



Brew Fest

Friday, September 21, 2018

TIMES LEADER MEDIA GROUP

Photos from SBC's Oktoberfest

Event took place on September 15, 2018 | Photos courtesy of Gary Cook







POCONO BREWERY COMPANY

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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.

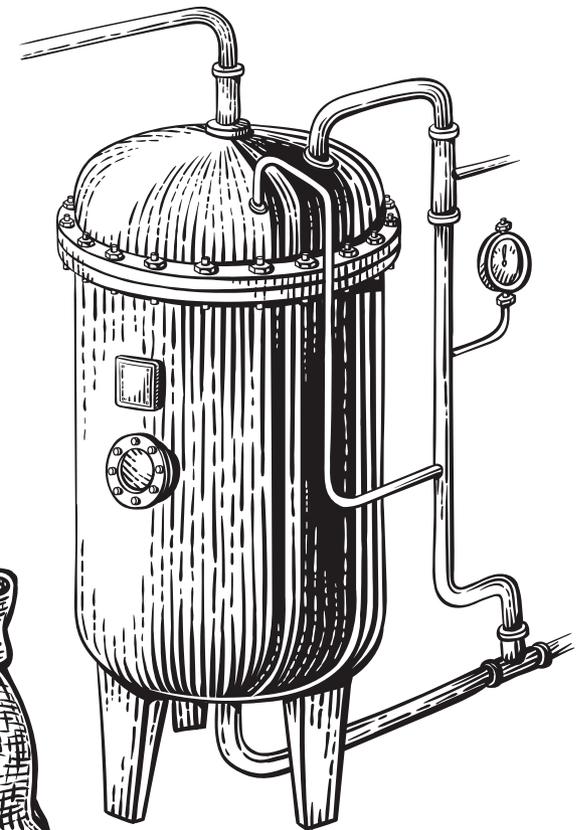
Liquor

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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A promotional graphic for Cigars On State. On the left is a tall, condensation-covered glass of beer with a thick head of foam. On the right are several cigars of various brands. A central grey box contains the business name and contact information. The text "GRAB YOUR BEER AND COME ON DOWN" is arched across the top, and "BYOB LOUNGE WHICH MEANS YOUR NOT GONNA SPEND A TON ON OVER PRICED DRINKS." is arched across the bottom.

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Pennsylvania Beer Festivals

From beerfests.com

Allentown Beer Festival
Allentown, Pennsylvania
Sat Sep 22, 2018

Pints in the Square Craft Brew Fest and
5k
Newtown Square, Pennsylvania
Sat Sep 22, 2018

Blue Mountain Oktoberfest
Palmerton, Pennsylvania
Sat Sep 29, 2018 - Sun Sep 30, 2018

Cask Taphouse and Grill Beer, Whiskey &
Wine Festival
Easton, Pennsylvania
Sat Sep 29, 2018

Lake Augusta Wine & Brew Festival
Sunbury, Pennsylvania
Sat Sep 22, 2018

Breaktoberfest
Mars, Pennsylvania
Sat Sep 29, 2018

Broken Goblet's Hoppy Halloween Beer
Fest
Bensalem, Pennsylvania
Sat Oct 20, 2018

Brewing Up A Cure
Pittsburgh, Pennsylvania
Sat Sep 22, 2018

Spors General Store BeerFest
Trumbauersville, Pennsylvania
Sat Sep 29, 2018

Wine, Beer, & Food Festival
Limerick, Pennsylvania
Sat Sep 22, 2018

Sly Fox Brewing Company Can Jam Music
Festival
Pottstown, Pennsylvania
Sat Sep 29, 2018

Lititz Craft Beer Fest
Lititz, Pennsylvania
Sun Sep 30, 2018

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Sat 3-6 Dave Brown Fiddlers

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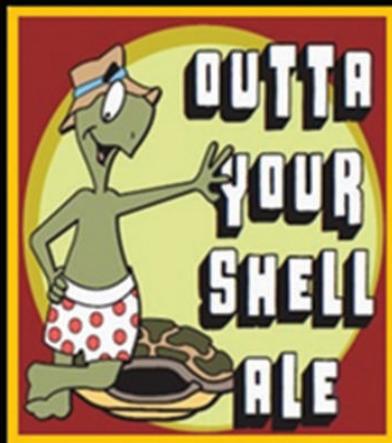
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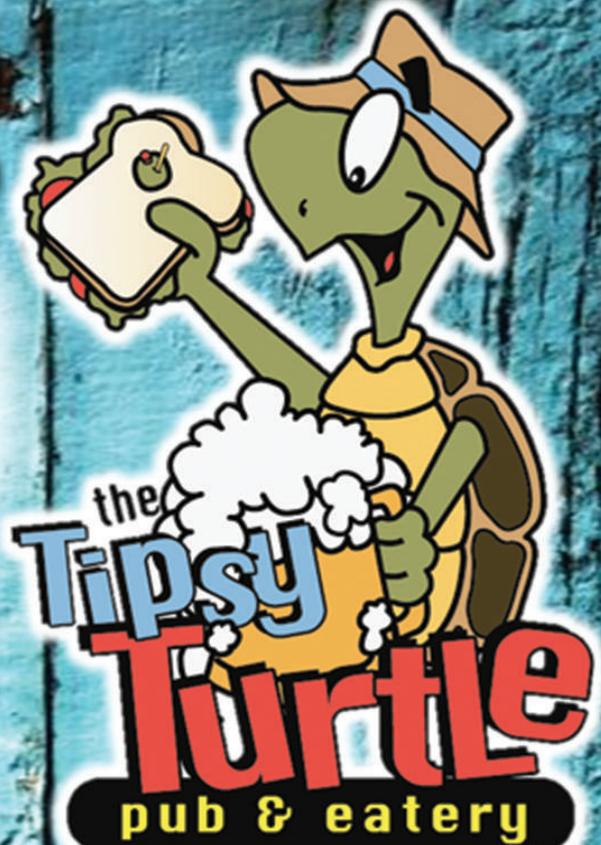
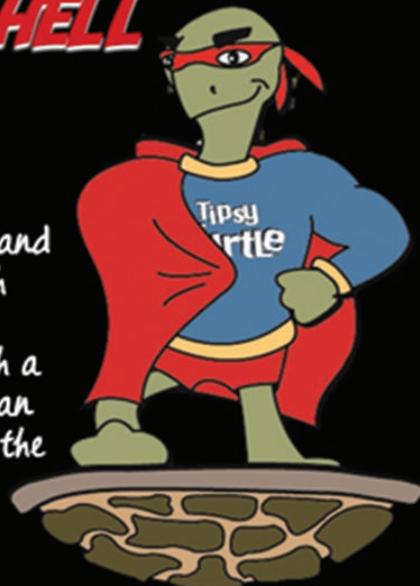
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Craft Brewing for a Cause

It's no surprise that the craft brewing community is a close knit group who revel over great-tasting drinks and a sense of belonging. Fanatics are no strangers to traveling outside their neighborhoods to taste unique hops, build bonds and share stories about perfecting their brews.

Because the sense of camaraderie is so strong, it shouldn't shock you that brewers are notorious for giving back to their communities. The craft beer industry is responsible for donating about \$73.4 million to charitable causes in 2016, this according to the Brewer's Association.

Take a look at some of the most notable breweries who made it their mission statement to give to incredible causes.

Save the World Brewing Co. | Marble Falls, Texas

Formed in 2012, this charitable brewery set out to make great beer and donate 100 percent of their profits to charity. In an incredible attempt to support causes they are passionate about, Save the World has helped efforts for Hurricane Harvey and Hurricane Maria.

They even donate all tips left in their tasting room

to a different organization each month. A few notable charities they have chosen include Food for the Hungry, Meals on Wheels and Habitat for Humanity.

Rahr & Sons Brewing Co. | Fort Worth, Texas

In 2016, this group donated over \$5,500 to the USS Fort Worth Support Committee, all from sales of a special brew. They also raised \$10,000 to support the cause of building wells in developing parts of the world.

Ex Novo Brewing Company | Portland, Oregon

Another amazing brewery who donates all their profits to charitable partners. This company supports causes like Friends of the Children, IJM, Impact NW and MercyCorps. The decision to donate the money isn't the hard part – founder Joel Gregory says, "It's tough picking causes, but the brewery is devoted to

working with social justice issues."

Once the group meets its commitment of \$100,000 in donations, they choose another organization to support.

Medusa Brewing Company | Hudson, Massachusetts

The first brewery to get involved in the Brewing Black Ale for Veterans program, it donated \$7,100 in net profits to the New England Center and Home for Veterans. More than 30 breweries have followed suit and raised over \$36,000 for veteran-minded causes.

If these breweries are in your area or your local business does their part in supporting great causes, you can play a part by thanking them by spending your dollars in their establishments.

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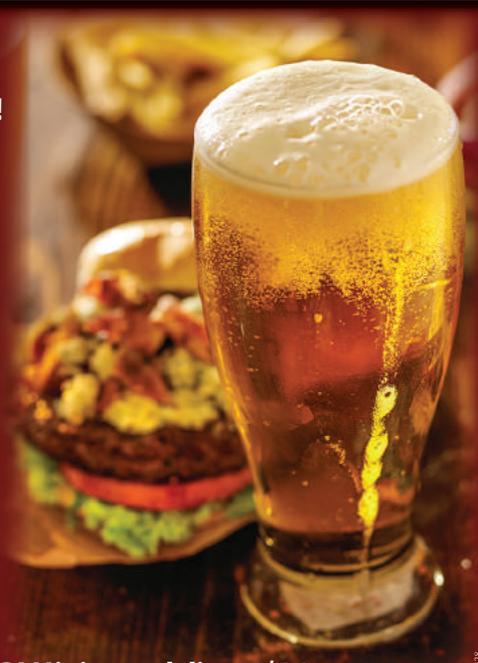
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Coffee and Beer

For many, coffee and beer serve completely different purposes. One is a great aide in kickstarting the morning, while enjoying a cold one is a relaxing way to unwind after a busy day. In the craft-beer world, the two have been intertwined and the result is extremely popular.

When the two beverage bookends are brewed together, the flavor is unique, bold and delicious if done correctly. The thing that may surprise you the most about the process is that most manufacturers prefer to cold brew their coffee.

How It's Made

To perfect the art of cold brewing, time and patience are required. The process is more involved than simply cooling down a pot of joe and mixing it into a brewing pot.

In fact, most coffee-and-beer brewers choose to steep dark-roasted coffee beans in cold water for 12 to 24 hours before straining them for sediment. The Brewer's Association states this strategy eliminates the burnt qualities that come with hot brewing. These bold tastes are welcome in a warm cup of coffee but can be overpowering when mixed with beer.

Many brewers prefer to keep their coffee sealed for a few days before adding it to their brew. It is sometimes added right to the boil or before its bottled.

Why It's Popular

Coffee beer certainly has its place in the craft market thanks to its rich flavor and bold personality. The popularity isn't only expressed by consumers, as more and more craft breweries are creating their own versions to one-up their competition. The trend has even spread to major breweries offering their own takes on the phenomenon in seasonal brews.

Choose the Right Beans

A great coffee stout begins with choosing the right beans. The American Homebrewer's Association suggests finding a delicious coffee and creating your brew to complement its roasted flavor, rather than adding it to an existing recipe.

Becoming a master coffee-beer brewer can take a lot of patience and several attempts. Don't be discouraged if it doesn't come easily at first. Once you have perfected your batch, don't be surprised if you discover new and exciting ways to mix the two beverages.



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Oktoberfest Beers: A Primer

For the uninitiated, the world of beer can be intimidating. But fear no more. With the help of this guide and a good liquor store, you can be sipping a tasty brew and impressing your guests, all at the same time.

Lagers

This is probably the type of beer you're most familiar with. It's conditioned at low temperatures, bottom-fermented and uses a specific type of yeast. It can be any color from pale to very dark. Oktoberfest beers produced by American breweries are going to be a darker lager, typically, with an alcohol content of between five and six percent.

These beers are also called Marzens, because they are actually brewed in March and cold aged until fall. They tend to have a slight red hue and be sweeter

than other lagers.

If you're throwing a party, ask experts at your local grocer or liquor store to help you choose several varieties for your guests. Building your own six-packs may be a helpful option here.

Beer storage

Keep your lagers icy cold, between 35 and 40 degrees. Also, don't turn them sideways. Keep the bottles upright and away from light. Pay attention to the dates on the beer; unlike wine, most beers don't

age well (an exception is specialty or very high alcohol content beers).

Serving

Use cold, glass mugs. If you're pouring a lighter lager, use a pilsner glass or other footed glass. Open a beer and pour at a 45-degree angle into your chosen glass without swirling. Always handle your beer glasses by the base, not the rim, and make sure they're clean, dry and not chipped before serving.

Craft Beer: By the Numbers

The operation of craft brewing has never been more popular. In 2017, the number of breweries reached an all-time high and shows no signs of slowing down. The next time you're enjoying your favorite brand, show support by spreading the word.

The boom of craft beer would be nothing without the aficionados who consume it or the dedicated brewers who perfect the recipe. Check out these statistics from the American Brewer's Association to see just how big the phenomenon is becoming.

- There are more than 6,000 breweries operating in the United States.

- 83% of adults aged 21+ live within 10 miles of a brewery.

- Full-time craft beer jobs have seen a 7.5 percent increase since 2014.

- There are more than 2,700 certified independent breweries, accounting for more than 75 percent of independent craft beer production.

- Tourism is growing. Average craft drinkers are visiting 3.5 breweries near their homes and 2.5 establishments within two hours' driving distance.

- In 2016, donations from craft brewers to charitable causes in 2016 reached \$73.4 million, up from \$71 million in 2014.

- More than one million homebrewers produced over 1.4 million barrels of beer. These hobbyists were responsible for 1 percent of the total beer production in the United States.

- A humorous consumer awareness campaign to raise \$213 billion to purchase Anheuser-Busch garnered more than \$3.7 million from craft beer enthusiasts.

- In 2017, the overall U.S. beer volume sales were down 1 percent. However, craft brewery sales continued to grow at a rate of 5 percent.

- Retail dollar sales of craft beers increased by 8 percent, up to \$26 billion. It accounts for over 23 percent of the U.S. beer market.



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