Drink BUR PAPUR Read local. | Drink | Burne |

🌐 <mark>Ff 🔰 </mark> beerpaperla

FREE!

VOLUME 9 | ISSUE 5 | May 2023



ALL HAIL HERITAGE! BARBECUE & BEER

by Daniel Drennon

After 25 years of honing his craft, pitmaster Danny Castillo and Heritage Barbecue & Beer are racking up so many awards and recognition that it would take a page just to list them all. Quite simply, Castillo has

become a local legend. He and his wife Brenda have been operating Heritage Barbecue as a pop-up, first at backyard parties and ultimately at many of the best breweries in Orange County. As the red-hot buzz spread that they were delivering central

Texas style barbecue that was a cut (well) above the standard pop-up food fare at breweries, world class brewers quickly embraced Castillo as a friend and a peer who knows the commitment it takes to produce at a best of the best level.

Recently, Danny and Brenda opened Heritage Barbecue in San Juan Capistrano. It is across the street from the famous Mission which is appropriate because Castillo's barbecue is a religious experience. If you see a line waiting out front, trust me when I tell you that it is a line worth waiting in. The Heritage website warns that, "we may close early if we run out of barbecue."

[Cover photo: Danny and Brenda Castillo. Photo by Dennis Benson. Full story on page 12.]



HAVE BEER WILL TRAVEL

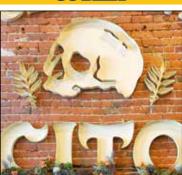


PINK BOOTS



PAGES 8, 10

OCBEAT







Drink local. By Read local.

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

OWNER/PUBLISHER/EDITOR/HEAD WRITER: Daniel Drennon

CREATIVE DIRECTOR: Joshua Cortez

SENIOR CONTRIBUTOR: Tomm Carroll

SPECIAL CONTRIBUTORS: Dennis Benson, Joel Peter Elliott, Sean Inman, David Mulvihill, and Greg Wellins

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 ©2023 Beer Paper LA. All Rights Reserved.



BEER PAPER TURNS 10

TEN YEARS AFTER

by Daniel Drennon

Ten Years After, one of my beloved bands and favorite guitar players (legendary Alvin Lee) from my youth (thus confirming I am the opposite of young now) had their biggest hit with "I'd Love to Change the World." If you are so young that you do not know it, first of all, congratulations, enjoy it while you have it. Secondly, add this titanic tune to your playlist. It's a rock n' roll classic if there ever was one.

The colossal chorus is, "I'd love to change the world, but I don't know what to do --- so I'll leave it up to you." When I became drinking age, I was underwhelmed by the crappy corporate beer options that seemed omnipresent at every gathering of friends or party. I wanted to change that world. But I didn't know what to do. So, I left it up to you, the independent craft brewers who have changed, in fact, elevated the artistry, creativity and, most importantly, quality of the beer we drink and, now, enjoy.

I segue into the lovely achievement that Beer Paper's inaugural issue was when published in May, 2013. We proudly proclaimed in the cover title, "CRAFT BEER IS HERE." Little did we know at the time just how "here" it was to become. Back then, LA had a mere handful of breweries. OC even fewer. Ten years later, that number if you include the IE is over 200. Damn, man. You say you want a revolution? Well, we certainly got one. California now has over 1100 craft breweries that contribute over \$9 billion per year to the state economy. But that is just quantity. I am fond of saying (on the quality front) that California features the best beer in American brewing history. And yes, that includes you, Colorado, and you, Oregon. Every World Beer Cup and Great American Beer Festival competition validates that claim.

Here in the second biggest city in the country, ten years ago, you probably had to drive a significant distance to get to your favorite brewery. Now, chances are, you have a half-dozen to a dozen within a ten-minute drive and a few within biking or walking distance. The world of beer has indeed changed. And for the better.

Now, it's not all rainbows and roses on the Western front. The proliferation of breweries has ensured, by sheer numbers, that not all of them are world class. Many fall into my assessment of brewing "OK beer." Let's not be snobs. There is nothing wrong with "OK beer." If it's your neighborhood joint and you love the people, the staff, the ambience — and the brews are good enough to knock down a couple...there is nothing wrong with that. Just like any other field, not everyone is gonna be The Beatles or The Rolling Stones. Nothing wrong with loving your favorite local band.

But I do love living in the spoiled realm of California's many world class breweries and these are what I call destination breweries. Even if they are on the other side of the county or the next county over and you pass a dozen other breweries to get to them, it is worth the trek. As I like to say to breweries, "your beer is either delicious, damn delicious, or f-ing damn delicious." If your beer does not fall into one of those three categories, sadly I will no longer be drinking your beer. These award-wining brewers at destination breweries have changed the world. They have inspired their fellow brewers and raised the bar as to how fantastic beer can

As Beer Paper turns 10, I would like to thank you, our readers, for your affection and support over the first decade. There is nothing more rewarding than walking into a brewery and seeing a beer fan reading the paper with a gorgeous pint of California craft beer in hand. Many of you come up and share how much you love still being able to read an actual newspaper and that means the world to us. We advocate for independent craft breweries but we publish Beer Paper for you, the beer drinker. It is our passion project so your appreciation means everything to us. We are certainly not doing it for the money.

But on that topic, I would love to express my heartfelt appreciation to all of the advertisers who have supported the paper over the years. As we state in every issue, please support our advertisers as the paper is 100% funded by them. Please pay attention to the ads and give those wonderful folks your business to ensure that we are able to continue to provide *Beer Paper* for years to come.

Last, but certainly not least, I would like to express my profound gratitude to the writers and photographers whose artistry and commitment are the lifeblood of *Beer Paper*. Like the paper itself, none of you are doing it for the money. You invest your talent and your time because you love beer.

Ten years after we wrote, "Craft Beer is Here."

I think it is safe to give that an update.

Craft Beer is Here to Stay.

Cheers. Thank you all. Highest regards.

Daniel Drennon



Daniel Drennon at Heritage Barbecue

Photo Credit: Dennis Benson



10 Years of Beer Paper

Photo Credit: Tobin Hackney

PAGE 4 MAY 2023 | Beer Paper

HAVE BEER WILL TRAVEL

SEOUL SEARCHING FOR SUDS CRAVING KOREAN CRAFT BEER

by Tomm Carroll

By most accounts, South Korea's craft beer renaissance didn't really take off until 2014, with a few exceptions. So when I was honored with an invite to judge the second Korean International Beer Award (KIBA) competition (but the first to include foreign judges) in the country's capital city in early April, I jumped at the chance.

Given the impressive quality of the Korean beers in the competition (239 beers entered from 46 breweries), I knew I had to check some of them out at the source, or at least at the Drink Seoul trade show at the Coex Convention Center, where the awards were presented, or at a taproom, as there are many in the massive megalopolis that is greater Seoul.

A day before the judging, I had the first of what turned out to be one of my favorite beers of the trip at the Wall St. bar/restaurant, recommended to me by a fellow judge from Belgium. Called Over the Top, it was a Hazy IPA (I was skeptical), but it was as bitter as a West Coast, fruity but not very juicy, and certainly not turbid. I think this is only the second Hazy I have ever ordered another round of! No one at the venue who spoke English could tell us what the brewery was, only that it is Korean-brewed (more on this later).

On a more indigenous note, I was lucky enough to sample a Cherry Blossom Lager at the booth for Seoul's 19-year-old craft brewery Vaneheim Bräuhaus at the Drink Seoul trade show the night before the awards. The light-bodied lager was the perfect base to showcase the delicate

cherry blossom floral flavor, which seemed to float atop it. It turns out the owner and brewer, Kim Jungha, was a fellow judge in the competition, and invited several of us to visit her brewpub over the weekend to sample her beer on draught, including Vaneheim's KIBA Silver Medal-winning Land Ale, an Irish Red, as well as DodamDodam Historical Ale (made with Korean Dodam rice), the Yuja (Yuzu in Korean) Queen fruit beer, a pale ale and an IPA. All were perfectly brewed to style.

When I mentioned to Jungha that her Cherry Blossom Ale reminded me of the flowery ales that LA's own Monkish has made, she smiled broadly as she recognized the name, and responded that she would be interested in doing a collaboration. (Are you reading this, Henry?)

Later that evening, a few of us trekked to a local taproom of Ggeek Beer Company to try three of their six KIBA-winning beers, the Gold-striking Smimm (International Pale Ale) and the Silver-mining Ggul Ggeok (Contemporary American-Style Lager) and Poter (sic) (Brown Porter). All very clean and well-made, no flaws.

Following a Korean Baseball day game at Jamsil Stadium (where a fair amount of industrial — but some all-malt — Korean lagers were consumed) the next day, I dropped by the not-so-far-away and multi-beer-award-winning (including five at the recent KIBA) ABI-owned Goose Island Brewhouse for dinner. The spacious, two-story building, with a whole wall dedicated to its awards, and a glass-enclosed brewery by the bar and dining



The bar and dining room at Goose Island Brewhouse



Kim Jungha with her Cherry Blossom Lager

All Photos Credit: Tomm Carroll

room, had two of its recent winners on tap, the Bronze-bearing Magic Hour, a perfectly colored Vienna Lager, which I happened to drink at the appropriate time of day, and the Gold-earning BA Rosalie (Barrel-Aged Sour) — sweet fruity notes from its previous incarnation as a Tripel, tempered by lactic acidity from barrel bugs. When I informed the manager the beer had just won top prize, it was served to me on the house.

Another craft brewery/taproom in the ABI stable is The Hand and Malt/Youngsan Brewlab. I've had the Sang Sang Pale Ale at a couple bars around Seoul, and it's a very nice, dry-hopped American-style Pale Ale with a malty, tea-like backbone (apparently made with local honey), the color of the classic Sierra Nevada Pale. They had a different, inferior Pale on called Your Pale Ale (not to My Taste). The UnexpecTED Saison was much

better, although the high-hopping of Citra competed with the also elevated esters and phenols from the yeast. Apparently this was a 2020 medalist at the European Beer Star.

Beer, There and Everywhere

In the Ikseon-dong area by the Jongno 3-ga subway station, there is a seeming endless warren of tiny alleyways chockfull of shops, restaurants and bars, including some great taprooms in stumbling distance of each other. In there, you'll find two tiny related spots, Brew 3.14, which is just a bar, and Brew 3.15, which also has a kitchen. The beers are mostly Korean craft. None of the beers I tried were award winners, but were definitely worthwhile. Jirisian "Moon Bear" IPA from Craftworks Taphouse

(HAVE BEER WILL TRAVEL continued on page 6)



1 PM TO 5 PM ERNIE HOWLETT PARK ROLLING HILLS ESTATES



SUNDAY JOIN OUR ANNIVERSARY CELEBRATION

CRAFT BEER + FINE WINES + SPIRITS + RESTAURANT FOODS + LIVE MUSIC!

Tickets are limited. Get them today while still available.



INFO & TICKETS: SBBEERWINEFEST.COM SPONSORED BY

BEER PAPER









Thank You for Your Support Produced as a fund raiser by the Rotary clubs of Palos Verdes Peninsula, San Pedro & South Bay Sunrise for community service and outreach projects.

PAGE 6 MAY 2023 | Beer Paper



Historical ale at Vaneheim Bräuhaus All Photos Credit: Tomm Carroll

(HAVE BEER WILL TRAVEL continued)

was a nice take on an old-school, clear and bitter American IPA; likewise, Jeju Island's Magpie Brewing's Pale Ale was a tasty throwback US version of the style, with hops and malt competing for attention, though either unfiltered or chill-hazed. Most interesting was Malegi Brewing's Sea Breeze, a Yuja Gose with a citrusy/salty/mildly tart flavor. Korean sea salt was prominent, yuja was too slight for me.



Sea Breeze at Brew 3.14

Nearby Aledang is a restaurant/bar located in a 100-year-old hanok style of housing, with its uneven stone floors, tiled roofing and open-air garden in the center. There are trees and plants throughout, plus 1950s-60s American/British music on the sound system and colored lights projected around the room. The house beers, from Jongno Brewing, were mostly not impressive unfortunately, as a fourtaster flight revealed, with the white beer over-coriandered, the lager over-limed, and the IPA's bitterness unpleasantly astringent. The Topgol Porter, however, had nice cocoa and vanilla notes, as well



Ikseon Black IPA at Aledang

as flavors of toasted coconut and baking spices, but was a tad too sweet. The Ikseon Black IPA, on the other hand, was spot-on; mildly roasty, with the bitterness merging nicely with that of the hops. Hard to believe it was from the same brewery.

Just around the bend was the good-sized taproom and restaurant for Art Monster Brewing, which has won many beer awards in the past, but curiously none at the recent KIBA (did they not enter?). Regardless, this became the Korean brewery I was most taken with. As soon as I looked at the beer menu, and saw that elusive Over the Top IPA was theirs, I knew I'd be in for a treat. In addition to that beer (so nice to have yet another one!), I ordered Monk's Food, a Czech Dark Lager, which was well done, with a gorgeous malty nose, showcasing highlights of (perhaps a touch too much) chocolate. Another standout was Genesis, a Blueberry "Wild" Ale that was moderately tart at best (a kettle sour?), which balanced the blueberry pie-like sweetness. The mouthfeel was almost fruit-winey, followed by a delightful aftertaste. No surprise it was a previous award winner. As was the next beer...

Given my success rate so far, I had to try

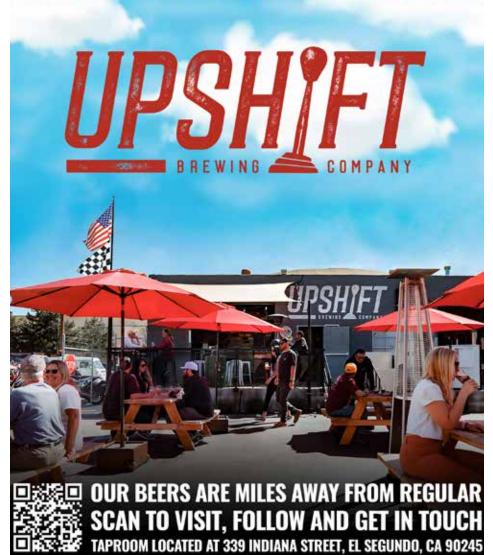


Monk's Food and Over the Top at Art Monster

Endless Love, a Peanut Butter Porter. I was not sorry. Big roasted peanut and dark chocolate aromatics, with the flavors following suit. Peanutty-ness dominates, going almost over the top, but subsiding just in time to keep the flavor from becoming too peanut oily, as many in this genre do. "Great job," I wrote in my notes. I hold the San Diego brewery Belching Beaver's Peanut Butter Milk Stout to be the absolute benchmark in this style, and Endless Love is the first beer I've had that is a serious contender for that title. If only I could find some PBMS in Seoul to compare it to...

...As beer luck would have it, the next day I found that Belching Beaver beer on tap — along with 59 other beers from around the world — at Tap Public Pour & Dine in the Cheongjin-dong section, by the Jonggak subway station. It is part of a chain of pour-your-own-beers. I poured a taste, and concluded they are both pretty damn close to perfection for this style, with Belching Beaver a bit more balanced.

But I wasn't here to drink California beers. Given the format, I poured small tastes of the Korean craft beers I hadn't had, and then did half pours of the worthwhile ones. These included Hip



EL SEGUNDO'S AUTOMOTIVE INSPIRED CRAFT BREWERY



Inside Aledang



Just some of the 60 pour-your-own taps at Tap Public Pour and Dine



Euljiro Pink Chambray Saison at Kiwa Tap Room



Art Monster taproom and restaurant



The Table — Cheongjin Branch restaurant



The author with S.H. Yuja Ale and Korean baseball at The Table — Jongno Branch

Jiro Brut IPA from The Ranch Brewing Eulijiro (fruity hop nose and taste, drinks and finishes crisp and very dry), Big Shot Double IPA from Alecrew Brewing (big dry-hop nose, danky flavor, appropriately bitter, yet well-balanced), and yet another recent KIBA Bronze winner, Seoul Brewing's Choco Loco Porter, (rich chocolate nose, drinks like fudgy chocolate syrup, a tad viscous, but tasty as hell; lives up to the unwrapped chocolate bar pictured on its tap handle).

Minutes away by foot were two separate taprooms for The Table Brewing, which ran the table of sorts with four medals at KIBA. Their Honey Brown took Silver in the Honey Beer category (which I had judged), and deservedly so, as the base English Brown Ale was evident beneath the sweetness. So I knew I'd find some well-made brews.

The Cheongjin Branch was more of a small restaurant, and I just had a late lunch, so I stopped in for one S.H. Yuja Ale (easy-drinking with a liberal use of the fruit; citrusy yet refreshing, with a very dry finish).

Then I moved onto the Jongno Branch, which was a vast basement beer hall with plenty of TVs, all tuned to Korean Baseball highlights (as the night games hadn't started yet). I got there just after it opened at 5:00 p.m., so it was pretty

empty. The pleasant aftertaste of the last yuja ale was still on my palate, so I ordered another one, given it was one of the best of that style I've had in Seoul. Next was a new seasonal beer, Playball, a nice American-style hoppy Pilsner, presumably released for the recent opening of Baseball season. After the beer tender served the beer, he changed the TV to the MLB Channel for me, for some American Baseball highlights (as it was still the wee hours of the morning in the States)

I finished up with Fairway, a "Botanical Saison," which I suddenly realized I had judged in the Specialty Saison category, and our team awarded it a Bronze. The beer's farmhouse-y complexity revealed a lot of hops and fruity-ness in the aroma, yet a tartness in the flavor, with a wine-like mouthfeel.

Those are some of the highlights of my Korean craft beer bar crawl in Seoul last month. Thanks for reading along. I hope it made you thirsty — and left you with a taste to drink other countries' beers, especially craft, at the source.

Geonbae! (Cheers!)

Tomm Carroll will travel to just about anywhere to judge, drink and write about good beer. Contact him at beerscribe@earthlink.net.



PAGE 8 MAY 2023 | Beer Paper

TO LIVE AND DRINK IN LA

GET ON YER PINK BOOTS THE INAUGURAL COLLABREW FESTIVAL

by Tomm Carroll



Pink Boots Society LA CollaBrew organizers Kimberly Rice, Blanca Quintero, Vanessa Rios, Emily Gratke, Mallory Jackson, and Kelly Erickson

Photo Credit: Nick Gingold

It may have arrived rather late this year, but Springtime has finally come to Southern California, and with it, outdoor beer festival season. April's mid-month weekend saw the debut of the (hopefully) annual CollaBrew Festival, presented by the Los Angeles chapter of the Pink Boots Society, in the Frogtown neighborhood in Northeast LA. (PBS, in case you didn't know, defines its mission as "To assist, inspire and encourage women and non-binary individuals in the fermented/ alcohol beverage industry to advance their careers through education.")

The compact fest, which attracted some 250 attendees, and raised approximately \$4,000 to benefit PBS educational opportunities for women and non-binary individuals, featured 20-some area breweries, most of them pouring beers made with the Pink Boots Hop Blend, as compiled by the society and Yakima Chief Hops. Several of them were collaborations with other breweries. The blend featured Loral, Ekunot and HBC 586, and the styles ranged from Session IPA to American Wheat Pale Ale to a so-called "Cold IPA" to a Double Hazy IPA — all hop-forward, of course.

Among the breweries represented were Beachwood, Eagle Rock, Fourteen Cannons, Frogtown, Game Craft, Hermosa, Highland Park, Last Name, Lawless, Los Angeles Ale Works, Malibu, Ogopogo, Project Barley, Sage Brews, Telco and Topa Topa, in addition to the Orange County PBS. Food vendors were Hangaburs, Sad Girl Creamery, Shake Shack and Vchos Pupuseria Moderna.

A welcome addition to any beer festival (at least in this writer's opinion) are informational — if not educational — panels and sessions, allowing attendees to do some thinking along with their drinking. And true to the PBS mission statement, CollaBrew did not disappoint, with several such panel discussions, which fortunately were well populated by attendees.

The opening session featured two of the most well-known women in the LA craft beer scene today: Blanca Quintero, PBS National President and taproom manager at Highland Park Brewery, who interviewed arguably the First Lady of Los Angeles craft beer, Ting Su, co-owner of Eagle Rock Brewery, which launched in 2009, and founder of ERB's Women's Beer Forum. Ting talked about the early days of the brewery, the inspiration for developing the Women's Forum, ERB's most popular LA Beer Week event — the Battle of the Brewery Bands — and the brewery's upcoming second location at The Landing in Burbank.

Blanca also moderated a panel on "Leadership and Marketing," featuring panelists Kelly Erickson, creative director for Los Angeles Ale Works and the "girl" behind the long-running Girls Who Like Beer website/social media account; Emily Gratke, general manager of Fourteen Cannons Brewing and Cicerone-inprogress; Monique Gray, founder of Mo' Betta Brews LA and cider maker/ judge; Mallory Jackson, chapter leader of PBS LA, founder of Craft Culture Shift consulting group, and former general manager of Frogtown Brewing; and Kimberly Rice, head brewer and director of brewing operations for Sage Vegan Bistro and chapter co-lead of PBS LA.

Cambria Findley-Grubb of LA Beer Cats consulting and HoppedLA questioned panelists for a couple of sessions. First was "Brewers That Happen to Be Women," featuring Yvette De Luna, Highland Park Brewing; Annie Engel, Monkish Brewing; Adrianne Hodapp, Hermosa Brewing; Amber Sawicki, Boomtown Brewing; and Michelle Stanbury, Trustworthy Brewing. The LA Beer Cat also herded panelists for a "Quality Control" session, including Vanessa Rivas, quality supervisor at



Ting Su and Blanca Quintero

Photo Credit: Kelly Erickson



Brewers Adrianne Hodapp, Michelle Stanbury, Yvette De Luna, Amber Sawicki, Annie Engel, and Cambria Findley-Grubb Photo Credit: Tomm Carroll

Irwindale Brew Yard; Katie Skow, head of sales for White Labs; and Adriana Vasquez, senior lab analyst at Flying Embers.

Perhaps because of the great selection of mostly one-off beers, the food, the panels and the opportunity to reconnect with old friends (and make new ones), the fest seemed to be over too quickly — even if you got in an hour early with a VIP ticket,

which also landed you a signed copy of Em Sauter's illustrated book, *Hooray* for Craft Beer! But fortunately, all were welcome to the After Party, held literally next door at Frogtown Brewery, where there were some rich, malty beers on the tap list to help balance the hoppiness of the fest's CollaBrews, including the cleverly titled Bock, Paper Scissors Doppelbock, the Dark Hearts Chocolate



Emily Gratke, Kimberly Rice, and Monique Gray

Photo Credit: Nick Gingold

Raspberry Pastry Stout and the Prince George BBA Imperial Porter. Also food and live music.

"For a few years, it has been our dream to host a festival that features Collaboration Brew Day beers and highlight the contributions of women and non-binary individuals in the industry," said Pink Boots LA chapter co-lead Kimberly Rice in a statement released a few days after the event. "We were overwhelmed by the support we received from breweries and attendees, and we hope to turn this into an annual event that continues to grow in the years to come!"

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.



OC PINK BOOTS

ORANGE IS THE NEW PINK

by David Mulvihill

Once again, Pink Boots Society members came together at breweries around the county, country, and world to support, encourage, and raise awareness and funds for brewing industry advancement via collaborative Pink Boots Brews. A portion of sales of collaboration beers go to fund educational scholarships for Pink Boots Society members. This year's annual Pink Boots Hop Blend utilized in most recipes, was developed by Yakima Chief Hops in collaboration with Pink Boots Society members. It features Loral, Ekuanot, and HBC 586 Experimental hops in a mixture expected to impart notes of citrus, stone fruit, floral, tropical fruit and woody-ness. YCH also donates \$3/lb. of hop blend sales to support Pink Boots scholarships.

While Collaboration Brew Day is traditionally focused around International Women's Day (March 8th), brew days may happen any day throughout the year. It's never too late for breweries to support Pink Boots. Beer drinkers can support by drinking the beer. If you see Pink Boots beers on a pub or brewery tap list, try them. Many of these brews are still available to enjoy at the brewery tap

Some of the Brews

Beachwood Brewing partnered with both the OC & LA Pink Boots Society Chapters in brewing Atomic Pink, a 7.1% ABV, 60 IBU West Coast IPA. At press time it was still available at Beachwood Pizza & Beer, Huntington Beach.

Instead of going the IPA route, The Bruery (Placentia) crafted a 4.5% ABV Belgian-style Table Beer with Rose Hips (Hips Don't Lie).

GameCraft (Laguna Hills) brewers Andrew and Mike worked with Pink Boots members to brew Sanctuary Queen Hazy IPA.

Karl Straus, Anaheim was host for Karl Strauss' Pink Boots brew this year. Live and Let Rye IPA was the result and likely still pouring at many Karl locations.

Left Coast Irvine brewed a Session IPA (Pink Chi Chis) released at the end of March.

Lost Winds Brewing (San Clemente) held its brew day on March 8th. Lost Winds staff, along with Pink Boots members,



The Bruery Pink Boots Brew

All Photos Courtesy of Pink Boots OC Chapter Karl Strauss Anaheim Pink Boots Brew



RIIP Beer Pink Boots Brew

Photo Courtesy of Pink Boots OC Chapter



Photo Courtesy of Pink Boots OC Chapter



Left Coast Pink Boots Brew

Photo Courtesy of Pink Boots OC Chapter



Lost Winds Pink Boots Brew

Photo Courtesy of Lost Winds Brewing Co

participated in brewing Pink Beauts Session IPA. Tasting notes from LW brewer, Brandon Winneker: "At 4.7%, it's got great floral, pink bubblegum, and tropical citrus notes and finishes with a nice crisp bitterness."

Riip Beer Co (Huntington Beach) brewed its fourth rendition of Cast a Pink Shadow West Coast IPA. Riip's Ian McCall shared that the team felt this year's Pink Boots collaboration was very special, referencing hiring of Pink Boots member Madie Lewis as a brewer this year. She, along with multiple Pink Boots Society Orange County Chapter members, took part in the brew.

LA County:

For those of you in or bound for LA, the Pink Boots Society Collaboration Brews map reflects the following additional Los Angeles area breweries that have brewed or will soon be brewing PB beers:

Los Angeles City: Native Son, Angel City, Highland Park, Frogtown; Upshift Brewing (El Segundo), Far Field Beer Co (Lawndale), LA Ale Works (Hawthorne), Eureka Brewing (Gardena), Hermosa Brewing (Torrance), Project Barley (Lomita), Trademark Brewing (Long Beach), La Jara Brewing (Norwalk), Angry Horse (Montebello), Lawless Brewing (North Hollywood), 14 Cannons (Westlake Village).

The LA Chapter of the Pink Boots Society held its inaugural Pink Boots CollaBrew Festival on April 15 at Frogtown Brewery. It featured Pink Boots Brews from area breweries and raised additional funds for Pink Boots Society. Please see Tomm Carroll's coverage in this issue.

David Mulvihill continues his thirst to experience and promote the best of craft beer. david@socalcraftbeer.com.





GameCraft Pink Boots Brew

Photo Courtesy of Pink Boots OC Chapter



PAGE 12 MAY 2023 | Beer Paper

COVER STORY

ALL HAIL HERITAGE! BARBECUE & BEER

by Daniel Drennon



Danny Castillo and Chris Granado (Over Night Pitmaster)

After 25 years of honing his craft, pitmaster Danny Castillo and Heritage Barbecue & Beer are racking up so many awards and recognition that it would take a page just to list them all. Quite simply, Castillo has become a local legend. He and his wife Brenda have been operating Heritage Barbecue as a pop-up, first at backyard parties and ultimately at many of the best breweries in Orange County. As the red-hot buzz spread that they were delivering central Texas style barbecue that

was a cut (well) above the standard pop-up food fare at breweries, world class brewers quickly embraced Castillo as a friend and a peer who knows the commitment it takes to produce at a best of the best level.

Recently, Danny and Brenda opened Heritage Barbecue in San Juan Capistrano. It is across the street from the famous Mission which is appropriate because Castillo's barbecue is a religious experience. If you see a line waiting

All Photos Credit: Dennis Benson

out front, trust me when I tell you that it is a line worth waiting in. The Heritage website warns that, "we may close early if we run out of barbecue."

Even more recently, the Castillo's doubled down and opened Heritage Barbecue & Beer in Oceanside. Castillo had formed a friendship with Mike Aubuchon, the award-winning, long time head brewer at Pizza Port in Carlsbad. When Aubuchon heard about the chance to take on new

challenges launching a new brewery, he accepted Castillo's offer to come on board at Heritage.

I would say, the rest as they say, is history. But Heritage as brick and mortar establishments are so new, they haven't even had time to make history...yet. But I tell you this. I ain't betting against them.

DRENNON: Where did each of you grow up, what were you into growing up, and how did the key moments along your path eventually lead you to where you find yourselves today?

CASTILLO: Brenda grew up in Orange County and I grew up in Whittier. Brenda worked in banks and finance and I loved to cook. It was a very natural progression to where we are today.

AUBUCHON: I grew up in North County SD. Growing up, I was into basketball, surfing, motocross and martial arts. I started out as homebrewer in early 2000's. I initially got a job as a part time assistant brewer and bottleshop employee in 2008 at Pizza Port Carlsbad. In 2010, I got a job as an assistant brewer at Pizza Port OB under Yiga Miyashiro, which led to the head brewing position at Pizza Port Carlsbad Village location in 2012. I started at Heritage Barbecue and Beer Co. in 2022.

DRENNON: I adore them both equally, so let's go alphabetical and talk about barbecue first, Danny. I first discovered Heritage at Riip Beer Co when you



BREWING

GRAB THE LATEST COLD ONES AT A BEACHWOOD NEAR YOU:

HUNTINGTON BEACH
DOWNTOWN LONG BEACH
BIXBY KNOLLS
GARDEN GROVE

BEACHWOODBREWING.COM



were doing a pop-up on their patio. The Heritage pop-up became "a thing" at some of the best breweries in the OC. Aside from the lines and selling out as fast as you could serve folks, your word of mouth was nothing short of phenomenal. To what do you attribute that fervor?

CASTILLO: We attribute our success to the product we put out. It has always spoken for itself, since our very first pop up in our backyard.

DRENNON: What was your training and how long did it take you to evolve into a bad ass, world class pitmaster?

CASTILLO: I attended OCC culinary program and also trained in Texas at barbecue restaurants. My wife Brenda has always supported my wild dreams and let my creativity expand.

DRENNON: I am born and raised in the pork barbecue crazy state of North Carolina, so let me ask if there are different approaches to the various styles of barbecue you offer at Heritage?

CASTILLO: The backbone of what we do is central Texas style barbecue, with a more approachable modern California craft barbecue spin. Utilizing seasonal produce and familiar Asian/Mexican flavors.

DRENNON: Any trade secrets you care to share with the countless wanna-be grillmasters who aspire to greatness over their backyard Weber grills?

CASTILLO: First and foremost, always start with the best meat available. Try a local butcher shop versus the chain supermarket.

DRENNON: Thanks for your patience, Mike. Let's talk about the other sublime side of the best pairing on the planet – barbecue and BEER! You honed your chops as the head brewer at the legendary Pizza Port Carlsbad location after getting your foot in the door as an assistant at the Ocean Beach location. Tell us what your learning curve was, who inspired you or taught you along the way, and what was the moment you felt like you had established yourself as a top-notch professional brewer.

AUBUCHON: I don't really want to say that I am an established brewer. Early on in my career, I would say Yiga Miyashiro was the most inspirational and helpful brewer/friend. I was fortunate to have learned cleanliness and technical brewing techniques from him. I am also very grateful for the time of employment at Pizza Port Carlsbad. I had a lot of opportunities to try different malts, varieties of hops, and ingredients. I had a lot of artistic freedom and opportunities to brew in different places in the world.

I have brewed in Germany, Japan, Netherland & Mexico.

DRENNON: I often say that the modern American craft beer revolution came about because your brewers are artists the same way that actors, musicians, painters and sculptors are artists. Your attention to craft and commitment to creativity has caused the unparalleled rising tide of quality in independent beer we have enjoyed over the past twenty years. Agree or disagree?

AUBUCHON: I would say that it's been a hell of a ride to be part of. When I first started at Pizza Port in 2008, I think there were only 14 breweries in San Diego. I never would have thought that the industry would have grown as big as it is now. I have a lot of respect and admiration for the head brewers' commitment, hard-work, and creativity that has helped raise the bar of craft beer and grown the industry to what it is now.

DRENNON: What is your philosophy in brewing?

AUBUCHON: 100% commitment to hard-work and creativity and, at the end of the day, the quality of the beer in the glass served at the pub should reflect that.

DRENNON: That the beers will (mostly) be paired with barbecue, how much does that impact your choices for what styles you are putting on the tap list?

AUBUCHON: At Heritage, we will be making a lot of lagers, IPAs and sessionable beers. We believe those styles of beers pair really well with our central Texas inspired barbecue.

DRENNON: On my visit, the beers were clean, crisp, clear and dry – lovely lagers and super drinkable West Coast hoppy beers. Lagers (and subset pilsners) are enjoying a bit of a full circle renaissance period with their sessionable ABV levels and the best of them are flawless, especially in the reality that you can't hide flaws in them. You had a nice variety of them – Japanese rice lager, Helles, and Italian-style pilsner just to name a few. What's your assessment as the author of these gems?

AUBUCHON: I really enjoy brewing and drinking lagers and low abv beers. I think it's nice when you can sit down and enjoy barbecue and 2-3 beers. Sessionable beers make it more possible.

DRENNON: So how did you two meet and, I presume I am stating the obvious, hit it off to the point you decided to open a brewery together?

(COVER STORY continued on page 15)



A] and Mike Aubuchon on the brew deck

BELMONT BREWING CO



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







FIRST FRIDAY OF EVERY MONTH

8PM

thecracbrewery.com

Cameron Haldwin Productions Presents

SPM

117 E 162ND ST. GARDENA, CA 90248



Mike Aubuchon

(COVER STORY continued)

CASTILLO: We found the space for the brewery. We shortly thereafter hung out with Mike and his wife AJ and we all, wives included, got along.

AUBUCHON: I went to a few of his popups at breweries and enjoyed some of his barbecue. I bought my off-set smoker from Harper Barbecue in 2019. I reached out to Danny on Instagram for some advice, and we reconnected when he moved to Oceanside and started drinking beers at Pizza Port Carlsbad on a regular basis. Danny said that he was looking to open a second location with a brewery and asked if I would be interested in brewing and running a beer program. I was excited for the new opportunity.

DRENNON: Tell me how you found your two locations – the taproom/restaurant that opened first in San Juan Capistrano and the brewery/restaurant that opened



BBQ and Beer

not too long afterwards in Oceanside at the former Urge Gastropub/Mason Ale Works location.

CASTILLO: Brenda and I were fortunate to find our SJC local after years of popups, and were excited to have our growing team able to set down roots in that magical location. We had moved to Oceanside a few years back and drove by that building often. We jumped on it the minute it became available.

DRENNON: You already have a pile on your proverbial plates with the two locations but do you have an even longerrange business plan for where you see Heritage in say ten years?

CASTILLO: Good question. We didn't imagine ourselves here 10 years ago. We just want to keep serving good quality food and beer and keep our Heritage family growing.

DRENNON: Your wives are key players on the Heritage team. Please speak to their roles.

CASTILLO: My wife has been by my side since day one, every pop up from our backyard, to the famous breweries in OC. She is my support, my backup, and can step into most roles if and when needed.

AUBUCHON: My wife, AJ, is the Heritage general manager in Oceanside. She also helps me tremendously with her opinions on flavors and carbonation of beers. She has an amazing palate. She helps with daily operations of the brew pub and cleaning the draft lines and draft upkeep. She is amazing with hospitality whether it's a customer or a brewery friend visiting.

DRENNON: Opening two locations in a short amount of time must have been a daunting challenge to say the least. You are each critically-acclaimed in





Danny Castillo

your respective fields. Would you say that talent or work ethic has been more important in your achievements?

CASTILLO: I think it takes both, hand in hand. A balance.

AUBUCHON: Talent and work ethic are both important and something that I will always take seriously. We are in a very competitive market. I love what I do and I will always put in the work to make the highest quality products I possibly can.

All Photos Credit: Dennis Benson

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

AUBUCHON: Accountable.

CASTILLO: Blessed.

Daniel Drennon is the publisher of Beer Paper. He has been writing about the local beer scene for 15 years. If you happen to see him at a brewery, some say hi.



PAGE 16 MAY 2023 | Beer Paper

OC BEAT

Brewer with Multipurpose

by David Mulvihill



Cerveza Cito Head Brewer Kevin Buckley

Cerveza Cito

In early 2020, after Brandon Fender and wife Robyn Spevacek put The Good Beer Co up for sale to return to their roots in Julian, Santa Ana locals stepped up to purchase the brewhouse and historic building at 309 W 4th Street in Downtown Santa Ana. Suavecito owners (and craft beer fans) Pete & Tony Adame and the infamous J-Bird, already possessing a very intriguing story surrounding the birth and success of their pomade brand, barber shops and apparel lines, made the decision to own a neighborhood brewery as well. Cerveza Cito took form in mid-2020; with veteran (and award-winning) brewer Kevin Buckley enlisted to assure their beer was first class.

Folks may recognize Kevin as the former Head of Brewing at Barley Forge Brewing in Costa Mesa. Kevin's professional brewing career spans almost 20 years and has included Latitude 33 and Backstreet Brewery in Vista, Alpine Beer Co, as well as breweries in Canada, Illinois, and Iowa.

Setting & Beer

The atmosphere upon entering Cerveza Cito is festive and inviting; with a Día de los Muertos motif. The ground floor of the tasting room, which is supplemented by front patio, second and third floors,

All Photos Credit: David Mulvihill

provides ample room for visitors. The third floor, equipped with separate bar, can be rented out for private events.

Kevin curates a wide assortment of well-appointed classic lagers and ales, with choices available for the palate spectrum. Following, is a sampling of a recent taplist. On the lighter end were the light and refreshing Cholo Water Bohemianstyle Pilsner, Firme Lager and Mi Morena Amber Lager. Quemacocos, a 5.8% Coconut Rye Stout was offered on CO2 and Nitro. A white stout, blood orange wheat, and a fruited sour were on tap, along with two New England/ hazy-style IPAs and a West Coast IPA.

Four hard seltzer creations were on rotation: Lime Margarita, Fruit Punch, Watermelon, and Mango & Chili. The seltzers are also utilized for slushies.

Customers can transform any of Cito's beers into a Michelada, with seven different house and specialty Michelada mixes to choose.

For food options, the SaborCito Food Truck can usually be found parked out front Wednesday through Sunday. Consult eatsaborcito on Insta.

When *Beer Paper* caught up with Kevin in mid-April, he shared that he and the

Cerveza Cito team were busy preparing for a sizable expansion, one that will see installation of a new 15-barrel Maheen brewhouse, fermentation and brite tanks, and canning line into a 6000 square foot building down the street. Cerveza Cito's current brewhouse footprint sufficiently supplies the taproom, but lacks space for additional production the new facility will provide.

Cerveza Cito isn't the only thing keeping Kevin busy these days. As mentioned in the March installment of this column, Kevin's partnership with Santa Ana River Brewing finds him assisting with brewing its beer and occasionally creating a unique limited run for his own private label, Brixley Brewing. These smallbatch Brixley brews provide him an extra opportunity to flex his brewing muscles

in creating brews that might not normally be brewed as part of Cerveza Cito's or Santa Ana River Brewing's lineups. When available, Brixley beers will be on tap at SARB. Only a small amount of kegs and cans make it to outside distribution.

For those reading this early enough, the Cito de Mayo Street Festival will be taking place Saturday, May 6, on 4th Street in front of the brewery, a great opportunity for enjoying Cerveza Cito beer, live music, art, food and the DTSA experience.

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.



Cerveza Cito flight



Kevin Buckley in the brewhouse



Kicking off the 14th Annual LA Beer Week

SATURDAY, JUNE 10 1-5 PM GA • 12-5 PM VIP

ShoreLine Aquatic Park in Long Beach

150 BEERS FROM 75 BREWERIES LOCAL FOOD • LIVE MUSIC • GAMES



All tickets include unlimited tastings of craft beer and a commemorative glass.

EARLY BIRD

Before May 9

General Admission: \$55 VIP Admission: \$70 Designated Driver: \$20

REGULAR

After May 10

General Admission: \$60 VIP Admission: \$75 Designated Driver: \$20



Scan the code or visit bit.ly/LABG-2023-Fest



PRESENTED BY

labrewersguild.org



PAGE 18 MAY 2023 | Beer Paper

LA BEER BAR

A Spoke in the Craft Beer Wheel

by Sean Inman

The Los Angeles River crisscrosses and zigzags through a varied slice of the city. But there are not many spots where one can sit down and have an LA brewed craft beer while watching the river glide by in its concrete channel. Maybe beer fans here aren't clamoring for it?

But in the Frogtown neighborhood, you will find down a narrow street, the Spoke Bicycle Cafe and you might be lucky enough to find an upcycled table right next to the bike path from which you can see the river, sip your beer, while cyclists roll past.

Spoke, founded by Laurie Winston and Rich Latronica is not the typical beer spot that you see in the pages of *Beer Paper*. It started life as a bicycle shop, with repairs, custom builds, and bike rentals (including tandem) available. It has evolved from shop to offering drinks, to light food options until its current form as a full cafe, art installation and community hub.

Craft beer had its Spoke coming out party when Jimmy Smith, who many remember from his tenure at the Glendale Tap, curated a nightly beer and food pop-up during the summer of 2022. It was a toss up as to what was more impressive, the beer or the food choices. That series stopped with the end of summer but now that our rainy season has passed, nights at the river may hopefully return again.

For those visiting in the meantime, Spoke is open morning until 5pm so it makes a perfect springboard for exploring craft beer in this little niche of Los Angeles. Queue up and order a beer and some food to begin your beer day and from there you are a short bike ride from Frogtown Brewery which is also on the path and you are a short hop up Fletcher Drive to Eagle Rock Brewery which shares similarities to Spoke in the bright fun colors of outdoor decor.

You can close your LA River day by checking the to-go choices at the second Heights Deli on San Fernando Boulevard which is not far removed from the bike path either.

Back at Spoke there are both shady and sunny spots to sit in this mostly outdoor space. The vibe is social and fun. It is not just cyclists in their logo'd jerseys and bike shorts but families, dogs and groups of friends. The beer menu is not a multipage affair, rather, it is a few beers mostly from local breweries such as Common Space, 14 Cannons, Highland Park, Far Field and the very on point, Seek la Vee ah West Coast IPA from Los Angeles Ale Works. I was kind of surprised that there was not a house beer with some sort of bike equipment pun that rhymed with hops.

Future river revitalization plans should incorporate more oasis spots like the Spoke Cafe because Spoke, the bike path and the river are all agents of connection of people to each other and people to their community and people to the wider world. Also, maybe, an interaction between Angelenos and the river which so many of us do not even see, but should.

Beer, especially locally made beer, with its own story about the City of Angels can be a connector as well, creating the social interaction that is needed in our Work from Home / digital age by getting people out of their cars and into bikes and walking shoes so maybe a bike shop that serves beer next to a tamed river ain't such a crazy idea.

Sean Inman is a beer writer from Glendale who founded the Beer Search Party blog, one of the oldest, if not continuous beer sites in SoCal. He is currently hoping that the Portland Trailblazers get the #1 pick in the NBA draft.



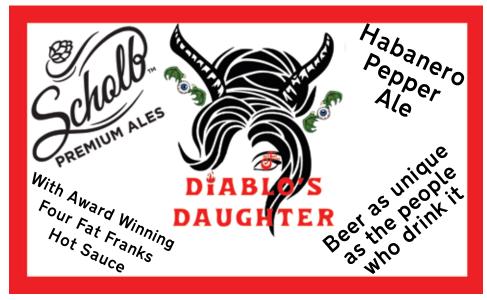
Spoke Bicycle Cafe

All Photos Credit: Sean Inman



Spoke Bicycle Cafe

All Photos Credit: Sean Inman



Find local craft beer jobs.



PAGE 20 MAY 2023 | Beer Paper

NEW BREW TO YOU

LIVIN' THE BEER THUG LIFE

by Greg Wellins



The Beer Thug raises a glass, "Cheers MFs"!

By now, *Beer Paper* readers have probably noticed several articles written by this random guy from Arizona wondering, perhaps, what gives? Well, though I reside there, I spend significant time in Southern California, having visited the vast majority of its breweries. My contributions to *Beer Paper* tend to focus on the people I meet, and the atmosphere of the brewery, rather than on the beer. Frankly, I let the beer speak for itself, and often note that if it isn't very good, that brewery won't be around for me to

taste its beers during future visits. Read on, for one of my most unique brewery experiences to date.

What started as a visit to Bell's Border X Brewing turned into something much, much more. And completely unexpected. As always, I arrived a few minutes before opening to take some photos of the exterior with friends, and when we walked in were told by beertender Angel that the first round was on the house, due to our having to wait. I told him, "But

All Photos Credit: Greg Wellins

we weren't waiting, we were just early." Having none of that, Angel handed us Round 1 gratis. A nice if unnecessary

This being my 1,413th (and, as things turned out, my 1,414th) brewery visit, I began asking Angel about the brewery. He quickly informed me that he didn't work for Border X brewery. After a quizzical "huh?" he told me that he worked for the location's Alternative Proprietorship Brewery, Beer Thug

Brewing. In fact, Angel told me that his father Edgar Preciado was the Beer Thug himself, and asked if we wanted to meet him. That would be a "yes."

Minutes later, I was speaking with Edgar, after he sprang down from his office on the second floor. It was as if he was waiting to talk all things beer thug life to anyone who would listen, and were we willing listeners! What I gathered was that his was a story of redemption, as his prior life involved membership in a south central gang, and ultimately incarceration in both state and federal prisons. Not the typical type of person I meet at a brewery, and certainly not in my career as a lawyer for the federal government.

As we toured the brewery with Edgar (still no one had arrived from Border X, but that didn't deter Edgar from educating us about that brewery too), while enjoying Beer Thug's delicious beers, we learned that while in prison, Edgar learned about beer making, and upon release, went to work on an idea of his – to establish a Beer Thug Life lifestyle brand. That quickly morphed into Edgar's love for home brewing, and he began collaborating with other breweries to brew his recipes and promote his brand. That part of the journey led Edgar to several collaborations with breweries, including the now defunct (and sadly-missed) Indie Brewing Company in Boyle Heights. In fact, Indie was one of his favorite hangouts, and a continuing relationship ensued with Indie's former Head Brewer Steve Andrade, who is now Beer Thug Brewing's partner and brewer. I recently came up with a word for a happy accident at a brewery (beerendipity), and it seems as if that word aptly describes the current situation at Beer Thug.



Angel with an unexpected surprise



The Beer Thug himself



Edgar switching into Border X mode

At one point Edgar asked if I wanted to try a Border X beer. I informed him that I have two rules when visiting a new brewery – I must drink two full different beers, and talk to at least one person, after which, I have "visited" that brewery. I told Edgar that in order to count this also as a Border X visit, I'd need to drink the two beers. He turned around, put on a Border X hat, turned the Border X lights on, switched the electronic beer board to Border X, and proceeded to pour me two of its beers. Hence, the aforementioned 1,414th brewery visit materialized. This

was turning into one special afternoon.

Though I mentioned I don't generally focus on the beer, I'll note that all of the Beer Thug beers I had were delicious, and seemed to encompass both the best of Edgar's recipes, with beers reminiscent of Indie (in addition to partnering with its brewer, he also acquired Indie Brewing's tanks). I already knew that I would like the Border X beers, as I'd already had them at its San Diego location. While it would have been great to have met people actually with Border X, it somehow



Sometimes it's Beer Thug, sometimes Border X, and sometimes both

seemed more fitting to see Edgar go outside the box to ensure that we were able to try their beers.

Beer Thug Brewing's ultimate goal is to develop its own brick-and-mortar location, and I'll plan on being there for its Grand Opening if/when it occurs, but for now it has carved out its own home within the Border X taproom in Bell. Drop in for yourself – who knows, the Beer Thug himself may just be there, and if you play your cards right, you may end up doing a chug with him like I did, and hear his

catchphrase, "Cheers, other suckers." Umm, those last two words rhyme with something else.

¹ An Alternative Proprietorship is a separate entity that shares the same location as another business.

Greg Wellins is a federal government lawyer by day and a brewery lover at all other times. He has visited over 1400 breweries and counting. You can follow his exploits on Instagram @gregvisitsbreweries



Cheers!

Bust out your big hair and gnarliest outfit for a totally rad evening of fun

Multiple local and regional breweries and wineries will be on hand for sampling, plus enjoy awesome food trucks, sick spins by DJ Richie Rich, and live music by new wave '80s cover band The Spazmatics.

SATURDAY, MAY 6

PALMDALE AMPHITHEATER

VIP Admission: 6-7 pm General Admission: 7-10 pm

For ticket information and additional details, visit cityofpalmdale.org/visitpalmdale

PAGE 22 MAY 2023 | Beer Paper

BOOK PREVIEW

THE RISE OF LA BEER...THE FALL OF STRAND

by Joel Peter Elliott

And now, for something completely different...

(don't forget, these are excerpts from an art book, not a novel)

Startup. To file the paperwork, to start the process of starting a brewery, you are required to provide certain documents to the government that includes a signed lease. This means that, unless you've negotiated the greatest lease in the entire universe, you are paying rent from day one. Or close to it. To sit on an empty building while they process your application. And process your application. And process your application. And by the time they actually do process your application, they've been processing your application for so long that you had lost faith in them ever processing your application and you forget what you were waiting for.

Equipment. Equipment can be expensive but it's pretty amazing how much you can save if you get creative. Brewing equipment is very closely related to dairy equipment and it's not uncommon to see a lot of converted dairy tanks floating around in the brewing community. We could only afford to piece our brewery together with whatever was as cheap as possible. At one point, I found a tank that we needed that was for sale in Sacramento. I drove up there one morning, threw it in the back of my truck, and drove home that same day. It compressed the rear suspension pretty well and it only stuck out the back a couple feet. As I drove, I wondered about what people wondered about what I was doing. You know, like I was the star of the music

Brewhouse. When we built the first facility at Telo Avenue, we purchased an old 7-barrel Pub Brewing Systems brewhouse. A two-vessel, over-under configuration. When it arrived, we understood why it had been so cheap. It had no doors. So, we bought some inexpensive welding equipment and taught ourselves to weld. Not only did it save money but I think we figured if we had to spend the money anyway, why not also gain the experience rather than having somebody else come and do it? I think that brewhouse cost us like twelve and a half thousand. Plus, the cost of repairing the doors. I remember screaming at the guy: You effed me, Ralph! He wouldn't return my calls after that.

Cost. All the books that we could find, and everything we read, and everything we heard, said that starting our brewery was going to cost between \$500,000 and \$1M. But we didn't like those numbers. We couldn't afford to. Honestly, if the first version of Strand had cost \$1M to build, it would have had gold-plated things. I'm not even sure it's possible to spend \$1M on

a 1500-square-foot brewery. Maybe that includes enough money to lose money for the first couple decades of being open? Or maybe you pay a guy like me, a ridiculous amount of money to sit in a chair and tell you what you should probably do. There's an idea. I think we came in at just about \$85,000 total, that first time around.

Strand. We were having trouble choosing a name. We landed at Strand because Jeff (Parker) had grown up in Hermosa on 24th and Strand. He had learned to brew in his garage there. So, it made sense. We soon realized that there was a thing called the Strand Brewer's Club. We were lucky that they were excited about us building a brewery in their backyard. They decided not to sue us. My buddy, Rob, a longtime member, likes to remind me of that fact as often as he can naturally work it into the conversation. He's a good dude. Hi, Rob.

Henry. Henry, of Monkish, sent us a very nice letter when he decided to open his brewery in Torrance. It was personal and heartfelt. He was excited. I've always had a lot of respect for Henry. I think he's got an interesting backstory. And I have enjoyed watching him work his magic. He's a fantastic brewer. Whether or not you agreed with his choices, artistically, you could never argue that his early beers were all studies in restraint and understatement. Nuance. The American palette was largely trending toward big and bold at the time he opened. People wanted beer that was kicking them in the face and Henry was conducting symphonies with the high-notes. Eventually, he would decide that he couldn't beat 'em. But instead of joining 'em, he brought hazy beers to the west

Michael. Michael, of Angel City, on the other hand, wasn't very nice to me. Remember, if you will, that Angel City was, for a long time, located over at the Alpine Village. Which is technically in The Harbor Gateway, that 5.14 square mile narrow strip of land that connects the harbor to the city of LA, but it gets a Torrance zip code. Shortly after we broke ground, I popped in one afternoon to introduce myself and pay respect. The impression I got was that my efforts had come a little too late. He had been wondering when I was going to finally stop by. He gave me a chair, and a beer, and then lectured me about how effed my business model was. We wouldn't last. He didn't say "effed" either. He said the fourletter-word version. I guess, in hindsight, I can appreciate its awesomeness. His awesomeness. Brewers, as a group, aren't afraid to speak their minds. It was kind of a dick move. Bold. Conceited. But I don't hold any animosity.

Leap. We cut open the concrete floor and dug a hole in the ground without having enough money to finish the project. I



Joel Elliott, Jeff Parker, and Rich Marcello, a few weeks after opening in 2009

think that was my decision. We stored all the dirt in the office until we needed to backfill the hole. Something about the brewery possessed me. At first, it was the idea that we would be doing a thing for a living that had no real blueprint. We were defining our future. I feel most comfortable when I am incredibly uncomfortable. I like it when the situation is critical. When some skin is on the line and my choices matter more than they would otherwise. See, there it is. It's probably some kind of addiction. I must have been trying to fill some empty space inside. Prove something to myself. And to you. Later, it was about proving "them" wrong when they said we weren't allowed to do it. And then it was like: Oh, yeah? I can't do that, huh? Here, hold my beer a

Mill. We initially used a homebrew barley mill because we couldn't afford a real one. We destroyed that thing. We used zip-ties and built a rig to motorize it using the forks of the forklift and a power drill. The mill was meant to run maybe 20 lbs of grain every couple weeks. We ran about 1200 lbs through it over the course of several hours. One of us held the drill,

and the other slowly fed the grain from a fifty-pound bag into the tiny hopper. I think we melted the bearings. Eventually, we purchased Belmont Brewing's old mill from Blackwell. Their grain room was down in the basement and it took a good amount of effort to get that several hundred pounds of steel up the narrow staircase. It was bright orange. The mill, not the stairs. When we ran the first bag of grain and it only took 90 seconds instead of 15 minutes, we celebrated by jumping up and down. And then we gave each other hugs.

Lorna. For the first few years, one of my jobs was to watch the money. I would look at the bank account every day and compare the balance against the checks we had written and the invoices we had sent out. We were just a few months in and that graph was clearly trending toward zero. Eventually, next week was going to be the week that it all fell apart. We were going to run out of money. My sister, Lorna, had been talking about giving us a couple thousand for some time. She doesn't know it, but when she eventually did, we deposited that money only a couple of days before our bank account would have



Joel leans against a new 60-barrel fermenter, 2013

gone negative. It was a turning point. After that, we started selling enough beer to turn that trend upside down.

Fermenters. I was adamant that we purchase new fermentation tanks as opposed to used ones. I had become the de facto project manager for the startup and as I began to learn more about what we were actually getting ourselves into, it became apparent that we needed to make decisions that would result in a reduction in the number of variables whenever possible. There wasn't a great inventory of used fermenters at that time. The ones we were seeing, in the size range we needed, were pretty old and beat up. They looked like cans of worms and our product was going to be held in them. So, we tightened up our belts and spent a little more on new

Inside Out. I flew up to Portland to inspect those tanks. Nowadays, that would be complete overkill. Tanks are pretty solid anymore. But I'm glad I did. Some of that early brewing equipment coming from overseas was especially bad. These particular stainless steel tanks were polished to a mirror finish on the outside but had developed a bad case of rusty spots on the inside. I think the salesmen were bummed when I asked to look inside. They knew. Needless to say, we decided to work with another vendor. One that had better overseas connections.

Commute. Rich was living happily in central California when I talked him into joining Jeff and me in the brewery project. There was one conversation in particular that he and I still joke about. It's the one

where I really turned on the juice and it pushed him past the tipping point of his decision-making process. He spent months commuting to Torrance in his beat-up old pickup truck to sell as much beer as he could on his days off. Keep in mind that the brewery hadn't been built yet and he was selling beer that didn't exist. The work he did then had a positive and lasting impact on craft beer here locally. Without any actual product to sell, what he was actually doing was changing this idea that beer was only made somewhere in a big factory, far away.

Roof Access. Our access to the roof at that first warehouse was located in the adjacent unit. We were working around the clock and occasionally needed access when the neighbor's business was closed. We had built a platform out of 2-by-fours and plywood that we used to lift ourselves to the warehouse ceiling using the forklift. It barely reached. Out of necessity, we discovered that even with the forklift at full extension, the platform fell well short of the parapet but if you took the six-foot ladder up there with you, you could lean it against the wall and just barely get yourself onto the roof. But only if you stood on the top step of the ladder. Getting down was the difficult part. You had to dangle off the edge of the roof and blindly lower yourself back onto the ladder.

Ghosts. I spent a lot of time working alone, late into the night at the Telo location. Occasionally, the hair on the back of my neck would stand up straight and I would hear an angry voice in my head that would shout: Gettttttttt Outttttttttt! It was a grizzly, jagged voice.



Hot and Cold Liquor tanks with fermenters in the background

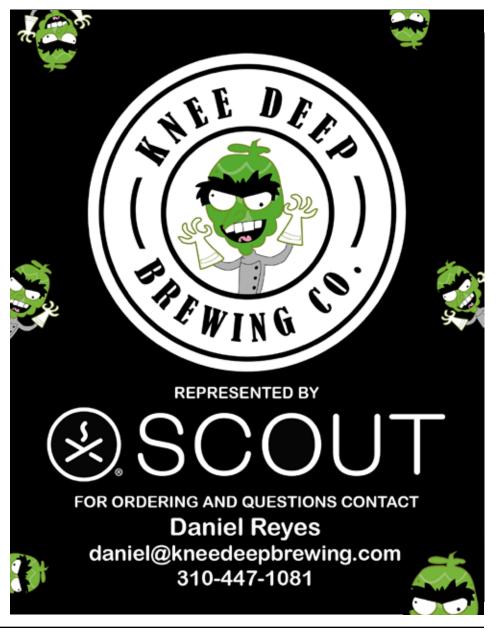
Not a voice I had ever heard before and certainly not my own internal voice that I hear when I'm thinking. It would come out of nowhere and it was loud. And then there were the figures in the bushes outside that I would catch out of the corner of my eye. I always wrote it off to exhaustion. Until I learned that a gentleman had hanged himself several years earlier in the unit across the parking lot. I had to go into that unit a couple times at night. Alone. Not a huge fan.

Double Dog. I remember what building the brewery tasted like. We drank a lot of Flying Dog's Double Dog, Double IPA. It was pretty cutting-edge at that time. Today, you would probably spit it out and never drink it again for being far too

malty. It's funny how beers are like songs. When you remember what the world was like when they came out, they bring those memories with them. Some are timeless. Others are dated and haven't aged well. Anyway, Double Dog was like 11% or something and it got us pissed quicker.

...to be continued next month in *Beer Paper's* June issue.

Joel Peter Elliott was the co-founder and brewer of Strand Brewing. Each month, Beer Paper will feature an excerpt from his forthcoming book, The Rise of LA Beer...and the Fall of Strand Brewing. You can follow Joel on Instagram @ strandbrewingco or at strandbrewing.com







NEW BEER LINE-UP!

- >SHADOWSTEP MEXICAN-STYLE DARK LAGER
- >GAME AS F*** WEST COAST IPA

[COLLAB WITH REVISION BREWING]

>LOS SANTOS LAGER - MEXICAN-STYLE LAGER



ACCESS:

BEER_RELEASE_SCHEDULE EVENTS_CALENDAR RETAILER_SALES_SHEET FIND_OUR_BEERS