

FAMILY FIRST AT TEN MILE BREWING



Jesse and Dan Sundstrom

Photo Credit: Tony Betancourt

by Daniel Drennon

Ten Mile Brewing, located in Signal Hill, turns five years old this month. I have personally delivered a stack of BEER PAPER each month. And the father/son team of Dan and Jesse Sundstrom will attest that I have paid

them the same compliment each month of the five years, without fail.

“The beers are better than last month.” They always nod agreement and graciously smile.

That is not to say their beers weren't good the month before, but I think it is an important reality for every new brewery to grasp that unless your head brewer is already an established or, better yet, critically-acclaimed professional brewer, there

is going to be a learning curve, often steep and challenging, to hone your skills from the home brew system you trained on to the professional system on which you now find yourself. You have to scale up your recipes, learn water chemistry,

experiment and just, well, learn and continually improve. That is never an overnight success story. It takes dedication, hard work and patience. A fantastic palate is a blessing if you have it.

[full cover story on page 10]

WISHFUL DRINKING



PAGE 4

FESTIVAL REVIEW



PAGE 8

COVER STORY



PAGE 10

OC BEAT



PAGE 15

BREWER PROFILE



PAGE 18



El Segundo
BREWING COMPANY

HÜFTGOLD

F E S T B I E R

**Fasten Your Lederhosen,
It's Oktoberfest Season!**

Drink local.

BEER PAPER

Read local.

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.

OWNER/PUBLISHER/EDITOR/HEAD WRITER:

Daniel Drennon

CREATIVE DIRECTOR:

Joshua Cortez

SENIOR CONTRIBUTOR:

Tomm Carroll

SPECIAL CONTRIBUTORS:

Tony Betancourt, Russell Hainline, David Mulvihill

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

ADVERTISE WITH BEER PAPER

We distribute 20,000 print issues a month and have direct access to regional craft beer consumers. For more information about advertising with Beer Paper please contact us at danieldrennon@gmail.com.

SUBMISSIONS

BEER PAPER welcomes pitches or submissions from industry professionals but is also seeking new and diverse voices to cover the California craft beer scene. Please submit your resume along with any ideas, pitches or even articles to danieldrennon@gmail.com.

DISTRIBUTION

Copies of our publication are available for free at most local craft breweries, better beer bars, homebrew supply stores and bottle shops throughout greater Los Angeles, Orange and Ventura Counties, and the Inland Empire. If you are interested in distributing Beer Paper in your local area, please email danieldrennon@gmail.com.

ADVERTISING: danieldrennon@gmail.com

EDITORIAL: danieldrennon@gmail.com

WEB: www.BeerPaperLA.com

FACEBOOK: facebook.com/BeerPaperLA

TWITTER/INSTAGRAM: [@BeerPaperLA](https://twitter.com/BeerPaperLA)

©2021 Beer Paper LA. All Rights Reserved.

FIGUEROA MOUNTAIN

CENTRAL BREW CO. COAST, CA

AWARD-WINNING TASTE. NOW IN LA



COMING SOON!

LAGERHAUS

13730 VENTURA BLVD, SHERMAN OAKS, CA 91423

AGUA SANTA CERVECERIA

10543 W PICO BLVD, LOS ANGELES, CA 90064

FIG MTN UNIVERSITY

1099 WESTWOOD BLVD, LOS ANGELES, CA 90024

LEARN MORE AT
FIGMTNBREW.COM

STILL INDEPENDENT |
FIG
MTN
BREW
CO. | ST. CA

WISHFUL DRINKING

THE LAGER THAT CAME IN FROM THE COLD WHY THE ‘COLD IPA’ REALLY IS A ‘WARM IPL’

by Tomm Carroll



Photo Courtesy of Canva

I know it's a popular, if controversial, probably-soon-to-be-certified beer style, but the so-called Cold IPA is a misleading misnomer (albeit one that is likely here to stay).

But let's get this out of the way right now: Despite the protestations of many beer marketers (especially), some brewers, beer writers, bartenders and most trend-swallowing craft beer consumers, a Cold IPA is really a hoppy lager. The style's original recipe calls for it to be fermented with lager yeast (*Saccharomyces pastorianus*). That makes it a lager. Period.

Yes, the beer is fermented at warmer temperatures (65-68°F/18-20°C) — more suitable for ale yeast (*Saccharomyces cerevisiae*, 60-78°F/16-26°C) to do its work —

instead of the typical lager temps (42-55°F/5-13°C). And that fact makes the Cold IPA closer to one of the “hybrid” ale/lager styles, like Kölsch, Altbier, the original American Cream Ale and, particularly, Steam Beer/California Common.

That last style, of course, was early California's beer-by-necessity, created by Gold Rush-era German immigrant brewers adamant about brewing their beloved *lagerbier* in the mid-1800s. Air temperatures in the state were (and still are) seldom cold enough to even ferment *S. pastorianus*, let alone to store and cold-condition (aka to “lager”) a proper *lagerbier* for months, and artificial refrigeration was still several decades in the future. But the immigrant brewers insisted on using lager yeast.

However, while considered a “hybrid,” ultimately Steam/Common is a lager. The yeast is the determining factor, not the fermentation temperature. Unlike so many other things today, all beer is binary, falling into just one of two categories: Ales or Lagers. Deal with it.

The other aforementioned hybrids, Kölsch, Altbier and Cream Ale, are all ales, fermented on the cooler side, and cold-conditioned to be more like lagers — with which they were competing for popularity when they were developed.

Now the unabashed fans of the new style who are quick to declare that Cold IPA is definitely different from the IPL (India Pale Lager) style that made a splash several years ago, but quickly faded from tap lists, do have a point: That short-lived style was just, for the most part, the hop- and malt-bill for a clear (usually West Coast-style) IPA, only made with lager yeast instead of ale yeast. And yes, there is a lot more going on in the crafting of a Cold IPA (see “Adjunct Junction” sidebar).

But while they use the term “IPL” to mean only that one version, these defenders use “IPA” in the same sentence to mean this new, warm-fermented lager that they want to champion. If IPA can mean any number of things, then so can IPL. There can't be a double standard! And though a Cold IPA may not be *the* IPL style of yesterday, it most certainly is *an* IPL!

Like the beer or not, at least the style name IPL honored the distinction between ales and lagers. The term “IPA” has long been adopted into countless experimentations on the original India Pale Ale — the stronger and higher-hopped version of the British Pale Ale — that began in the early 1800s. The variations began with the American craft beer movement in the mid-1970s, when Anchor Brewing debuted Liberty Ale, considered to be the first modern American IPA — and the first US ale to be dry-hopped (whole-cone Cascade) since Prohibition.

**The yeast is the determining factor,
not the fermentation temperature.**

The iterations have gone through different strengths (Double, Triple, Session), colors (White, Black, Red), geographic designations (American, West Coast, New England) and appearances (Clear, Hazy, Milkshake), and continue to transform. But they have all been ales, remaining true to the “A” in their initialization. And when the lager version was introduced, it was correctly deemed an IPL.

If ‘IPA’ can mean any number of things, then so can ‘IPL’

IPA a New Way(finder)

For a long time now, “IPA” has been a euphemism for “hop-forward.” And it’s known for that the world over, where the style is often just

pronounced “Ee-puh.” But it has always remained the designation of an ale. Until recently. Blame (or credit) Kevin Davey, brewmaster of the lager-leaning Wayfinder Beer in Portland, Oregon for coining the moniker, and creating the Cold IPA style, a few years ago.

Telling *Craft Beer & Brewing* magazine in its August-September 2022 IPA issue that he formulated the recipe “as a lager brewer’s answer to the Brut IPA trend,” Davey said the Cold IPA term was “a great way to describe a lighter and more refreshing IPA.” Referring to an internal Wayfinder complaint that the name doesn’t make sense because all IPAs are cold, he continued, “...[B]ut in my view, it does make sense. Asahi Super Dry is actually super-wet. There is no milk in cream ale. Hell, even India Pale Ales aren’t made for shipping to India anymore (and some of them aren’t even pale). It’s all just a way of communicating to the customer what they’re going to get.”

With all due respect, Davey’s quote itself doesn’t really make sense. But most disingenuous is his last sentence. Selling patrons a Cold IPA, when what they’re really getting is a warm-fermented variation of what used to be

called an IPL?

To be clear, just like with the flash-in-the-pan Brut IPA style (which I also ranted about in these pages a few years back), it is not the beer itself to which I object; in fact, I’ve enjoyed several versions of Cold, and Brut, IPAs that I’ve tried. But rather it’s the name for the new style. The “Cold” I don’t mind so much, despite the irony of the warm fermentation. Most beers are cold. It’s the “A” that irks me. Beer can only be an ale or a lager, and this beer name intentionally indicates the opposite category.

Why? Obviously because “IPA” will sell better than “IPL,” or any other name that doesn’t have those three letters in that order. With the Cold IPA, I’m afraid the initialization “IPA” has “jumped the shark.” It is now a marketing term, no longer a real beer style, and now no longer (always) an ale, just a sexier — and more lucrative — way of indicating “hoppy.”

(To be fair, Davey does tell *Craft Beer & Brewing* that clean-fermenting ales strains, such as Chico, Kölsch or California Common can be used in place of a warm-fermenting lager yeast, as long as the sulphur and ester notes are low, but he prefers using Wayfinder’s house lager strain.

Anaheim/Costa Mesa’s Green Cheek Beer is one brewery that does use an ale yeast in its acclaimed Cold IPA, aptly named It Just Works. If most breweries followed suit, I wouldn’t be writing this article...)

On a couple of recent occasions, over beers, I expressed my frustration with this deliberate misnaming of a beer style — when it’s fermented with lager yeast — to two young beer bloggers who post separately on social media. I was taken aback when they both responded with something akin to, “So what? If it helps them sell more beer...” So much for beer education. Am I really the only one bothered by this?

How long before “IPA” is used for a hoppy cider? Or a hazy seltzer? Or a tropical-hop-flavored canned cocktail? I guess we can rest assured that it will never be used for a Gruit, if that medieval style ever makes a comeback. But then again...

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

EUREKA
BREWING COMPANY

EUREKA BREWING COMPANY
BREWED WITH PRIDE IN CALI

13723 1/2 HARVARD PL, GARDENA, CA 90249
Follow us @eurekabrewco

HARVARD PL.
139TH ST.
WESTERN AVE.
ROSECRANS AVE.
NORMANDIE AVE.

L.A. BEER
DRINK
LOCAL

DISCOVER
GREAT
BEER

**THE
BEST
FEST
IN THE
WEST**



**ANGEL CITY
BREWERY**

BRATS PRETZELS BIERS

**SCAN CODE FOR
FESTIVAL DETAILS!**



**SUNDAY
OCTOBER 2
1PM-7PM**

**ANGEL CITY BREWERY
216 S ALAMEDA ST.**

ADJUNCT JUNCTION (WHAT'S YOUR FUNCTION?)

by Tomm Carroll

While obviously the most controversial (let alone contradictory) element of brewing a Cold IPA, lager yeast is not the only departure from a recipe for any other beer that calls itself an IPA.

According to Kevin Davey of Portland's Wayfinder brewery, who pioneered the style, he "just wanted to put my own spin on IPA. It needed to be something that was categorically different than IPL or other IPAs before it," he wrote on www.newschoolbeer.com early last year. "So It's a bit Wester than West Coast, it's crisp and sessionable, but strong and sneaky."

As mentioned in the accompanying main article, Davey's Original Cold IPA is warm-fermented with lager yeast, not unlike a California Common, or the historical pre-refrigeration Steam Beer of the 19th century. But, speaking of historical, the grain bill incorporates 20 to 40% corn or rice, along with two-row Pilsner malt — similar to the old American adjunct (or Pre-Prohibition) lagers. Davey acknowledges this when he writes, "I wanted to incorporate adjunct brewing in IPA. Brewing with adjuncts seems to be the most American way of brewing so it seems to fit..."

Back in the mid-1800s of American brewing (and for decades onward), when the young country was swept up in the desire for light-colored lagers from Europe, especially the new, near-transparent Pilsner style, brewers did not have ready access to the two-row barley prevalent across the pond, but which did not grow well here. We only had six-row barley, which contained much more protein, and therefore would not result in a clear beer like in the Old World.

So, despite the fact that brewing with adjuncts did not adhere to the *Reinheitsgebot* (Bavaria's "beer purity law," which stipulated that beer could only be made with water, barley malt, hops and yeast) — much to the chagrin of the German immigrant brewers — at least 30% corn or rice in the grist definitely achieved more clarity, as well as a lighter body, in these lagers. So they were incorporated.

And the use of adjuncts in a Cold IPA certainly makes the beer clean and crisp, which in turn accentuates the flavors and restrained bitterness of the hops, as a light-bodied lager would, including the dry-hopping, which is done "warm" (before fermentation is complete), a trick nicked from the Italian-style Pilsner.

Adjuncts in brewing a Cold IPA further distance it from the traditional notion of an India Pale Ale. Aside from using some refined sugar, the clear West Coast IPAs, and even some English IPAs, have never really been known to include adjuncts (or that high a percentage of them) in the grain bill — at least not officially. But they do make the new style more akin to those early Steam Beers, which almost assuredly



Wayfinder Cold IPA

Photo Courtesy of Wayfinder Beer

did include a fair amount of corn and rice in the grist of their warm-fermented lagers.

So while I still don't buy that Davey's creation should be classified as an IPA, let alone a "Wester than West Coast" version of it, I do think this new Cold IPA style is more a throwback to an "Older than the Old West Coast" style of brewing lagers as Steam Beers back at the time of the Gold Rush, before the advent of artificial refrigeration.

Maybe he should've named his new beer style "Cold Rush?"

HOPNOTIC DISTORTION

by Tomm Carroll

Further investigation of lagers masquerading as ales under the guise of IPA reveal that it's not just the new-fangled Cold IPA that is the current cross-category culprit of beer styles.

Apparently, many new and recent IPAs (the clear and clean ones, definitely not the hazies) are also actually fermented with lager yeast, pushed to work at a somewhat warmer temperature. Unlike the recipe for the Cold IPA (see "Adjunct Junction" sidebar), however, adjuncts are not necessarily added as fermentables.

Writing about the future of the West Coast IPA in *Craft Beer & Brewing's* August-September 2022 IPA issue, Firestone Walker brewmaster Matt Brynildson discusses the background and development of FW's Hopnosis IPA, the Paso Robles brewery's latest West Coast IPA release that replaced its discontinued rotating-hops series of IPAs, Luponc Distortion. Outing (at least to me) this lager yeast-fermented IPA trend among breweries, he nonchalantly mentions, "We also deploy our lager yeast into service, in a way of giving nod to Kevin Davey at Wayfinder but paying even more homage to Bob Kunz and the beautiful beers of Highland Park [Brewing] in LA."

Brynildson continues: "After a lot of experimentation, we found a way to conduct our lager fermentation a bit warmer, cooling in at 54°F (12°C) with a ramp up to 64°F (18°C), fermenting clean and relatively neutral."

I promptly drank a Hopnosis after reading that reveal, and must admit I enjoyed it even more than when I thought it was an ale, now being cognizant of its clean and crisp mouthfeel, and how the relatively light body (barley and malted wheat, no adjuncts) really seemed to highlight the hops. I certainly have no complaint with the finished product.

Stealth Lagers

But how many more purportedly West Coast IPAs are out there, including those brewed locally here in the Southland, that are really stealth lagers? And how many of them have I tried already and had not been aware?

I must have missed the memo announcing that, suddenly, regular IPAs can now be made with lager



Firestone Hopnosis

Photo Courtesy of Firestone Walker Brewing

yeast, yet still be called IPAs (for India Pale Ales). Am I the only one blindsided by this?

What I definitely missed, though, as a fellow beer judge pointed out, is that the most recent (2021) version of the BJCP (Beer Judge Certification Program) Style Guidelines weighed in on a distinction between IPA and India Pale Ale: "The term 'IPA' is used as a singular descriptor of a type of hoppy, bitter beer. It is not meant to be spelled out as 'India Pale Ale' when used in the context of a Specialty IPA. None of these beers ever historically went to India, and many aren't pale. But the craft beer market knows what to expect in balance when a beer is described as an 'IPA' — so the modifiers used to differentiate them are based on that concept alone."

Touché. However, as those guidelines specify, "Specialty IPA is a competition entry category, not a distinct style." Furthermore, all of the sub-categories listed under Specialty IPAs (Belgian, Black, Brown, Red, Rye, White, Brut) are in fact ales. No IPLs, which have been around for a while. So presumably, no Cold IPAs either. Both of these hop-forward lagers, if entered into a BJCP competition (honestly), would

fall under the Specialty Beer category, Mixed Style Beer sub-category, and the sub-sub-category for "A variation of an Existing Style using a non-traditional ingredient (i.e., yeast with a non-traditional profile...)"

But the point is taken. The beer is out of the keg; there's no pouring it back in. Hop-forward lagers can now be called IPAs, apparently without explanation or notification. Do breweries *not* want consumers to know? What happened to truth in advertising? And beer education?

Are breweries on the verge of being served with a class action lawsuit over

misleading marketing and product descriptions, such as recent suits against White Claw Surge Natural Lime, Topo Chico Margarita Hard Seltzer, and Flying Embers' kombucha and hard seltzer products for various ingredient claims or implications?

How about a compromise, in which they put "IPA" in quotation marks on the can, or mark it with an asterisk, with the truth listed in the fine print by the government warning? Or would they rather we simply remain "hopnotized" by the addictive lure of the letters "I," "P," and "A*." * = Sometimes, but not always.



M-TH 2PM-9PM | FRI-SAT 12PM-10PM
SUN 12PM-8PM

949-361-5922

924 CALLE NEGOCIO, SAN CLEMENTE

FOLLOW US @LOSTWINDSBREWING



SAN CLEMENTE'S LOCAL BREWERY & TAPROOM

FESTIVAL REVIEW

THE BRUERY 14TH ANNIVERSARY INVITATIONAL

by Russell Hainline



The Bruery Invitational

Photo Credit: Emily Hainline

Around 2013, I was sitting at the Barney's Beanery on the Santa Monica Promenade. I was at the point in my craft beer journey where I knew I wanted to seek out local craft beer but knew very little about the variety of styles of beer, let alone what options were at my disposal. I was watching a game and sipping a Golden Road (my favorite local craft brewery at the time, sigh), and the fellas next to me started discussing sour beer. They struck me as knowledgeable on craft beer, so I chatted them up— and the first thing

they said was, “Well, you’ve got to go to The Bruery.”

What followed was the inevitable Abbott & Costello routine that comes up when discussing The Bruery with the uninitiated— “which brewery?” “The Bruery.” “Right, but what’s it called.” “The Bruery.” “Right, the brewery.” “Yes.” “What’s the name of it?” “The Bruery.” “Yes, the brewery.” “That’s its name, The Bruery.” Once that dance was settled, I learned it was a relatively short drive down to

Orange County (or a long drive if I go after lunch on a weekday)— and I immediately started making plans.

Well, fast forward through countless bottles of sour, through several Black Tuesdays, through more cans of Ruekeller: Helles than I can count, and we reach 2022, the 14th Anniversary of The Bruery. For their anniversary celebration, they decided to go all out, throwing an invitational festival in Oak Canyon Park, boasting a selection of breweries that would make the average craft beer festival positively green with envy.

James Bruner, the new head brewer at The Bruery, told me, “We haven’t really had a big bash in a few years because of COVID, and we decided to do it up.” And do it up they did. Not only did they have some of the best beer in the state of California pouring, they brought in elite breweries from across the country— De Garde in Oregon, Phase Three in Illinois, Finback in New York, Barreled Souls in Maine, Southern Grist in Tennessee, Hidden Springs in Florida, Pinthouse in Texas, and countless locations in between. You couldn’t help but be reminded of another major invitational annually held in California. “I’d be lying if I didn’t say that the Firestone Walker Invitational influenced us to a certain degree, because that is a rad festival every single year,” Bruner said.

In an era in which we increasingly see the largest craft breweries selling to big conglomerates, it’s depressingly easy to imagine a world in which craft breweries cease to get the opportunity to host massive invitationals and 14th anniversary blowouts. The craft beer landscape in America has changed tremendously since The Bruery opened. The number of craft breweries is easily five times what it was fourteen years ago, and as beer drinkers become younger and more adventurous, and as the Internet continues to help beer drinkers understand the wide variety of breweries at their disposal, brand loyalty in craft beer becomes increasingly a thing of the past.

The Bruery has undergone its own changes recently, as several of the long-time stalwarts of the company have left since the pandemic started in order to launch their own endeavors, including Anaheim’s Radiant Beer Company and, more recently, Orange’s Everywhere Beer Company. Turning over that much talent and brainpower is an immense challenge for any company, especially one in as volatile an industry as craft beer. Bruner, however, is confident that The Bruery’s mission— and its quality of beer— will not change. “We’re going to continue being innovative, we’re going to continue pushing the boundaries of what beer is,” Bruner says.



3630 ATLANTIC AVE. LONG BEACH

Beachwood
BREWING & DISTILLING

IN BIXBY KNOLLS
NOW OPEN!

VISIT US:

WED. & THUR. 3 - 9PM

FRI. & SAT. 12 - 10PM

SUN. 12 - 7PM



De girls love de sours from De Garde
Photo Credit: Russell Hainline

Throwing a massive bash like the 14th Anniversary Invitational is certainly a highly effective way of instilling confidence that your brewery will continue to have sustained prosperity. It's also terrific community engagement at a time when it feels so urgently needed. As the world attempts to put the worst of the pandemic behind it, in-person experiences feel more cherished than ever—and while safety is still paramount, you simply can't beat hanging out outdoors with a nice cold beer from some of the greatest breweries this country has to offer.



Enjoying Offshoot's relaxation station
Photo Credit: Emily Hainline

It was, unsurprisingly in August in Orange County, blistering hot outside. Fortunately, there was plenty of tent space and the odd tree here and there for those looking for the shelter of shade (a.k.a. everyone). There was also plenty of water, and though the bottles of water seemed to run out toward the very end of the festival, it's **incredibly** impressive how long the water lasted considering the combination of heat and high ABV beer. Sprinkle in a few games here and there, a number of food trucks, and, of course, booth after booth of elite beer, and you've got the makings of a

fantastic beer fest experience.

It's impossible to hit every booth at a festival of this magnitude but, in addition to trying some phenomenal beer from across the country, I got plenty of fantastic beer from the LA/OC area. You can't fully enjoy a festival in the California heat without some lighter fare— Wave, Homage Brewing's pilsner, and David, a Helles lager from 8-Bit Brewing in Murrieta, were stand-outs in this area. Unsurprisingly, some elite sour beer was being poured: Cellador Ales, a personal favorite, had their delicious Deadcrush Solera in tow, and Oxnard's Casa Agria Specialty Ales had an oak-aged saison, Morning Doves, that was simply to die for.

And for fans of stouts? Those who come from The Bruery were always bound to produce top-notch stouts. Radiant Beer Company had Everything in Moderation, a bourbon-barrel aged stout aged on coconut, toasted coconut, and Tahitian and Papua New Guinea vanilla beans that was as decadent as they come. As for Everywhere Beer Company, they brought the most buzzed-about beer of the festival, Finish Your Dinner, an imperial pastry stout that came with a toasted marshmallow that they were toasting live in person. The same spirit of innovation that The Bruery has boasted for years absolutely exists in these newer ventures that Bruery alums have started.

Finally, The Bruery always brings memorable fare to any beer festival, so you knew they were going to kick things up a notch at their own invitational. And kick things up they did: they had multiple booths filled to the brim with festival-exclusive fare. My personal favorites? I'm not normally one for fruited sours, but The Bruery is one of the best in the smoothie game, and the Sherbet Hoover, an oak barrel-aged sour with vegan marshmallows, blood oranges, and vanilla was a crushable creamsicle. Of course, I loved the Black Tuesday Private Barrel, a double barrel-aged behemoth at 19.5% ABV. Finally, the Ivoire Tower, a variant of their bourbon barrel-aged anniversary ale with marshmallows and vanilla, was big, delectable, and far smoother than any 16.3% ABV beer in its right should be.

Change is the one consistent in the craft beer industry, and certainly The Bruery is not immune to facing their own personal changes as time passes by. But this festival stands as a testament that The Bruery will not go



Jeremy Grinke from Everywhere Beer, Russell from The Beer Travel Guide, and Andrew Bell from Radiant Beer
Photo Credit: Emily Hainline

gently into that good night. They've built one of the best craft beer brands on the planet and are one of the very few breweries in existence that will never put out a boring beer. The credibility of The Bruery was on full display at this Invitational: elite beer, elite friends, elite experience. And while it's a tenuous time for many craft breweries out there, I have faith that The Bruery will continue to innovate not just their beer, but their brand—it's the beating heart of everything they

do. And I look forward to sitting at Barney's Beanery 14 years from now, meeting a stranger at the bar who's just getting into craft beer, and getting to tell them for the first time about this magical place in Placentia.

Russell Hainline follows in the proud screenwriting tradition of loving to drink. You can find him on TikTok at @thebeertravelguide, on Instagram at @russellhbeer, and on a barstool at any beer establishment in West LA.

Honest. Efficient. Professional.

We are Boomhut.




Family owned.
Canning the region's finest beverages.

First time customers mention this ad for 20% off!

- Standard, Sleek & Slim Cans
- Labeling, Date Coding, Nitrogen Dosing
- Daily Carb & D.O. Testing with Anton Paar C-Boxes

COVER STORY

FAMILY FIRST AT TEN MILE BREWING

by Daniel Drennon

Ten Mile Brewing, located in Signal Hill, turns five years old this month. I have personally delivered a stack of *BEER PAPER* each month. And the father/son team of Dan and Jesse Sundstrom will attest that I have paid them the same compliment each month of the five years.

“The beers are better than last month.” They always nod agreement and graciously smile.

That is not to say their beers weren't good the month before, but I think it is an important reality for every new brewery to grasp that unless your head brewer is already an established or, better yet, critically-acclaimed professional brewer, there is going to be a learning curve, often steep and challenging, to hone your skills from the home brew system you trained on to the professional

system on which you now find yourself. You have to scale up your recipes, learn water chemistry, experiment and just, well, learn and continually improve. That is never an overnight success story. It takes dedication, hard work and patience. A fantastic palate is also blessing.

Ten Mile had all of that and with the consistency of the sun coming up each morning, they just keep tweaking away, batch after batch. And now, after a five-year evolution, they are winning medals and brewing damn fine beer.

DRENNON: Ten Mile is the very definition of a “family business.” Please tell us about the Sundstrom family and who does what in their roles with the brewery.

DAN SUNDSTROM: Our family is

now old enough that it has actually become the joining of several families through marriage. It's great that each family member has a unique role in helping run the brewery. While I started the home brewing thing, my son Jesse quickly came along side and took an interest. After we decided to open Ten Mile, I handed off almost all the brewing responsibilities to him and he is head brewer now. My responsibilities are making sure everything is running properly mechanically, quality control and fixing basically everything from brewery to kitchen. My wife Joann has extensive office experience and keeps the books, payroll and runs the day-to-day business. She also keeps this family running! Aaron, our oldest son, had chosen a different career path in the medical field and became a paramedic before we decided to open

the brewery. He is now the Executive Director of Sierra Ambulance near Yosemite. He advises on HR and anything computer or network related. Also, he has designed custom apps for inventory and distribution for us. If Joann is the engine, our daughter Emma is the fuel! She handles all social media, events, public interaction, and dealings with the city. Emma has extensive experience in the events world and has worked on everything from TED talks to running our local historic Ebell Club. Kelly (Jesse's wife) is our designer and is an incredible artist. She designs all our can art and signage and anything else that needs an artistic touch. She also runs our paint nights at the brewery.

DRENNON: Dan. Where were you born and raised, how and where did you meet Joann, and where did your raise this wonderful family?



Jesse and Dan Sundstrom

Photo Credit: Tony Betancourt

DAN SUNDSTROM: I was born in Long Beach at Community Hospital. I can basically see where I was born from the brewery! Early on my parents moved to Cypress when it was all dairy farms. It was basically an extension of Long Beach. I met Joann in high school and we were married in 1979. Joann was working in the music industry and I was doing photography. I ran the darkroom at Tuttle's Camera in Long Beach (a space which Ambitious Ales occupies now). We moved to the valley for ten years following our respective careers when we had our first child. We had an opportunity to buy a house back in Lakewood so we moved back to the Long Beach area where we raised our family.

DRENNON: *You were a professional photographer. Talk about the highs and lows of that career.*

DAN SUNDSTROM: I started photography as a yearbook photographer in high school. At Cypress College, I enrolled in the photography program and simultaneously got the job at Tuttle's Camera. After moving to Sherman Oaks and working in a custom lab in Hollywood, I met a coworker who was

working for several well-known LA photographers. He was from Miami and was planning on moving back so I just starting hanging out with him on jobs so that, when he was ready to move, I knew all the routes, labs, equipment rental places and was able to just step into his shoes and take over.

I worked with so many great photographers! Herb Ritts, Mathew Rolston, Henry Diltz, Norman Seeff to name a few. A high point here was photographing Fleetwood Mac with Norman. Through my studio connections I landed a job as a staff photographer for Don Kirshner's Rock Concert and started shooting many great acts of the 80s and 90s. Through this all I was gaining my own clients but still studio managing for a couple of prominent photographers. We toured with Linda Ronstadt, photographed Angelina Jolie, James Taylor, Dolly Parton, Wayne Gretzky and so many more. Another high point was working with Patrick Litchfield while shooting for Harry Winston Jewels complete with Tommy Gun security and standby helicopters! After the rock and roll years, I moved into more tabletop type jobs with occasional fashion shoots. But then

I really became more interested in food. When I chose a career path it was going to be either become a chef or do photography. Photography won but food and flavors were always in my mind. I was able to work with great chefs like Wolfgang Puck, Nancy Silverton, and Michelle Richard.

The freelance world is ruthless. Most of us worked without insurance and paycheck to paycheck. The highs were fantastic but they started becoming few and far between. Jobs would come only every few weeks, so it was tough when you have a family. After being in the business for over 20 years it became increasingly difficult to constantly reinvent myself to compete with the kids coming out of Art Center and Otis Parsons. Art directors knew my stuff but they were always looking for the next cutting-edge artist. So, it was time to move on.

DRENNON: *Jesse. What was your profession before your turned to brewing?*

JESSE SUNDSTROM: I worked at several different jobs from working for an ambulance company to warehouse work and most recently for a large electrical contractor. Every job I had



Hidden Hollow (Kentucky Common) and Segway to Munich (Munich Helles)
Photo Credit: Tony Betancourt

was hands on type labor and I think it translated well to what we had to do to build the brewery.

DRENNON: *What inspired you to open a brewery?*

DAN SUNDSTROM: I had been on a trip to Bend, Oregon and hooked

(COVER STORY continued on page 12)

PARAMOUNT
THE CITY
Safe, Healthy, and Attractive

COME BREW WITH US

CITY OF PARAMOUNT OFFERS A PRIME DESTINATION FOR PRODUCTION BREWERIES

PRIME LOCATION	POTENTIAL FOR DOWNTOWN TASTING ROOM
EASY START-UP	NEW WATER WELL OPERATIONAL IN 2022

For more information, please visit www.exploreparamount.com/brewing or contact Sol Bejarano at brewing@paramountcity.com or 562-220-2064.

INCENTIVES

Small Business Assistance May Include:

- Architect and engineering costs
- Site development costs
- Building renovation costs
- Tenant improvement costs
- Technical assistance with environmental efforts
- Technical assistance with wastewater disposal design



Dan and Jesse Sundstrom

Photo Credit: Tony Betancourt

(COVER STORY continued)

up with a high school buddy who had moved there. We were camping not too far out of town and he said he'd come out and meet us and bring a few growlers of his home brew. I said sure, whatever. I had my Henry Weinhard and Heineken. Well, I was blown away and had never had anything like Kurt's Cascade Orange Ale. The next day he took us to his house and showed me his home brew gear. I was fascinated and had always been interested in chemistry. I was in love! I came home, bought some equipment, and started brewing. People liked it! Jesse came along shortly after this and it served as a bonding agent for a troubled parent teen relationship. Our brewing together led to more and better equipment, competitions and eventually a \$10,000 plus home brew system! We started doing very well in the amateur competition world and, as every home brewer does, started thinking about our own place.

DRENNON: Why the name Ten Mile and why did you choose Signal Hill as the location?

DAN SUNDSTROM: Ten Mile is a reference to our cabin at Hume Lake Christian Camp in the Sierras. We have had it for five generations in our family. Ten Mile Creek is the main tributary to the lake and, because of crowding at the local beach, we always hiked up Ten Mile Creek to find a swimming hole or waterfall to hang out at. It's a common thread that all our family members share from my grandparents to my grandkids.

Signal Hill chose us. After several years of looking, we stumbled on

our current location through a family member who saw a roll up door open. There were no signs or advertising. Just a friendly conversation, a meeting, and a handshake. It's hard to be the first in a city for this type of business and we had to pay a lot for it to open the door. To those who come behind us...you can thank me later!

DRENNON: What were the biggest challenges from conception to opening day? What, if anything, would you do differently if you could go back in time with the knowledge you have now?

DAN SUNDSTROM: Some of the biggest challenges came from being the first Signal Hill as I just mentioned. Endless city council meetings, reports to the city planning commission, etc. We had to actually rewrite the municipal code! The city had never had a legal alcohol manufacturing business and they didn't know what to do with us. Another big challenge was the budget. We knew we wanted the best quality equipment and that we wouldn't cut any corners. I am not aware of any other 10-barrel steam-fired system in LA. That led to saving money by doing most of the work ourselves. We saw cut our concrete, excavated, set our drains, did our own glycol system, bars, on and on. It took a year and a half to open. As far as doing anything differently.... the adage "time is money" certainly applied here. There are just things that are worth paying someone else to do! I wish I had had a professional pipe insulation company do our glycol lines. It looks so nice and condensation is a bitch!

DRENNON: What are the biggest lessons you have learned in your first five years?

Beer as Unique as the People Who Drink It



Scholb Premium Ales

2964 Columbia St. Torrance



Ten Mile outdoor seating

Photo Credit: Ten Mile Brewing

DAN SUNDSTROM: I think the biggest lesson I learned was that the people don't just want beer. They also want to know the face behind the beer. Our thoughts of wanting to just make beer for our friends and family and community were rocked by 400 people showing up on opening day. Our immediate family ran the brewery for seven months before even hiring our first employee. We started brewing at 6 am, opened the taproom at 3 pm, and closed at 10 or 11 pm five days a week. Then we did catchup work the other two days. It ran us ragged! Finally, after hiring some employees, we were able to start working somewhat regular hours but then I started hearing from customers, "I never see you at the brewery anymore" or "I only come when you guys are going to be there." A friend told me a quote that I believe expresses this perfectly, "the best fertilizer for the farm is the farmers footsteps."

This is so true of the craft beer world. Every well-known brewery has fans who follow the brewer. The brewer's presence, especially in the early years, is paramount. We try to have a family member around the brewery as much as possible. The next best thing is having staff that feels like family. Our staff is great and even sometimes get mistaken as family members! And that is how we think of them.

DRENNON: *Your beers have gotten better and better on a month-to-month basis over a five-year span, and now you are garnering awards. Aside from patience, what do you consider to be the secret to continually improving beer from batch to batch?*

DAN SUNDSTROM: To me the secret is to have open eyes and open

ears. Listen to what your customers are saying. Which breweries are they comparing you to? Look for their expressions after that first sip. That expression doesn't lie! On the brewing side, I'm always asking questions and observing techniques of my respected brewer friends. Read and then re-read! Then experiment!

DRENNON: *Speaking of respected brewer friends, were there brewers and/or beers that influenced you along the way?*



Dan Sundstrom with pizza and beer
Photo Credit: Tony Betancourt



Guests enjoying the beers

Photo Credit: Ten Mile Brewing

DAN SUNDSTROM: I have always been a hophead! Back in the day Drake's Denogginizer, Bootlegger's Knuckle Sandwich, Avery Maharajah and, of course, Pliny the Elder were all beers I loved. Even now, I tend to gravitate to hoppy beers. The stuff that Riip, Liquid Gravity, and Green Cheek is putting out is inspiring. We have embraced the lager trend and we are making some great ones but if I see a hoppy lager when I'm drinking, that's the one that gets my attention.

There are brewery models that have inspired us too. Societe, Bagby, and Enegren all have aspects that we try to mimic at Ten Mile. There are a few breweries I would like to give a shout out to because of their graciousness in spending time with me, answering stupid rookie questions and giving advice during our build out. Brian Brewer from HopSaint fielded so many questions regarding equipment and build out. We ended up getting almost

(COVER STORY continued on page 14)

Hi there.
We're hiring.



Craft Beer Industry Jobs

Scan the QR code to apply.





Jesse and Dan Sundstrom

Photo Credit: Tony Betancourt

BELMONT BREWING CO

BBC

Oceanfront brewpub serving up local beer and casual eats in Long Beach

OPEN 7 DAYS A WEEK!
 MON - THU: 11:30 AM - 11:00 PM
 FRI: 11:30 AM - 11:30 PM
 SAT: 10:00 AM - 11:30 PM
 SUN: 10:00 AM - 10:30 PM

25 39TH PLACE
 LONG BEACH, CA 90803

BELMONTBREWING.COM

(COVER STORY continued)

an identical system. I'll be eternally grateful to him. Brian Mercer from Brouwerij West also took time to answer and return calls about brewing techniques and equipment and even showed up in the opening days to see how things turned out. Blackwell from Belmont Brewing Company was a great resource. Also, our fellow Long Beach breweries like Long Beach Beer Lab, Liberation Brewing and Beachwood were there for anything we needed in a pinch!

DRENNON: Do you have a brewing philosophy?

DAN SUNDSTROM: If there is any philosophy to our brewing, it's brew beers you are passionate about and trust your palate. Critically taste each ingredient...especially water. We have developed all our beers around water chemistry, and we adjust water to duplicate different areas of the world based on the results. I think it shows and sets us apart. I love hearing someone say "that's a great beer" but, at the same time, I know I will never be satisfied and will always pursue making a "greater" beer. Make a beer you can drink over and over and never get tired of.

DRENNON: You also have your Steelcraft location in Bellflower. Do you envision further expansion and, if so, any plans yet for when and where?

DAN SUNDSTROM: Yes. We do see continuing to grow. We recently had plans to expand into OC but we ran into an issue with a shady landlord hiding something from the city so we bailed on that project. We

are continually looking and have some irons in the fire! Our reach has expanded into the central coast with several places in SLO carrying us and we hope to expand that!

DRENNON: Where do you see Ten Mile in another five years?

DAN SUNDSTROM: If you had asked me when we opened if I thought we'd have had a second location within our first year, I would have said you were crazy. Now, five years later we have a much more comprehensive business plan. We are looking to have a third location sometime in 2023 and with newly placed distribution to expand our exposure throughout Southern Cal. We will continue with our food model as we feel it's an important part of our projected image. In five years, we hope to have several more tap rooms scattered around California.

DRENNON: Which is more important in opening a brewery and brewing great beer --- talent or work ethic?

SUNDSTROM: That's a tough question! If you are opening a new brewery for the first time, I'd say work ethic. That's where we were. We knew what we were doing but it took literally years of planning and work to get it open. Having a talented brewer is great but nobody starts out like that and someone has to build the brewery. I guess if you have someone to write the checks, then it's a different story.

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

DAN SUNDSTROM: MacGyver.

JESSE SUNDSTROM: Jovial.



Ten Mile Taproom

Photo Credit: Ten Mile Brewing

OC BEAT

NEW REPLACING ESTABLISHED

by David Mulvihill

Adjustment and refocusing of business priorities and concentration continues as brewing establishments pivot and morph with the times and economic fluctuation. We've witnessed a couple of recent examples of how changes for one business offer new opportunity for another.

When the Rad Beer ownership team decided to concentrate on its home brewery in Anaheim and other current ventures, exiting its Rad Beer and Kitchen establishment in Dana Point opened the way for San Clemente's Delahunt Brewing Co to finally have its own tasting room - plus.

And, in early June, Gunwhale Ales announced the decision to close and sell its Orange location, maintaining its Costa Mesa location with return-focus on the boutique style beers and methods that brought them into the business. The availability of Gunwhale's production facility presented ideal space for the new Everywhere Beer Co.

Delahunt Brewing Co

Having opened his brewery during the beginning stages of the pandemic in a location that the City of San Clemente wouldn't initially allow an onsite tasting room, Todd Delahunt began searching for a second site to house his tasting room.

When the aforementioned Rad location

at 34091 La Plaza, Dana Point became available, an end to his lengthy tasting room search was near. The ability to serve food was an added plus.

The space has now transformed into Delahunt Brewing Co Taproom and Taqueria, with opening day set for September 2nd. The motif and color scheme are no longer reminiscent of past occupants. Delahunt Green has replaced the Rad Red of the prominent draft tower draping the back of the bar, and photos of the brewery have replaced the comic mural on the opposite wall.

Shannon Eckelberger is Delahunt's Director of Taproom Operations. Many know Shannon from her 10 years behind the bar at Pizza Port San Clemente. She gave up her duties there as Bar Manager to join Team Delahunt.

Chef Gabriel Garcia oversees the kitchen team, providing his authentic traditional take on tacos. Opening taco choices include Pescado (baked fish), Birria-style spiced beef, Buche (pork belly), and vegan. Appetizers include ceviche, guacamole, salsa and chips. There is a hefty meat plate option for those with hearty appetites or sharing.

Todd and team are looking to present a down-to-earth, welcoming taqueria and beer establishment that will also offer draft wine. Most taps will be occupied by Delahunt's own fermentations, and a few guest beers. Crawlies and



Gabriel Garcia, Shannon Eckelberger, Todd Delahunt
All Photos Credit: David Mulvihill

4-packs are available to take home.

Delahunt's brewing team, Kyle Boruff and Justin Venegas are working hard to fill the taps with a variety of Delahunt creations. A sampling of beers flowing during Delahunt's Industry preview

included the 2022 World Beer Cup bronze medal winner, De La Sol pale lager, Salvatore pilsner, Slow Hands IPA, Tuesdays Gone, an oat lager, St Susan Irish Amber, and Pure Class Stout with coconut.

(OC BEAT continued on page 16)



Delahunt Taproom

VISIT THE BREWERY

24 TAPS • LIVE MUSIC SAT NIGHT

JUST OFF THE 10 FWY AT CALIFORNIA ST.
1315 RESEARCH DRIVE, REDLANDS, CA
NORTHWEST CORNER OF LUGONIA AND RESEARCH

RitualBrewingCo
 RitualBrewingCo
 RitualBrewing

(OC BEAT continued)

Recent developments: San Clemente has finally opened the door to allow a small onsite tasting room at the brewery, so look for that future addition.

Everywhere Beer Co

Everywhere is now somewhere: 1501 W Orangewood Ave, Suite 101, Orange.

Craft beer fans may recognize a few of the founders and partners involved in this new brewing venture. The team: Jeremy Grinkey, Daniel Muñoz, Stefan Weber, Keith Pumilia, and Ryan Dick.

I first met Jeremy Grinkey in 2016. As Bruery Terreux's Production Manager at the time, this winemaker-turned-brewer refined and transitioned his skills into a passion for creating unique wild and remarkable brews utilizing a multitude of ingredients, including various fruits, wine grapes, and yeasts, and differing fermentation methods and finishing vessels. He advanced to oversee all production for The Bruery, Bruery Terreux, and Offshoot Beer Co, devoting 7.5 years in building and carrying the brands.

Daniel Munoz was The Bruery's former VP of Marketing. He and Jeremy worked together in developing and marketing the line and building club membership.

On the brewing side, Jeremy also worked very closely with Everywhere's next two partners. Stefan Weber started brewing at The Bruery in 2014, progressing to Production Manager/head brewer before joining Everywhere.

Keith Pumilia brewed for 7.5 years at The Bruery & Offshoot Beer Co. He became R&D Manager after Andrew Bell left for Radiant Beer Co.

Rounding out the team is longtime friend and colleague, Ryan Dick, Everywhere's 5th Partner. Ryan brings a wealth of needed front-of-house experience, which included stints with The Bruery, Modern Times, and Radiant.

Sharing a close bond of friendship, coupled with a common entrepreneurial spirit and wanting to do their own thing brought this team together to form Everywhere Beer Co.

In talking about how quickly the new operation was able to get up and



SPECIAL EVENTS TRASH CANS IN STOCK

OTHER FOOD & PAPER GOODS BOTTLES & CANS

ANY CAN \$6.95

VOLUME DISCOUNTS

EMAIL ORDERS TO
ORDERS@MOBILEJANITORIALSUPPLY.COM

When supplies are running low... call **MOBILE JANITORIAL SUPPLY!** 714-779-2640

BREWERY CUPS

DRINK PLASTIC CUPS

WE STOCK FOR THE BREWERIES

ALL SIZES AVAILABLE IN PET AND TRANSLUCENT

12 OZ CLEAR PLASTIC CUPS (1000/CASE)	16 OZ PET PLASTIC CUPS (1000/CASE)	24 OZ PET PLASTIC CUPS (600/CASE)
\$72.60	\$54.45	\$55.80

CALL US NOW • (714) 779-2640 ORDER ONLINE • MOBILEJANITORIALSUPPLY.COM
VISIT US AT 3066 E LA PALMA AVE. ANAHEIM CA 92833



Everywhere Beer Co's Keith Pumilia, Stefan Weber, Jeremy Grinkey, Daniel Muñoz

running, Jeremy referenced the skills and experience of the team, "It's the first time we bought a brewery, but it's not the first time we've operated and run one."

The Product

Primary focus is on fresh, highly consumable beers – both mild and hoppy lagers, and West Coast IPAs; clear beers Jeremy enjoyed when he first began drinking craft beer.

In speaking about adding sours and barrel-aged beer into the program, Jeremy explained, "These are skillsets that we have that I think we have to flex." Having developed a following (and much recognition) with these beers there exists an expectation that they will become part of the repertoire.

Two foeders purchased from Firestone Walker Barrelworks will house Saison and a sour blonde base beer. These



Everywhere Beer Co.

will be used for the extent of their sour program. The plan is to keep it on the smaller-side, about six releases per year of about 600 bottles per release.

Small releases of spirit barrel-aged stouts will be incorporated as well.

Everywhere

The team explained the meaning behind the name. Everywhere is about being a place for everybody. Their drive is to provide a safe and inviting place, open and inclusive, and welcoming to all.

The ownership team, staff and current tap list are certainly demonstrative that Everywhere is here for you.

At the time of my visit, Delicious Moments, a crisp, clean and flavorful Italian-style pilsner dry-hopped with Saphir and Hallertau Mittelfrüh hops was offered on the lighter end of the spectrum.

Gladness (Citra, Mosaic, and Eldorado hops) and Swallowing Butterflies (Simcoe, Mosaic, and Strata) were fresh and on-point West Coast-style IPAs.

For hazy fans, Magnificent Everything NE Hazy Imperial IPA (Idaho 7 and Mosaic) was available.

Add to the above a couple of fruited sour Berliner Weisse-style tart ales, and two creative seltzer offerings. The smoothie/cocktail-inspired Painkiller was brewed with pineapple, orange, coconut crème, cinnamon. Jamaica Limeade is Everywhere's current Agua Fresca-inspired seltzer, brewed with hibiscus and fresh limes.



Everywhere Beer Co. Taproom

Finish it off with a bit of the Affogato-inspired La Ventanita, a 10.5% Pastry Milk Stout incorporating milk sugar, Tahitian vanilla, and Dark Side of the MoonGoat coffee (MoonGoat Coffee Roasters in Costa Mesa). Much of this batch went into spirit-barrels for a later spirited release.

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

TEN MILE BREWING HOSTS

Oktoberfest

& 5th Anniversary Celebration

Saturday | Oct 1st | Noon-10pm

FOOD BY TEN MILE PIZZA KITCHEN & RASSELBOCK KITCHEN

- LIVE MUSIC**
- STEIN HOISTING**
- WEINER DOG RACE**
- LOG SAWING**
- + PRIZES & MORE!**

📍 **Ten Mile Brewing**
1136 E Willow St Signal Hill, CA

BREWER PROFILE

10 QUESTIONS WITH JASON KOLB

by Daniel Drennon

Jason Kolb is the Owner/Brewer at Scholb Brewing in Torrance.

BEER PAPER: *How many years has Scholb been open and what have been your biggest challenges?*

KOLB: We opened in March of 2016. Through our six years, our biggest challenge by far was the creativity we had to have throughout the pandemic. From building a patio in our parking lot, to finding new ways to build the business – like tie dyeing our logo shirts, adding food to our taproom, and partnering with other businesses to co-package products like hot sauce and coffee. We ramped up to-go sales by increasing production on 4-packs and invested in a labeler and canning line which outperformed the previous practice of having our staff hand-canning during off hours.

BEER PAPER: *What have been the most important lessons you've learned as a pro brewer?*

KOLB: Starting as a chemical engineer working in the oil industry made most of the technical challenges much easier. This allowed me to focus on the flavors of the beer by developing my palate and taking risks on unique combinations.

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

KOLB: Almost everything. Even doing the taxes is fun when paired with the right beer. I have a great variety of challenges, from electrical to mechanical to lazy yeast in my seltzer – it keeps me active and on my toes everyday, and I thrive on that kind of work.

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

KOLB: The fear of missing out I feel when the taproom opens, yet I still have responsibilities in the brewhouse. It certainly motivates me to work more efficiently so I can get to my happy hour faster.

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

KOLB: I started at a big corporation, so I longed to own my own business.

There are not a lot of options for a chemical engineer. I guess I could have started a meth lab in the desert or rekindled my stand-up comedy routine – though it mostly would have been dad jokes.

BEER PAPER: *Why should beer fans visit Scholb among the sea of choices that exist nowadays?*

KOLB: At Scholb, we create easy drinking, approachable beers (and a hard “Scheltzer”!) that make it easy for your whole crew to find something they love. Our taproom boasts an abundance of seating, both indoors and out on our patio, which has made us a popular spot for people to host parties. We even have a cornhole league hosted by Dill Games that runs out of our space a couple days a week! Best of all, our staff is so small and tight knit with our community of beer lovers – it's like CHEERS, where everyone knows your name!

BEER PAPER: *What is the most important piece of advice you would give an aspiring brewer?*

KOLB: Hop profiles matter but learn and practice all the trades first--plumbing, HVAC, electrical... then learn and tinker with control valves, PLC's, ignition control units, pneumatic valves and controllers. The brewery is full of complex equipment and finding someone to fix something for you on a weekend is impossible. That wet hopping you did doesn't mean a thing if your glycol chiller is dead for two weeks.

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

KOLB: I see independent craft beer and taprooms only becoming more popular. With the move towards automation, Zoom meetings, and services like DoorDash, people are losing human contact. Beer has always brought people together - creating stimulating conversation and helping people to stay connected. The uniqueness of independent craft beer creates a special place for people to call their own which will always keep smaller breweries around even as the bigger breweries branch out.



Jason Kolb, Owner/Brewer

Photo Credit: Valerie Reed

BEER PAPER: *What would you like the people who come to Scholb to know about you as a person?*

KOLB: I've always been athletic – pair a sport with beer and I am in, from rock climbing to hiking. I am as unique as the beers I make. With so many different “personalities” – Tall Dank and Handsome, SoCal Blonde – and unique flavors like Bee Keepers Daughter lavender ale, I am often

caught saying “the more indecisive you are, the more free tastes you get.”

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

KOLB: The Pusher. (smiling) Because I push people to accomplish things and to push their abilities to achieve what they hope to achieve. And sometimes, I push them to drink with me too!

#beerpaperla

follow us @beerpaperla



@beerpaperla



@beer_weeb



@ beer_pop



@themoderndaydrinker



@beercruzer



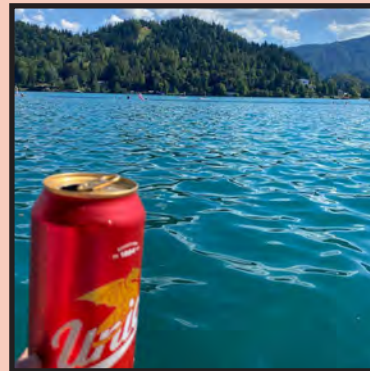
@crashbrewing



@gregvisitsbreweries



@insearchofthepfectbrew



@karlthebeerguy



@itsalegood

RETRO IS
COOL...
UNTIL YOU
CAN'T PLACE A
MOBILE ORDER.



We Help You Put Hospitality First™



📍 gotab.io/en

✉ info@gotab.io

☎ (202) 949-6886

GAMECRAFT

BREWING CO

LAGUNA HILLS

CA



SCAN FOR THE LATEST!



NEW LOCATION REVEALED!
GAMECRAFT BREWING EXPANDS TO GARDEN GROVE, CA!

23301 Avenida De La Carlota, Laguna Hills, CA 92653