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Presents...

The History of Father's Day

Contrary to popular belief, Father's Day was not created to bolster a man's necktie collection. Nor was it brought into existence by the greeting card industry in order to sell bunches of cards. How did Father's Day really come to be? It seems that everyone has their own version of the story, but this is what we believe...

Way back in 1909, a woman by the name of Mrs. M.T. Bottle was looking for a way to honor her husband for the devoted love and care he gave their children during upbringing. She and a few of her friends brainstormed for several days and decided to throw a huge party for all the wonderful dads in their small community.

Knowing that dads love beer, they hired a local brewery to brew a special batch of beer that they called Father's Brew.

As it turned out, this Father's Brew was absolutely delicious and, of course, the party was a huge success! Nobody could get over how good this new, excellent beer was, so a town meeting was called to decide on a way to celebrate this new, wonderful Father's Brew.

The decision was made to set aside a day each year for a celebration of the beer and it would be called "Father's Brew" Day. All was going swell until Prohibition came along and Father's Brew was outlawed.

Looking for a way to legally cash in on the now illegal beer, a shrewd business man printed the original recipe for Father's Brew onto beautiful neckties and suggested that the celebrations continue. Instead of drinking the beer, they could definitely wear the recipe of Father's Brew around their necks to honor it. The ties sold like hotcakes and just about every man at Father's Brew Day celebrations across the country proudly wore them in honor of the beer they had come to love.

When Prohibition was repealed, Father's Brew was brewed again, but the original recipe was lost in a mysterious fire at the brewery. The only record of the original recipe was the one printed on the neckties. Of course, over the years there were typos, printing errors and so on... Needless to say, the original recipe of this wonderful beer was lost forever.

Because the new beer sucked, a movement was started to change the celebration to "Necktie Day", but that was just plain stupid. Parties continued year after year with no real purpose until 1966 when President Lyndon Johnson signed a presidential proclamation declaring the 3rd Sunday of June as Father's Day - erroneously, the customary gift was a new tie.

Father's Day has become a day to honor all men who act as father figures. Dads, step-dads, uncles, grandfathers, and even adult male friends are now honored on Father's Day.

With this in mind, it seems kinda lame to give a *necktie* as a Father's Day gift. We believe all dads should receive the **ONLY** gift that makes any sense at all... you guessed it... BEER!

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Quote of the Month

“Without question, the greatest invention in the history of mankind is beer! Granted, the wheel was also a fine invention, but the wheel does not go nearly as well with pizza.”

-- Dave Barry --

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BEER OF THE MONTH CLUB

THIS MONTH'S FEATURED BEERS

Bison Brewing Company - Berkeley, California

Bison Brewery was started in 1989 by Buffalo Bill Owens, as one of the first brewpubs in California. In 1997, brewer Dan Del Grande, bought the place and decided to make a few changes. Their beer used to only be available at the brewpub, but they now bottle several beers year round.

Bison has always brewed non-traditional and out of style beers, and they try to keep that attitude of innovation and creativity alive in their seasonal offerings today. They do roughly follow tradition, however, in the sense that they brew stronger darker beers in the winter and lighter beers in the summer. Often it is a matter of what they would like to drink themselves.

Our featured Bison beers have something very unique about them, besides being tasty, they are all USDA Certified Organic! The USDA established the National Organic Program in 1997, opening the door for organic beer. The guidelines for organic beer are the same as for all organic foods: The ingredients must be grown without toxic and persistent pesticides, synthetic fertilizers, and in soil that has been free from such chemicals for at least 3 years. No genetically modified (GMO) ingredients can be

used in the brewing process. Studies show that organic farming reduces erosion and ground-water pollution and that it significantly reduces the impact on wildlife.

Brewers say that organic hops, which are difficult to come by, typically offer a better and stronger aroma. Do organic ingredients create a better beer? Some brewers believe the answer is yes, claiming that organic malts and hops have no chemical residues to interfere with the fermentation process, which results in better extraction of sugars and makes a clearer beer. We will let you decide for yourself. Enjoy!

Organic Blonde Ale - This Kolsch style ale has a cloudy golden color with small head when poured. It is crisp, clean and lightly carbonated. The aroma is of citrus and the flavor is slightly sweet with a mildly bitter finish. A very nice beer to drink when the weather warms up.

Organic IPA - This west coast style IPA shows off with big doses of Tomahawk, Cascade and Centennial hops yielding triple digit IBUs - that means it's very hoppy for you hop heads! Enjoy!

Sequoia Brewing Company - Fresno, California

The Sequoia Brewing Company is located in Fresno, California in the former Butterfield Brewing Company's brewpub building. In September of 2003, Scott and Michele Kendall took over the brewpub with a full line of new beers, and Sequoia Brewing was started.

Their head brewmaster Kevin Cox, originally started out as a wine maker in Napa, but after winning several awards with his homebrews, he decided that brewing beer was what he really wanted to do. And boy does he do it well!

Sequoia offers many beers on tap with a couple on Nitro at the brewpub, and they bottle their new line-up of Moto Brews.

It all started when Greg Primm, one of Scott's high school buddies, asked if Scott could make a beer for a Super Cross race in Las Vegas. They got together

and made a really great beer. This story will be continued. Read on to find out why...

Moto Brew Original Pale Ale - This beer has become a very popular, in-demand brew, and for a good reason. Moto Brew is a light, smooth and flavorful pale ale, brewed with a unique blend of specialty malts that are perfectly balanced with hops from the Willamette Valley in Oregon. Motocross fans everywhere cannot get enough of this beer, and that's why Sequoia has recently released three new brews for the Moto Brew line-up.

Sometime soon, we will be featuring these awesome new beers. If this is your last delivery, you should renew NOW! If you are not a member and you are reading this, you should join! You don't want to miss out on these awesome new brews!!