



BAYERN™
BREWING, INC.
MISSOULA, MONTANA

BREWSLETTER

Winter, 2009

What's up with the Wooden Barrels?

Perhaps you have heard of, or attended, one of Bayern Brewing's special events where our German Brewmasters tap a wooden barrel of the current seasonal specialty beer. Admittedly,

this seems a little like something that you would see at a German-themed amusement park for tourists and, honestly, most Germans wouldn't be caught dead in lederhosen. But there are many places in Germany, and in America,



where people love this type of traditional ceremony and dress. It gives them an opportunity to show their pride in culture and tradition and that is exactly why Bayern hosts these special events. Okay, marketing has a little to do with it too, but primarily we just want to show the pride with which we brew our beer, using recipes and techniques that continue German traditions. Besides, it gives you one more excuse to drink good beer!

In Germany, they ceremoniously tap wooden barrels to mark the beginning of all sorts of celebrations and seasons. Often, city officials such as the town mayor do the honors of swinging the mallet, driving the tap through the wooden bung. If done correctly, everyone yells "o'zapft is!" (it is tapped) and glasses start filling. If the bung was not installed correctly when the keg was filled, or if the tap is not driven in straight, the embarrassing result may be a "beer bath" for the person holding the mallet.

Please visit our website or the brewery to find out when the next tapping event occurs and join us to experience fresh German-style lager from a wooden barrel. Also, every Saturday after Thanksgiving, until Christmas, you can join us at our tasting room for a traditional lighting of the Christmas tree – German style, of course. *Prost!*

You can have a Face Plant anywhere

Bayern Brewing will be increasing the availability of Face Plant Doppelweizen for its growing number of fans by offering it in bottles this year. While people have been enjoying Doppelbock since Bayern started brewing it in 1987 (also now available in bottles and on draft), this unfiltered wheat counterpart has only been on the market for two years and continues to gain popularity. While the brewers at Bayern are thrilled about this, it also poses new challenges. First, the decoction brewing method and other factors unique to this beer style increase the brewing time significantly. Second, Bayern usually only offers one seasonal specialty beer style at a time, along with our year-round favorites, causing space issues in the fermenters and lager tanks. It is a bit like a slow juggling act where 1200+ gallons of beer per batch must be carefully managed so that all our customers will always have their favorite styles available to them. Despite the difficulties, everyone at Bayern hopes you enjoy a bottle of Face Plant soon. We don't recommend drinking the whole six-pack yourself, though...you may learn why we feel our doppelweizen is aptly named.

Earn money by drinking beer!

Alright, that headline is a bit deceiving but we wanted to direct your attention to our 6-pack carrier buy-back program. As one of our efforts to reduce, reuse and recycle, we are buying back any Bayern 6-pack carrier as long as it is in good condition and is one of the designs that we currently use to package our product. Bring them to the brewery and receive 10¢ cash apiece or 15¢ trade-in value for beer or merchandise in the tasting room!

