

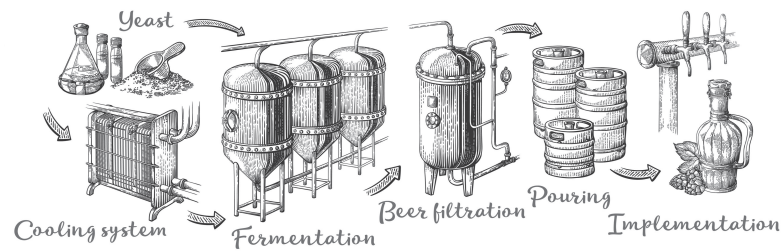
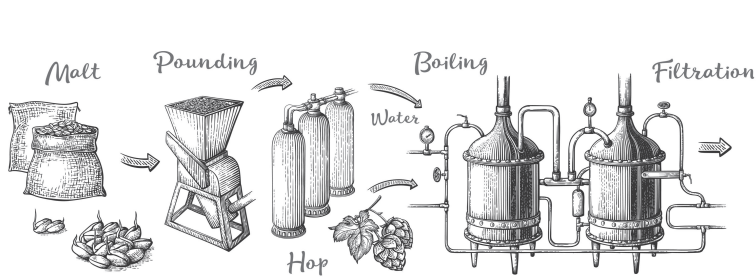
NAVARRE PRESS



NAVARRE PRESS **GUIDE**

TO CRAFT BEER





MORE THAN BEER

Craft Everything Else



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Understanding the Lingo

Sure, there's a whole rainbow of craft beers to try and love. But now breweries are branching out to lend their skills to other foods and beverages. Here are some hot craft beer-adjacent trends this year.

Coffee

Craft brewers have long been putting coffees in beer, starting with heavy stouts and inky-black coffee brews. Now, coffee is moving into lighter varieties and brewers are even putting the beer skills into coffee.

Columbus, Ohio's Hoof Hearted Brewery & Kitchen introduced its single-origin beans from Africa, Indonesia and South America in 12 oz. bags along with a canned cold brew.

Look for more of this in the coffee aisle of your local grocery.

Bread

Again, we know all about leavening bread with beer. And now,



Sure, there's a whole rainbow of craft beers to try and love. But now breweries are branching out to lend their skills to other foods and beverages. Here are some hot craft beer adjacent trends this year.

craft brews are turning into great loaves. Michigan's Beer City Bread Co. bakes loaves from craft beer and natural European sourdough starters. Each bread is aged more than 24 hours and crafted using a unique dough handling technique.

Toast is a British company that goes in the other direction. They make beer from

bread, which they contend is one of the most wasted food items every year. In the United Kingdom, they say, up to 44% of bread is never eaten. Toast uses that previously wasted bread to make beer, and says they've rescued more than 1 million slices.

Chocolate

Chocolate brews are not new, especially the

chocolate stout. Now, chocolatiers and brewers are teaming up to make beer chocolates. Moonstruck Chocolate Co. makes a truffle collection that features brews from Widmer Brothers, Rogue Ales, Deschutes Brewery and Full Sail Brewing. The truffles feature four types of beer — wheat, brown, porter and IPA.





STATE OF THE INDUSTRY

Craft Beer Growth Slow, Steady



Craft beer has grown by leaps and bounds in the last decade, and while it is still growing, industry magazine Beverage Dynamics says that growth has slowed. More than 7,000 craft breweries are now churning out great beer all over the U.S., the magazine says, with another 2,000 predicted to come online in the next two years.

State of the Industry

Craft breweries grew 4% in 2018, the Brewers Association reported, with a retail dollar value growth of \$27.6 billion. The number of barrels produced hit a five-year high, with more than 25 million barrels of beer produced. More than a thousand craft breweries opened in 2018, but less than 300 closed, meaning the market is still going strong.

Saturation

All these breweries mean that the average consumer has more beer choices than ever. Brewers are going to have to try harder than ever to capture consumer attention, either with innovative new brews or by perfecting tried-and-true favorites.

"Whenever we are asked, 'Are there too many craft breweries?' I always ask, 'Are there too many BBQ joints in Kansas City?'" Natalie

Gershon, vice president of marketing for Boulevard Brewing Co., told Beverage Dynamics. "While the market may have slowed a bit, there is still a ton of opportunity for breweries to carve out spots where they can become the neighborhood bar. There's never been a time where folks have lived closer to so many brewery options."

Going Macro

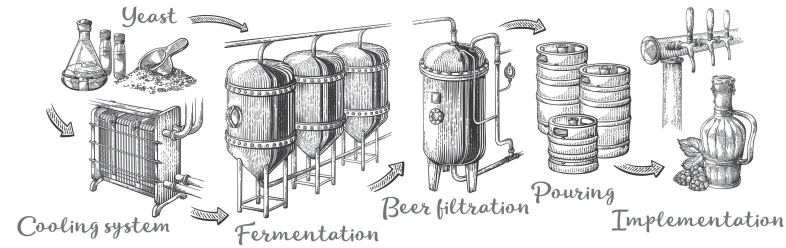
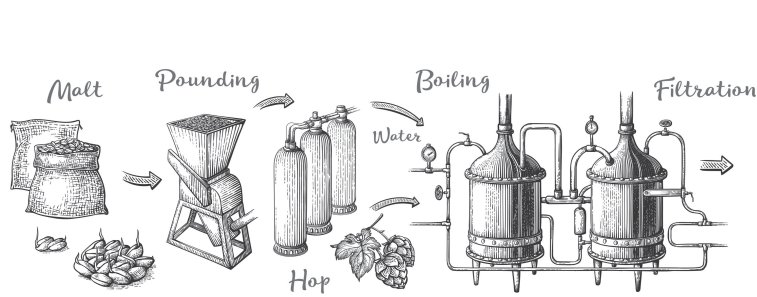
Yeah, that seems like an oxymoron, but craft breweries are finding them-

selves more and more with a ton of products in rotation. Fighting this battle means acting more like a macrobrewery, some brewers told Beverage Dynamics.

"You look at the beer industry as a whole, we're all fighting over that same 15% market share, and not that 85%," said Mike Stevens, cofounder of Founders Brewery in Grand Rapids, Michigan. "We need to focus on a narrowing handful of brands, not 28 brands, and

spending money supporting those core brands. We need to free this thing up a bit so that the momentum can get back to the positive numbers.

"We must professionalize our branding efforts. Think about it: Nobody has really built a brand in craft beer like Amazon, Apple or Coca-Cola. Someone in craft right now could be the next person to build America's next greatest brewery. There's opportunity and a need to fill."



WHERE TO ENJOY A DRINK

Visiting a Taproom

Craft breweries are increasingly focusing on not just turning out great product but also on becoming a true neighborhood gathering place. Some brewery taprooms also feature one-off special brews that you can only get in the taproom.

Cutting out the Middleman

Serving customers in the taproom cuts out paying a distributor, meaning more profits for the brewery. However, it can also spoil retail sales if customers are getting all their product on the premises. It's a delicate balance.

Finding a Taproom

There are more than 7,000 craft breweries operating in the U.S., and many of them have taprooms. Find the nearest one to you by using the interactive map at CraftBeer.com. You can also search along road trips or at travel destinations to



find new regional brews you may not have heard of. Also ask around at your local liquor store for new brews and breweries you can check out.

Top Taprooms

CraftBeer.com holds a survey of beer drinkers

and ranks the top beer bars in each state. Several taprooms made the 2019 list. If you're anywhere near these top places, check them out and see if you agree.

Willimantic Brewing Co., Willimantic, Connecticut: In a circa 1909

post office, Willibrew, as it's known locally, offers up award-winning house beers, food and a knowledgeable staff.

Mankato Brewery, Mankato, Minnesota: Founded in 2012, this taproom offers high-quality beers in a great space.

Lewis & Clark Taproom, Helena, Montana: This brewery is covered in awards for their hefeweizen and has been named small brewing company of the year at the Great American Beer Festival. The taproom has a rotation of 12 to 20 craft beers

and live music.

Craft Centric Taproom & Bottle Shop, Arden, North Carolina: Part taproom, bottle shop and nanobrewery, Craft Centric was founded in 2017 and strives to have an exciting and balanced beer list.



Craft Lagers

TYPES OF BEER

Lagers are cool fermented German beers that can be light, amber or dark. The yeast generally used with lager brewing is Saccharomyces pastorianus. Hop Culture calls lagers "the red-headed stepchild" of American craft beers, but they're coming back as consumers get tired of IPAs and heavy stouts.

More Bang For Your Buck

Lagers represent more value for the consumer, brewers say.

"As craft beer becomes more accessible both from an availability and price standpoint, the craft lager will be a gateway for these consumers into the industry," Ben Widesth, vice president of marketing for San Diego, California's, Green Flash Brewing Co. told Beverage Dynamics. "Additionally,

as seen by the growth of session craft beers, loyal craft drinkers are turning to craft lagers as a change of pace from their higher-ABV and heavily hopped options."

Simple is Better

As craft beer growth slows, brewers will be looking to attract new consumers. And, for those consumers, the lager might be the best brew for them.

"It's the approachable

styles that are going to get folks in the door. While crazy flavored beers are still going to continue to generate buzz, 'beer flavored beer' will always have a seat at the table," Natalie Gershon, vice president of marketing for Boulevard Brewing Co., told Beverage Dynamics.

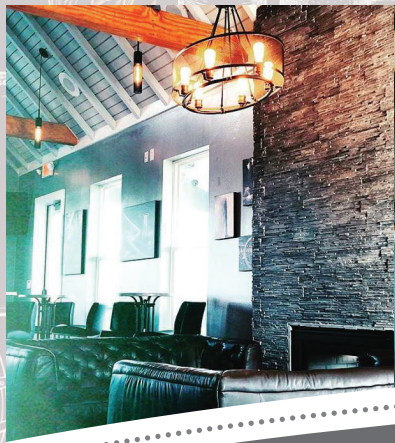
Pilsners

Pilsners are a type of pale lager that derives its name from the Czech

city of Pilsen, where it was first brewed in 1842. Some popular macrobrew pilsners are Budweiser and Heineken. But, experts say, pilsners are poised for popularity at craft breweries, too. "Pilsner is a bit of a high-wire act," Bill Covaleski, president and brewmaster at Pennsylvania's Victory Brewing Co. told Craft Beer & Brewing. "It's just you up there in the spotlight. It really showcases a brewer's

skill to make a nuanced pilsner."

And with more breweries slowing down and constricting their portfolios, pilsners might just have a place in their lineup.



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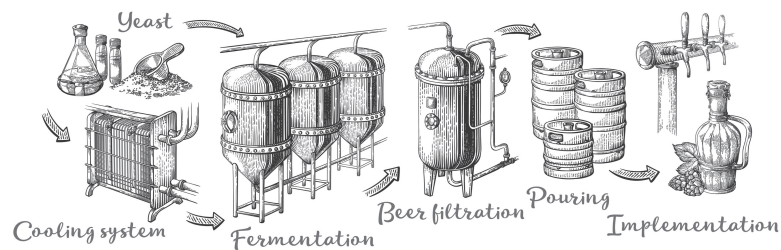
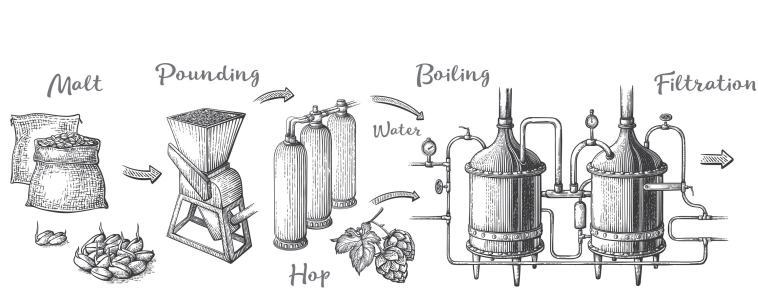
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TYPES OF BEER

What is an IPA?

For many beer drinkers, craft beer and IPAs are basically synonymous. But what are they?

History

IPA stands for Indian pale ale. It started in 1793, when George Hodgson of Bow Brewery was exporting porters and pale ales from London to India. These hoppy IPAs were light and thirst quenching, and therefore popular with British troops in India. Abundant hops and alcohol were suggested for the brew to make the long ship voyage from England to India, according to American Craft Beer.

Future of IPAs

While some experts say consumers are getting tired of IPAs, brewers see the category splintering and plenty of innovation happening within each subgroup.

“The IPA segment has slowed in growth, yet it still represents more than half the volume of the craft beer market, so it’s hard to



say that we’re nearing the end of the craze,” Ben Widesth, vice president of marketing for San Diego-based Green Flash Brewing Co., told Beverage Dynamics. “Instead, you see IPAs transforming into its own sub-category with hazy, low-ABV, high-ABV, and low-calorie

options. This sort of innovation within the IPA space should continue to keep the style dominant.”

What to Try Now

As always, ask the experts at your local liquor or beer store for some great brews. They can help you determine

the right beer for you by asking about other brews you prefer. Still intimidated? Try these top-rated brews from Craft Beer & Brewing: New Belgium Brewing Ranger, Fort Collins, Colorado (ABV: 6.5%): Reviewers noted a clean finish and sweet grapefruit notes with a

hops-forward taste but not over the top.

Sierra Nevada Brewing Torpedo Extra IPA, Chico, California (ABV: 7.2%): Famous for its use of Sierra Nevada’s hop torpedo, it has a hoppy aroma with a malty sweetness.

Lagunitas Brewing Co. IPA., Petaluma,

California (ABV: 6.2%): This beer is called “wonderfully hoppy in the best way” with a taste of citrus and pine.

Boston Beer Co. Rebel IPA, Boston (ABV: 6.5%): Reviewers said this American IPA is middle of the road but decidedly bitter to showcase the hops.



THE PROCESS

Understanding the Lingo

Once your passion for these special craft brews grows, you may even consider trying your hand at the process. Whether you are pining to be a home brewer, a craft brewer or just want to be a part of this close-knit community, you'll need to understand these definitions.

These commonly used terms are defined by the Craft Brewer's Guild.

Aerate: To mix air into solution to provide oxygen for the yeast.

Lager: Beers produced with a bottom-fermenting yeast strain. Requires colder fermentation temperatures than ales.

Malting: The process by which barley is steeped in water, germinated, then kilned to convert insoluble starch to soluble substances and sugar.

Yeast: In the fungus family; responsible for consuming fermentable sugar and producing alcohol, carbon dioxide, flavors and aromas in beer.

Wort: Sweet liquid produced in the brewing process by mashing malted barley and water.

Shelf life: The number of days a beer will retain its peak drinkability.

Ale: Brews bottled with top-fermentation yeast strains.

Hops: Green cone-shaped flowers from a female hop vine are used to add flavor and aromatics and to bitter beer.

Hoppy: A hop aroma or flavor of the essential oils of hops.

Sediment: Byproducts at the bottom of a bottle created by yeast and fermentation.

Serving tank: Vessel in which beer is served.

Liquor: Brewer's term for hot or cold water used in the brewing process as included in the mash or used to sparge the grains after mashing.

Lauter: To strain or separate the wort from grain via filtering

and sparging.

Understanding these terms may not make you a craft beer expert right away, but it can make it easy to keep up with the conversations around the water (or beer) cooler.



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