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# THE HOPLINE



Crescent City HomeBrewers

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Volume 25, Issue 12

December, 2014

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Editor: Monk Dauenhauer



**Our Club Officers For 2014 are:**

**Richard Doskey – President**  
**Jack Gonzales – Vice President**  
**Brandi Charbonnet – Secretary**  
**Marcel Charbonnet – Treasurer**  
**Keith St. Pierre – Quartermaster**

**CHRISTMAS**

**PARTY**

**+**

**MEETING**

**+**

**ELECTIONS**

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**MEETING LOCATION**

**PARTY LOCATION**

**Deutsches Haus**

**1023 Ridgewood Street**

**Metairie, LA**

**Saturday, Dec. 13, 2014 @ 7:00 P.M.**

**Saturday**

**December 13**

**7:00 to 11:00PM**

**Pot Luck – Meaning, bring something to eat or drink or both to share with members and guests. Bring your spouse, significant other or a friend to celebrate with us or to drive you home if needed.**



Winterfest Report

If you missed the Winterfest, you missed the best party of the year. We had over 30 different styles of beers on tap, TERRIFIC food and a great time was had by all. I did not hear a single complaint and for homebrewers, that is a compliment of epic proportion. **Thanks** to all who gave so much of their time for all of our benefit. We are grateful to all homebrewers who brought beers for all to enjoy the fruits of their labor and all others who pitched in as needed.

Additionally, we thank the commercial side of beer enjoyment for their contributions in our success. Last but by no means least; we thank the Deutsches Haus for allowing us to have a place we can call home. Without them ... well, you know the rest! **Thanks A!!!**



## SHARING BEER

**Bring your brew to the meeting.  
Last month we had beers from:**

Mike Retzlaff – Gratzer

John Branch - Belgian Wheat

Ron Mertz - Pecan Pumpkin Ale

Mark Adams - American Brown

Michelle Nannen - Winter brew-off brew  
fermented as ale

Johnny Fandal - Oktoberfest & American  
Pale Ale

Chris Caterine - Naked Wise Guy IPA

Neil Barnett - Pirate's Blood 2.0, Bold  
Riley APA

What a great selection of really good beer. Thanks to everyone for sharing the fruits of your labor. I hope this trend continues from month to month. When you bring your creation to the meeting, please sign the BROUGHT BEER sheet or give to Brandi or Monk a slip of paper with your name and the style(s) you bring. We would like this to be published monthly. Also include any particulars you want mentioned.

**BONUS: Get a FREE 50/50 ticket for your generosity.**

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## ELECTIONS

NEW BOARD MEMBERS WILL BE VOTED ON AT THE PARTY. NOT TOO LATE TO THROW YOUR HAT IN THE RING.  
GET INVOLVED



admire as a Virtue of good Quality, but the contrary is to be understood, and nothing in Mault is a greater Vice or Evil, and the Drink made thereof, together with its long Boyling with Hops, do seldom fail to wound the Health of the Drinkers thereof; its natural Operation in the Body, is to heat the Blood, destroying the Appetite, obstructs the Stomach, sending gross dulling Fumes into the Head. Therefore if you have Wisdom and understanding of Nature, remember, that the nearer you come to Nature, and the more you imitate her, the nearer you are to the Truth."

[Thomas Tryon, The Art of Brewing, 1691]

Thomas Tryon was a self-styled "authority" on all things dietary. In addition to his not-so-casual views on malting, he was also a proponent of never boiling hops which garnered scorn from professional brewers. However, he may have stumbled upon something here as I do recall experiencing gross dulling fumes into the head after consuming copious amounts of dark beer. I can now take some solace in knowing that the fault rested with the brewer and his resulting beverage and not with the poor, hapless consumer . . . me.

### A New and Improved History

We've all been told that beer was being made by the Sumerians at least 7,000 years ago. At some point the Egyptians learned the secrets and turned brewing into a major industry with whole cities being devoted to the trade. Beer brewing made its way to Europe where it leapt village to dell. There's no certainty of how and when any of this happened so a more managed and structured view of history is in order. If others can revise political and social history to suit themselves and make everything nice and neat, why can't brewers do the same thing? Here goes . . .

Beer as we know it was first invented by Sir Francis James Beer, Jr. in 1823. Sir Francis was the court scientist to King George IV of England. After first accidentally inventing diet cola and then wine coolers, Beer succeeded on his third attempt to create the Official Royal Beverage (ORB) when he modified barley into malt, mashed it, and fermented the resulting sweet, brown liquid into beer. A few years later, Louis Pasteur got involved and suddenly, we had Budweiser.

I'm not sure how Bud Light Lime-A-Rita should fit into this. I welcome suggestions while I ponder it over another glass of beer.

*(Apologies to Alex Fodor for this rip-off)*



Me, with a copious amount of dark beer.



## ***Hank Speaks... So Listen***

**By Hank Bienert**

My mission is to cover ALL the beer universe, not just to share a few tips on homebrewing topics..yes it IS a big job but that is one of the reasons why The Hopline pays me the BIG BUCKS!!

Below is an interesting article which like the 2014 elections leads me to believe that one's prayers CAN be answered...

BRING ON THE FUTURE!!

GREENSBORO, N.C.—The wall behind the bar at Jake's Billiards has 69 taps offering beer choices that range from California's Lagunitas Fusion 22 to Natty Greene's Buckshot, which is brewed across town. The last tap in the long row belongs to Budweiser, and it is about to be removed.

A Halloween promotion earned Budweiser a place at the bar, a hot spot frequented by students and recent graduates of the University of North Carolina here, but owner Jessica Dewey sees no reason to keep Bud on tap. She sells 20 cases of Bud bottles each week, "but it's mostly to older gentlemen and country kids. Our clientele likes the craft beers."

In Budweiser's coming TV ads, Jay Z and zombies are in and the Clydesdales are out. WSJ's Tripp Mickle reports on MoneyBeat.

The self-proclaimed King of Beers is more of an afterthought among young consumers at Jake's and bars across the U.S.: Some 44% of 21- to 27-year-old drinkers today have never tried Budweiser, according to the brand's parent company, [Anheuser-Busch InBev](#) NV.

Young drinkers aren't the reason Budweiser volumes have declined in the U.S. for 25 years, from its nearly 50-million-barrel peak in 1988 to 16 million barrels last year. Light beers like its sister, Bud Light, have chipped away at Bud's share of the market for decades. Bud Light overtook it as the No. 1 selling beer in 2001, and [Coors](#) Light displaced it as No. 2 in 2011. Craft beers and flavored malts like AB InBev's Lime-a-Rita have contributed to a 9% decline in shipments since then.

The company has decided that persuading 21- to 27-year-olds to grab a Bud is the best chance to stop the free-fall. After years of developing advertising and marketing that appeals to all ages, AB InBev plans to concentrate future Budweiser promotions exclusively on that age bracket. That means it will not trot out the traditional Budweiser Clydesdales for this year's holiday advertising. It means February's Super Bowl ads will feature something more current than last year's Fleetwood Mac. It means less baseball and more raves with DJ group Cash Cash.

The marketing push is accompanied by an effort to get Budweiser back on tap. Theory being: If Levi's and Converse can end years of sales declines by winning over young consumers, so can Bud.

"This is a very considered, long-term view of what will turn around the brand," said Brian Perkins, AB InBev's vice president of marketing, Budweiser.

Budweiser has a 7.6% share of the \$100 billion U.S. beer market, down from 10% five years ago, and 14.4% a decade ago, according to Beer Marketer's Insights. The biggest Budweiser drinkers are between the ages of 28 and 34 and consumption among that age group will decline as they settle down.

AB InBev looks at 20-somethings as a new market to tap. The number of people turning 21 peaked in 2013 at around 4.6 million. They represent the largest number of new drinkers since the Baby Boom, according to the National Beer Wholesalers Association.

In their demographic, craft beer makes up 15% of their out-of-home purchases, compared with 10% for older generations, according to Nielsen, and it is growing by two percentage points a year. They also consume more cider, flavored-malt beverages and ready-to-drink cocktails.

Convincing them to drink Bud won't be easy. Since 1987, the company has showcased the brand during the holidays with a commercial of its famous Clydesdales, powerful, white-legged horses pulling a red Budweiser carriage through the snow. Instead, this season Budweiser will air spots featuring people in their 20s looking directly into the camera and calling out friends' names as a narrator asks "If you could grab a Bud with any of your friends these holidays, who would it be?"



Beyond that, Budweiser marketing will become distinctly un-Budlike. Next year, Mr. Perkins said the brand, which sponsors sports like Major League Baseball and Nascar, plans to sponsor food festivals because 50% of 21- to 27-year-olds identify themselves as “foodies.” It will add parties in college towns around a two-day music festival it started with Jay Z in Philadelphia in 2012.

It will try to elbow Bud back into the bar. Budweiser has gone from being one of four beers on draft a decade ago to being one of 10 options today, distributors estimate. Many bars don't offer it at all. That's a problem when young people scan a bar's draft menu first, said Tim Bauguess, the general manager of R.H. Barringer Distributing Co., a Budweiser wholesaler.

Mr. Bauguess said distributors have to be creative to overcome the competition. His distributorship persuaded Jake's to add Budweiser draft for Halloween by developing a zombie-party concept with “Bloodweiser”—Bud turned red by food coloring. The bar went through six kegs of Budweiser that weekend, double its weekly sales.

By wooing new fans, Bud risks alienating core drinkers across rural America, said Tony Ponturo, a former Anheuser-Busch senior marketing executive. “If you try to be too young and too hip, you lose your base. They'll say, ‘That's not my Budweiser anymore.’ You have to start with a message that resonates with a new generation of people but doesn't throw off the core drinker.”

But most distributors like the change. Mike Gretz, who runs Gretz Beer Co., a Budweiser distributorship in Pennsylvania, said AB InBev and distributors had “taken our eye off the ball with Bud.” It must win over young drinkers, he said. “You're dealing with a 21- to 27-group that's open to change. It won't be their No. 1 brand but it will be in the purchase tent,” he said.

-THNX and don't forget to give me lotsa free beer at the next meeting (after the Christmas party); "BIG BUCKS" are nice and feed my bank account but the humble offerings of my fans feed my soul (But don't bring me no "katzenpipi")



## CRESCENT CITY HOMEBREWERS

1213 Curtis Drive Harvey - LA -70072

Email - [cchhopline@aol.com](mailto:cchhopline@aol.com)

### 2015 MEMBERSHIP APPLICATION

Yearly Dues: \$30.00

#### Mission Statement and Purpose

To promote Homebrewing within the club; through public awareness and appreciation of the quality and variety of homebrew; through education and research; and through the collection and dissemination of information. To serve as a forum for technological and cross-cultural aspects of the Art of Homebrewing. Most importantly, to encourage responsible alcohol consumption.

New Member  Returning Member (joined CCH in \_\_\_\_\_ )

**Name:**

**Home Telephone:**

**Home Address:**

**Cellular Telephone:**

**City, State, ZIP**

**e-mail Address**

**Date of Birth:**

**Spouse:**

**Occupation**

**Employer:**

**Work Telephone:**

**Homebrewing Experience:**  Beginner  Intermediate  Advanced

**Beer Judging Experience:**

**BJCP Ranking: #**  Apprentice  Recognized

Certified  National  Master

**Non-BJCP:**  None  Experienced  Professional Brewer

**I FULLY UNDERSTAND THAT:** My participation in the Crescent City Homebrewers is entirely voluntary. I know that alcoholic beverages are offered at various functions, and that my consumption of these beverages may affect my perceptions and reactions. I accept full responsibility for my self, and absolve the CRESCENT CITY HOMEBREWERS, ITS OFFICERS, DIRECTORS, AND FELLOW MEMBERS of any responsibility for my conduct, behavior, and actions.

**SIGNED:** \_\_\_\_\_ **DATE:** \_\_\_\_\_, 2013

**Paid: \$**  Cash  Check #

**For the responsible drinker, there is always another party.**

