



## April 2010 Newsletter

Next Club Meeting Sunday 18th April @12.30 pm

### THE PRESIDENT'S REPORT

Let me begin by passing on a hearty congratulations to all of our brewers who got places at the Yarra Valley Brewers Belgian Beerfest 2010 specifically to John Kingston & Michael Bowron. Westgate may lack in quantity at the moment but it does not lack in quality. It is important for all of us to enter into inter club comps for the reason of impartial feedback as to how your beer presents in a glass.

We are going to have a demo brew by Michael on Black Betty at the coming meeting, so interesting for all of us (me included), with a mash in time of 10:00am.

**(Late Change- Demo has been Postponed - the Ed)**

On a personal note I have recently done a few brews for the Tooborac Hotel & Brewery & one of those Ambers is going into the AIBA. Did a trip to Warrnambool over Easter & have a great Pale Ale for you all to taste at the next meeting with what I suspect are the new Galaxy hops. I have done a couple of home brews at our new home in west Brunswick & am getting organized to do a brew day with my 44 gal brewery soooooon.

Damian

P.S I saw this in The Age on the 10/4/10 CUB have only have the 0.9% ABV during breaks since the early nine-ties & it seems that Carlsberg are only catching up with contemporary OH & S rules now.

" Carlsberg workers have walked off the job after the Danish brewer removed beer coolers from the worksite. The warehouse and production workers in Denmark are rebelling against the new policy, which allows them to drink beer only during lunch hours in the canteen."



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THE NEXT MEETING WILL BE AT THE NAVAL ASSOCIATION HALL, GRAHAM STREET, WEST FOOTSCRAY (OPPOSITE THE YMCA) MELWAYS 41 J3

## **Club Diary**

### **18th April**

Imperial demo postponed till May

### **16th May 2010**

Stout comp

### **20th June 2010**

Pale ale comp

### **July 2010**

Annual General Meeting.

Christmas in July feast.

### **In Planning**

- Day out at the local taphouse
- Brew day at Tooberac
- Russian stout ANHC club night theme

## **Coming Events**

### **25th April**

Anzac Spectacular

### **5th May**

Local Taphouse Brewshare

### **? May**

British Ale Competition

### **21st & 22nd May**

Beer & Brewer Expo

Fed Square

### **4th July (TBC)**

Looking for an alternate venue

Westgate Brewers

Stout Extravaganza

### **28th to 30th October**

Australian National Homebrewing

Conference, Melbourne.

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Brewers**

Westgate Brewers is committed to encouraging responsible drinking  
**REMEMBER– If you Drink and Drive-You're a Bloody Idiot**

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# THE ECONOMICS OF MICROBREWING

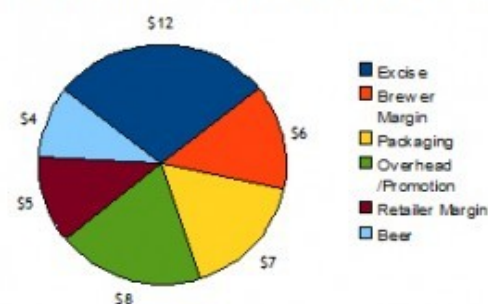
By [Neal Cameron](#)

There is an assumption that it must be profitable to make beer when you're selling it for upwards of \$65 a case. How can it be that craft beer is often twice the price of mainstream beer and yet we hear so often that brewers are making no money? Yet, evidenced by the number of breweries that come and rapidly go a short time later, the contrary is true. Do a straw poll of even our most well-known small craft beer producers as well as some of the newcomers and you will find that money is almost always in short supply, and businesses often marginal at best. The answer to this conundrum is both simple and complex, but it really all comes down to volume.

Lion Nathan and CUB produce or import about 90% of the beer that we drink, which equates to roughly 200 million cases of beer a year. That's a great deal of beer, produced in super-factories fermenting 300,000L of beer at a time, doing this 12 times a day and bottling at 50,000 bottles per hour 24 hours a day.

Think how cheap your boxes and bottles are going to be if you ring up a manufacturer and say that you want to buy a couple of million boxes a week or a few million bottles every day? That's the kind of volume that factories are made of. As a result, a case of macro lager will cost you \$42 odd bucks at a bottle, setting a pretty low benchmark – even though the brewery is still making a few dollars on every case.

Commercial Beer - where your \$42 goes.



Approximate cost breakdown for a large brewer

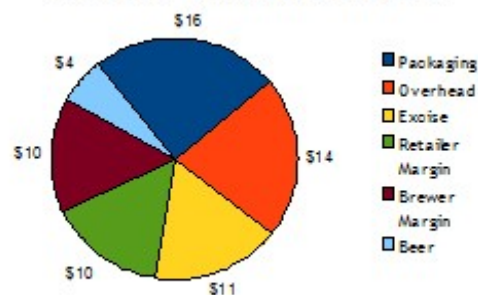
Aside from the mighty Little Creatures and Matilda Bay with their big brewery tie-ins, consider your humble craft brewer who will deem himself fortunate to sell a few thousand cases a year, with 10,000 cases being a generous average (surprised?). They will find that rather than paying 30c for their boxes, they are paying 75c; 28c for bottles compared to 16c and \$1100 a tonne for their malt rather than the \$600 the big boys will squeeze out of the maltsters (and that's just for the big brewers' all-malt brews – a high cane sugar content carries an even greater discount). Even on the bottles alone, that represents an added 5 per cent better profit margin to a large brewer on every bottle of beer sold.

Categories have different colours to graph above

The cost of materials and scale of operation therefore make a huge difference to the cost make-up of the two beer types, take a look at this graphically and the differences between the small brewer and the macro brewer become startlingly apparent.

Clearly when you are buying beer, you are actually really paying the government a lot of tax, buying a lot of packaging, paying for the cost of production of the beer and actually spending not a lot on the beer itself, less than \$5 probably.

Craft Beer - where your \$65 goes.



Approximate cost breakdown for a microbrewer

What is also apparent, is that selling 10,000 cases may theoretically net you \$100,000 a year, but out of that, there's tax, reinvestment in the business, loans to pay-off and any number of risks that running a small business entails. Setting up a brewery is an expensive business running into hundreds of thousands or millions of dollars. The question is, is the risk reward scenario there?

You can also see why the craft brewers advocate for reduced excise with the Government taking a huge chunk of the cost of the beer you buy. Small winemakers don't pay this tax which would go quite a way to explaining why they often go to work in a fancy four-wheel drive and many of your brewery owners take their bicycle.

Not that they're bitter though, they leave such things to the hops.





Brewing with Fergus



Barry on BBQ duty giving me the finger.



John, Robin and John "helping"



The Cooling Bin



For all you hose fans.



## New AHA Guidelines

The BJCP guidelines are created for amateur brewing where as these [guidelines](#) are created for commercial brewers and are used at the Great American Beer Festival/World Cup. There are now 140 styles recognized by the AHA as opposed to the BJCP which has around 80. Below is a snippet from [Charlie Papazian](#) telling us about the new styles that made the 2010 update.

American-style [Imperial Porters](#) unlike imperial stouts are absent of roast barley character and have less hop bitterness. Generally speaking it is a smoother and less aggressive strong black ale than Imperial stouts. Baltic Porters are distinctly brewed and different in character.

American-style Black Ales have been brewed by homebrewers for over a decade. Taking it's theme from hop enhanced pale colored India pale ales, American-style black ales are equally medium-high to high in bitterness but distinct from IPA's with medium to strong dark roasted malt flavors and aromas. It is not indigenous to any particular area of the U.S., though it has gained significant initial popularity in the northwest and often called [Cascadian dark or black ale](#) by some beer enthusiasts.

Belgian-style Quadrupel, sometimes nicknamed "Quads" by those not wanting to expend valuable beer drinking energy by pronouncing all three syllables has been a traditional Belgian beer style for decades. Growing popularity in the U.S. and brewed by American craft brewers, enjoyed by beer enthusiasts, this rich, full bodied high alcohol content is certainly meant to be slowly savored.

Fruit Wheat Ales and Lagers is a reconfiguring of fruited wheat beers that were lumped into the fruit beer category. Expanded and recognized due to its growing popularity.

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### Too Many Styles?

Is there a limit to the number of styles we should have? Are we just dividing up categories into increasingly smaller compartments with more and more restrictions? Does every crazy ass beer that someone brews have to have a style?

For those of us that have ever received a score sheet back and found the phrase "Great tasting beer but not to style" then this set of alternate competition guidelines is for you. I'm not suggesting that we adopt these, but sometimes I wonder if brewing to strict guidelines comes at the expense of creativity and flavour. These guidelines might help you think outside the BJCP box.

**The 1st Annual Austin ZEALOTS Homebrew Inquisition is a homebrew contest based only on a homebrewer's ability to produce quality beer.**

The Inquisition consists of 11 beer categories, none of which are BJCP, AHA, or CIA certified. Strict style guidelines will not be used; just enter your beer in the category that best fits its flavor. For once, let's forget about guidelines and score the beer on **how good it tastes**.

#### 1.) Malty or Sweet Beers

Beers for which a malty or sweet flavor is the dominant or co-dominant flavor. (Scottish ales, milk stouts, beers with lots of crystal malt)

#### 2A.) Bitter or Hoppy Beers

Beers for which hop bitterness, flavor or aroma is the dominant or co-dominant characteristic. The impression of the hop character is more important than the IBU rating of the beer, but we expect most beers in this category to rate between 35 and 60 IBUs. (American pale ales, IPAs)

#### 2B.) Hop Monsters

Bitter or hoppy beers brewed such that only a hop head could love them. Beers in this category will be judged primarily on the quality of the hop characteristics in the beer as other aspects of the beer may be partially or totally obscured. Although the impression of hop character is more important than the IBU rating of the beer, beers should probably have over 60 IBUs to be entered in this category.

Continued next page....

## Alternate Categories Cont.

### 3A.) Session Beers

Beers that exhibit a pleasing balance of beer flavors and aromas and are refreshing and "drinkable." There is no gravity restriction on this category, but be aware that there is a strong beer category and that alcohol is a characteristic that needs to be in balance. Session beers - "beers to have when you're having more than one" - belong in the category.

### 3B.) Lawnmower beers

There are session beers and then there are "it's 100 °F in the shade and I've been mowing the lawn and want something refreshing"-type session beers. Got real thirst-quencher? Enter it in this category.



### 4A.) Strong Beers

Beers for which alcoholic strength is the dominant or co-dominant characteristic. Beers within the category are judged on overall presentation (appearance, aroma and flavor), not by alcoholic content. In other words, the strongest beer will not necessarily be the winner. The strong beer category is for beers around 6-8% ABV. (Wee Heavies, Doppelbock, IPA)

### 4B.) Big and Boozy

Beers that are not just strong, but positively boozy (at least 8% ABV). As in the strong beer category, the strongest beer will not necessarily be the winner. (Barleywines, Imperial Stouts)

### 5A.) Dark Beers

Beers for which dark malt characteristics are the dominant or co-dominant characteristic. Beers in this category are dark colored beers with a small to moderate dark grain character, but without a lot of roast or burnt malt character. (Brown Ales, Bocks, Brown Porters)

### 5B.) Roasty Beers

Dark beers brewed with sufficient amounts of very dark malts (roasted barley, black patent malt) to give a roasty (or perhaps even burnt) edge to them. (Robust Porters, Stouts)



### 6.) Yeasty Beers

Beers for which fermentation characteristics, other than the usual characteristics of ale and lager yeasts, are a major contributor to the beer's character - i.e. the "funky" beers. These include beers with a banana, clove or bubblegum elements, such as Bavarian Weissbiers, and Belgian-style ales with phenolic or other characteristics derived from the use of "special" yeast strains.

### 7.) Lagers

Beers brewed with lager yeast. (Lager beers may be entered in other categories, as appropriate.)



### 8.) Flavored Beers

Beers for which a flavor not listed above is a dominant or co-dominant characteristic. Beers in this category are judged on overall presentation (appearance, aroma and flavor), with special consideration paid to the "other" flavor within the context of the beer's overall sensory profile. Subcategories are: 8A.) Sour Beers 8B.) Smoky Beers 8C.) Fruit Beers 8D.) Spiced Beers 8E.) Other Beers (please specify what other flavor your beer exhibits)

### 9.) Experimental Beers

Beers brewed using an unusual brewing technique or made with ingredients that require some sort of special processing beyond mashing, boiling or adding to a fermenter or keg. These include steinbiers and eisbocks. Please describe your experimental technique on the entry form.



### 10.) Open Category - A free-for-all

A popularity contest. A chance to show your beer can take on all comers. Any beer can be entered in this category for any reason. Although we have made an effort to define broad, inclusive categories, we realize that there are some beers that may fall outside the boundaries of the listed categories. Additionally, some brewers may feel their beer - even if it fits well in another category - is blessed and need fear no other beer. Beers in this category will be judged solely on how well the judges like them.

### 11.) The Crusade

Our categories go to eleven. This category will be a special, ZEALOT-mandated mission to any homebrewers who choose to accept. Winners in this category are granted admission to homebrew heaven. This year's Crusade category is: "You put how much what in where?" The name says it all. Beers with a lot of a special (or "special") ingredient. If you have to ask for more guidance beyond this, you don't want to enter this category.

## Short and Sweet

The European Union trademarks authority has permitted a German firm to register the brand name "Fucking Hell" for a new beer, much to the irritation of the Austrian village of Fucking.

In English, the term "Fucking Hell" is just an expletive used to express irritation or surprise. In German, it could refer to a light ale from Fucking in Upper Austria, because "Hell" is a term for light ale in southern Germany and Austria.

The problem is that Fucking has no brewery, and the town's mayor, Franz Meindl, is not aware of any plans to build one there, Austrian public broadcaster ORF reported on its Web site.

*(snipped out boring legal bit)*

It is likely to heighten Fucking's fame, which is something Meindl, the town's mayor, isn't happy about, given the trouble the name has caused it over the years. "Twelve or 13 town signs have been stolen. We've taken to fixing them with concrete, welding and rivets."

The Bavarian towns of Kissing and Petting have the same problem, as does the eastern German town of Pissen. But so far, there are no plans to name a beer after them.



I wonder if this Fucking place has any Fucking postcards? - *giggling Editor*

## Anzac SpectAPular - NZ lineup announced



With our Anzac SpectAPular beerfest coming up on April 25th, we can confirm the following lineup of 10 NZ beers, **none of which have been tapped in Australia before..**

Croucher American Pale Ale  
8 Wired Rewired Brown Ale  
Emersons 1812 IPA  
Epic Mayhem  
Renaissance Elemental Porter  
Three Boys Oyster Stout  
Twisted Hop IPA  
Twisted Hop Twisted Ankle  
Wigram Vienna Lager  
Harringtons Classy Red

The Aussie lineup will be announced soon...

### Editors Eisbock Ordeal II :- THE DEGASSING



Not down the sink...OH the Horror!!!!

**Congratulations to John Kingston 1st place and  
Michael Bowron 1st place and champion beer.**



*Yarra Valley Brewers  
Belgian Beerfest 2010  
27<sup>th</sup> March at Coldstream Brewery  
25 entries from 18 brewers*

*Champion Beer of Show – sponsored by Brewers Choice  
Michael Bowron – Witbier: 42.1 points*

*Best Novice Brewer – sponsored by Vicbrew  
Charles Johnston - Flanders Brown Ale: 39.8 points*

**1. Belgian Strong Ale – sponsored by Grain and Grape**

**Judges:** Kai Dambergs, Richard Whitebrook, Michael Bowron, Mark Johnstone

	<i>Brewer</i>	<i>Club</i>	<i>Beer Style</i>	<i>Score</i>
1 <sup>st</sup>	John Kingston	Westgate Brewers	Belgian Strong Dark Ale	36.2
2 <sup>nd</sup>	Chan&Eileen Lay	Bayside Brewers	Tripel	35.0
3 <sup>rd</sup>	Hans Neilsen	Melbourne Brewers	Belgian Strong Dark Ale	34.8
4	Chan & Eileen Lay	Bayside Brewers	Dubbel	34.5
5	Angus Williams	Melbourne Brewers	Belgian Strong Golden Ale	32.2
6	Charles Johnston	Yarra Valley Brewers	Belgian Strong Dark Ale	31.2
7	John Watson	Yarra Valley Brewers	Belgian Strong Golden Ale	29.3
8	Michael Hewes	Melbourne Brewers	Belgian Strong Dark Ale	28.7
9	Ben Lovelace	Illawarra Brewers Union	Belgian Strong Golden Ale	28.7
10	Chan&Eileen Lay	Bayside Brewers	Belgian Strong Dark Ale	28.5
11	Tony Wheeler	Melbourne Brewers	Dubbel	28.2
12	Paul Weller	Yarra Valley Brewers	Dubbel	28.0
13	Chan&Eileen Lay	Bayside Brewers	Belgian Strong Golden Ale	27.7
14	Mark Johnstone	Independent	Dubbel	27.5
15	Michael Watson	Yarra Valley Brewers	Belgian Strong Dark Ale	26.7
16	Angus Williams	Melbourne Brewers	Tripel	25.3

\* 8<sup>th</sup> Place decided on overall impression countback scores

**2. Farmhouse Ales – sponsored by Morgans**

**Judges:** Brett Schubert, Chan Lay, Shelley Hosking, Tony Wheeler

	<i>Brewer</i>	<i>Club</i>	<i>Beer Style</i>	<i>Score</i>
1 <sup>st</sup>	Michael Bowron	Westgate Brewers	Witbier	42.1
2 <sup>nd</sup>	Mark Johnstone	Independent	Saison	37.6
3 <sup>rd</sup>	Richard Whitebrook	Melbourne Brewers	Biere de Garde	34.0
4	John Kingston	Westgate Brewers	Biere de Garde	34.0
5	Lachlan Strong	Inner Circle	Saison	32.2
6	Brendan Harney	Independent	Saison	32.2
7	Darren Hayes	Melbourne Brewers	Saison	31.8

\* 3<sup>rd</sup> Place decided on overall impression countback scores

\* 5<sup>th</sup> Place decided on overall impression countback scores.

**3 Wild Beers – sponsored by Brewers Den**

**Judges:** Brett Schubert, Chan Lay, Shelley Hosking, Tony Wheeler

	<i>Brewer</i>	<i>Club</i>	<i>Beer Style</i>	<i>Score</i>
1 <sup>st</sup>	Charles Johnston	Yarra Valley Brewers	Flanders Brown Ale	39.8
2 <sup>nd</sup>	Linton Young	Melbourne Brewers	Raspberry Fruit Lambic	35.5