

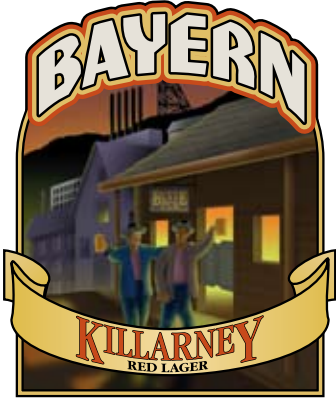


**BAYERN™**  
**BREWING, INC.**  
 MISSOULA, MONTANA

# BREWSLETTER

Winter/Spring, 2009

## Jürgen invents “Irish Red” (NOT green)



St. Patrick’s Day is still a couple months away, but Bayern is already offering its seasonal specialty beer, Killarney: an original tribute to the Irish heritage in Montana and the USA.

Bayern’s other seasonal beers are based on Bavarian brewing traditions, so you might expect that Killarney

has some Celtic historical significance. However, the “Irish red” beer style is actually the invention of Master Brewer (and now Proprietor), Jürgen Knöller.

The story starts in 1988 when Bayern had been in operation for one year. Customers were requesting a beer for St. Patrick’s Day because, as we all know, a lot of beer is consumed on this holiday. Having enjoyed visits to Ireland before, Jürgen was equally inspired by the influences that Irish immigrants have had on Montana’s culture. Thus, with his experience crafting Bavarian-style lagers, he began to create a beer for the occasion.

Jürgen asked bartenders and local distributors for their opinions and most of them said that the beer should be green. “GREEN?” At first, Jürgen thought that he must have translated this incorrectly since his English was still improving. Sure enough, they thought the beer should be artificially colored to match the customary color of the holiday. According to Bavarian brewing tradition, adding green dye to beer would be like peeing in your hot tub. Jürgen was disgusted and would allow people to do this to his beer, “...over my dead body!” [Side note: scientific studies have shown that FD&C Green No.3 can cause bladder tumors]

Instead, Jürgen decided to create a reddish-colored beer with a distinct “cream-ale” flavor. Using five different types of premium malt to produce the reddish color and high gravity, Killarney is smooth, full-bodied, strong (5.8% Alc. Vol), and has a medium-hoppy finish.

One year later, another American brewery began producing an “Irish red” beer. Today, there are several varieties of this beer style on the shelves, yet Bayern can boast brewing America’s first (and we tend to think it is still the best) “Irish Red”. We hope you will enjoy it and leave the green dye on the shelf this St Patrick’s Day.

## Dragon’s Breath in a bottle

Bayern is pleased to announce that within the next few months, a new beer style will be available in bottles: Dragon’s Breath Dark Hefeweizen.



Introduced in 2004, Dragon’s Breath is a Dunkelweizen (Dark Wheat): an unfiltered beer style with a mild flavor and lightly-hopped finish. Dragon’s Breath has really gained in popularity due to its great taste but also because it is rather unique in the market; there aren’t very many other microbreweries in the

United States that offer this beer style. Like most of our other beer styles, it is a Bavarian tradition. Originally, Dragon’s Breath was released as one of Bayern’s seasonal specialties but, due to high demand, it is now brewed year-round and, soon, available in six-packs!

## Featured Item:

Killarney is available for a limited time in 5-Liter party kegs. These cool cans are made of steel so they are recyclable, produce less waste, and are even collectors’ items (seems a little strange to the beer-makers, but people buy cans without beer in them)!

*Prost!*

