

HAND-CRAFTED IN CLEVELAND

ALES & TALES

Autumn 2000

Lake Effect Winter Ale is Plugged In at the Rock Hall Ball!

Save the date! Friday, October 27, 2000! Western Reserve Brewing's own Lake Effect Winter Ale will be released at the Second Annual Rock Hall Ball.

Last year's event was a rousing success with about 1,500 people attending in some of the most outrageous costumes ever to be seen on the North Coast. The Rock Hall Ball has become Cleveland's premier Halloween Party.

We're delighted to have been asked to be the exclusive beer for the event and are taking the opportunity to roll out the 2000 brewing of our highly prized Lake Effect Winter Ale.

In the most recent World Beer Cup competition, Lake Effect Winter Ale was the only "holiday beer" from Ohio to win a medal, beating out Sam Adams to win a Silver in the Herb and Spice category.

Made with malted barley from Scotland, Lake Effect is a true Scotch Ale, characterized by a rich, malty, full bodied flavor. Lake Effect is lightly flavored with molasses, cinnamon and coriander and the

amount of hops used is carefully monitored to allow the spice flavorings to come through while preserving all of the qualities of a classic Scotch Ale.

Western Reserve's President and Brewmaster, Andrew Craze said, "Whenever I lift a glass of beer, I want all my senses to be involved. In

addition to the taste, which is wonderful, I'm always delighted by the deep garnet color."

Tickets for the Rock Hall Ball are priced at \$60 each. For more information or to purchase tickets, contact Rick Bucchieri at Plugged In 216-421-0729.





WESTERN RESERVE BREWING PROUDLY SPONSORS TASTE OF THE NFL 2000 CLEVELAND CELEBRITY DINNER

Taste of the NFL 2000 Cleveland Celebrity Dinner returns to Cleveland Browns Stadium for the second straight year—this time with Western Reserve Brewing as the only micro-brewery represented! Twenty of Cleveland's finest restaurants will participate by preparing signature dishes for guests to taste and raise \$75,000 .

All proceeds from the evening (including any leftover food) will be donated to Food Rescue of Northeast Ohio and the Cleveland Foodbank. The dollars raised at this event go toward processing fresh, frozen and prepared foods donated from more than 100 businesses for distribution by refrigerated trucks to community social service agencies and low income housing sites.

Western Reserve Brewing is proud to join with the many corporate sponsors and in-kind donors to help provide 500,000 meals for hungry men, women and children in our community.

The Taste of the NFL 2000 Cleveland Celebrity Dinner will be held on Tuesday, September 19, from 6:00 - 10:00 pm in the magnificent OfficeMax City View Lounge at Cleveland Browns Stadium. Tickets are available for \$150 by calling 216-619-7469 ext 402 or online at www.cleveland.com/tasteofthenfl.

"Ask For It By Name"

As of Labor Day, the focus of our advertising campaign has changed to include you, our loyal and valued Western Reserve fans. Here's the deal: When you go into a bar, restaurant or grocery store and, for some unfortunate mishap can't find your favorite Western Reserve beer, ask for it! Better yet, DEMAND that they carry it! Then, send our Sales Manager, Cliff Bennett an e-mail at cliff@wrbrew.com and let him know when and where you tried to buy it. Cliff has promised that his team will do their very best to assure the availability of award winning Western Reserve beers at your favorite establishment.

Shower For The Groom?

Did you ever wonder what we did with any expired beer that we routinely swap out for new product? We bring it back to the brewery, and pile it up on pallets. But then what?

Well, it seems that Western Reserve CEO, Gavin Smith is getting married in late October, so . . . we decided to have a shower for him at 2:00 PM on Sunday, October 1 at the Brewery. We've rented a brand new, whiz-bang dunk tank (at great expense) and Gavin will perch himself on the tank (full of all that expired beer). You're all invited to come down and take a shot at the Big Guy! There'll be plenty of great food, and of course our great Western Reserve beers. Call us at 216-361-2888 to let us know if you can make it! That way we'll know how much food to get (the beer is never a problem . . . an embarrassment of riches!)



See us on the web at

www.clevelandbeer.com

We're on Cloud Nine™ After This Year's Cloud Nine™

After the gala release of our Cloud Nine™ at the Cleveland Museum of Art benefit, "Moonlight Monet" on June 17, sales for our Summer Seasonal zoomed! Many thanks to the Museum's fabulous publicity machine! We also redesigned the look of the six-pack carriers, and we have no doubt that they contributed to the record sales pace, as well. But the real thanks go to you, our valued customers, for buying it, and telling your friends to buy it, too!

It's more than just a little unusual for a Belgian style beer to fly off the shelves like Cloud Nine™. So, what, you ask is a Belgian style beer? Here's WRB's President & Brewmaster, Andy Craze's explanation:

Most people are aware of the great brewing traditions of Germany, the Czech Republic and Britain, but often overlooked is Belgium. In fact, this tiny nation has a rich brewing history which is reflected in the immense variety of beers that are indigenous to that region. Belgian brewers have traditionally used a wider variety of ingredients and methods than probably any other county on the planet. It is very difficult to characterize all Belgian beers by any one attribute; rather it makes more sense to say the hallmark is their diversity.

Here in the United States we are seeing an increase in the popularity and availability of Belgian and Belgian-style beers. The lighter, fruity flavors of Lambic styles; the malty fullness of Abbey-style beers, traditionally brewed by Trappist Monks; the crisp tartness of Wit (or white) beers; all are being introduced to an ever-increasing number of American palates.

Our favorite of these styles is the Wit beer, a style associated with the Belgian city of Høegaarden, and, not surprisingly, our summer seasonal, Cloud Nine™ is a Wit beer. Wit beers are traditionally very cloudy in appearance. This haziness comes from the use of wheat and oats in addition to the barley malt, and the fact that the yeast is left in suspension in the beer. The yeast adds a smoothness and a slight tartness to the beer that is one of the defining characteristics of the style. (See the accompanying article on yeast.) Wit beers also traditionally include orange peel and coriander as spices, increasing the interest and complexity of the taste.

With its unique flavor, you will find Wit beer, and our Cloud Nine™ in particular, crisp and refreshing, a perfect quencher for Northern Ohio's warm summer weather. And, you'll be drinking one of the finest

examples of the style available anywhere. Cloud Nine™ won the Silver Medal for *Belgian and French-Style Specialty Ales* at the Great American Beer Festival last October.

The Beast in Yeast

Of the four ingredients permitted by the German Beer Purity Law: Water, Malt, Hops, and Yeast; yeast is in many ways the most complex. More than a simple ingredient, yeast is a actually a living organism. Yeast are unicellular critters – fungi actually, that

perform a crucial function in the production of beer. In the brewhouse, the brewer extracts sugars from the malt. These sugars are passed in the unfermented beer to the fermentation tanks, where yeast is added. The yeast consumes these sugars and produces alcohol and carbon dioxide (CO₂) as byproducts. This natural process is why beer is alcoholic and why it is carbonated.

In addition to its basic function of converting sugars to alcohol and CO₂, the yeast has a significant impact on the flavor profile of the finished beer. Different strains of yeast can produce very different flavors in the finished beer. Brewers yeast (*saccharomyces cerevisiae* for you Microbiologists out there) has a wide variety of sub-species, many of which are associated with specific styles of beer. For example, the clove and banana flavors found in German Weizen beers comes from the specific yeast used to ferment these beers. In addition to the flavors produced by fermentation, the yeasts themselves have specific flavors, so in unfiltered beers the yeast flavor becomes a part of the beer's overall character.

Packaging beer with yeast in the bottle has a couple of other benefits as well. The yeast is loaded with B-complex vitamins, which can ease hangovers in the event you overindulge. Also, the yeast consumes oxygen in the package and tends to make the beer very stable. This means the beer will retain its freshness longer than filtered beer.





Just in time for the holidays,
it's Western Reserve gear!



They make terrific gifts!



Always a popular gift item, our pint glasses are made from genuine Libbey glass — these are the same rugged pint glasses they use at restaurants and taverns. (Beer sold separately.)



Our basic T-shirt is the easiest way to tell people what you'll have, even at the loudest holiday parties.

WESTERN RESERVE BREWING T-SHIRT \$15.00



Bockzilla returns! These Bockzilla shirts are always a hit. In white or gray, or our most popular, tie-dyed.

BOCKZILLA T-SHIRT (STATE COLOR AND SIZE) \$15.00

BOCKZILLA TIE-DYE SHIRT (STATE SIZE) \$20.00



Our summer seasonal, Cloud Nine is our latest medal winner. This shirt bears the label of that amazing beer!

CLOUD NINE T-SHIRT \$15.00



Keep the sun off in style, with ball caps featuring the brewery logo. Available in khaki or denim.

WRB LOGO BALL CAP (STATE COLOR) \$13.50



This is the perfect keychain - it's a 3-way bottle opener. Good for pry-caps, twist offs and cans. Never again be caught without!



Breweries of Cleveland by Carl Miller is the definitive history of brewing in Cleveland. 296 pages, hardbound and signed by the author.



INCLUDE \$5.00 FOR STANDARD SHIPPING (UNLESS YOU DROP BY TO PICK UP YOUR ORDER!)

GRAND TOTAL

You can order all of our merchandise any of three ways:

1. By phone at 216/361-2888
2. Online at www.clevelandbeer.com (just click on the company store button.)
3. By dropping by the brewery weekdays from 10 to 6.

Western Reserve Brewing
4130 Commerce Ave.
Cleveland, OH 44103

We accept Mastercard, Visa and cold, hard cash! (But please don't mail cash. Actually, please don't mail us your credit card either - just send us the info.)



July Was American Beer Month

The Institute for Brewing Studies, with the help of its brewery members, of which Western Reserve is one, and state brewers guilds, selected July as the first annual American Beer Month. American Beer Month was a national promotional campaign designed to raise the awareness of the variety and quality of American craft beers.

To our knowledge, Western Reserve Brewing was the only local craft brewery to jump on the national bandwagon. Throughout July, our advertising campaign took on a decidedly patriotic tone as we highlighted the virtues of drinking American beers, particularly our own American Wheat Beer.

On the heels of American Beer Month a certain chain of drinking establishments which identifies itself with a certain reptile doing a certain thing with it's eye (the state regulators won't let us mention it by name) offered our American Wheat Beer as their "Beer of the Month" throughout August, serving it in it's own specially designed pint glass. The response was phenomenal! Folks all over town have loosened the belt another notch and have whole sets of American Wheat Beer glasses to show for it!

This same certain reptilian chain was so delighted, that they've asked us back in November to feature our Lake Effect Winter Ale as the "Beer of the Month." Wait until you see THAT glass! You'll want at least a dozen, right?



Totem Pole Tap Handles

Look for the whimsical totem pole Western Reserve tap handles at your local watering hole. These wonderful tap handles were the brain child of Western Reserve Head Brewer, Jeff Ogden. The idea was to take the caricatures of Gavin and Andy and turn them into three dimensional sculptures. Andy is perched atop Gavin's shoulders as they form some of the most unusual tap handles in the country. Kudos, once again to Rick Holton who conceived the original Gavin and Andy caricatures, and a big thanks to Jeff, too!



The Plain Dealer, and Channels 3, 5 and 8 turned out in force on April 8 when the Western Reserve Brewery was blessed by an ecumenical group of clergy including The Rev. Harper Turney, The Rev. Stephen Sedgewick, The Rev. Linda C. Smith (Gavin's mom), Reiki Master Steve Eisel, Master Tao Huang, The Rev. Bede Kotlinski, OSB, The Rev. Matthew Brown, and The Rev. Gary Lissy.



Perhaps the lightest remark of the evening came in a totally ecumenical moment when Buddhist Reiki Master, Steve Eisel pronounced a tenth Beatitude in front of the fermentation tanks, "Blessed are the beer drinkers, for they shall empty these tanks."

There is a considerable body of historical precedent for the intertwining of beer brewing and religion, particularly in Belgium where the industry owes most of its credit for having thrived to the Trappist monks. Undoubtedly the most well known of all "beer events" is *Oktoberfest*, which traces its founding to the betrothal ceremony of the Crown Prince of Bavaria in 1810.

In Germany, the bock beers make their annual springtime appearance the Feast Day of St. Joseph

(March 19); a tradition that dates back to the 17th century, and in fact the first bock beer was named *Salvator*, or "Savior" in English. It is said that Martin Luther lived exclusively on a bock beer from Einbeck at the Diet of Worms where he waged one of the most significant battles of the Protestant Reformation. Although the *Bier Brauerei* has brewed *Einbeck* since 1351, it was not bottled until the mid 1800's. The label pays homage to Martin Luther by featuring his portrait.

According to the Catholic Common of Saints, there are no less than four Patron Saints of Brewers dating back to the 1st century A.D.: St. Boniface, St. Augustine (perhaps best known for his theological masterpieces, *The City of God* and *Confessions*), St. Nicholas of Myra (who became popularized as a result of his abundant charity toward children, as Santa Claus) and the Gospel Writer, St. Luke.



Legend has it that King David was a brewer, and to this day, in some places the Star of David is used as a symbol of beer purity.

Ancient Egypt formally accorded sacred status to beer. *Ninkasi* was the Sumerian goddess of beer (dating to 4,500 B.C.E.) and later in pharonic Egypt, the goddess *Hathor* was celebrated as the queen of drunkenness and dance as well as the inventor of beer.

Mark your calendars and plan to join us for the Second Annual Blessing of the Brewery to be held on Saturday, April 7, 2001.

Pillar Award?

As you can see by our calendar of events, Western Reserve Brewing is extensively involved in supporting the charitable and cultural institutions which contribute to making Cleveland such a great place to live. We are pleased to announce that we have been invited to submit an application for the Medical Mutual Pillar Award for Community Service.

We are thoroughly committed to helping out wherever we can and believe that an important part of being corporate citizens involves making contributions that go toward building the quality of life right here in Cleveland. Since 1999, we have made contributions to more than sixty of our community's most worthy causes, and the list continues to grow.

If you would like more information about Western Reserve's charitable involvement, please contact Steve Louzos, Marketing and Public Relations Manager at 216-361-2888 or sjl@wrb.com.

Blues & Rock Festival to Benefit Taussig Cancer Center at the Cleveland Clinic

Western Reserve Brewing joins forces with The Free Times and WNCX on October 8 to raise funds for the Cleveland Clinic Foundation's Taussig Cancer Center, one of the top 5 cancer centers in North America.

The all day event is being organized by Tim Ryan, whose mother died of cancer at the Cleveland Clinic. Tim's vision is for 2,000 people to come together at the Cuyahoga County Fairgrounds for the all day concert featuring an awesome collection of local bands. The "headline" act will be Alex Bevin. Tickets will be available through Ticket Master or by calling Tim at 216-840-5207.

An Event Of Cosmic Proportions

Continuing it's long time relationship with the Cleveland Museum of Natural History, Western Reserve will be the beer of choice at "The Big Bang Benefit" on October 7. You may be aware that the museum is planning to build a new planetarium.

This starry night will feature an 18 piece swing band, great food from Bradley's, a silent auction and a chance to win a 10-day adventure for two to the rainforests and national parks of Costa Rica! For tickets, call the museum at 216-231-1177.

Adventures with Gavin & Andy

September

- 19 Taste of the NFL Celebrity Dinner to benefit Food Rescue of Northeast Ohio and the Cleveland Foodbank —Cleveland Browns Stadium. Tickets are available by calling 216-619-7469 ext 402.
- 23 American Heart Association benefit. For tickets call 216-444-5527.
- 24 Cleveland State University Alumni Association Golf Outing—Quail Hollow.
- 29 & 30 Rock Around the Clock—Rock & Roll Hall of Fame and Museum—888-764-7625.

October

- 1 “Gavin’s Shower” Come to the Brewery & take your shot at dunking our beloved CEO in a tank of expired beer! Call us at 216-361-2888 to reserve your place in the shooting line!
- 5,6 & 7 The Great American Beer Festival—Denver, CO.
- 7 The Big Bang Benefit - The Cleveland Museum of Natural History. For tickets, call 216-231-1777 or 800-317-9155 ext 279.
- 8 Blues & Rock Festival to benefit the Cleveland Clinic Taussig Cancer Center. Come hear the area’s greatest local bands and enjoy Western Reserve beers all day! Call 216-840-5207 for tickets.
- 14 The Great Lakes Science Center hosts a national conference of science museums and Western Reserve Brewing will be there to show the rest of the nation what REALLY good local beer is all about!
- 21 Join the Cleveland Play House CREW for Gangster Night, sponsored by Western Reserve Brewing.
- 27 Our own Lake Effect Winter Ale will be released at “The Rock Hall Ball”, a benefit event for the Rock & Roll Hall of Fame and Museum—call 888-764-7625.

For a more complete listing of events see clevelandbeer.com

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