

IDAHO BREW

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Send in The Beardsmith

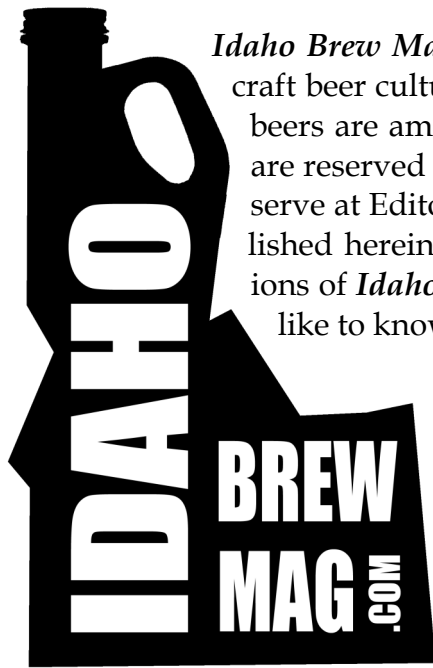
by Daniel Foster

The HUB for Organic Beer *by Steve Koonce*

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Idaho Brew Magazine is Idaho's only publication dedicated to celebrating the Gem State's craft beer culture; from brewers, to brews, to brew lovers, we're here because Idaho's craft beers are amazing. *Idaho Brew Magazine* is a division of *With An H LLC*, and all rights are reserved by said company. It was founded in 2014 by Jim Lee and Daniel Foster, who serve as Editors-in-Chief. You can reach them at tycoons@idahobrewmag.com. Ideas published herein reflect the opinions of the authors, and do not necessarily reflect the opinions of *Idaho Brew Magazine* or its Editors. You can learn just about anything else you'd like to know about us at IdahoBrewMag.com.

ON THE COVER: From left to right: Ryne Lothrop, Jeff Summers, and Wendy Rose. Wendy and Jeff are co-owners of *The Beardsmith®* in Boise, Idaho, and Ryne is their newest beard smith.

MARK YOUR CALENDARS!

Feb 18th: Local Beer Month at PreFunk Nampa with Woodland Empire
Feb 20th: Beer vs wine pairing at Cottonwood Grille in Boise, with Sockeye Brewing & Cinder Wines
Feb 20th: 2015 Idaho Beer Summit: Education for Breweries & Beer Related Industries. Info at 2015idahobeersummit.splashthat.com
Feb 20-22nd: Stanley Winterfest with Sawtooth Brewing
Feb 21st: Boise Brew Bus welcomes Justin from ThisIsBoise.com to film the tour for his Bar Code webshow! Info at BoiseBrewBus.com
Feb 21st: Woodland Empire one-year anniversary party
Feb 21st: Sockeye Brewing barrel-aged tap takeover at Bier:Thirty
Feb 25th: Local Beer Month at PreFunk Nampa with Sockeye Brewing
Feb 28th: Edge Brewing one-year anniversary celebration at Bier:Thirty
Feb 28th: Lewiston Brewfest hosted by Liberation Beverage Company



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There's something that seems *right* about a man with a proud beard holding a frothy craft beer. And if there's one thing Idaho seems to do well besides craft beer, it's beards.

But where there are excellent beards, there are also unkempt beards. Scraggly beards, irregular beards, even downright messy beards. And that's exactly where Wendy Rose comes in.

Wendy Rose says she always had a thing for beards. "You might call it a long-standing fetish." After a period of donating much of her sanity to the corporate world, she found the inspiration to find her true calling. "I love being with people and have an intuitive listening ear." One thing led to another (as they will do), and less than a year ago, Wendy Rose became *The Beardsmith*®.

~ ~ ~

One Saturday in late January, I headed to a little house on Overland Road with Jim, the other half of Idaho Brew Magazine, and proud sporter of an excellent — though today, somewhat scraggly — beard. Stepping into *The Beardsmith*® sanctuary, one of the first things we encountered



was craft beer: cans of Crooked Fence lined up along the front counter announced our choices, and Wendy's partner Jeff Summers admitted, "We're kinda fans of Crooked Fence." Beers in hand, we sat down to await Jim's turn in the chair.

There are presently two stations at *The Beardsmith*®, and more will likely come future expansion. Wendy and new blade-wielder Ryne were taming some beards as we sat, enjoying our beer and chatting with Jeff.

The smallish house is nicely decorated and cozy inside. An upstairs loft drew our attention. Jeff explained that a game system was on the way, part of their plan is to make the area a fun overflow waiting room. With craft beer in-house, it's hard to imagine the cozy loft not becoming a hang-out haven, even for those of us (such as myself) less beardedly-blessed.

As Wendy finished up her client and Jim settled into place for her magic, I perused the small, but well-stocked product cabinet. The Beardsmith Beard Grease® and Mustache Putty® are hand-made by the business,

Send in THE BEARD SMITH

Daniel Foster

and are their flagship products. Beard Grease is an all-in-one choice for beard care, replacing what can otherwise require several products to do the job. In addition to selling in-store, you can order *Beardsmith*® products online as well (see the "products" page on their website to order).

I noticed some little bundles of sticks tucked among the grease cans. Jeff explained that these are special aromatic woods, steeped in liquors and dried, as a sort of beard-enhancing incense. Light one, pass the smoke through your newly-perfected beard, and smell like you just returned from lumberjacking!

When you make your appointment at *The Beardsmith*®, don't expect to be hurried in and out. Wendy treats her job as an art, and art takes time. Straight razors are used for all shaving, cheek lines, neck lines, and back of the neck. And every beardsmithing comes with a hot towel service. "We call it a beard spa." This isn't Supercuts for beards — this is a place to settle in and enjoy a level of service you don't often find these days. And enjoy a delicious Idaho craft beer, while you're at it!

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The **HUB** For Organic Beer

Steve Koonce

Somewhere in the western Treasure Valley sits a few acres of land dedicated to organic hops. It's funny, in a way, because the hops appear smaller, the vines appear shorter but the entire area teems with life. Ladybugs, spiders, bees and beetles crawl around, exploring the hop vines; each giving and taking to the delicate eco-balance needed to sustain an organic cash crop. Dank, citrusy Bravo hops grow in this particular plot of land, adding fresh, grapefruit aromas to the experience.

These hops represent a bright future for craft brewing. There are breweries popping up that brew 100% organic and are making delicious beers using eco-friendly hops and malt. One such brewery is Portland's Hopworks Urban Brewery (HUB). Co-founder and head brewer Christian Ettinger recently visited Boise to brew a beer with Payette and I had a chance to sit down and talk with him at Cloud 9 Brew Pub about organics, Boise's craft beer scene and his awesome winter IPA, Abominable.

"A-Bomb was very much born an India Red Ale," says the bespectacled and lightly bearded Ettinger as flights of Cloud 9 beers start to appear. "We call it a Winter IPA. That's kind of making up a category."

Organics play a huge part in HUB's production. But the brewery didn't start out that way. Sourcing issues stood in the way of HUB's bright future.

"We started out (with) organic malt and conventional hops. They had organic hops available, but the varieties were very kind of continental or English style and not really conducive to the types of beers (we wanted to make). Liberty, Fuggle, Golding, some Cascade. You couldn't create an entire beer line-up around those," Ettinger recalls as he tries one of Cloud 9's offerings.

All that changed in 2013 when the USDA and the NOP, the National Organic Program, relaxed

some of the rules on growing and labeling for organic products. Ettinger and HUB took advantage and started to source more organic materials, mostly hops.

"What happens as you invest in a burgeoning or growing market like organic hops, all of a sudden the farmers start putting into the ground what you need. Which is a lot of Cascade, Centennial," Christian says excitedly. "Now they've got Amarillo, even El Dorado is available."

HUB continued on page 8...



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ASK A BEER LAWYER

~ Steve
Wieland

Before answering the question, let's be clear about what a brew pub is, at least in Idaho. In our state, brew pubs are where a brewery sells its own beer to you, the consumer, in a place where you can sit down and drink it.

There are two kinds of brew pubs. The first, and most common, is often called a "tasting room" or taproom. A taproom is a place at a brewery where you can buy and drink a beer made onsite. Many, if not most, Idaho breweries have onsite taprooms. Woodland Empire, Selkirk Abbey, and Sawtooth are all examples. The second kind of brew pub is located offsite from the brewery. A good example of this second, less common, establishment is Crooked Fence's Barrelhouse brew pub in Garden City. Although the Barrelhouse sells Crooked Fence beers, all of those beers come from a separate brewing facility. Except for where each is located, the two kinds of brew pubs are otherwise identical. Brewers can generally serve food, wine, and products from other breweries in their onsite and offsite brew pubs.

Brew pubs in Idaho share another similarity: they are kept scarce by state law. Until 1987, it was essentially illegal for a brewery to serve paying customers a glass of the brewery's own beer. That

Why can some breweries have brew pubs but not others?

year, lawmakers decided to allow breweries to own up to two brew pubs—one onsite and one offsite. However, to qualify for the privilege of opening brew pubs in Idaho, the brewery must be licensed

in Idaho and must produce fewer than 30,000 barrels of beer per year. This is why only some breweries can operate brew pubs here.

The annual 30,000 barrelage limit is presumably meant to help microbreweries enter the market by keeping large breweries from buying up bars, squeezing out smaller competitors, and pushing distributors around by forcing them to carry only that brewery's brands. Of course, there is one obvious problem with the 30,000 cap: a startup brewery could eventually be punished for its own success.

So far, none of Idaho's indigenous breweries have bumped up against the barrel ceiling, but Idaho's largest breweries could do so soon. Within the next year or two, Payette intends to start production in a facility with as much as 100,000 barrels per year in capacity. Laughing Dog is also said to be considering an expanded brewery with a capacity exceeding 30,000 barrels per year. Unless the legislature does something, these breweries and others will eventually have to choose between meeting demand for their packaged beer and keeping their brew pubs open. Let's hope that day never comes.

Attorney Steve Wieland represents Idaho businesses in civil legal disputes. He also co-founded Idaho's first Wine, Brew, & Spirits practice group as an attorney at Hawley Troxell. More information about Steve can be found at hteh.com/beerlaw. Send your beer-related legal questions to us at info@idahobrewmag.com and we'll get you some answers!



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1,001 Ways To SCREW UP BEER

Justin Baldwin

"Thigh-High Stockings Make a Brewing Disaster Sexier"

My personal history will show I do not make good life decisions. If I were capable of planning ahead, this column wouldn't be *1,001 Ways to Screw Up Beer*, it would be called *1,001 Dull & Lame Brew Days*.

Several years ago I faced a dilemma. I wanted to brew a wet hop beer but I wanted my hops to be loose in the kettle so they could roll around and get better utilization.

My kettle was small, like a 4 gallon, and didn't have a spout so I needed something to provide a filter while I poured my wort into the carboy.

This was before the days everything was a "hack" but I had heard somewhere about using pantyhose as a cheap hop bag. I'm not sure why, but this seemed like a reasonable thing to do so I went down to Walmart and bought thigh-high stockings in the most masculine way possible.

"They're for beer."

"Yeah, sure buddy," the clerk says.

"*They make me feel pretty*," I whisper.

"What?"

"Nothing."

The brew day went great. It was an extract steam beer and the fresh Cascade hops, picked right off the bine in my backyard smelled awesome. After the wort had been chilled it was time for the filter/transfer so I stuck about four of five inches of the stockings into the carboy, wrapped a rubber band around it, rested a funnel in the carboy spout and began to just pour the wort into the funnel. What could possibly go wrong?


In my defense, I have never worn stockings before. Not even recreationally. I hadn't anticipated pantyhose's ability to stretch. As the wort flowed down the funnel into the filter it caught all of the hop cones and trub. This caused it to expand at roughly the same rate as the anger-caused aneurysm growing in my brain.

In about three seconds, I had a sack of shit the size of a volleyball inside of my glass carboy. The pantyhose did act as a filter, but was so effective it clogged with small particles and hop cones and wouldn't let the liquid flow through at more than a trickle.


About that time, I set the kettle down the rubber band started to slip and I was able to grab it before the whole mess dropped into the carboy. But now I was stuck, because I couldn't pack the slick carboy around, so I yell for my wife, who up to this point, had been very supporting of my brewing.

SCREW UP BEER continued on page 8...

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2014 saw the four Boise brewpubs that form the city's local craft beer "old guard" get a bit of a shake up as the treasure Valley beer scene continues to grow and expand. Table Rock went away over the summer as sort of an evolutionary cul-de-sac. Highlands Hollow is still tucked away at the base of Bogus Basin Road as it has been for years. The Ram, with locations in downtown Boise and in Meridian, is still going strong. But as part of a chain, I'm not so sure the purists would necessarily call The Ram "local beer." I don't, really.

Lastly is Sockeye Brewing. Their Cole location has been operating for a dozen years or so and I've sort of found it to be my home brewpub over the years. Mainly, I suppose, because it is near my home, and I tend to stop by quite regularly. Well, a couple months ago they opened a second location, on Fairview near Cloverdale, which is actually slightly closer.

Well, that timing is true, and not so true. They had already been brewing at this new facility for over a year now, in an effort to keep up with demand for their classics like Dagger Falls IPA and Powerhouse Porter. Increasing demand as well as a desire to expand into being a regionally distributed brewer meant a production expansion was needed, and if you've ever seen their brewing set-up at the original location you would know that this could never happen there. With production capacity now more than doubled, the bright red cans of their "flagship beer" have been showing up all over treasure valley grocery stores and beyond for some time now.

As part of a multi phased process, the restaurant side of the new location was opened just a couple of months ago and I finally got around to paying it a visit. (Gotta let them work out the kinks a bit first) Roomy and open and lots of exposed timber and log construction. This is definitely Idaho. Not exactly a risky choice in motif but the classic ski-lodge style is pleasant and relaxed. Seating for over 200, and garage doors that open to a large patio seating area. There are quite a few TVs so you can keep an eye on the game if you want, but they are situated in such a way that it is easy to find a seat that doesn't have one at every conceivable viewing angle.

The tap list actually surprised me a bit. I sort of expected

their normal run of regulars as well as the current seasonal, and figured that their experimentals and one-offs would be featured at the original smaller location. But it looks like it will be the other way around. On tap here tonight was a Gin Barrel aged version of their "Hopnoxious" double IPA, as well as a double dry-hopped version of their "WinterFest" that they make every year about this time. Both were interesting spin-offs, and quite good. As a lover of new, interesting and unusual offerings from local brewers that I am otherwise familiar with, I am especially interested to see if Sockeye can branch out even more with smaller batch, more risky beers now that they have the capacity to keep the regulars flowing.

The new place is comfortable, feels a bit more upscale, and the food and service were both great. The beer is going to be what keeps bringing me back though, as it has at the other location for years now.

Cheers!



Ken Bates is a homebrewer and regular contributor to Idaho Brew Magazine.

**SCREW
UP BEER**

Continued from page 6

"Hey baby, could you come in here for a second?" Of course, the first thing she said was, "What in the hell are you doing?" This was not the first nor last time she uttered this phrase.

"I'm having a disaster. Can you help me?"

She held the carboy down while I tried to slowly pull the oozing crap ball out of the top. After a couple of tugs the pantyhose began to bulge obscenely on the bottom, but I was making a small amount of progress on the top end.

"Are you sure this is going to work?" my wife asked in a tone which suggested it was not going to work. "Just hold it," I growl and give another mighty pull.

At this point, several things happened. The pantyhose finally exploded and sent most of the soggy hop cones into my fermenter. I fell backwards, pulling the broken stockings out of the carboy with such force that my wife received a trub bukkake across her shirt, glasses and hair.

"Arrrrrrrrrrrrgh," she yells.

I wish I could say this is the only time my wife has caught it in the face because of brewing, but I don't think it is true. It may not have helped matters that I was laughing really hard. She threw a handful of trub at me and stormed from the room.

The final beer really didn't turn out too bad. Not great, because it was pretty vegetative but most wet hop beers are anyway. I drank it all, though that is not much of an endorsement of quality.

I took home several lessons. I haven't used pantyhose, while brewing, since. I now have a brew kettle with a spout. If I am using loose hops I use a hop spider in my kettle. I don't try to filter inside of a carboy. I also do my best to think ahead, but am only somewhat successful with that one.

My wife also learned a lesson.

She's married to an idiot.



Justin Baldwin is a sort of savant when it comes to screwing up beer, and you can follow his adventures on Twitter @ScrewUpBeer.

Organics aren't just a factor in making great beer for Ettinger and HUB, but part of a lifestyle change that goes along with people spending more to buy better food to put into their bodies.

HUB

Continued from page 4

"The same attention people pay to behaviors in the store - Whole Foods, Co-ops - spend the money on good quality organic food to put in their body," says Ettinger as he sips on a Cloud 9 organic stout. "(We're) trying to get them to behave the same way when they're drinking beer."

Right before our food shows up, we quickly spoke about the growing craft beer scene in Boise.

"I really like the Boise scene. Even the tap houses that we like to patronize when we're out here and check in on," Ettinger says as the food arrives (street tacos for him, macaroni and cheese for me). "It seems like the market's sophisticated more and more so every day. The quality of the beer is high."

"I like how the market is very accepting of cans, more so than our home market," he finishes as we begin to tuck in to our tantalizing meal.

Christian was here to brew a fun Idaho beer with Payette Brewing Company. They used purple Idaho potatoes from Boise Fry Company to brew what's being called Potato Gun Idaho Potato Ale. Check this beer out at Payette's taproom and select pubs around the Treasure Valley.

To read more about HUB's organic beers, the future of near-organic products and HUB's belief on signature beers, see my Tidbitts post at tidbitts.com/steven-koonce/it-s-just-beer.



Steve Koonce is the author of *Idaho Beer: From Grain to Glass in the Gem State*. Follow him on Twitter @Its_JustBeer. Also, be sure to subscribe to his Tidbitts blog at the address above, for the latest in Steve's Gem State brew writings.