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**HOLLINGSHEAD'S DELI HITS, GULP, 60!!!**



Ariel, Michael, Charrion, and Ken Jr. Hollingshead

Photo Credit: Dennis Benson

by Daniel Drennon

In a post-pandemic era in which many small businesses struggle to survive beyond a year or two, Hollingshead's Deli, an iconic and beloved-by-beer drinkers institution

in Orange, is set to celebrate an incredible 60-year anniversary on July 15. Owned and operated to perfection by second generation Hollingshead's Ken and Charrion and now third generation

Hollingshead's Michael and Ariel, do not think that their current elite destination beer bar and deli was without a long struggle.

Launched in 1953 (yowzers!), as Hollingshead Finer

Foods, a small grocery store six blocks from historic Wrigley Field in Chicago, Ken, Sr. and wife Jackie worked long, hard hours and lived in an apartment behind the store. In 1962, like so many others

who dreamed of living in sunny Southern California, they sold the store, moved to Anaheim and opened Hollingshead Finer Foods in Orange.

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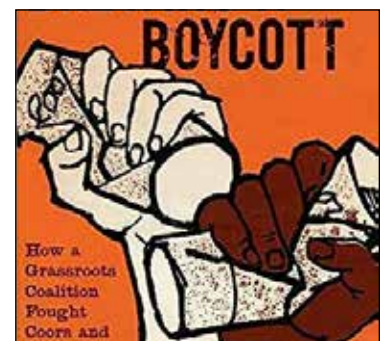
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## FIELD CORRESPONDENT

# My Beer Paper Journey

by Greg Wellins

Among my many work trips to Los Angeles, vacations, and our daughter playing college softball at Loyola Marymount University (2013-2017), I've taken almost monthly trips to LA over the past 10 years. Of course, I spent quite a bit of time getting to know its breweries, as well as the breweries throughout SoCal on the way to LA. In 2013, I started noticing a stack of this thing called *Beer Paper* at most of the breweries, even those in the Inland Empire. I would read it while enjoying my beer, and usually take two copies with me – one to continue reading, and one to save.

In the Summer of '19, I was getting ready for our Labor Day Weekend trip to Manhattan Beach, catching up on my *Beer Paper* reading, checking for news on new or existing breweries that I may not have visited, and of course scouring the brewery directory usually found at the back of the issue. I noticed on Page 2 a list of those involved with its publication, "Owner/Publisher/Editor/Head Writer" Daniel Drennon. I'd been collecting *Beer Paper* almost since Day 1 (May, 2013), but knew for a fact that I did not have the very first issue. Since I'm a completist (some

would say "lunatic") I thought, "what the heck, let me email this guy and see if he has any extra copies of Volume 1, Issue 1 laying around."

Turns out, Daniel did have a copy for me, so we met up at Trademark Brewing near his home in Long Beach (see pic). We also discovered that in addition to our love for all things craft beer, we had much more in common (similar ages, our mutual love of college basketball (Daniel went to Duke, as did my wife), our professional careers in government, being music fans, etc. I was staying in Long Beach that night (I never stay too far from the new breweries I visit so I can walk/Uber home from them) and Daniel invited me to stop by his home the next morning for a beer before heading up to LA for some brewery-hopping.

He offered me some *Beer Paper* swag for being a fan of the paper (he had boxes of hats, shirts, etc.) and as I was leaving, he asked if I was going by Brouwerij West. I said I wasn't planning on it, but could go. Daniel handed me a couple of stacks of (the entirely self-distributed) paper to drop off there, after which he said, "since you're

going that way, do you mind dropping off the papers at Burnin' Daylight, Strand, Yorkshire Square and Smog City on your way to Monkish?" Of course, I didn't mind, quickly realizing, however, that my "free" brewery swag had in effect turned me from a lawyer into a paper boy. Nicely done, sir.

Flash forward to June, 2023, and *Beer Paper* is going strong, having turned ten years old in May and having survived a global pandemic that, of necessity, caused Daniel to cease publication for 19 months while brewery taprooms were closed to the public, only publishing issues online. Not only has our friendship grown through many brewery visits, but I'm proud to say that I have also become a full-fledged contributor to *Beer Paper*! I've gotten to know others from the team, including Senior Contributor and beer judge and historian Tomm Carroll, whose many articles through the years have educated us on the LA beer scene, past and present.

Although my daughter has since graduated from LMU and moved to San Diego, I still make sure that I get my "LA Time" in each time I see her. My

contributions to *Beer Paper* have included brewery visits (14 Cannons, Homage's second location, La Jara Brewing, and Beer Thug Brewing), road trips (Bend, OR, and Chicago, IL) and even a "Beer Notes from AZ" article describing the beer scenes in and around the Cactus League Stadiums. I get a special thrill each time one of my @gregvisitsbreweries IG followers sends me a pic of them reading one of my articles in *Beer Paper*. To say that I'm glad I sent that email to Daniel in 2019 would be an enormous understatement. Continued success to this fantastic beer publication, and here's to the next 10 years (or however long the *Beer Paper* team wants to continue to put their hearts and souls into it). Like I used to do, please let your breweries know how much you enjoy the paper and support *Beer Paper* advertisers as they are the sole funding for this publication.

Cheers all.

*Greg Wellins is a federal government lawyer by day, and a brewery lover at all other times. He has been to a mere 1,491 breweries, and is a frequent contributor to Beer Paper. You can follow his exploits on Instagram @gregvisitsbreweries*



Getting my White Whale — Volume 1, Issue 1 at Trademark Brewing

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## TO LIVE AND DRINK IN LA

# THE LOS ANGELES MEDAL HEADS WBC WINNERS PANEL AT LABW FEST

by Tomm Carroll

Fourteen years after the very first Los Angeles Beer Week, which also marked the beginning of the craft beer renaissance in the County of the City of Angels, we have a sextet of World Beer Cup-winning Los Angeles breweries. And at the kickoff festival for the long-awaited return of LA Beer Week in Long Beach's Shoreline Aquatic Park on June 10 — one month to the day after accepting their medals from the Brewers Association in Nashville, Tennessee — these brewers congregated on stage to talk about their beers to the festival attendees.

And as a history-minded beer writer, I would be remiss if I did not mention that five of those six medaling breweries are based in the Downtown LA area, which coincidentally, is where commercial brewing began in Los Angeles back in the 1850s.

LA's World Beer Cup winning brewers/breweries/categories/medals include:

**Nic Bortolin, 14 Cannons Brewing** — Prussian River Baltic Porter — Strong Porter — Bronze

**Layton Cutler, Angel City Brewing** — Apple Pomace Puncture — Experimental Wood-Aged Beer — Silver

**Dave Ziolkowski, Arts District Brewing** — Elevated — Australian-style Pale Ale — Silver

**Sam "Chewy" Chawinga / Ben Turkel, Boomtown Brewing** — Party Pils — American-style Pilsner — Silver

**Bob Kunz, Highland Park Brewing** — High 9 — Hazy Imperial IPA — Silver

**Lars Lesterud, Hi Def Brewing** — Bass Clef Barleywine — Barrel-Aged Strong Beer — Silver

Four of the six award-winning brews actually were served at their respective booths at the fest, save for Boomtown's Pilsner, and Highland Park's Hazy DIPA, which was the brewery's most recent anniversary beer. As the organizer and moderator of the panel, I was duty bound to try that quartet of beers before asking the brewers about them.

And I can attest that each one was an exemplary example of the category in which they medaled. Most impressive to me though was Hi Def's Bass Clef. Because, of all the layers of flavors emanating from its aging in multiple barrels, and the resulting complexity, it was still evident that beneath all that, the base beer was indeed a barleywine. (If this was a silver, I can't imagine how amazing the Gold medal barrel-aged strong beer must have been!)



Dave Ziolkowski, Lars Lesterud, Layton Cutler, Sam "Chewy" Chawinga, Nic Bortolin, and the author  
Photo Credit: Lloyd Brown / craftbeerguy.com

Unfortunately, at the last minute, Bob Kunz was unable to join us for the panel, so he is not included here. We were the "middle act" between the two bands performing that day, The Lucky Ones and Feed the Kitty. We had a tight time slot, but made the most of it.

As there was so much great beer to be had at the fest — let alone old friends with whom to reconnect, or new ones to make — a vast amount of attendees did not get a chance to see and hear these brewers talk about their medal winners. So following are their edited (for length and clarity) responses and comments to my questions:

**Q: Tell us about your award-winning beer, and your impetus for brewing it...**

**Dave Ziolkowski:**

Hi, I'm Dave. I brew beer at Arts District Brewing Company. We've been open in downtown for almost eight years. I also brew beer at Homebound Brew Haus in Union Station, so if you're taking the Metro, go drink beer there too! As for Elevated, this beer was really a lark. We were — and still are — undergoing a complete demolition and rebuild of our elevator, and the brewery is in the basement. So we made a beer that was easy for us to grain out, and could still be called an IPA. It's very lean and mean — 6.2%, which is probably too low of an abv for some people drinking IPA.

It's highly attenuated to cut down on our grain poundage, and all barley for good lautering and spent grain drainage.

We finished it with Riwaka, Citra and Centennial hops.

It has kind of a very skeletal base that explodes with that hop character, and it's clean to the point where it's almost lager-like like. And that's the story of Elevated.

**Nic Bortolin:**

We're in Westlake Village so it's right up the 101. Visit us in Westlake. We won a bronze for our Baltic Porter called Prussian River, a 9% lager. Next time you want to drink a nice, big, full, robust lager when you visit 14 Cannons. It's nice and roasty with an even malt base. And we love lagers at 14 Cannons. We have four lagers on year-round.

**Lars Lesterud:**

I'm Lars from HiDef Brewing. You probably don't know where we are because we opened during the pandemic. We're about two blocks away from Crypto.com arena, so check us out you Lakers, Clippers fans, etc. But anyway, we won for our Bass Clef barleywine in the barrel-aged strong beer category.

It was aged for a year — about seven months in bourbon barrels and then another five months in rye barrels. It started out about 12% as the base beer, and is now going to take your head off. The barrel added another 3.4%. I wouldn't recommend drinking it by the pint. It's more like a tawny port.

**Layton Cutler:**

Hey, everybody, I hope you get to try our beer. We won Silver for our experimental wood-aged beer. We ended up taking apple pomace, which is leftover from cider making, and we did a wild fermentation with just the outer skins, and put some wort in there to let it ferment for about a month. Then we took all of that, put it into some barrels and let it age for almost two years. It's a treat. So if you think that you're tasting a cider, it's actually a beer, 100% beer.

**Sam "Chewy" Chawinga:**

This beer was designed by my brewery manager, Ben Turkel, who couldn't make it today. He likes Party Pils, so we entered Party Pils, It's an American Pilsner that we won Silver for, and we're very proud of it. It's dry, with bitter American hops, crisp and clean. A new batch is conditioning right now and should be ready in about two weeks. We're downtown in the Arts District, so come see us and try some.

**A: Why did you enter this beer into the competition, and what did you think your chances were of medaling with it?**

**Layton:**

We thought our beer qualified as experimental. And it was good in wood barrels. So we thought, "Yeah, why not? Let's enter it into that category." We knew that it tasted good. And you can taste it here today at our booth! It was a fun beer to make, an experiment from from the start. Thank you for coming out and

drinking it, and also thank you to the World Beer Cup for honoring it. It was the first WBC win for us.

**Nic:**

We know a lot of you brew, and this is the first time we've ever brewed this batch of beer. We thought it was pretty good, and it turns out it was okay. And we were really happy with the result, and we're excited to have it medal.

**Chewy:**

At Boomtown, we brew about 80% lagers, so we try to do as many of them as possible. It's something we like doing. We entered the American Pilsner category because we like American hops, and we make a lot of traditional lagers. We were super-excited to win a medal for Party Pils.

**Lars:**

Why did we enter this beer? Because it didn't suck. And it totally didn't suck after 12 months in the barrel, so we said, "We should enter this." And it won. We enter a lot of beers in competitions, but this one ended up being really, really special. So come over and try it.

**Dave:**

Honestly, we were making this beer for a few batches without any New Zealand hops in it, and then we threw one bag of Riwaka in the dry hop, and that sealed the deal for us. It took over the identity of the beer. So we pivoted to that moving forward. Riwaka is really a "cheater hop" that explodes with all the best characteristics of the region: big pineapple, kiwi, green melon, with some

older-crop, Nelson-esque rough edges and diesel. It was our first submission for that beer to any competition, and we won Silver for it.

**Okay, thank you everyone! [To the audience] Visit these guys' booths to try their award-winning beers, if you haven't already...**

And a special thanks to the LA Brewers Guild for allowing me to put together this panel to celebrate our 2023 World Beer Cup-winning brewers!

\* \* \*

**A Sad Note:** The Los Angeles homebrewing community lost one of its latter-day pioneers recently when Fred Waltman, the former Maltose Falcon Culver City Homebrew Supply shop and the Pacific Gravity Homebrew Club in 1995, passed away suddenly during his treatment for cancer on May 31, 2023. He was 68. As a 19-year member of Pacific Gravity, I found a mentor-of-sorts in Fred, who was a wealth of beer knowledge. He taught me a lot about cellaring and aging beers, as well influenced my interest in beer travel to other countries for festivals or simply to drink classic beer styles at the source, which ultimately led to my becoming an international beer judge. Godspeed, Fred; now you'll be able to partake in the angels' share.

*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](mailto:beerscribe@earthlink.net).*



Dave Ziolkowski, Lars Lesterud, Sam "Chewy" Chawinga, Layton Cutler, and Nic Bortolin  
Photo Credit: Brent Flentje, Angel City Brewing



Sam "Chewy" Chawinga, Layton Cutler, and the author  
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**OC BEAT**

# STATION CRAFT

by David Mulvihill



Station Craft's Tom Parkin and Steven Hicks All Photos Credit: David Mulvihill

Cool and cloudy gave way to crisp sunny blue on a recent day in June when this reporter visited with the brewers at Station Craft Brewery + Kitchen in Dana Point.

With over 20 taps dedicated to a rotating selection of Station Craft beers representing the style spectrum, lagers and lighter end styles are complemented with pale ales, hazy and West Coast IPAs, as well as the occasional stout and fruited kettle sour.

This visit fittingly began with a pour of *Life is Super*, a Portuguese-style Pilsner that Director of Brewing Operations Steven Hicks created as his homage to Super Bock, a popular and historical beer (since 1927) he became familiar with while in Portugal. Unlike a traditional German-style Bock, Super Bock is a

lighter-bodied, lower ABV pale-colored lager, with a malty flavor and aroma. His crafted version is a lightly hopped lager with corn and flaked barley added as adjuncts; light, soft, not bitter, with hints of fruitiness.

“Replicate your favorite macro-beers, but make them taste better,” a mantra Steven shared in referring to the above beer and other lagers the team have created, such as The West Philly, a spin on Yuengling’s Pottsville-style Lager and Danquet, a nod to another mass-produced American lager.

**The Brewers**

As a homebrewer with an appreciation of craft beer, Steven Hicks began his foray into professional brewing at Valiant Brewing Co in Orange in 2012. After



*Life is Super, a Portuguese-style Pilsner*

starting out as a bartender in the tasting room, he quickly began assisting brewer/owner Brian Schroepfer in the brewhouse, brewing the beers and also helping with creating and refining recipes on the pilot system.

An opportunity to expand his education presented itself in late 2015, when he applied for a production brewery position with Karl Strauss Brewing Co. During the interview process, (then Brewmaster) Matt Johnson shared Karl’s in-process plans for two new brewpubs, in Anaheim & Los Angeles, and his desire to hire an OC-based brewer that could take charge of brewing duties at both brewpubs, and possess the ability and flexibility to step-up pub-based recipes at San Diego production brewery. As Anaheim and L.A. were completed, Steven learned and

brewed on the production system. About 10 months later he opened the Anaheim pub, followed by L.A.

In late 2019, Steven joined Trevor Walls and the Brewery X brewing team as head, technical brewer.

“I learned how to really make beer and develop recipes at Karl and learned how run a brewery and manage a team at Brewery X,” Hicks recounted.

In April of 2021, Hicks would return to the brewpub setting when Station Craft was in need.

Brewer, Tom Parkin, is the other member of Station Craft’s brewing team. South County folks may recognize Parkin from his days past at Artifex Brewing Co. Also a former homebrewer, he spent about six

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**Station Craft**

years at Artifex, first as delivery driver and working in the tap room, later moving to the brewery, learning from the ground up, and graduating to the brew deck. When Steven found himself in need of a brewer about a year ago, it was time for Parkin to make the move.

Incentive for both Hicks and Parkin in their moves from production to brewpub brewing lay in their shared desire for added ability and flexibility to brew a constantly changing variety of styles and beers; classic styles, beers they like to drink, and providing a little something for

everybody. The Team's focus is on being able to do them well, hit them stylistically, and then refine and improve them. Station Craft's 7 barrel Premier Stainless system, with accompanying similar sized fermenters, brite and serving tanks are perfectly suited for achieving this.

10 serving tanks in the cold box act as 10 extra brite tanks, which in-turn serve the taps without needing to be kegged.

A small canning line currently packages about 12 different varieties as take home options. Plans call for increasing that number.

*Perched Pale Ale* closed out the above visit. It highlighted an ideal coupling of Strata, Cashmere, and Mosaic hops.

**Kitchen + Bar**

Although this column has mainly focused on the beer, Station Craft Brewery + Kitchen is not just about beer. Station Craft's open air setting with substantial indoor and outdoor spaces is also a full-service restaurant with full bar. An extensive menu is sometimes enriched with special offerings. One such occasion was Father's Day, when Station Craft's smokers were fired into action. This

reporter returned with the family to enjoy a smoked ribs and sausage platter, which paired very well with both the recommended (and newly tapped) *Ground Tackle* Munich Dunkel, and *Winning Harmonies* West Coast IPA.

*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.*

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## COVER STORY

## HOLLINGSHEAD'S DELI HITS, GULP, 60!!!

by Daniel Drennon



Ariel, Michael, Ken Jr., and Charrion Hollingshead

Photo Credit: Dennis Benson

In a post-pandemic era in which many small businesses struggle to survive beyond a year or two, Hollingshead's Deli, an iconic and beloved-by-beer drinkers institution in Orange, is set to celebrate an incredible 60-year anniversary on July 15. Owned and operated to perfection by second generation Hollingshead's Ken and Charrion and now third generation Hollingshead's Michael and Ariel, do not think that their current elite destination beer bar and deli was without a long struggle.

Launched in 1953 (yowzers!), as Hollingshead Finer Foods, a small grocery store six blocks from historic Wrigley Field in Chicago, Ken, Sr. and wife Jackie worked long, hard hours and lived in an apartment behind the store. In 1962, like so many others who dreamed of living in sunny Southern California, they sold the store, moved to Anaheim and opened Hollingshead Finer Foods in Orange.

Ken and Jackie had to each take full-time jobs in addition to working at the store seven days a week for it to survive. Jackie's mom Gladys (aka Grandma Schulte) moved from Columbus, Ohio to help them keep the store afloat. Grandma is the author of many of the Hollingshead recipes you can still order today if you go: deviled eggs, potato salad and baked beans. Often putting in 100-hour work weeks, the store hung in there.

In 1977, son Ken, Jr. married Charrion and they came on board at the store with Charrion working in the kitchen with Grandma to learn her recipes. In 1984, the elder Hollingshead's turned over the reins to Ken, Jr. and Charrion. In 1988, they moved the business to its current location and renamed it... drum roll... Hollingshead's Deli. They made a whopping \$50 on their first day. Undaunted, the two put in long hours, seven days a week and, again, survived. Getting a sense of just how easy small business is?

But by the fall of 1991, they had developed a loyal customer base and were able to even close on Sundays! And two years later, they were able to double their square footage and go from six taps of beer to twelve. They also expanded their selection of bottled beer, especially high-end Belgian beer. The pairing of divine deli sandwiches and superb beer selection was beginning to take hold.

1994. That moment in which the beer gods smile down upon all the years of passion and hard work. A young man by the name of Vinnie Cilurzo walked into Hollingshead's and sampled both Ken's, Sr. & Jr., on the beers he was brewing in Temecula at Blind Pig Brewing. The two informed Vinnie they would buy everything he had in his van that day, becoming the first account in

Orange County to carry Blind Pig. This began a 30-year friendship between the Hollingsheads and the Cilurzos, Vinnie and Natalie...now known as Russian River Brewing Company.

Jumping way ahead to 2011, Ken, Jr.'s son Michael was now the third generation to work at the deli. His girlfriend Ariel also joined the team and they were married in 2014. Ariel now runs the day-to-day operations while Michael has largely taken the reins from his father as his own father had from Ken. Sr.

It is a very American success story.

So successful that, in 2015, they had to expand again to 3000 square feet and went up to 24 taps including a beer engine. They offer 36 unique deli sandwiches along with 600 bottles and cans of beer. To have your beer on the Hollingshead's tap list has become a sign of having made it if you are a brewery.

This is our *Beer Paper* salute to 60 years of blood, sweat and beers. Congratulations, Hollingshead's. You made it the old-fashioned way. You earned it.

Here is our interview with Michael Hollingshead, third generation owner.

**DRENNON:** Obviously, you grew up in the family business. Was it always

*destined that you would take over the reins one day, or did you have other aspirations or options?*

MICHAEL: Growing up I was the rare kid that knew exactly what I wanted to do after school. My plan was to be a sound engineer until my late 30s or so and then eventually take over the family business when I was ready to leave that career behind. It didn't turn out that way as my grandparents convinced me to come on fulltime in my early 20s and the rest is history.

**DRENNON:** Many if not most small businesses tend to be a husband/wife team. Hollingshead's has had it for three generations now. What are the advantages and disadvantages given that you are pretty much together 24/7?

MICHAEL: Oh man... that's a very loaded question... Well imagine working with your mother, father, wife, mother-in-law and father-in-law. Really let that sink in... That's my everyday. We all love each other but don't always see eye to eye. That being said without them as a rock solid foundation of the business we would NOT still be here, especially through the pandemic.

**DRENNON:** I detailed your sixty-year history above. Since we are beer-born and focused, when did Hollingshead's actually become beer-centric?





Michael, Danny, Ken, and Kane

Photo Courtesy of Trademark Brewing

MICHAEL: We actually started as mainly a wine business until fair trade went away in the late 70's. That meant that the grocery stores would put us out of business if we kept selling wine due to the volume they would sell at a much lower markup. We were very fortunate that the craft beer movement was starting soon after in the 80s and my grandfather had become very fond of German and Belgian beers that were not available anywhere else in Orange.

*"Packers Bar" especially given the fact that your first place was in Chicago? I presume you were not a Packers bar there or you really would not have made it!*

MICHAEL: The store in Chicago was basically just a corner market. No alcohol at all. That being said my grandfather used to listen to the Packers game on his radio as a kid because he didn't care for the Bears announcer and at the time those were the only two football teams he could get. TV wasn't around yet.

**DRENNON:** *You know this one was coming since I am a lifelong Packers fan...when and how did you become a*

(COVER STORY continued on page 10)



Danny, Michael, Madie, and Moose at Riip

Beer Photo Courtesy of Riip Beer

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Alan Kruggel and Trevor Walls at Brewery X Photo Courtesy of Brewery X

(COVER STORY continued)

**DRENNON:** *I love the story of your grandfather and father meeting Vinnie way back in '94 and "ordering everything he had in the van." Talk about the family history of appreciating the artistry of brewing and selling beer.*

**MICHEAL:** It's all I have ever known. I grew up in the 90's right as the craft beer movement started to gain some real steam. My Dad and grandfather taught me to always give the new guy on the block a chance if the product was excellent. Frankly, my grandfather could sell ice to Eskimos, so if he tried a new beer or

brewery that he enjoyed he pushed it to every person that walked in the door. I believe the customer base came to really appreciate that over the years, as did the breweries we sold.

**DRENNON:** *Over these many years, did you find that you also had to be educators as to what great beer is? I would imagine that your tremendous selection has, hopefully, led many bad-beer-drinkers to evolve into great-beer-drinkers.*

**MICHEAL:** Our approach has always been to find the customer what we believe they are looking for, even if they may not



Russian River collaboration day Photo Courtesy of RRBC

know it. One of my favorite parts of the beer tending is when someone comes up and says "I only drink Coors or Bud Light, can you help me?" Then I smile and give them a few samples of some delicious Helles and show them how great craft beer can really be.

**DRENNON:** *As a beer buyer, how do you go about deciding who to carry, whether it be on draft or in your crazy-good bottle and can inventory?*

**MICHEAL:** Sample everything. Once I know a brewery and the quality they make it is not necessary. It just comes from listening and learning your customer base, and overall knowledge of beer. Being able to pick out off flavors also helps. I took a couple off flavor courses, and they really helped my palate expand.

**DRENNON:** *Now that we are in a fortunate era in which there are many choices for the avid beer drinker, what makes Hollingshead's a destination that is worth visiting, no matter how far away from it you live?*

**MICHEAL:** We pride ourselves on quality sandwiches and the best craft beer we can get. More than that I would have to say the family atmosphere. We do our best to treat our customers like we would want to be treated. We greet you with a smile and make you feel like you are at home. That's how it has and will always be.

**DRENNON:** *(grinning) As you move ahead into the next 60 years and future generations of Hollingshead's, do you*

*envision ever opening a second location, preferably within walking distance to my house in Long Beach? I am happy to start scouting locations.*

**MICHEAL:** Short answer...absolutely not. This location is plenty for us to handle. Who knows maybe my sons will be the 4th generation to take over and one day open Hollingshead's Brewing (if my wife reads this I am in A LOT of trouble).

**DRENNON:** *I always conclude interviews by asking, and this may be the most easily predictable of the hundreds I have done over the years, which is more important: talent or work ethic?*

**MICHEAL:** In this industry, I believe work ethic. Especially nowadays. Talented brewers are something quite special, but I would argue it has everything to do with the work they have put in and the experience they have learned along the way.

**DRENNON:** *And finally, if you had to describe yourself in one word or phrase, what would that be?*

**MICHEAL:** Blessed.

*Hollingshead's Deli will host their 60th Anniversary Party on Saturday, July 15th from 3 pm to 6 pm. Purchase tickets in person or over the phone 714-978-9467. Price of \$140 includes unlimited pours in your 12-ounce commemorative mug, free food, and each customer will receive a four-pack of the canned collaboration beers to go. Tell 'em Beer Paper sent ya! And come say hi when you see me.*

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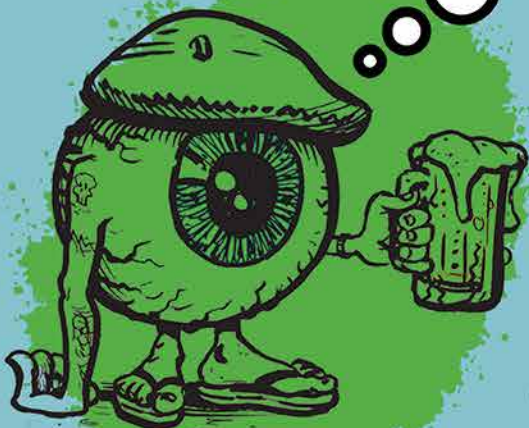


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## FWIBF REVIEW

# BEST FEST IN THE WEST...OR WORLD

by Russell Hainline



Matt Brynildson rings in the 2023 FWIBF

All Photos Courtesy of Firestone Walker



The name “Firestone Walker Invitational” feels appropriate, not just due to the caliber of its participants, but also due to the vibe it creates for craft beer lovers: it’s as inviting a festival experience as any that exists in the United States. It gives you the best craft beer on the planet, served cold underneath the warm California sun by the very geniuses that brewed it. Brewers and fans alike have this event marked on their calendars in Sharpie.

The host brewery, Firestone Walker, should be familiar to anyone picking up this publication. It’s one of the exceedingly few craft breweries in America that manages to make both delicious beer one can find in a grocery store and truly elite barrel-aged beer that causes mouths to drool and pockets to drain. This makes Firestone Walker a worthy pilgrimage destination for any craft beer nerd who enters California’s borders.

While FW’s Paso Robles compound feels larger than many of the neighboring towns in central California, it never feels disconnected from its community like so many regional and macro breweries sometimes can. It engages in a number of collaboration beers annually— many coming from top-tier in-state craft breweries like Highland Park, Green Cheek, Beachwood, Humble Sea, There Does Not Exist, and more. (All of these breweries, as with many that collaborate with Firestone Walker, were in attendance at this year’s Invitational.)

Additionally, Firestone Walker is dedicated to some serious sustainability

efforts. California obviously faces a number of climate-related concerns that increase in gravity with each passing year: water supplies are dwindling, greenhouse gas emissions continue to pollute the air, energy resources are frequently threatened by hotter heat waves and larger wildfires. Instead of resisting necessary changes like so many large businesses, Firestone Walker has invested in an expansive solar array to offset the brewery’s energy needs, it runs a CO2 recapture system to offset millions of pounds of emissions annually, and it recycles and conserves millions and millions of water gallons every year.

So with its eyes on the future and its arms open to collaboration, it’s no surprise why the best of the best come to Firestone Walker Invitational every year. Not only do we see all of the best in-state breweries come to play, but also countless elite breweries from across the country including Colorado’s Bierstadt Lagerhaus, Illinois’s Revolution Brewing, Massachusetts’s Trillium, Missouri’s Side Project, Oregon’s pFriem, Texas’s Jester King, Virginia’s The Veil, and so many more. This year’s festival also saw an increase in the number of international breweries, with craft brewers arriving from Argentina, Germany, Japan, New Zealand, Norway, and countless places in between.

Not only do the best of the best breweries show up— the brewery’s founders and brewers all show up as well. Look around: you’ll see Russian River’s Vinnie Cilurzo chatting with Highland Park Brewery’s Bob Kunz. You might see Henry Nguyen from Monkish kicking it with Cory King from Side Project. Ever wanted to chat with legendary Firestone Walker brewer Matt Brynildson? He’s around (and always astonishingly friendly to everyone)! Geek out at the idea of not only getting pours of Private Press barleywine, but also receiving said pour directly from Brad Clark himself? Firestone Walker Invitational is your Valhalla. It’s a true celebration of the best craft beer has to offer, for makers and consumers alike.

When discussing the best of the best at this terrific festival, we start with the People’s Choice Award winner, Green Cheek Beer Company. They came to the festival fresh off their phenomenal showing at World Beer Cup (see last month’s issue of *Beer Paper*), and not only did they win the hearts and minds of ticket holders with their festive set-up (complete with photo booth!), they also brought their usual brand of delicious beer— top notch IPAs and pilsners, a monster barrel-aged stout, and, of course, some frozen treats for a hot Paso Robles day. Yes, I went for beer, but I’m not going to pretend the Pina Colada didn’t hit the spot.

Other Southern California breweries that brought metaphorical heat to Firestone



Vinnie and Natalie Cilurzo of Russian River Brewing

Walker Invitational were as follows—Highland Park Brewery, maker of some of the country’s best pilsners, hit us with Immense World, a west coast pilsner that’s out of this (immense) world. Monkish Brewing brought some of their world-famous hazy IPAs, but their imperial stout, Flying and Falling, and their triple barrel-aged (!) barleywine, Triple Oaked Life Sized, were as good as it gets. Beachwood Brewing is more or less incapable of making a bad beer, but I’ve always had great affinity for their Blendery work, and Frambick Vanity Blend, their collaboration with Homage Brewing, was among the best sours of the festival.

A couple more worth giving love to further south in the state: San Diego’s North Park Beer Company, winner of Small Brewery of the Year at GABF and four medals at World Beer Cup, always wins over my heart with their barrel-aged stout work, and the 2022 Death Before Dying was no exception. Finally, The Bruery was pouring some of their typically decadent big beers, and Cap? No Cap! was a highlight: a bourbon barrel-aged barleywine with maple syrup,

vanilla, and candy cap mushrooms. The purist in me was wincing when I agreed to take a sip, but the man in me who loves things that are delicious tossed the purist in me into the bushes the second I took a sip.

Finally, a quick breakdown of some of the out-of-state beers that blew me away. Cloudburst’s frozen wet hop (!!!) IPA, Yakima Freeze, further cements them as one of the best breweries in the Pacific Northwest. Alvarado Street’s Spaghet About It is a kolsch with an aperitif-inspired tincture to make it taste like a unique blend of a kolsch and an aperol spritz. Humble Sea’s Seavo Pils may not be as original as their neighbor’s spritz kolsch... but a delicious double decocted version of Firestone’s classic Pivo Pils is exactly what the doctor orders on a day full of barleywine and stouts.

Speaking of barleywine and Monterey Bay breweries, the aforementioned Private Press had a stout/barleywine blend made in collaboration with Side Project called At Twilight that packs a punch in the best way—and Sante Adairius Rustic Ales had a double barrel-aged barleywine, Inside



Green Cheek won the People’s Choice Award

Voice, that, like everything else made by Sante Adairius, ranks among the best of its style.

Moving on to the stouts, Revolution’s Sanctuary #31: Amburana Double Barrel Deth Jacket is, somehow, a zero-adjunct pastry stout, giving you cinnamon French toast flavor purely from the barrel. Side Project had a number of tremendous barrel-aged options... but I always go back to Derivation, an absolutely classic barrel-aged wheat stout blend. WeldWerks from Greeley, Colorado, is famous for, among other things, their Medianoche line of stouts— and the Summer Starry Noche ranks right up with the best of the series. Finally, Garage Project from New Zealand had one of the craziest beers of the festival: a peanut butter miso and raspberry-sour layered “PB&J” dessert stout, hit with a bubble from a smoke gun to give the PB&J just a little hint of toast.

Finally, the host brewery itself served, as they always do, a number of fantastic beers for fans of all styles. My personal favorites of the day: Like Really Really Dead, a super-dank IPA collaboration with North Park... and Let it Loose, a

barrel-aged stout collab with Side Project, boasting a beautifully balance of bourbon, vanilla, and nuttiness.

Perhaps I’m even nuttier than the beer for drinking as much barrel-aged beer as I did in a window of a few short hours... but Firestone Walker Invitational is not a time to be conservative. It’s a time to steel your liver to drink some of the best beer on earth, work up your courage to tell the men and women who make that beer how much their work means to you, loosen your inhibitions to try a variety of beers you wouldn’t normally try... and empty your pocketbook at a local taqueria afterward to try in vain to soak up the booze. It’s a special, special event for any beer lover—a chance to make new friends, a chance to expand your horizons, a chance to chase some whales. It’s one invitational to which I’ll always R.S.V.P. “yes.”

*Russell Hainline is a working screenwriter (turns out, not an oxymoron) and you can follow his beer drinking exploits on Instagram @thebeertravelguide and @russellhbeer.*



Two legends Henry Nguyen (Monkish) and Cory King (Side Project)  
Photo Credit: Russell Hainline

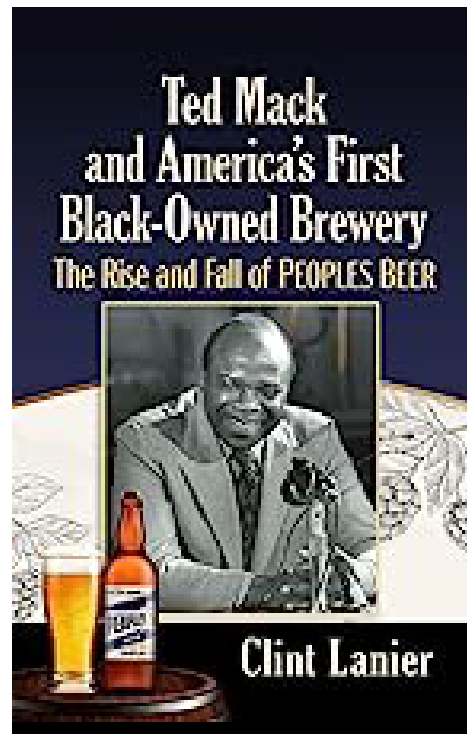
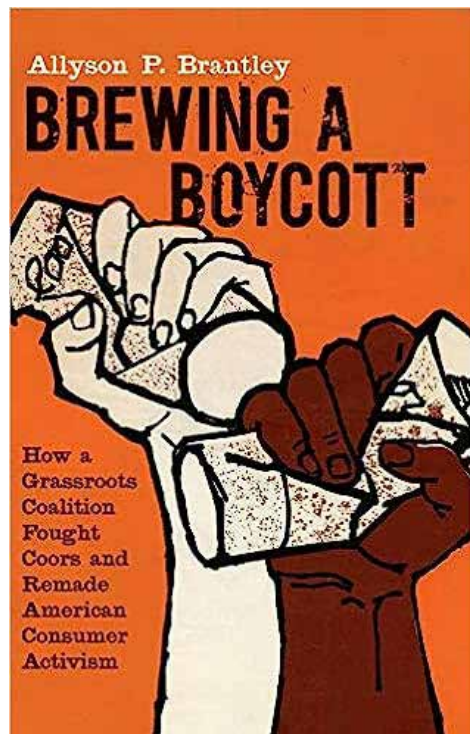


Smoking beer at FWIBF

## BOOK REVIEWS

# THE HIDDEN BEER PAIRING

by Sean Inman



As much as it would be better if politics and beer weren't mingled together as much as they are, the pair never seem to be too far from the headlines with Bud Light under fire for their choice of spokesperson, as well as the recent Craft Brewers Conference being called out for holding their event in Tennessee after some regressive laws were passed in that state.

There are two beer history books available now - Clint Lanier's *Ted Mack and America's First Black-Owned Brewery - The Rise and Fall of Peoples Beer* and Allyson P. Brantley's *Brewing a Boycott* - that show that these political flashpoints around who can have a stake in beer have been bubbling for quite some time now and until fully addressed, that threaten to explode.

Black ownership of breweries has been slow in growing. There are some bright spots from Weathered Souls Brewing in Texas to Oak Park Brewing in Sacramento, as well as closer to home with Crowns & Hops in Inglewood. There is also a new National Black Brewers Association that made its debut this year.

There are many reasons why this inequality is still stubbornly holding sway in 2023. Clint Lanier's *Ted Mack and America's First Black-Owned Brewery - The Rise and Fall of Peoples Beer* takes a look back (not that far) to the first black-owned brewery in the United States. The book covers the journey of Wisconsin's Peoples Beer and even though you know where the tale concludes, you keep hoping that it will end better.

Lanier takes each strand of the story and weaves them together so you can easily understand what happened. He starts with the story of Theodore (Ted) Mack from an Alabama sharecropping family, follows him all the way to Ohio State University and then onto Milwaukee, where he becomes involved with other leaders in the black community fighting for racial justice.

Another strand is the story of Peoples Beer in Oshkosh, Wisconsin which is the brewery Mack bought after being denied the opportunity to purchase Blatz Brewing. Peoples Brewing had started back in 1913 as a response to the dominant brewery in town, Oshkosh Brewing Company, who had turned tavern owners off with price increases among other practices. Peoples felt the squeeze as regional players fell by the wayside as Anheuser-Busch and Miller grabbed the beer industry in a stranglehold.

As Lanier puts it in the introduction, "From systemic racism to opposing ideas

of black power, from government abuses to capitalist corruption, from bravado and hubris to bad timing; the story of Peoples Beer—how it started and how it ended—is a tragic one that combines all the best and worst of American business and society in the Midwest."

It is a sad but true tale as you see the forces coming together toward an inevitable end point.

Another stain on the beer industry is told in Allyson P. Brantley's *Brewing a Boycott* that takes us to Golden, Colorado and Coors Brewing Company in the 1970's and 1980's.

The story covers the multiple boycotts by multiple organizations of Coors beer due to many factors with the two biggest being their hostile stance against unionization and the right-wing extremism of the Coors family.

Brantley's book has more of a scholarly bent than straight history but it does what good historical research does by filling out the picture of Coors from just a brewery whose beer was not distributed east of the Rockies to being the name of the ballpark where Major League Baseball's Colorado Rockies now play.

This book has quite a cast of characters from Cesar Chavez to Ronald Reagan to Harvey Milk to the golfer Lee Trevino and an array of real crazy happenings that you cannot make up like skywriting a boycott message, asking private questions about sex during a lie detector test, truck drivers teaming up with gay activists and corporate greenwashing.

And, this story features Los Angeles activism in a role as well. L.A. being one of the more successful boycott cities and a template for how to engage communities in using their purchasing power to blunt the power of a growing corporation.

The author posits that boycotts need to come from all people and not just one segment of the community because basing a boycott on one issue or one offense can be blunted or talked away with effective public relations. Who knows what a Coors boycott would look like in 2023.

Both Lanier and Brantley have excavated the past in a way that should influence the way the brewing industry operates today.

*Sean Inman is the founder of the Beer Search Party blog which has been covering the beer scene in Los Angeles since 2009. He likes to travel for beer, read about beer and listen to podcasts about beer.*

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