

Those Old labels can still be found - this one - the first VB found at Maryborough

*The Official Newsletter of the Victorian Beer Label Collectors' Society*

**NEWS**

VOLUME 35, NUMBER 5



**NEWS**

SEPTEMBER 2006

## THE COMMITTEE

**President:** Rob Greenaway  
19 Tadema Cres., Eltham, Vic., 3095.

Tel: (03) 9431 3069

**Vice President/Secretary:**

Angus MacEwan

11 Harleston Rd., Mt Eliza, Vic., 3930.

Tel: (03) 9787 0225

**Treasurer:** David Dobney

5/68 Lambek Dve, Tullamarine Vic., 3043.

Tel: (03) 9338 8566, Mob: 0409 232 799

**Assistant Secretary:** Clive Windley

29 Madeline St., Glen Waverley, Vic., 3150.

Tel: (03) 9802 5122

**Historian:** George Crompton

11 Dublin Ave, Strathmore Vic., 3041

Tel: (03) 9379 4375

**Editor:** Umit Ugur

uugur@netspace.net.au

**Life Members:** George Crompton,  
John Long, Alan Richards, Jack Wilks  
(Alex Freer, Phil Davin, Laurie Godden dec.)

## ADMINISTRATION

To ensure the smooth running of our society, we ask members to please co-operate as follows:

1. Forward all moneys to the Treasurer (except for raffles).
2. Forward all contributions for *BEER LABEL NEWS* to the Editor.
3. All general society business, requests for labels from society stocks and label contributions to the Secretary.
4. New members and notification of change of address to the Treasurer.
5. Please forward a self addressed,

stamped envelope with all your correspondence that requires a reply.

## MEMBERSHIP FEES

**Joining Fee:** \$5.00

**Annual Subscription:**

Australia-\$20.00

Overseas-\$30.00

Due and payable on July 1st.

**Pro-rata rates:**

After October 31st, 70% of annual fee.

After February 28th, 40% of annual fee.

All prices are quoted in Australian dollars.

The Treasurer will accept American currency and Euros.



Copyright © 2006 by the Victorian Beer Label Society. All rights reserved. Apart from any fair dealings for the purposes of private study, criticism or review, as permitted under the Copyright Act, no part of the 'Beer Label News' can be reproduced or used in any manner without prior permission, in writing, from the Editor or the Secretary of the Society. Letters and opinions expressed in this Newsletter by individual members of the Society may not reflect the position of the Society as a whole.

NATIONAL CAN  
COLLECTORS INC  
ACN 066 468 282

Please direct all  
correspondence to the Greg  
or Sue Plant at 23 Grace Street,  
Crows Nest Qld 4355  
Email: gsplant@dnet.aunz.com



## MEMBERSHIP FEES DUE NOW

## PRESIDENT'S PAGE

Our AGM was again very well attended and spirits were high. Over the past two months since the passing of Alex Freer, I must say it has been very hectic however very pleasing and rewarding. To fill the positions of Treasurer and Editor are not easy tasks. My special thanks to David Dobney [Treasurer] and Umit Ugur [Editor] for kindly offering to put their hand up to fill those important spots. I also sincerely wish to thank Phil Langley for also wishing to help out. These offers are much appreciated. To our past and current Committee in Angus MacEwan [Secretary] and Clive [Assistant Secretary], I sincerely thank you for your hard and tireless work. A lot goes unnoticed however it is very pleasing to see your commitment.....thanks. Our support crew too is very valuable. George Crompton [our Historian] and Michael Bannenberg [Assistant Editor] do a hell of a lot of good work behind the scenes to provide all members a professional contribution to the hobby of beer label collecting. I would also like to thank the members for giving us the confidence in running the Society. In a number of areas it is difficult but we strive to provide the best for all.

Whilst looking at the current support, we are looking for an important role to be filled as Web Site co-ordinator. This does not have to be a local [Melbourne] person however must have keen computer knowledge/skills. Also I am looking for some person [preferably in Melbourne] to liaise with a brewer and produce our Christmas Brew and Label design. No volunteer means no brew and label for 2006.

In our last newsletter our Assistant Secretary published an offer to members to obtain labels from the Tom Anthony Collection. This offer created some discussion and it was decided to withdraw the offer and re-submit it in a modified form giving ALL members an opportunity to add to their collection. On behalf of the Committee please accept our apologies, as the original intent was there however seen as not equitable. Sadly Tom has stopped his collecting but still wishes to keep in touch with his mates of many years. Tom's health of recent has not been the best and it has resulted in him getting closer medical attention. Tom, we wish you all the best at your new residence.

Wanted Urgently:

1. Items of interest for our newsletter, sent electronically to our Editor Umit Ugur [address on the inside cover page].
2. Labels for our swap / sell / wanted page. Give it a go as I think you will be very surprised.
3. Ideas for improving our meetings or content of our Magazine. Remember it is your magazine and it is consistent with the effort YOU put into it.
4. New labels, be it current releases or new finds not noticed in our catalogues or web site.
5. More brewery contacts. Have you introduced yourself to a brewer? Do they want to put a note in our magazine? Ask them.
6. Volunteers. What can you offer to ease the pressure off our current Committee?

Club Tivoli offers a fine restaurant providing excellent German food and a range of beverages. Prices are very reasonable and the service is excellent. Give it a try.

Remember the next meeting is on 15<sup>th</sup> October 2006, at the usual 1.00 pm start with normal meeting and formalities in a fine social atmosphere. Swaps start as soon as you get there. 12.00 is a fair guide.

Just a reminder, Subscriptions are now over due and payable to our Treasurer, David Dobney [address on the inside cover page]. Cheque or money order should be payable to VBLCS. We endeavour to provide a cheap but enjoyable hobby however with our prompt payment we will struggle to meet the costs of printing, postage and in some instances, payment of special label print runs. Please send your subscriptions in ASAP.

Cheers and happy collecting.

ROB GREENAWAY

### **ANNUAL GENERAL MEETING 2006**

The annual general meeting of the V.B.L.C.S. was held on Sunday August 13th.

A vacancy on the committee had occurred due to the passing of our treasurer. There were two written nominations received, however one was withdrawn prior to the meeting. David Dobney volunteered to stand as treasurer and as there were no other nominations for committee the current committee was re-elected.

We thank David for volunteering and wish him every success in the job.

### **AUGUST MEETING NOTES**

Apologies:

Phil Langley, Terry Ryan, Jack Wilks and Jill and Don Major.

MINUTES:

The minutes from the previous meeting were read and there was no business arising from them.

FINANCE:

The financial report will be covered in another part of the newsletter.

GENERAL BUSINESS:

1 - Brochures for the upcoming Maryborough Bottle Show were tabled and members were encouraged to attend as there could be some good labels on offer. The dates for the show are- 26/08/06 - 27/08/06.

2 - The Tom Anthony collections: Clive Windley addressed the members apologizing for omitting overseas members from participating in the distribution of these collections. This will be rectified in the next newsletter.

3 - Mike Bannenberg stated that the correct process for club handling of collections had not been followed. It was agreed that this would be rectified in the future.

4 - Rob Greenaway reported that a volunteer was needed to maintain the club website that was started by Alex Freer. All volunteers contact Rob, as he will not be able to continue to run the site.

5 - XMAS BREW: Rob Greenaway also called for volunteers to organise this years club Xmas Brew. There will be no brew if a volunteer willing to do the work does not come forward. Please contact Rob if you are interested.

6 - George Crompton presented an excellent selection of overseas club magazines.

7 - John Long advised the members to check their Ballarat labels for a small "G" which denotes that the beer was made at the old Volum Brewery in Geelong after the Ballarat brewery took them over.

8 - Keith Deutscher reported that he spent a few days up at Beechworth and whilst there he visited the Bridge Brewery where the owner/operator was proudly displaying his award for the "Label of the Year" as presented to him by the V.B.L.C.S.

9 - David Dobney reported that he has obtained supplies of labels from both Tooheys and Hahn and these will be distributed shortly. He also reported that Chuck Hahn was appreciative of receiving our newsletter.

10 - Mike Bannenberg asked the committee for a full disclosure of our financial position and this will be forthcoming as soon as it can be arranged. It must be realised that with the untimely passing of our treasurer it will take a little time to get the figures. This has been compounded by difficulties in obtaining access to the treasurer's computer. It was agreed that there would be a full financial report available in future.

Raffles - Unfortunately our raffle co-ordinator, Jack Wilks was not available however Alan Richards and Bob Kendall filled in and the following lucky punters were the winners:

1st. B58 VL (overseas member)  
2nd. C9 Rod Hogan,  
3rd Jim Colclough.

Several more in house raffles for bottles etc were then held.

The meeting closed at 1.45 pm. There were 29 members who signed the attendance book.

Regards to all,

ANGUS MacEWAN.

Since my last report at the end of June (*Newsletter*, July 2006), the small brewery sector has remained active. As usual, readers' contributions to this report will be gratefully received. If you have some news to share (e.g. your accounts of personal visits to new breweries, or discoveries of new products or new brewery websites, or newspaper and magazine articles, or other such things) please send to the compiler (Brett Stubbs) at [bstubbs@scu.edu.au](mailto:bstubbs@scu.edu.au) or P.O. Box 5098, East Lismore, NSW, 2480.

## New South Wales

*Barons Brewing* is based at Pipers Creek in Victoria (about halfway between Melbourne and Bendigo), but it is presently having its beers brewed by Australian Independent Brewers at Smeaton Grange (hence my putting it under the NSW heading). It markets bottled Outback Export Premium Lager and Black Wattle Superior Wattle Seed Ale.



The little brewery at the Macquarie Hotel in Sydney has lately had some work done on its image. It is now known as *Schwartz Brewery* (after its owner, Jerry Schwartz), and its four beers have been given revised names and designs. There are plans to begin bottling soon, and product will be available from the Macquarie Hotel bottle shop.

*Murray's Craft Brewing Company* is based in the famous Pub With No Beer at Taylors Arm, inland from Macksville on the NSW mid-north coast. The brewery has been in operation as a draught-only facility since the end of 2005. Label collectors will be pleased to know, however, that a bottling line is soon to be installed.

## Australian Capital Territory

A new microbrewery, *Zierholz Premium Beer*, started recently in the Canberra suburb of Fyshwick. It started selling its Zierholz Pale Ale and Zierholz Amber Ale in July. The owner is award-winning Canberra home-brewer Christoph Zierholz. His initial focus is on bulk beer, but a bottling line is planned.

## Victoria



*Emerald Hill Brewery* in South Melbourne started production in April 2006. This 1200 litre brewlength microbrewery is situated in an industrial warehouse in Ross Street, just off Clarendon Street. Two beers are produced: a hefeweizen and a pale ale. Both are available on tap at the brewery on Fridays from 5pm (go for it, Melbourne readers). Bottled product is expected to hit the shelves in September/October 2006.

## Tasmania

The former Pavilion Nightclub in Yorktown Square, Launceston, is being redeveloped as *Pavilion Brewhouse* and Function Centre, and will include Launceston's first microbrewery. It is scheduled to open on 1 September 2006. [Thanks to Nobby Williams of Scottsdale, Tasmania for bringing this one to our attention].

## South Australia

There have been some delays at the *Steam Exchange Brewery*, Goolwa, but the beer is in the conditioning tanks and a September opening is now expected. Yes, they will be bottling.

## Western Australia

The *Indian Ocean Brewing Company* at the Mindarie Marina, north of Perth, opened for business in August. Brewer Deo Lule, formerly of the Sail and Anchor in Fremantle, and one-time brewer for Geoff Scharer at Picton, drives the 2500 litre brewlength Canadian-built plant.

Further south, *Tanglehead Brewing Company*, in Albany, opened its doors on the weekend of 22/23 July. This 800 litre brewlength microbrewery is based in the newly-renovated White Star Hotel in Stirling Terrace.

More information about most of the breweries mentioned here, including links to many brewery websites, can always be found by consulting The Australian Good Beer Directory ([www.australiangoodbeerdirectory.com](http://www.australiangoodbeerdirectory.com)).

Brett Stubbs 27 August 2006

## **BREWERY NEWS**

Tasmanian brewers J. Boag & Son are re-releasing their Boag's Honey Porter again for a limited time. The brew (at 5.5 per cent alcohol volume) is described by Boag's as "a full-flavoured, well-rounded dark beer that is most suited to rich hearty foods, such as winter stews, strong cheeses, including sharp cheddar or blue, and chocolate mud cake". The 2006 brew contains 1 ½ tonnes of Tasmanian Golden "Nectar leatherwood honey. The brewers have also used the Tasmanian Hallertau hop - formerly known as The Van Diemen Hop. Boag's Honey Porter is available now.

Source: Canberra Times, 30 August 2006

## **BREWED TO YOUR LIKING?**

WHILE the Foster's owned Matilda Bay Brewery is Fremantle based it also operates a smaller brew house at Dandenong, on the outskirts of Melbourne. Here at the "Garage Brewery", brewer Brad Rogers produces small batches of idiosyncratic beers, including Naked Ale - the excellent wheat beer served at Chloe's Bar in Young and Jackson's Hotel and the occasional one-off specialty brew.

Brad's latest creations - Redback Cristal, a variant on Matilda Bay's Redback Wheat Beer and Matilda Bay Crema, a coffee seasoned wheat ale should hit retail shelves over the next few weeks. Cristal, says the PR blurb, is brewed with a lager rather than the ale yeast used in Redback original, thus emphasising wheat flavours and downplaying spicy yeast character. Crema, on the other hand, is a pale coloured wheat ale seasoned with Australian grown Arabic coffee beans.

Source: article by Chris Shanahan, Canberra Times, 30 August 2006

## **DID YOU KNOW THAT?**

The Sumerians drunk the beer in a social way sitting around a jar. It was sucked up through reeds to avoid the husks and other debris floating at the neck. Rich Sumerians would carry their own beer-drinking reeds, decorated in gold, for drinking from the communal pot.

Source: The World Encyclopedia of Beer by Brian Glover, Sebastian Kelly, London 1999.



## NEW BOOKS

### **The colourful history of Guinness** By David Hughes (ex Guinness Brewer)

This is an important new Guinness book. On the early brewing, bottling and brand History from 1830 up to the present day. It is a major reference work researched from the Brewery archives in London and Dublin, full of interesting brewing, bottling and trade facts. Guinness's Stout, the most famous beer brand in the world, has a rich history that spans over 250 years, migrating from Ireland, first to mainland Britain and thence around the world. No other beer can claim to have had over 12,000 bottlers and be sold in 140,000 outlets. Every bottler had their own label and there have been more designs of Guinness labels than for any other brewer.

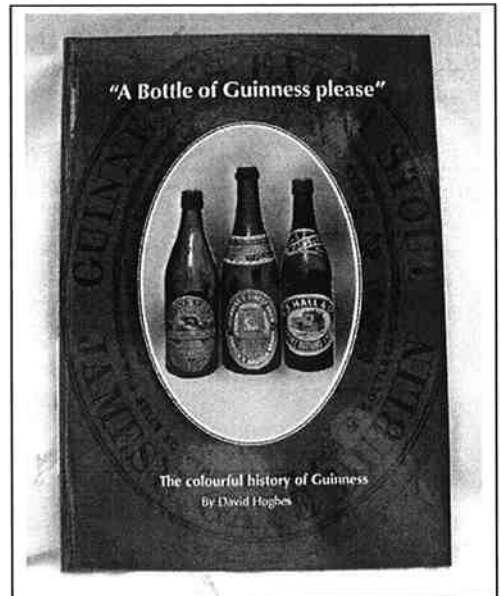
Guinness is really the story of the 'three Arthurs'. Arthur Guinness was the founder, Arthur Shand brought professionalism to foreign markets and Arthur Fawcett was the super salesman. The story of the last two Arthurs is told in the book for the first time.

There are wonderful stories, like the dropping into the Atlantic Ocean of 150,000 bottles, each with a message placed inside. The intention was that they should bob along on the ocean currents and wash up on the east coast of Canada, North and South America, which they did for the next 20 years. Some ended up inside the Arctic Circle to be found by Inuit people. Then there was the invention in the 1950s of a sticky secret blending ingredient which allowed Foreign Guinness to be brewed outside of Dublin. Another blending ingredient was formulated, which when added to locally brewed lager, transformed it into Guinness's Foreign Extra Stout. Also, discover the champagne bottles containing Guinness Stout, which are sitting nicely chilled on the bottom of the North Atlantic, in the wreck of the Titanic.

This wonderfully illustrated book will appeal to those who love beer and the Guinness brand, brewers, breweriana collectors, labologists, brewery history buffs and Guinness employees.

This book is available from 28 August 2006 as a numbered limited edition.

More information will be given about this book and how to obtain it during our October meeting. You can also get more information from Rob Greenaway or Jack Wilks.



## RAFFLES

As at August 29<sup>th</sup> 2006 following members have credit as listed:

Larry Ross	Apr 2009
Voldemars Legzdins	June 2008
Peter Lawson	June 2008
A.R. Elliot	Feb 2008
David Ellison	Dec 2007
Alister Graham	Oct 2007
<b>Alan Colclough</b>	<b>June 2007</b>
Sue Plant	June 2007
Mick Davis	Feb 2007
Rod Hogan	Feb 2007
Ivor Nicholson	Dec 2006
Phil Buckley	Dec 2006
Craig Moxey	Dec 2006
Colin Murphy	Oct 2006
Craig Pelton	Oct 2006

In the October raffle, 1<sup>st</sup> Prize will feature a Richmond Brewery Pilsner label from 1940's – early 1950's. Please note that this label has some slight damage but due to the comparative rarity of the label, I'm sure it will be a welcome addition to most members collection.

2<sup>nd</sup> Prize will have a Foster's Special Export Lager label (red and yellow oval)

3<sup>rd</sup> Prize will have a Melbourne Bitter ale label, overprinted "For H.M. Forces Only" printed in green, which indicates that it was for the Korean war.

All prizes will contain over 100 labels, a selection of Australian, New Zealand and various overseas labels.

Tickets are \$1.00 each with a maximum of two tickets (\$2.00) per member. Available from Jack Wilks 65 Tiverton Drive Mulgrave Vic. 3170

## LABELS INCLUDED WITH THIS NEWSLETTER

Victoria Bitter VBLCS Anniversary overprint  
Tooheys New+Wallabies-neck label 375  
Tooheys New+neck 375  
Tooheys New 750  
Tooheys New 250  
Tooheys Extra Dry+neck  
Hahn Premium Light+neck  
Hahn Witbier  
Castlemaine XXXX Special Brew+neck  
Southwark Premium+neck+back 375 type 1  
Southwark Premium 375 type 2  
Southwark Old Stout 750  
Southwark Old Stout+neck 375  
West End Draught 375 type 1  
West End Draught 375 type 2  
West End Draught 750  
West End Light 375  
West End 107+neck  
West End Gold 375

Brewery Premium Lager+back Export label  
Brewery Classic+neck+back Export label  
Swan Stout  
Stone's Ginger Beer  
Ice Raspberry+neck+back  
Tequila Slamma+neck and 3 different backs  
Bacardi Breeza Rum. Lime+neck+back  
Bacardi Breeza Rum. Lemon+neck+back  
Bacardi Breeza Rum Orange+neck+back  
Bacardi Breeza Rum Watermelon+neck+back  
Rebel Bourbon and Cola+neck  
Two Dogs Lemon Brew

Plus selected New Zealand micros and majors, some older English majors and older Australian labels from members' spares collections.

## TASTING NOTES - HAHN PALE ALE

When beer maestro Chuck Hahn says he wants to create a particular kind of beer, you can be pretty sure he will make good on his promise.

There was no reason to think any different when news emerged that a limited-edition pale ale was on the way.

The result is a cloudy, easy-drinking pale ale with a citrus-like finish. It's so delicious the first one barely touches the sides.

That's exactly how the man intended it.

"Refreshingly fruity" is how I like to describe this beer," says Hahn, who has created his newest brew under the Hahn Brewers Selection stable.

The limited-edition beer is the second to be released under the banner following Hahn Vienna Red earlier this year.

Though happy with his latest creation, Hahn admits to an initial reticence in going down the pale-ale track.

"We wanted to make an easy drinking ale, but I wasn't so sure at first because Hahn is so well known for lagers. But it has been doing really well, so I couldn't be happier."

The beer has evolved from the original Hahn Premium, but fermented with ale yeast for increased fruitiness.

A combination of Pacific Hallertau hops from New Zealand and US-sourced Chinook hops have been blended to achieve a balanced bitterness.

Hahn agrees pale ales are the flavour of the month, but points out they are far from all the same.

As such, he believes he has filled a nice slot between offerings such as the hoppy finish of a Little Creatures pale ale and ales with more bite such as Coopers.

Only a single brew of Hahn Pale Ale has been produced, enough for about 10,000 cases.

If you want a taste, get in quick.

Source: article by Greg Thom, Herald Sun, 4 July 2006.



## DRINK LOCAL, DRINK FRESH

Scottish Chiefs Tavern's new brewer Damian Nippard hopes to create a truly epicurean experience at the tavern's Geelong brewery. Mr Nippard, whose pale ale was recently awarded second place in the Victorian Microbreweries Exhibition People's Choice Award, said he wanted to establish "meet the brewer: evenings where patrons could learn about the brewery and its beers.

"Interest is strong and I think the time is right," Mr Nippard said. "There's been a market in Australia ripening for a while and people are starting to appreciate quality over quantity."

Mr Nippard has been brewing for 20 years, but only turned professional in May when his family-owned business, the What's Brewing Company, began operating and he started brewing for Scottish Chiefs. He said he intended to start making seasonal beers in the future but was currently focused on getting his three new beers up and running. The pale, amber and porter ales are on tap at Scottish Chiefs and can also be bought at the Lord Nelson Tavern bottle shop.

Mr Nippard said the all malt full-bodied ales used fresh local ingredients, including locally grown barley from North Geelong's International Malt Company, to produce interesting hop and malt characteristics. "The pale ale is sort of a lighter colour and is pitched as Australia's pale ale drink, really crisp and refreshing," Mr Nippard said. "The amber ale is a bit darker, a little more hoppy and full-bodied. It's the one I like to drink, a middle of the range full-bodied ale. The porter ale is a dark ale, a bit more like stout. It's a strong beer, 6.2 per cent, and it's not the sort of beer you sit and drink a lot of."

Mr Nippard described the brewery, which is located on the oldest working site in Australia, as "pretty amazing". "We brew the sort of beer at the brewery that would have been brewed here 100 years ago. I appreciate the heritage, and brew in that kind of manner," he said.

Mr Nippard said Geelong beer enthusiasts should follow just two rules when selecting a tippie: "drink local and drink fresh".

"Meet the brewer" evenings will be on the last Wednesday of every month at 4 pm, beginning on September 27.

Source: Geelong Advertiser, 28 August 2006

## DID YOU KNOW THAT?

In an attempt to regulate the quality of the beer produced by the larger-scale commercial brewers, the Babylonians ruled that any brewer producing unfit beer would be drowned in their own drink

Source: The World Encyclopaedia of Beer by Brian Glover, Sebastian Kelly, London 1999

## FROM THE EDITOR

This is my first attempt as an Editor for the Newsletter. It is a hard act to follow the previous Editors such as Alex Freer and Michael Bannenberg but I'll do my best to keep up the standard as high as they did in the past.

Like any periodical magazine, our Newsletter has regular articles written by the same members (President, Secretary, Mini Breweries co-ordinator, Raffle co-ordinator etc) as well as news articles relating to beer and breweries sent by the members. So please do not hesitate to send any beer related articles to my postal or e-mail address given on the inside cover page.

With this edition of the Newsletter I started a regular page for thematic label collections. I hope you find it interesting.

Many thanks to Rob Greenaway, Angus McEwan, Michael Bannenberg, Brett Stubbs, Jack Wilks, Clive Windley, Wayne Richardson and Michael Doulton for their contributions to this issue of the Newsletter.

Umit Ugur

## DID YOU KNOW THAT ?

In Mesopotamia, a 4,000 year-old clay tablet indicates that brewing was a highly respected profession and the master brewers were women. In ancient Babylon, the women brewers were also priestesses. The goddesses Siris and Nimkasi were patronesses of beer, and certain types of beer were reserved exclusively for temple ceremonies.

An ancient tablet now in New York's Metropolitan Museum lists Babylonian beers as: dark beer, pale beer, red beer, three fold beer, beer with a head, without a head etc.



An Assyrian tablet of 2,000 BC lists beer among the foods that Noah used to provision the ark.

Source: <http://www.cascadehomebrew.com.au>

Thematic collections are gaining popularity among collectors around the world. More and more people, besides country collections, are collecting labels based on pictures or text on labels or type of beer. There are collectors specialised on bock labels, radler labels, Kolsch or porter labels. There are collectors chasing labels with pictures of various animals, women, flowers, ships, famous buildings etc on them. The choice is endless.

One of the most popular themes is Christmas labels, specifically labels depicting Father Christmas on them. In this issue a small selection of labels with Father Christmas pictures from different countries are shown.

Clockwise from top left:

Ottakringer (Austria),  
Kiesel (Germany),  
Kerstbier (Holland),  
Christmas Beer (France),  
Julol (Denmark) and  
Petrus (Belgium).



Clockwise from top left:

Dahls (Norway),  
Juleol (Denmark),  
Hofbrau (Germany),  
Brau Siegel (Germany),  
Julebryg (Denmark) and  
Ceres (Norway)

The theme for the next issue will be Christmas labels coinciding with the Christmas issue of the Newsletter.