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BeerOnTheWall.com

"Hooray for Beer!"

BEER
on the wall

Presents...

Cheers to American Beer

Beer first arrived in America with Christopher Columbus. When he landed, he noted that the natives were making a brew "of maize, resembling English beer." Beer was of major concern in the new land, even for the pilgrims. The pilgrims landed at Plymouth Rock, instead of further south as planned, partly because they were out of beer.

Beer continued to grow in popularity until 1920 when Prohibition took effect. Many breweries went out of business or switched to the production of soda pop. Of course, not everyone stopped drinking, but gangster-controlled operations were not known for high-quality products.

Late in 1933, Congress passed the 21st Amendment to the Constitution, which repealed the unpopular law. Beer quickly regained its popularity, however, the new breeds of American beer that came after World War II were generally mass-produced and very bland. The dominance of the so-called "macrobrew" led to an international stereotype of "American beer" as poor in quality and flavor.

At the same time as American brewing landscape was shrinking in taste and size, a grassroots home-brewing culture emerged. The home-brewing hobby began to thrive because the **ONLY** way a person in the United States could experience the beer traditions and styles of other countries was to make the beer themselves. These home-brewing roots gave birth to what we now call the "Craft Brewing" industry.

Today's American beer consumers are still providing support to the craft beer market. Since 1978 the American Craft Beer industry has never lost market share. American Craft Beers have established a solid foundation and beer culture despite the drinking trends and fads such as energy drinks and RTDs (Ready-to-drink) beverages. Looking at the American beer market, Craft Brewers have succeeded in expanding the minds of the beer consumer and in creating and establishing a niche in the American consumer market.



Quote of the Month

"Beer is good food"

-John Goodman-

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BEER OF THE MONTH CLUB

this month's featured beers

Farmhouse Brewing Company - Gilroy, California

Located deep in the farming community of the northern plains of California, is the Farmhouse Brewing Company, an artisan microbrewery with the heart of an epicurean. The brewery's home is the town of Gilroy, once a major hay, grain and tobacco producer, and now considered the preeminent garlic source in America.

Farmhouse Brewing Company was opened in the Summer of 2005, to harvest all natural, bold, flavorful, yet traditional European and American Farmhouse ales.

What is a farmhouse ale you ask? Farmhouse ales were typically brewed in a rustic fashion for European farmers and their work hands in the 1800's. The unfiltered ales served the needs of both pleasure and basic survival for these farm workers. The fact that these brews were for consumption on the farm and not sold as commercial products only adds to their obscurity, and makes us all the more fortunate to have their descendents available today!

This month we are featuring two of Farmhouse Brewing Company's wonderful selections. Enjoy!

Saison 7 - This is a traditional, unfiltered Belgian style farmhouse ale, full of bold, racy flavors. The "7" comes from the fact that they brew it in their lucky tank number 7. This unique, special brew brings great fortune and the best of luck to all who partake!! The label depicts an old red Belgian style barn with a brown silo. The beer has a nice golden-orange color, with a fluffy white head when poured. Slight hints of floral and fruity taste, with a spicy after taste. For a lighter colored beer, this Saison has a surprisingly high content, at 6.8% alcohol by volume.

Two Tractor Ale - Here we have a true American Pale Ale that combines the tradition of old world brewing with new world flavors as depicted by the classic and modern tractors on the label. This provocative brew combines floral hops with American malts for a bold, new ale. Medium-dark amber in color with a small, lacy head. It has a nice earthy aroma, with light hops and a slightly bitter finish. Some might classify this beer as a light IPA. Serve very chilled in a nice pint glass.

Sequoia Brewing Company - Fresno, California

We told you they would be back! This is the second selection in our three part series, so that you can experience the wonderful new Moto Brews selections. Back in May we featured the Original Moto Brew Pale ale, which has been a very popular beer with Moto-crossers and fans alike.

You already know that Original Moto Brew was a dream created by Greg Primm for a bike race in Las Vegas. Over the years, Moto Brew became so popular that they decided to concoct the new beers just for the fans! We here at Beer on the Wall were very excited, as we are all huge fans of Moto Brew too! You can now purchase all five Moto Brew beers in our beer store!!!

Moto Brew Supermoto Black Lager - Gold medal winner at the 2006 Los Angeles County Fair! This is a German style Schwarzbier, which

is German for "black beer."

Schwarzbier is a very opaque beer. Its color ranges from solid black to almost deep-sepia, depending on the choice and quantity of black malt in the grain bill. But unlike British-style dark ales, this German-style black lager leaves next to no perception of butterscotch or fruitiness on the palate. Instead it produces very mild, almost bittersweet, notes of chocolate, coffee, and vanilla.

Like most traditional German lagers, Supermoto Black Lager has very little nose and up-front bitterness. Considering its dark color, this beer is unusually clean tasting. Nonetheless, it has a rich, malty, faintly nutty-sweet middle, but the sweetness is never overpowering. The finish is dry, but never toasty, harsh, or acrid. The body is medium. Serve very cold and enjoy!