



MBAA District Rocky Mountain Press Release

April 2011

The spring meeting for District Rocky Mountain was held at the Wynkoop Brewery in Denver on April 13. A very full bus headed down from Fort Collins and miraculously hit no traffic on I25. In total, 93 people were in attendance.

The meeting started off with a social hour, where the members enjoyed a selection of Wynkoop beers including the very tasty Coupler, a Stranahan's barrel aged imperial milk stout. During the social Steve Presley sold stylish MBAA polo shirts (see accompanying photo 1).

After the social hour Brad Landman, one of the brewers at Wynkoop, took us on a tour of the brewery (see accompanying photo 2). Wynkoop has a 20 bbl brewhouse, made up of mash tun and brew kettle. To grain out, they use a wheelbarrow to carry the spent grain through the kitchen! In the cellar, they have mostly open fermenters, with 1 cylindro-conical fermenter. They typically keep 4 yeast strains going for their year-round beers. In addition to their year-round beers, the brewers are always experimenting with new projects. Right now they've got a Belgian quad with raspberries aging in an oak barrel, and they're about to fill a Stranahan's whiskey barrel with a barleywine they recently brewed.

In addition to serving the beers at the brewpub, they've started to can their beers on a 2-head canning system down in the basement. It takes 2-3 people to run it, and goes fairly slowly. They're very excited about the recent partnership with Breckenridge Brewery down the road, and the prospect of being able to can beer there much more easily!

After the tour President Gary Dick of New Belgium Brewing Co. welcomed everyone and ran a brief business meeting (see accompanying photo 3). He started off by thanking the staff of the Wynkoop again for hosting the meeting. At this time, MBAA members were encouraged to introduce any visitors they'd brought to the meeting. Membership chairman Dana Johnson, Birko Corporation, reported that we currently have 217 members in our district.

Prior to the technical presentation, attendees enjoyed a delicious Mexican-themed dinner. The chili rellenos were hot and tasty, but the highlight for Steve of Asher Brewing was the stout float for dessert (see accompanying photo 4)!

Technical Chairman Finn Knudsen of Knudsen Beverage Consulting then introduced the guest speaker and our host of the evening, Andy Brown. Andy has been the brewery manager at Wynkoop for the past 3 years. The title of Andy's talk was "The Changing Nature of Innovation in Craft Brewing."



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Andy started out by talking about the early days at the Wynkoop Brewery, started by now Governor John Hickenlooper back in 1988. It was the first brewpub in the state of Colorado. Russell Schehrer was the original brewer at the Wynkoop, and the inspiration for Andy's talk. In 1988, the brewery was a pioneer in the industry, brewing styles that were very unique at the time such as mead or chili beer, serving cask conditioned beers, and helping to revitalize a rundown neighborhood.

Andy and the other brewers' attempt to be as pioneering in 2011 as the founders were in 1988. They do so by canning their beers, collaborating with the local arts scene and philanthropic organizations, and by being the only brewery in town to deliver beer by horse and carriage. (It's the second largest Clydesdale fleet in the state, Andy jokes!)

Andy looked at the term innovation from many different angles, to try and figure out what drives it and how we can all innovate. Today's innovation is not coming from completely new ideas, but from synthesizing and improving upon others' older ideas and making them our own. As an example he pointed to some of the ways brewers are being innovative with increasing alcohol content in the strongest beers being brewed and pointed out that it's very similar to techniques in sake brewing.

Andy concluded that the customers are what drive innovation – none of us would be in business if we were only brewing to impress each other. He posed it to the group that though the Rocky Mountain region is known as "The Napa Valley of Beer" we do not really have a style of beer that we're known for like West Coast IPA. This was just one of the many ways in which Andy Brown challenged the audience to think creatively and to strive for innovation in all that we do.

As is customary, the evening concluded with a very lively raffle of prizes supplied by many of the members. Perry Dickerson of New Belgium was probably the most excited about his raffle win (see accompanying photo 6).

The next meeting of District Rocky Mountain will be held in Fort Collins, CO on June 23rd at the Odell Brewing Company.

Tamar Banner

Publicity Chair

Master Brewers Association of the Americas District Rocky Mountain

April 20, 2011



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Accompanying photos:

Photo 1: Steve Presley (Anheuser-Busch, retired) sells MBAA polo shirts before the meeting.



Photo 2: Brad Landman gives a tour of the Wynkoop Brewery.



Photo 3: President Gary Dick (New Belgium) leads the business meeting.





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Photo 4: Steve Turner (Asher Brewing) enjoys dessert.



Photo 5: Tech. Chair Finn Knudsen (KBC) presents C. Andy Brown (Wynkoop Brewery) with a thank you gift for his presentation.



Photo 6: Perry Dickerson's (New Belgium) triumphant raffle win.

