

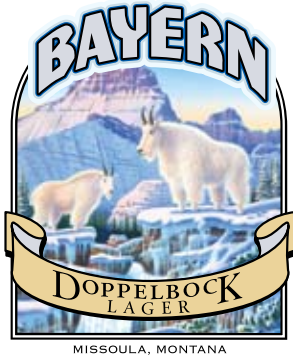


BAYERN™
BREWING, INC.
 MISSOULA, MONTANA

BREWSLETTER

Autumn, 2008

Drunk as a...monk?



The expression “drunk as a skunk” was originally “drunk as a Lord” referring to the “stinkin’ rich” landowners who could afford to get so intoxicated. It was changed for the rhyme, but during the Bayern Doppelbock season, perhaps the phrase should be “drunk as a monk” in honor of the strong beer first

brewed in Bavarian monasteries.

In the middle ages, Bavarian Benedictine monks fasted during the forty days from Ash Wednesday through Easter Sunday, subsisting only on a special, strong beer with plenty of nutrients and alcohol content to maintain health and good spirits. Monasteries brewed more of this beer than they could consume, trading their surplus beer for money or other necessities, thus becoming the first commercial breweries. In the early 1200’s, other commercial breweries began operating. Several breweries in the city of Einbeck gained popularity, producing beer similar to the strong beer brewed in Bavarian monasteries. Called “Einbecker”, this beer was slightly darker and not as sweet as its counterpart. The brewers in Bavaria, being very proud of their craftsmanship, were bothered by the popularity and imitation of their rivals. They decided to change their traditional recipe to a darker, even stronger and hoppier beer they called “oan bock”, (similar to how Bavarians pronounced “Einbeck” in their dialect). The bock beer produced in Bavaria soon became famous and, once again, in high demand throughout Germany.

In 1516, when King Wilhelm IV decreed the “Reinheitsgebot” German Law of Purity, not only were the proper ingredients of beer defined, but also the taxation of beer by strength and by style. The bock style was categorized and taxed as a very strong beer. However, the bocks brewed by monasteries had an alcohol content that was even higher than most, so another category was created for them. Bock beers stronger than 18° Plato with alcohol content of ≥7.5% alc. Vol. were henceforth called doppelbock (double bock).

Bavarian monks created the beer style, the decrees of German royalty gave it a name and Bayern Brewing proudly continues to carry on the tradition for the enjoyment of people in Northwestern USA. As to how intoxicated the monks really got on their doppelbock...that remains purely speculation.

Face Plant Doppelweizen is back!



In 2007, Bayern began offering another dark, rich and flavorful German traditional lager through the winter season. The first new beer style offered by Bayern in several years, Face Plant Doppelweizen includes an abundant amount of wheat malt and a special process called decoction during the mash to give it a sweeter malty flavor than the Doppelbock. Yet, like its

counterpart, the alcohol content must be respected. The name “Face Plant” doubles as a precautionary warning: this new classic tastes so good that you might find yourself in trouble if you enjoy too many.

As a new brew, it will be available for a limited time only in kegs for those establishments (and individuals) who wish to have something rather unique in the beer market.

Featured Items:

The Dancing Trout 5-Liter cans have a new design for collectors (pictured at right).

Also, for a limited time, Doppelbock is available in the 5-Liter cans.

Prost!

