welding -- a lot of care went into the creation of what is a relaxing spot to enjoy some craft beer.

A couple of friends joined me, each of them enjoying the beers, and their

tours, as much as I. Shortly after arriving, people started streaming in, the food truck (pizza, that day) started to set up, and it became apparent that, like many breweries, La Jara had already become a place for the community to gather. Also, a line for beer formed that seemed to create a little logjam (not such a bad thing, I supposed) but I'm sure they'll figure out how to avoid these types of issues as they work the kinks out.

Delicious beers, a dedicated team, food trucks if you're hungry, and the support of a small business – everybody wins. I get to know a town through its breweries, so Norwalk it was very nice to make your acquaintance! Chances are I'll be seeing you again. And La Jara's motto, "Brewed with Love, Served with Pride," isn't just a marketing slogan – spend a little time here and you'll see for yourself.

Greg Wellins is passionate about people, beer...and breweries! As of publication, he had visited 1,239 breweries, 571 of them in California, where he had never lived! Follow his travels and brewery exploits on Instagram @gregvisitsbreweries.



Michelle (Rosie The Riveter) Photo Credit: Greg Wellins



Greg Wellins with Co-Owners Randy and Derek Johnstone





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SD BEER NEWS

CoLab Public House Brings Beer and Wine Production Under One Roof

SHARED BREWING FACILITY WITH WINERY AND KITCHEN DEBUTS IN NORTH COUNTY SAN DIEGO'S VISTA COMMUNITY

by Brandon Hernández

After nearly three years of development and construction, a firstof-its-kind beverage collective concept has opened in Vista. That project goes by the name CoLab Public House, and has brought together three brewing companies, a winery and a culinary tenant, all under one roof. Envisioned as a concept that can be replicated throughout the country, the inaugural North County San Diego facility was designed with both its tenants and visitors in mind. The former share equipment and storage space, allowing the latter to sample and enjoy a variety of house-made products within a large, two-story tasting room or on a sizable outdoor patio. It's a project that has been highly anticipated by local beer enthusiasts.

Located directly south of State Route 78 in a business park next to the building that housed since-shuttered Indian Joe Brewing, CoLab's 12,500 square feet are split into brewing, fermentation, barrel-aging, coldstorage, kitchen and public spaces. The dual-level tasting room comes in at 4,500 square feet and features a 100-foot-long, contiguous bar split equally between the beverage producers with a separate order window for the culinary tenant. While other concepts have brought multiple breweries together, or paired beer and food operations in the same space, this is the first such facility to do so on this scale with permanent (versus lease-tobrew or start-up) tenants.

CoLab's tenants are varied, with new interests, out-of-towners and more. The most locally recognizable of the brewing contingent is Breakwater Brewing, which has operated a brewpub in Oceanside for the past 15 years, winning some prestigious awards along the way. CoLab will allow Breakwater to increase its production while expanding its reach inland. Next up is Barrel & Stave Brewing, a new operation founded by Wild Barrel Brewing co-owner Chris White (not to be confused with the White Labs owner of the same name). Brewing at CoLab represents phase two for a business that already

boasts a pair of Pour House beer bars (an original location in Fullerton as well as a one-year-old spin-off in Old Town Vista). Helming production is Chris Banker, a highly decorated local homebrewer who is well known throughout San Diego County. The final brewery tenant is Laguna Beach Beer Co., a seven-year-old company that, rather than upping production, will primarily utilize its space at CoLab to expand its barrel-aging program.

The breweries share space with a new wine producer, Propaganda Wine Co., as well as Baby's Badass Burgers, an L.A.-based food-truck business that's operated in San Diego County for the past half-decade. This is the latter's first brick-and-mortar, though it will utilize one of its trucks to meet demand on busy days and special events like the grand opening.

"Having quality beer, wine and food all in one place makes it easy to make a day of it at CoLab Public House and have a great time with family, friends or both," says project developer Joe Deutsch. "We have room to accommodate and entertain hundreds of visitors at a time, and we look forward to doing exactly that."

When asked why he and his team decided to site their first CoLab facility in Vista, a city that is already home to 17 operating breweries and brewpubs plus four additional brewery-owned venues, Deutsch says that was part of the appeal. Being a part of San Diego County's rich craft-beer culture and bringing a rarity—something that hasn't already been done-would not only prove the CoLab concept, but hopefully also bring even more consumers to Vista to discover its already vibrant craft-beer culture, equating to a win-win situation for the CoLab team, its tenants and its patrons.

CoLab Public House is located at 2129 Industrial Court in Vista

Brandon Hernández is the founder and executive editor of San Diego Beer News (www.sandiegobeer.news), a comprehensive website providing daily coverage of the brewing industry.



Breakwater crowlers

Photo Courtesy of CoLab Public House





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Three Marm Brewing

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Big Bear Mountain Brewery

Heroes Restaurant & Brewery

3397 Mission Inn Ave, Riverside

54423 Village Center Dr, Idyllwild

461 N Palm Canyon Dr, Palm Springs

Idyllwild Brewpub

Las Palmas Brewing

23555 Knapps Cutoff, Crestline

Storytellers Brewery and Meet House



WEST COAST IPA

PINEAPPLE - SHOOT

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PAY TO WIN

23301 Avenida De La Carlota, Laguna Hills, CA 92653