

The Official Size & Weight EBer ENews Email

Finally, information for the insightful yet snooty beer drinker

March 7, 2010 Little Rock, Arkansas Issue-145 A publication of EBerSnob.com

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- **Mission Probable**
- **PS, How to Choose?**

Announcements (Details Below):

- **CAF Beer Movie Night, Flying Saucer, 3/11 6:30pm**
- **Foamfest, 4/30**
- **Arkansas Craft Beer Events 4/31- 5/17**

Making Progress – A Progress Report

As early as the second newsletter the discussion began as to what might be accomplished by doing a newsletter about craft beer. Below is an excerpt from the second edition of the newsletter...

The greatest potential as I see it from this early point in our mission is the sharing of information and the potential to flex our collective muscle to promote quality beer here in Little Rock. To this end, the key word is *collective*. It will likely be the things we do collectively that will make the most difference. Please keep those e-cards and e-letters coming. Let me know of any news or reviews and if it has to do with beer, it will be broadcast to the e-beer masses. If you'd like to write an article, have at it – review a restaurant, describe a beer you tried, do a beer tasting, report a new restaurant opening. Speaking of that, has anyone heard about an Irish pub named Creegins coming to town? I sent an email to inquire, I'll let you know if they respond.

The direction we would go began to become apparent even early on. We wanted to let the industry know that there was a market for craft beer, to pressure them to stock higher quality beer, and to help develop/educate the market for the same. The 'collective' then was about twenty people. It is now approaching six hundred. That's a LOT of thirst.

I was motivated by my own actions yesterday, to talk about how far we've come since that April day in 2007. It occurred to me, as M and I decided whether to expand our

search for a sofa to NLR, from the trip to Benton we'd just finished. Tough segue? Perhaps some background to set this up-

Last week I reported that my lovely bride M brought some really great beer home from her trip to Kentucky. She was there to celebrate the retirement of her brother, my beloved brother in law, and all of our loyal beer snob, P. She brought back the best of the best brews that brewers like Stone and Dogfish Head have to offer. For months to come, I will have the option to drink one of these fine beers at the slightest whim. In spite of this, I heard myself tell her that if she wanted to go to NLR we might as well stop by Springhill. Why? Well, because there are several fantastic new beers in town, which I haven't tried. And of course, I'm dedicated to you the loyal reader, and I owe it to you to drink these new beers... right? I knew you'd understand. I won't let you down.

So, that said, don't miss the inner beauty of that paragraph. The beer in my closet/beer cellar cannot and did not outclass the beer I can now go buy off of the shelves right here in Central Arkansas!!! I did not have to deplete my reserve just to have a great beer. This situation did NOT exist in April of 2007. In those days I bought a year's worth of Sierra Nevada Celebration just to have a decent beer to drink year round. But yesterday, there I was, in the beer section of Springhill, and I noted I got the feeling I used to only get when shopping out of state. It was that feeling of being a kid in a candy store, and it was happening right here in town. There before me were some of the best beers in the world... the Moylan's, the Boulevard Smokestacks, the Avery's, a selection of great Belgian brands, and now the great upper line of Goose Islands.

Suffice it to say, that if you want to buy a world class craft beer, you no longer have to either leave Central Arkansas (or brew it yourself) to do so. As to our collective - Mission accomplished? Well... maybe not just yet. We still have to go out of state to buy Bells, Dogfish Head, Stone, Hair of the Dog, Three Floyds, AleSmith, Deschutes....

Still, you have to admit, we're making progress.

What To Do When Faced With Choices

If you are that kid in the candy store, and you are unsure which of the myriad of craft beers that you might want to try next, and if you don't have a fancy phone with which to look up what the RateBeer.Com masses have to say about your choices, here are few pointers.

Get to know the recipes. The best Imperial Stout in the world is not the best beer to buy if you don't like Imperial Stouts. Push yourself to try new recipes, and make note of which ones you do and don't like after you've had several variations therein.

The bigger beers usually come in a bigger bottle or a smaller pack. That four pack of beer probably has more ingredients (and thus less water) than the six pack sitting next to it. The Goose Island, Avery or Boulevard in the tall bottle, likewise, when sitting next to their six-pack brethren.

Don't be afraid to ask for a taste of a beer on tap. You might find a beer you like which you would not otherwise order. You might also find a beer you don't like [what???] that you were about to waste money on.

Attend a beer tasting. You'll learn about beer, and you'll meet people who, like you, are interested in learning about beer. If you think it is only advanced beer drinkers who attend, you could not be more wrong. It is usually 10-1 newbies.

We'll be talking about some of these beers in town over the next few episodes. In the early days I ran a series of articles called Beers You Can't Buy Here, followed later when the beers here started to get better, Beers You Can Buy Here. I think I'll resurrect the latter. Stay tuned...

Happnin's

Beer Movie Night will be held March 11 at the Saucer, beginning at 6:30. This looks like a lot of fun, and educational for the want-to-know-more about beer person. From the Central Arkansas Fermenters (CAF)

Grab a pint and a seat as we tell the story of America's favorite drink. From colonial settlers to the struggles of prohibition, through the rise of microbrews and the unending success of national breweries, The American Brew explores the evolution of beer throughout the centuries. Rich tales, interviews with industry experts and an inside look at brewing innovations create a compelling anthem to this national beverage that all beer-lovers will appreciate

Free appetizers, draft beer specials on Diamond Bear, Boulevard and New Belgium products. We are also trying, for the first time ever, to have a keg of Vino's beer on tap, if we can work out the paperwork and logistics. No charge for club members. \$5.00 for guest.

The date for **FoamFest '10** is official. This year's event will be held **April 30th** at the River Market. Look for major improvements to an already great event, and for local establishments to set events proximate to this festival through May 24th.

A Few Final Thoughts

Our friend, Dr. Jeff, over in South Korea continues on his journey to snobdom. He is a devout scholar of all items of the intellect, including craft beer. You might find his blog interesting, I do. [In this episode](#), he talks beer...

M saved an article in this week's Demozette. It was in the business section. The news is that big beer sales are flat and or slightly falling. Craft beer, on the other hand, is rising (although this article failed to mention that). The article seemed to indicate that if it weren't for emerging markets in China etc, they'd be losing money big time. I've seen several reports that big beer companies are trying to use their still strong financial prowess to undermine the smaller companies. If I were them, I would too. These

smaller companies aren't going to be smaller for long, if these trends continue. My guess is that the Busch family was quite savvy in their decision to sell.

They're about out of the bottled Two Term IPA at Diamond Bear. The email I got from them estimated about a 2 weeks supply. It ages well, so if you want to stock some, better get on by.

All this writing is making me thirsty. I'm off to the refrigerator. See you next week...

Your (self proclaimed) Beer Snob

John W, BCoLR, CDC, MoA, OCP&SI

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If you would like to see an older edition. Here's the syntax...
<http://ebeersnob.com/EDitions/135.pdf>... just change the number to the one you want. For the older ones, they're available at the site, under archives.

If you're out and about, and you realize you've had a beer or two too many, remember that there are several choices to keep you out of trouble. Of course, there are the taxi services, but another alternative is [Bumblebee Transportation](#). This gets you AND your vehicle home. Call 765-LRDD (5733). At \$30, this is a bargain.

All ratings listed in parenthesis are from [RateBeer.Com](#). This is a great place to visit, and to read (or even write your own) review of every beer you can imagine

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