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THE
**MainStreet
BREWER**

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News of Brews - and Other Things, Too....

New Lager Yeasts: Just in time for the dark cold days of Winter, Main Street has FINALLY been able to acquire dehydrated (dried) lager yeasts. For years we were told that it was impossible to dehydrate a lager yeast -- it did "something" to the cells that made them less viable. "It corrupted their purity, Kev..." I had been told countless times, and - I was warned - any company that claimed to have a dehydrated lager strain was selling snake oil. "They're charlatans, man, it just ain't true..." If you wanted a true lager yeast, common knowledge stated, you had to use one of the pure liquid cultures. Case freakin' closed.

Well, shatter those notions, me droogs. Thanks to our friends at Fermentis, we now have not one, but two, dried lager varieties. The two strains are S-23, described as "a true lager strain capable of producing continental pilsners..." and W-34 "the most popular lager strain in the world, originally from the Weihenstephan institute of Germany..."



Although I still think that you will get more variety from the liquid cultures of White Labs and Wyeast, for those looking for quick, easy and foolproof dried cultures, this is a great addition to the yeast bank here at Main Street.

Conical Fermenters: For the past year or two, we have had an "unadvertised special" in regards to some high-end conical fermenters. Main Street is proud to be an official Blichmann Engineering retail outlet, and, although we do not stock their stainless steel conical fermenters in the store, we are able to sell them at bargain basement prices and have them shipped directly to your house. Let me be upfront: these are not inexpensive units. I won't kid you. But they are beautiful pieces of stainless steel art, and would look stunning not only in the brewhouse, but, perhaps, in the corner of the living room, next to the Christmas tree (hint hint). Those that have purchased them over the past few months have (1) drooled all over them, and (2) spoken very highly of their design and engineering. Not an ill word has been heard, at least not from my customers. You can find more information on www.mainbrew.com, but we are now selling these metallic monstrosities for the following prices:

7 gallon..... \$515.00
14.5 gallon.....\$539.00
27 gallon.....\$799.00

Optional leg extensions are \$110.00 for any of the units, and shipping directly to your house anywhere in the continental US is \$40.00. If you pay with a check or cash, you will also get a \$40.00 gift certificate to Main Street Homebrew, basically giving you free shipping. How can you beat that? Well, you can't, really.... (OK, have someone buy it for you, that would beat it, but other than that, it's a pretty darn good deal...)



New Hops: After several months of hop supply issues, we are now fully stocked with new crop (2006) fresh leaf hops. Not only that, but we have discovered a rare cache of TRUE loose leaf Czechoslovakian Saaz hops -- straight from the Czech Republic, no less. These are the classic hops used in European-style pilsners, the classic example being Pilsner Urquell. I am not sure how long I will be able to get these in, so if you want to revel in that true Old World hoppiness, czech out these leafy buds before they disappear forever -- or at least for the season... Best news: price is the same as our domestic leaf hops!

New Base Malt: All-grainers take note. We are now stocking Pacific Northwest Pale Ale malt. This is a great substitute for plain ol' 2-row (Klages) and is the same base malt they use at the celebrated Pelican Brewpub in Pacific City. This malt is kilned at slightly higher temperatures to produce a deeper color and richer flavor than regular 2-row. It is also slightly more modified. Best used for any beer in which you want a heartier, maltier flavor, especially English style ales.

Now on with the newsletter....

A Tale of Two Brewers

Doug and I have worked side-by-side for awhile now. Through this time we have developed an unwritten policy: unless a customer specifically asks for a certain recipe, Doug tends to give people “his” set of recipes, and I tend to give people mine.

I specifically wanted things to be this way for a reason. (And, no, it’s not to complicate and confuse people who want to repeat beers but don’t write down the recipes we give them.) Everybody who builds their own recipes will have biases; they will develop recipes with certain flavor tendencies. The beers may be more hoppy than standard, or they will be maltier, more fruity, etc. etc.

All of the recipes that I have formulated (and the newsletters of Years Past are chock full of them) all have the unconscious “Kev-effect” put into them. I can’t help it, I don’t want to do it but love it or leave it, it’s the way I brew.

Doug has a whole ‘nother way of brewing. His beers reek of Dougness. It’s unmistakable. Oftentimes, someone will bring in a hand-scrawled recipe and hand it to me and I will look at it and ask when Doug gave it to him.

The benefit of this dichotomy is that you - The Teeming Masses - get to experience a wider array of recipes than if Main Street just had a stock one-dimensional set. Each time you come in you get to roll the brewing dice and try something new and different. The moral of this convoluted story: Write down the recipes we give you!! That is the only way that you can learn from this wide array of brewing knowledge and from your own taste experiences.



The recipe that follows is one of Doug’s most popular releases. It is a weird hybrid (classic Doug) of a nut brown ale and an IPA. Trust me: it’s not as bizarre as it sounds. Here in the Northwest, we tend to enjoy anything that is “IPA-icized,” and the malty, nutty flavors of the brown ale produce a nice counterbalance to the intense hops that Doug layers throughout. Enjoy, and be sure to thank Doug for a true classic next time you are in the store.

Doug’s Nut Brown IPA

7 lbs. Light Malt Extract
2 lbs. Amber Malt Extract
1 lb. Honey (added with malt extract)

8 oz. Brown malt
6 oz. chocolate malt
6 oz. 50L English crystal malt
6 oz. Special Roast
6 oz. Victory malt
1 oz. roast barley

1 teaspoon Burton salts
2 teaspoons gypsum

1.0 oz. Simcoe hops.....60 minutes
0.5 oz. Simcoe hops.....20 minutes
0.5 oz. Amarillo hops.....15 minutes
0.5 oz. Amarillo hops.....10 minutes
0.5 oz. Amarillo hops.....5 minutes
0.5 oz. Amarillo hops.....after boil
0.5 oz. Simcoe hops.....dry-hopped in secondary

Wyeast 1098 British Ale yeast, White Labs British or yeast of choice.

Add Burton salts and gypsum to the cold water prior to the boil. Put in the grains and heat up the water to 180 degrees F, stirring often. Remove the grain, and bring the water to a complete boil. Add the malt extract and the honey. Bring back to boil and add hops as shown. Proceed as with standard recipe. Bottle as normal.



ALONG CAME SOME CIDER...

Last year, in late September, I traveled through the back roads of Hillsboro with my four-year old preschooler looking for an apple orchard that had apples hanging on the trees. It was for a class project. We looked in vain.

2005 was almost a total loss for those that grew apples. Entire orchards barely collected a bushel or two of ripe fruit. An occasional shrivelled fruit withered on the branch, but, for some natural, cyclical reason, most of the apple trees in the area decided it was a year to just not produce fruit.

Boy, did they make up for it this year. I had reports coming in over the past few months of people claiming that their trees were literally snapping under the weight of the fruit hanging off the branches.

One old-timer came in late one cold, gray afternoon, hands shaking, speaking wildly about “giant, cumbrous fruit dragging the branches down, earthward...” till they scraped against his windows at night ... “like the fingers of some lumbering Beast...” “I ain’t never seen nothin’ like it,” he kept mumbling. “It jus’ t’ain’t natural...”

It was an infestation of apples - and many of you took advantage of this cornucopia of fruit to make cider, both sweet and hard. I won’t go into complete details here, but be sure to read the web site for a very complete couple of

essays on the ins and outs of making the hard version.

In a nutshell, however, the key to MOST people’s enjoyment of alcoholic cider is to prevent it from going bone dry. This can be tricky unless you have a keg set-up.

“Eating-apples” (which most people use when they make cider) - as opposed to cider apples - are not genetically built to be fermented dry. It’s not their *raison d’etre*. Eating-apples tend to be high in sugar and high in acid - sort of like lemonade. They taste great as sweet cider, or eaten out of hand: perfectly balanced by Nature,

God or thousands of years of genetic manipulation by the men growing them (take your pick).

But when the sugar is fermented to alcohol, the hard cider tends to be extremely sour from the natural acids which are now left behind - the flavor balance is lost.

Most people (especially those of the fairer sex) tend to want their ciders sweet and apple-y, not sour. This is where it can get tricky.

My recommendation to you, the new, inexperienced cider maker is: ferment your cider all the way to dryness. Extract a sample and taste

it. If you find it palatable and not too acidic, continue with your standard recipe. If the cider sucks your jaws back, read my web site in depth, or come on by the store for some options before you bottle. Happy Ferments!!



New Winexpert Wine Kits

Winexpert has just released two very exciting wine kits in their Selection Level of kits. The first is an **Italian Amarone**. This seems to be the new “trendy” wine because I am hearing about it everywhere. Genoa restaurant in Portland recently had a dinner with Amarone wine pairings, and there have been several recent articles in wine magazines praising the virtues of this distinctive wine.

Here is how the wine is described: *“During the harvest a portion of the grapes are diverted from the crusher and set aside to dry on straw mats, eventually turning into extremely sweet raisins. When they’re added to the fermenting wine, they explode into new activity, driving the alcohol content up and increasing the colour, flavour and aroma to dizzying heights from the extra skin material....”*

Winexpert Selection International Italian Amarone is a very intense and complex wine, with a wide array of flavours and aromas. Deep ruby red, this heavyweight wine exudes aromas of sour cherries, dark chocolate, stewed plums, dried fruits, anise, raisins, bitter almond, tobacco, leather and molasses, and has a spicy-earthly bittersweet finish that lengthens on indefinitely from the huge volume of tannins. Delightful with food, Italian Amarone is often enjoyed by itself, sipped outside of mealtimes with good conversation and good friends....”

This is a big, bold after-dinner style of wine, meant for slow sipping and long aging. Although the six-gallon kit retails for \$119.95, this is not as pricey as it sounds. I have not been able to find a 750 ml. bottle of Amarone in the store for less than \$50.00.

Winexpert has also released a **Cabernet Franc kit** and a **Washington State Cabernet Franc/Merlot blend**.

The Page Known as Four

Presents

RANTINGS AFTER MY FOURTH GLASS OF WINE

OBLIGATORY PSEUDO-HOLIDAY MESSAGE:

I consider Main Street to be a teaching facility: I love to share the love of all things fermented. My fatal flaw, I have been told many times, is that I am not a salesman. How can you run a business, my brother never hesitates to point out, when you try to *talk people out* of buying things.

I used to go to trade shows, many years ago when my business was young, but I was never able to convince someone walking by to spend their money on what I was trying to sell. It's not in me. I don't *want* to convince someone to spend money in my store. I like when people come in on their own and they ask fifty questions about fermentation, and I get to watch them get excited as they start to see the Big Picture. And when they leave, I want them to walk out the door with what they feel comfortable with, whether that is a headful of knowledge, or an ultra-deluxe starter kit.

Before I opened Main Street I backpacked through Mexico and Central America. Many times, I visited the open-air marketplaces where price-haggling was not only acceptable but it was expected. I learned something in these rustic village squares. There was a price point right in the middle of what the buyer wanted to spend and the seller needed to get. With my broken Spanish, and wide-eyed ignorance, the Mexican shopkeeper and I would inevitably meet in that mid-range, and they would stop, put their hands on my shoulders and say, "Good for you, good for me..."

Even back then, I saw the beauty of that simple

Zen-like logic. There was a point that was good for him - he could make money and earn a living - and it was good for me: I could buy something I wanted at a reasonable price. Neither of us walked away from the transaction feeling ill will towards the other. We were both happy.

That simple philosophy is missing in most retail operations, but it is the core of Main Street. No one leaves, hopefully, feeling that they received a bad deal. They walk away with beer and wine-making supplies, and all their questions answered. And I stay in business. I am not looking to build a dynasty: I just want to be around in a few years, drinking some wine, eating some cheese and catching some rays.... and teaching people some homebrew.

Good for you, good for me. It's pretty simple.

Wintertime T-shirt Promotion:

It's time, once again, for a Main Street T-shirt promotion. As many of you have heard, I like to reciprocate "thanks" for supporting and advertising Main Street Homebrew, so, for the month of January, if you wear a Main Street T-shirt into the store, you will get 10% off your entire purchase, no exemptions or exceptions. Thank you, everybody, for a great 2006, and I wish each and every one of you a festive Holiday season, a Merry Christmas and a safe and prosperous New Year.

See ya at the store.....

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**Or Current
Occupant**