

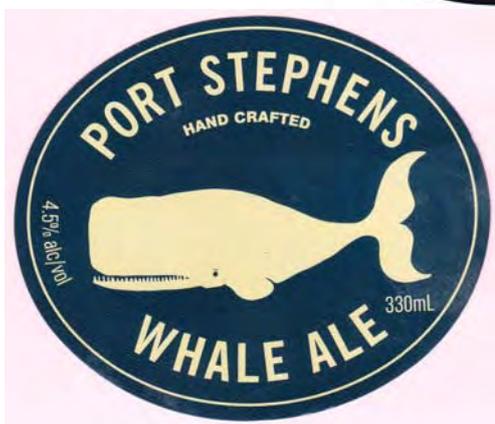
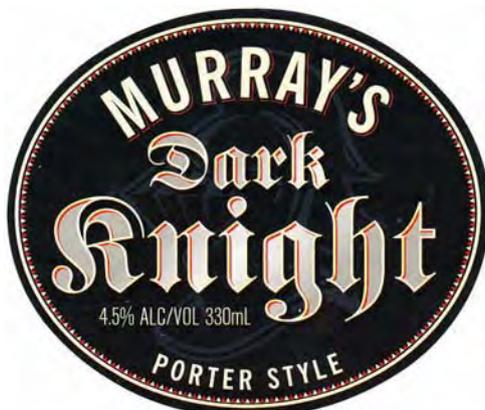
VBLCS

VOLUME 39, NUMBER 2



NEWS

MARCH 2010



LABELS FROM MURRAY'S BREWING CO & ST PETERS BREWERY

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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 and catalogues).
2. Forward all contributions for VBLCS
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: AU\$5.00

Annual Subscription:

Australia-AU\$20.00

Overseas-AU\$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.



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individual members of the Society may not
reflect the position of the Society as a
whole.

PRESIDENT'S PAGE

It is sad for me to announce the passing of Colin Murphy from Albury NSW and Olga Wilksch from Tanunda SA. I have been in contact with both families and have sent cards of condolences on behalf of VBLCS members. Colin was a member for the last 4-5 years however Olga was almost a foundation member joining nearly 35 years ago. Both will be sadly missed by their family and VBLCS members.

Joe Bajada, who has settled in to residence in Malta, must miss us. He has sent us another card with best wishes including a range of Maltese labels. These were quickly snapped up by those in attendance. Thanks Joe, our best wishes to you too.

It is the time of year where we are to consider the functional activities of the Society. By that I mean AGM changes to the current Executive and our Constitution. Your current Executive is available for re – election however if there are any other nominations then they must be submitted to Angus before the AGM in June. Similarly the Constitution has been distributed to all Members and is current. If there are recommended changes then these must also be submitted ASAP for members to vote. I strongly recommend you read your Constitution as it is the process on which we run the VBLCS.

I would like to thank Jack Wilks for getting the remaining Guinness books from David Hughes in the UK. David Hughes has made a fantastic contribution in capturing the history of Guinness in his two books “A bottle of Guinness please” and “The Guide to Guinness collectables”. Both are excellent reads and worth every cent. Jack has a couple of copies left, so be quick.

To support and say thank you to our Breweries we make an annual effort to name Label of the Year in both Major and Boutique Brewers sections. It is another important event in that it recognises the effort that George Crompton and Alex Freer have made over the years. Your Committee has agreed that we recognise George in naming the Major Brewery Label of the Year after him. In 2008 we named the other certificate after Alex Freer. Both members are now deceased however they have made a remarkable contribution to your wonderful Society. Voting slips are enclosed so please support the initiative.

Membership fees are now overdue. Please provide payment to our Treasurer David Dobney as soon as possible. In addition could members please complete the application for with their correspondence details. Members have been asking for a contacts list [email, phone, postal etc.] for us to publish internally. If you don't provide the information it makes it extremely difficult for us to release details to improve communications between members. Your help is appreciated.

Enclosed in this Newsletter is a list of members and their contact details. A number of members have requested this but if members are not punctual in paying membership or submitting contact details it makes it very hard to collate the information.

Please be aware the FINAL notice for membership 2009/10 dues has passed. There are a number of members that have been delisted so please don't let it be one of you. In 3 months time 2010/2011 fees are due.

Can you write an article? Can you send some special photos related to breweriana?
Tasted some special beers lately or recently visited a new micro brewery? Send us an article.

It is your VBLCS so let me know of any ideas or recommendations of change for the coming year.

Cheers and happy collecting.

Rob Greenaway

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. Our next meeting is 11th April commencing at 12.00 am with swaps and much discussion.

Note the formal meeting will start at 1.00pm. For those enthusiastic collectors ensure you are there well before 1.00 to catch up with your swap partners and collect the labels on offering.

FEBRUARY 2010 MEETING NOTES

The meeting was held at the Club Tivoli in Windsor on February 14th 2010 (St. Valentine's Day) and opened at 12.59 pm. This day is also the 44th anniversary of the introduction of decimal currency in Australia.

APOLOGIES:

John Long, Michael Bannenberg and Jill Major.

MINUTES:

The minutes from the previous meeting that was held in December last year were read and there was no business arising.

FINANCES:

The financial statement was presented by our Treasurer, David Dobney and it showed that we are in a strong financial position.

CORRESPONDENCE:

Members are reminded that it is inadvisable to send cash through the mail as it can go missing. A member sent \$50 in cash to me to order some catalogues. The money and letter did not arrive however the club supplied the catalogues at club's expense on this occasion but this might not be the case next time.

A card and labels were received from Joe Bajada in Malta. Thanks Joe.

GENERAL BUSINESS:

Michael Bannenberg suggested that a year book of all labels produced by Australian Breweries be produced. It was discussed and it was thought that it was a good idea if it could be cost effective.

The president thanked the members who chased up new labels for the club.

Ross Mackie spoke of his recent trip to New Zealand and the boutique breweries that he visited whilst there

The sell book will be available at the next meeting. Members wishing to sell any harder to get labels are reminded to forward them, with prices, to the Secretary for inclusion in the book.

Jack Wilks reported that he still has some of the excellent Guinness books for sale. Please contact Jack for further details.

RAFFLES:

The raffles were drawn and the lucky winners were

1st. E39 David Dobney,

2nd E40 Bob Kendall

3rd F81 David Dobney Lucky David!

A total of 18 members signed the attendance book however there were more there.

The meeting officially closed at 1.50 pm.

Regards,
Angus MacEwan.

BUY - SELL - TRADE - SWAP

Jimmy Stewart (755) from New Zealand is searching worldwide his grandfather's label "Stewarts Label Greymouth New Zealand" an oval red & white label brewed and bottled by A.A. Stewart and asking if any member has this label. His address is: 419 State Highway 6, Coal Creek, Greymouth 7802, NEW ZEALAND.

Gary McNair (688) wants the large cream coloured Monteiths Prisoner At The Bar to complete set plus other New Zealand labels to buy or trade. His address is: 29 Prospect Hill Cres, Nth Dandenong VIC 3175

Umit Ugur (603) wants to buy/trade labels/collections from Asia, Africa, Latin America and Oceania. His address is: 2 McGahy Court, Templestowe VIC 3106.

AUSTRALIAN SMALL BREWERY UPDATE - MARCH 2010

Despite the much talked about economic downturn, the number of microbreweries in Australia continues to increase. This time last year I made the bold prediction that we would see at least a dozen new starters in 2009, despite the unfavourable economic climate. This optimistic forecast was in fact exceeded, with probably sixteen new breweries coming into operation in the calendar year. One of these was a New South Wales brew-on-premises shop that started brewing for wholesale, and another was a replacement for a brewery destroyed in the Victorian bushfires, but if these two are excluded, fourteen is still a mighty increment. Of these fourteen new brewers, five were in New South Wales, three in Victoria, two in each of South Australia and Western Australia, and one in each of Tasmania and Queensland. This brings the national total as at the end of 2009 to 124 microbreweries in operation, by my careful count, comprising 34 in Victoria, 30 in each of Western Australia and New South Wales, 14 in South Australia, nine in Queensland, five in Tasmania, and two in the ACT. As always, there is the possibility that a few may have slipped away un-noticed during the year, but I reckon I'm pretty close. What is in store for 2010? I predict at least ten new starters for this year. The first two of these are mentioned below.

Victoria

An in-house microbrewery is a feature of the new 128-room Chifley Hotel at Doveton, near Dandenong. The hotel, which is at the junction of the Princes Highway and the South Gippsland Freeway, opened in June 2009, but the brewery has been a while coming (despite what the hotel's advertising would suggest). The brewery is a 5hL Brewmaster kit, situated in the hotel's Coldwater Creek Tavern, and I hear (thanks Alan Richards) that it is now operational. I'll report further on this next time.

When gluten-free beer pioneer John O'Brien shifted production of his beers from Rutherglen to Ballarat at the end of 2007, part of his plan was to begin making 'normal' beer as well. Last year O'Brien did a deal with Welsh brewer Rhymney to produce its Hobby Horse beer for the Australian market (although I haven't heard whether this has happened yet). Now, in February this year, O'Brien and his offsider Andrew Lavery have launched a new brand called Rebellion Brewery. Its first beer, known as The Rat bitter ale, is now available around Ballarat on tap and in bottles.



South Australia

The newest addition to South Australia's small but impressive contribution to the craft brewing sector is the family-owned and family-operated Goodieson Brewery in rural

McLaren Vale. Founding brewer Jeff Goodieson, a food technology and malting and brewing graduate from Ballarat University, tossed in his job at Lion-Nathan in Sydney to set up this self-named microbrewery, which he runs with his wife, Mary, sometimes assisted by their two young sons.

Goodieson acquired a 1,200 litre Carl Jacob three-vessel brewhouse in the United States, and built a large shed behind his new family home to put it into. The first products, a pilsner and a contrasting pale ale, were launched in January this year. All Goodieson beer is sold in 330mL bottles. A stout and a wheat beer are planned for later this year.

Western Australia

Contrary to my policy of not counting my chickens before they hatch, I will introduce here the long-awaited Moody Cow Brewery in Western Australia's Ferguson Valley. Although not open and in operation at the time of writing, it should be so by the time you read this. Moody Cow is the creation of Grant McClintock, the latest in a growing line of Australian homebrewers to take the logical but daring next step to commercial beer production. The name of his business fits neatly with the Ferguson Valley's dairy farming past, although this is accidental, McClintock assures me, as it was coined long before a site for the operation had been acquired. Nevertheless, the connection has been reinforced by his use of ex-dairying vats to build a brewing system which in the main will produce 1,200 litre batches. McClintock will maintain a draught focus at Moody Cow Brewery, although he has a small bottling plant and will bottle some unfiltered and unpasteurised beer for sale from his premises.

Please send contributions to this report to the compiler either at P.O. Box 5098, East Lismore, NSW, 2480 or brett@australiangoodbeerdirectory.com. Information about many Australian small breweries, and links to their websites, can be found at The Australian Good Beer Directory (www.agbd.org).

Brett Stubbs, 26 February 2010

VALE

It is with deep regret that we record the passing of club members

OLGA WILKSCH

and

COLIN MURPHY

The VBLCS send it's condolences to Olga's and Colin's families.

VBLCS Committee

FROM THE EDITOR

I spent the last week of February in Hobart for a short holiday. While there, I managed to visit two breweries with my son who is quickly developing a taste for the amber nectar. First one was the Moo Brewery which is located in the Moorilla Winery. The tasting room (both for beer and wines) is in a modern building overlooking the Derwent River. There are four different beers on tasting: an American Pale Ale, an American Dark Ale, a German style Hefeweizen and a Czech style Pilsner. They are all available in bottles; unfortunately Pilsner is not available in Victoria. The brewery is located in a stylish building with glass windows all around where you can see the tanks and the other equipment from outside.



The other brewery we visited was the Cascade Brewery. We had the 90 minute-brewery tour which included beer tasting at the end. The beers on tasting were: Draught, Green, Premium Lager, Premium Light, Blonde and Stout. I highly recommend the tour as it is very informative.



You'll find, in this issue, a news item from Adelaide Advertiser dated 28 June 1906 about amalgamation of two Adelaide breweries, and the back cover shows the related labels all sent by Ben Lawrence. The front cover shows labels from Murray's Brewing Co and St Peters Brewery.

The photo on this page shows four new labels: Broughton Pale Ale and Bolong Black from Mountain Ridge Brewery, Nirvana Pale Ale from Murray Brewing Co and Taxi Pilsner from 2 Brothers Brewery.

Many thanks to Rob Greenaway, Angus McEwan, Brett Stubbs, Jack Wilks, Alan Richards, Ross Mackie and Ben Lawrence for their contribution to this issue of the Newsletter.

Umit Ugur, March 2010



GLOBAL WARMING IS AFFECTING THE QUALITY OF HOPS

Beer quality is expected to fluctuate from year to year.

Climatologist Martin Mozny of the Czech Hydrometeorological Institute and his team have found that the quality of Saaz hops - the delicate variety used to make pilsner lager - has been decreasing in recent years, New Scientist cited Agricultural and Forest Meteorology on September 13th. They say the culprit is climate change in the form of increased air temperature.

Mozny's team used a high-resolution dataset of weather patterns, crop yield and hop quality to estimate the impact of climate change on Saaz hops in the Czech Republic between 1954 and 2006. Best-quality Saaz hops contain about 5 per cent alpha acid, the compound that produces the delicate, bitter taste of pilsners.

The study found that the concentration of alpha acids in Saaz hops has fallen by 0.06 per cent a year since 1954, and models of hop yields and quality under future global warming scenarios predict bigger decreases.

But this isn't an isolated case; the hop growing regions of eastern Germany and central Slovakia have noticed similar changes in their crops.

It's not just Czech hops that are at stake here, says Francesco Tubiello, a crop specialist at the European Commission and a lead author of the agriculture chapter of the IPCC Fourth Assessment Report. "The famous hop-growing regions of eastern Germany and central Slovakia are facing the same situation," he says.

This doesn't mean the world is going to run out of beer any time soon does it. But wait, this is just the thin edge of the wedge. Currently we are seeing changes in entire crops that we use to produce consumables. It is naive to think these changes are limited to a small number of beer-making crops. This situation will become more and more common, not just for specialty beers, but for staple foods.

Climate change is creeping into our daily lives, what will it take to make us realize that global warming isn't going away and that we are causing it? This realization may already be too late for us to do much about it. The phrase "act now!" isn't an overused environmentalist slogan, it's a necessity.

DIFFERENT NATIONS, DIFFERENT BEER

One could argue which beer is the best without end, but which brand sells best? An interesting research has been carried out by Bootsnnall.com. Here are the ratings of beer sales in the world's several largest beer drinking nations (except Russia).

USA

Many people believe that Budweiser is the undisputed leader on the American market. However, it's Bud Light that has born the palm since 2001. This brand enjoys a 16% share of the global sales in spite of the fact that it is available only in the US, Canada, Columbia, Mexico, Ireland, and Sweden. Budweiser is the second-best in the United States. The next are Miller Lite, Coors Light, and Corona Extra.

Canada

At the moment, Canada's most popular brand is Labatt Blue. Coors Light is ranked second and Molson Canadian - third. The latter won the third place from Budweiser in 2005.

Brazil

According to Bootsnnall.com, Brazil's most preferred beer is Skol. Brahma holds 20% of the market and Antarctica – 14%. It may seem that the market is torn by fierce competition, but it's not the fact: all these brands belong to the same brewer, AB InBev's Brazilian division AmBev.

Mexico

In Mexico, settled opinions coincide with the reality. Corona indeed is the best-selling beer. It also is the most widely distributed beer in the world and can be bought in more than 150 countries. But let's return to Mexico. The nation's second and third most loved beers are Tecate and Dos Equis. Tecate Light is close at their heels.

Germany

Germany's 1300 breweries (in the total number of breweries, the nation is only behind the US) offer an extremely wide choice of beers, though lagers, of course, dominate the market. Krombacher, Bitburger, Warsteiner, and Beck's are the most popular and the most exported of German beers.

The Netherlands

The palm is surely born by Heineken. Its closest rival Amstel is produced mostly for export, but there is no competition between them as it was bought by Heineken in 1968. Grolsch is ranked third, and is lagging behind considerably.

United Kingdom

The nation is traditionally famous for its ales. However, recently ales have been beaten by lagers on all fronts and Carling has been holding the first place for many years. Australian Foster's and Belgian Stella Artois are ranked second and third respectively. Carlsberg is the fourth popular beer in the UK.

Ireland

Many people believe that sales of stout have been falling recently. Indeed, Guinness has been losing its market share during the last years but it still dominates Ireland's beer market and holds more than half of it. Among lagers, Harp is considered the most popular brand but it is also produced by the owner of Guinness, Diageo.

Belgium

This beer lovers' heaven serves an overwhelming range of beers. Belgium's specialties include Trappist beers and white beers with fruit and spice. But this is the homeland of the world's No. 1 brewer AB InBev. Consequently, Stella Artois should be the nation's most popular brew. However, this is not the fact as its market share is just about 8%. It is AB InBev's Jupiler that enjoys the leading market position (40%).

The Czech Republic

The nation with the highest per capita beer consumption in the world and the home of legendary Pilsner Urquell, the primogenitor of all Pilsens. But Pilsner Urquell is only ranked second. Its cheaper and more democratic brother Gambrinus is the leader in sales. Both are owned by SABMiller.

Japan

Not the largest beer drinking nation. After the popular canned beer vending machines were banned due to inability to control the customers' age, the country's beer market fell by more than 60%. Asahi Super Dry is believed to be the leading brand in Japan, followed by Kirin, Sapporo, and Suntory.

Australia

Australian Foster's beer is famous well beyond the Green Continent. But it is not so popular at home as its marketing men are trying to convince us. Australia's beer preferences differ significantly from state to state. Each state is dominated by local brands. However, Victoria Bitter (VB) can be recognized as the most popular beer in the country. Toohey's is the leader in New South Wales, whereas XXXX is the most demanded beer in Queensland.

China

China is the biggest beer market in the world, despite a very low consumption per capita. The leader Snow beer is followed by Tsingtao, with Zhujiang and Yanjing dragging far behind.

BEER BREWING WATER

Beer is an improvement on water itself, said Grant Johnson, and all beer lovers agree with this statement right down the line. But, nevertheless, let's discuss beer's basic ingredient – water.

The water content in any beer is more than 90% and consequently plays a major role in the final product. However, even though water is water to most people, nothing could be further from the truth as far as beer brewing water is concerned.

The best water for brewing beer and the most prized is from natural sources which contain elements not found in other water sources.

Two of the major elements are Calcium and Magnesium. These two add the hardness in hard water and although unwelcome when they cause your glasses to spot in the dishwasher, they are crucial when it comes to making a fine beer. Not only do they add a desirable mouth feel of their own, but they also aid many of the biochemical processes taking place during brewing.

Calcium, for instance, helps produce an acid that balances the alkaline phosphates found in malts. Control of that acidity and alkalinity, also known as pH, is vital for the activity of enzymes that take part in the beer brewing process.

Magnesium is essential because it is used by yeast in the production of enzymes required for fermentation. But, as luck would have it, Magnesium can compete with Calcium and so its concentration has to be carefully controlled for proper results. Also, above about twenty milligrams per litre, it can make the resulting beer sour or bitter.

Some naturally occurring or artificially added components are not desirable when it comes to beer making. Chlorine, for instance, helps keep bacteria from building up in tap water supplies, but it adds a bitter taste and can contribute to killing yeast. Fortunately, it is a volatile element that can be easily removed by boiling or carbon filtration.

Sodium, contributes a salty taste, but at a too high concentration it can kill yeast. Most natural sources contain a reasonable amount, but control of salinity at beer making sites near a sea river conjunction is important.

Even trace elements, such as Zinc and Copper play an important role in many brewing processes, since they figure prominently in yeast metabolism. It is the yeast that turns malt sugar into alcohol and carbon dioxide during fermentation. High levels can contribute to a foggy or cloudy appearance to the beer.

Other elements and compounds include Sulfates, which give a dry, sharp flavor and can compliment hops. This feature is frequently used in some British ales, but in too high a concentration it can make the ale excessively bitter.

Carbonates, promote the extraction of tannins from hops and grains. Barley is a grain and goes into making malt sugar, used in fermentation. They help promote darker colors in some beers and provide alkalinity to balance the acids. Levels of these elements and compounds vary naturally throughout the world.

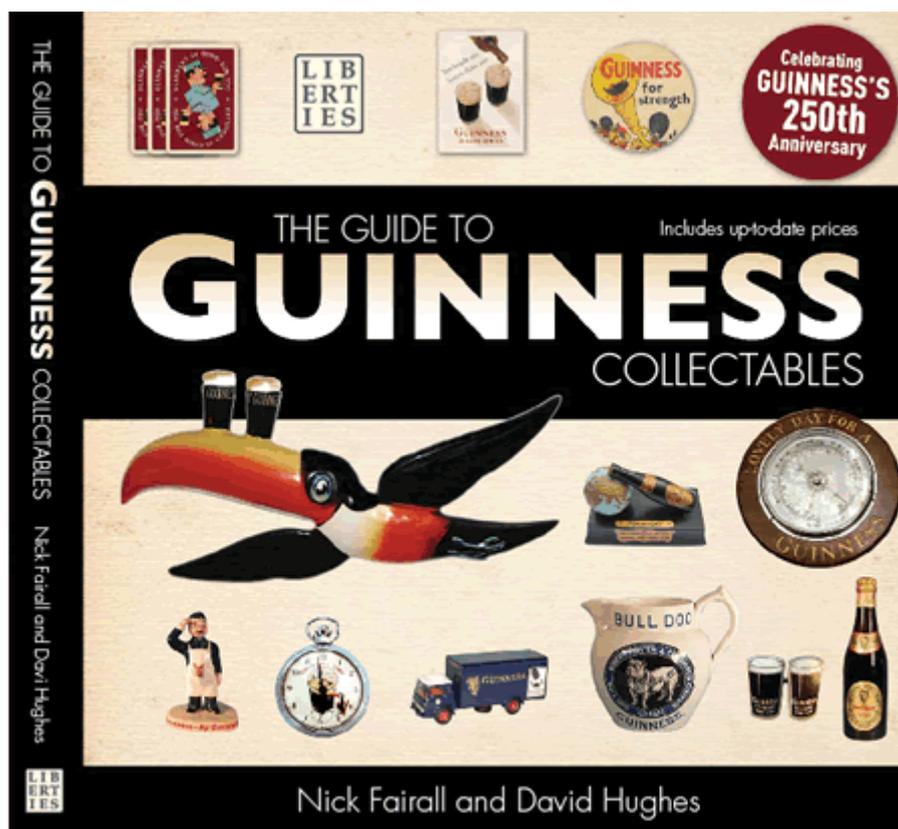
There are over eight hundred compounds in beer but a dozen or so found in water are significant factors in the final product.

Source: BelgianShop Weekletter Nr 1389

GUINNESS COLLECTABLES BOOK

The VBLCS has been fortunate to obtain more copies of “The Guide To Guinness Collectables” and “A Bottle of Guinness Please”, at a substantial discount.

However, as most were snapped up by members at the February meeting, there are only two copies of each left.



Prices are \$35 for the collectables book and \$25 for the bottle of Guinness book, picked up, add \$11 for postage.

Please contact Jack Wilks if interested, either on (03) 95614221 or jwilks@bigpond.net.au.

DO NOT SEND MONEY in the first instance. First up best dressed, they could be gone by the time you are reading this.

VB GETS HARD-EARNED MAKEOVER

Foster's Group is doubling its marketing spending to more than \$30 million this financial year to promote its ailing Victoria Bitter brand.

Foster's decided 18 months ago to begin a strategic review of VB because it felt the brand was losing market share as customers could no longer relate to its working-class image. Foster's started putting the new strategy in place at the beginning of this financial year.

The VB brand has been losing favour with drinkers over the past three years. VB's main product, Victoria Bitter Green, has lost more than 5.3 percentage points of market share by volume in that period. VB Green, which makes up more than 90 per cent of VB sales, is now at a record low, with only 15.9 per cent market share by volume.

Foster's is trying to change the image of VB from its working-class roots. The company ended a 40-year relationship with advertising firm George Patterson Y&R last year and hired boutique agency Drago5 to come up with a new advertising campaign that was launched in July.

The new campaign replaced the "hard-earned thirst" advertisement and sought to convince "average Australians that they are far from average".

"VB would be best described by your average punter as being a 'bogan' brand, but it's so much more than that," said Peter Sinclair, marketing director for Foster's beer division, Carlton & United Breweries.

Six months into a three-year turnaround strategy for the brand, which generates more than 20 per cent of Foster's beer division revenues, the company is expected to tell investors at its first-half profit result next month that it has managed to stem value losses.

Its VB master brand, which includes the main product, VB Green, a mid-strength VB Gold and a low-carb VB Raw, is expected to post flat growth by value in the half.

Foster's has managed to curb volume losses, with VB Green's annual rate of decline in volume roughly halved compared with a year earlier.

Broker Citigroup told clients this week that Foster's overall beer volumes had significantly lagged its Japanese-owned rival Lion Nathan as a result of the weakness within the VB family.

"Action to restore the health of the VB brand to curtail further market share erosion is critical," Citigroup analyst Andy Bowley told clients.

But Mr Sinclair said the turnaround was going according to plan. "With something the size of VB, a turnaround will take time, but that turnaround is gaining momentum," Mr Sinclair said.

“We have resisted the temptation to discount on price on a short-term basis to drive a short-term volume result. The performance of VB in October and November was less than what the market obtained. But compared to its market segment; which is the traditional, regular beer which is by nature in decline, it was pretty good.

“While there has been some decline in VB’s share of traditional regular beer, CUB’s share of that sub-segment of the market is in growth. What that says is that the marginal decline in VB has been more than offset by the continuing strong performance of other flagship brands in our portfolio, including Carton Draught”

Mr Sinclair said Foster’s had introduced new VB products as part of its turnaround plan and the lower-carb beer, VB Raw, had sales of 4million stubbies since its launch in September.

Source: Article by Nabila Ahmed, The Australian Financial Review, 13 Jan 2010

OKTOBERFEST 2009: FEWER VISITORS DRINK MORE BEER

The number of revellers at Munich's world-famous beer festival dropped in 2009, AFP the city's tourist office on October, 4.

Only 5.7 million drinkers staggered through the beer tents during the two-week jolly, compared with six million the year before. The record attendance was 7.1 million in 1985.

However, those that did make the trip drank more on average than last year, with some 6.5 million litres consumed, compared with six million in 2008.

But the party-goers proved less keen to splash out on meals, souvenirs and fairground rides, although a total of 111 oxen were eaten, a rise on the 104 munched last year.

Security was stepped up hugely at the event following a string of video messages from Islamic extremists in the run-up to Germany's general election on September 27, with two of them apparently targeting the Oktoberfest.

Armed police searched people as they came in, and cars were banned from parking nearby.

In addition, private security guards also searched bags as people entered the festival's immense tents, and once inside there was a visible security presence. There were also a large number of surveillance cameras.

On one of the days, a light aircraft advertising beer caused minor panic among visitors after it flew over the site and circled around at low altitude, organisers said. Since then a no-fly zone was put in place over the festival.

Nevertheless, the Munich tourist office described the two-week event as "brilliant" and said the visitors were "calm" in the face of the increased security presence.

Source: BelgianShop Weekletter Nr 1398

NEW COOPERS CLEAR BEER

World renowned brewing family, Coopers Brewery have announced the launch of their latest product to the market, Coopers Clear which will compliment the already successful range of Coopers beers within the marketplace.

Coopers Clear is a refreshing new beer that has been brewed and styled to allow mainstream beer drinkers the opportunity to also enjoy the quality of the “Coopers experience”.

Full strength, Coopers Clear is a light golden colour with a creamy white head and a crisp refreshing style. The beer’s aroma is mild to moderate with a hint of fruity esters.

The hop flavour provides a silky smooth palate with a refreshingly dry crisp finish achieving a unique character making it the perfect beer choice for summer and just in time for Australia Day 2010 celebrations.

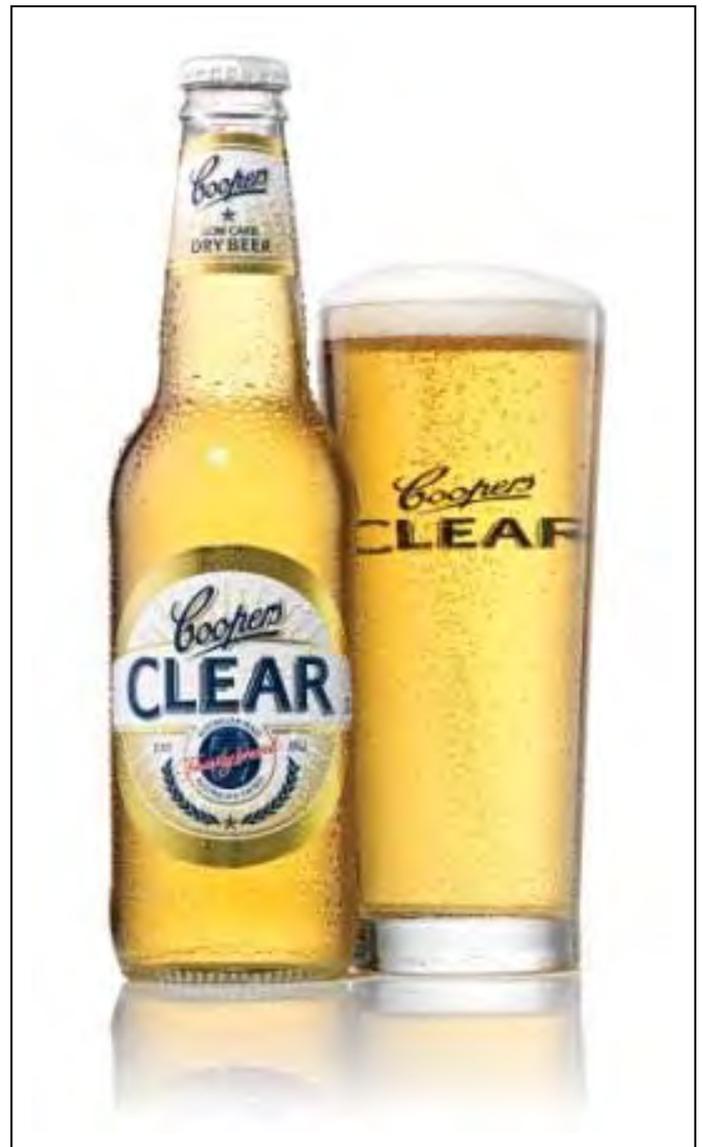
Coopers Executive Chairman Glenn Cooper said, “Traditional Coopers beer drinkers enjoy a full flavoured beer. Coopers Clear is a refreshing, lively beer. It’s perfectly brewed and styled to give all beer drinkers access to the Coopers passion for quality and taste.”

Family owned Coopers has been brewing a range of quality beer products since 1862. The award winning quality of its renowned ales, stouts and lagers set a very high standard for every Coopers release.

Coopers Executive Chairman Glenn Cooper said, “We see Coopers Clear as the next generation in Coopers products. We are excited to offer something that is new, yet will remain with Coopers tradition of quality, allowing us to cater for a broader range of drinkers.”

The product is available in a Clear 355ml Bottle, the new Euro-sleek can, and on tap. Coopers Clear will be launched officially on Thursday January 21 and will be available in most hotels, bottle stores and restaurants from Friday January 22, 2010.

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



BEER IS NEVER TOO OLD TO DRINK

Old beer is not harmful to health.

As the EU requirement to place a consume-by date on the bottles was introduced a couple of years ago, the Objective Beer Tasters, a Belgian association of beer consumers, conducted a campaign against this measure.

The breweries are not happy with a compulsory consume-by date on the label, either. Beer does not really go off, although the flavour can change and it may turn slightly cloudy, experts' advice.

Lager in particular has a tendency to cloud over time. The gradual clouding is caused by bonds being formed between proteins (from the malt) and polyphenols (from the chaff of the malt and the hops), so that is why types of malt are selected with not too high a protein content in which the proteins easily coagulate and can be removed during the brewing process.

Consumers do not like cloudy lager. Keeping lager clear is generally a sales issue. Drinking cloudy lager has no effect on the health of the drinker. Some special beers are deliberately made and sold cloudy.

Source: Beerandhealth.com

A BREWERY COMBINE

Another important change will shortly take place in the brewing world in the form of the amalgamation of the Williams Brewing Company with the Walkerville Co-operative Brewing Company. Some few years ago there were a number of breweries in and around Adelaide, but several of the smaller found it profitable to amalgamate with the larger corporations, the Walkerville Co-operative Brewing Company and the South Australian Brewing Company. Williams Brewing Company was founded several years ago, after the amalgamation of the Walkerville Company and Ware's Beverley Brewery. The amalgamated company carried on business at the Torrenside Brewery, and Mr Williams, who had been chief brewer for the Walkerville Company, started in the old premises of that company. The company have a fine plant, and their output is stated to be about 100 hogsheads per week. The negotiations for the amalgamation of the two companies have proceeded for some time, and ultimately an offer was made by the larger corporation for the plant and business, the chief reason for the offer, it is stated, being that the Walkerville Company was in need of increased plant, and premises. A meeting of the shareholders of Williams Brewing Company was held a few days ago, when the offer was almost unanimously accepted. Mr S. J. Mitchell was appointed liquidator of the vendor company. Both breweries will be carried on under separate management until August 1 next, when the amalgamation will take effect. The shareholders in the Williams Company will receive payment in shares in the amalgamated company.

Source: Adelaide Advertiser, June 28, 190

BURLEIGH BREWING COMPANY PROVE BEST BREW

The Burleigh Brewing Company has won three medals at the World Beer Championships.

The Aussie brewery, founded in 2007 by locals Peta and Brennan Fielding, is the only one to medal in the international competition held in Chicago overnight.

Burleigh Brewing Co. CEO, Peta Fielding said that although they were hoping for the best, the company did not expect such amazing results.

"It's a fantastic achievement for us, as a craft brewery, we pride ourselves on producing consistently high-quality and great-tasting brews across our entire range," he said.

Burleigh's popular mid-strength, The Duke Mid received a silver medal with the judges noting it as "a nice, lighter styled session beer."

The Bighead Lager, which is the nation's first no-carb beer, also claimed silver honours while their flagship, The Duke Premium grabbed a bronze.



"For these beers to be recognised by an international panel of beer experts and our peers is a very high accolade indeed.

It goes to show not only the maturity and talent of Aussie brewers, but that it's not just the big players that are influencing the growth and direction of the beer industry" said an ecstatic Mr Fielding.

Mrs Feilding spoke about how the awards are a great boost for our area.

"Sometimes a lot of people don't realise just what is in their own backyard," she said.

Source: myGC.com.au, 13 November 2009

Visit **VBLCS** web-site: <http://www.vblcs.com>

VB PORTABLE POP UP BAR

VB drinkers now have the chance to own their own pub as the brewer begins a promotion that will see it giving one away every day for 75 days this summer.

The promotion was extensively advertised over the second cricket test between Australia and the West Indies, which started on Friday (Dec 4).

Standing 2.5m tall and 1.6m wide, the transportable VB Pop Up Pub, boasts a robust steel frame, a counter top made from timber and canvas sun shade. An illuminated beer sign is mandatory for any pub so that is included too.



A spokesperson for VB said the Pop Up Pub can be constructed in under a minute flat as it contains only nine pieces and no Allen keys, bolts or instruction manuals are required.

The engineering ingenuity behind the VB Pop Up Pub has seen it entered in the Australian International Design Awards, in the 'Consumer' category. This category recognises great design of products like stoves, coffee machines, ovens, and possibly portable pubs.

The VB Pop Up Pub is not available for purchase in stores and stocks are limited.

The only way for consumers to get their hands on one is by purchasing a case, can, stubby or pot of VB this summer, between December 1, 2009 and February 13, 2010.

For drinkers entering the on-pack promotion, VB will give away 75 Pop-up

Pubs, each with a prize pack that comes with a mini LCD screen and a Coleman cooler.

In addition, there are over 300 Pop Up Pubs to be won by entering the draw at participating bottle stores or licensed venues.

“VB is stoked to be able to give Aussies the chance to win their own VB Pop Up Pub”, said VB spokesman, Paul Donaldson. “What better way to enjoy the summer, than by drinking a few cold VBs whilst leaning against the counter of your very own backyard bar.”

Source: Article by Andrew Starke, <http://www.theshout.com.au>

LABELS ISSUED WITH THIS NEWSLETTER

Owing to frequent shortages of microbrewery labels and occasionally different quantities of matching neck and back labels, the labels issued may not be the full published list.

CUB: VB 375ml 10 cent refund

Bridge Road Brewers: Imperial oak aged porter, Celtic Red Ale, Hans Klopek's Hefe Weizen, Galaxy IPA, Chevalier Dunkel

Purrumbete Brewing Co: The Ox Imperial Stout

Cascade: Export Stout 375ml, Lager 375ml, Stout 375ml, Sheaf Stout export 1pt 9.4 floz, Draught Hall of Fame [very limited numbers]

Matilda Bay [brewed by Cascade]: Bohemia Pilsner 345ml, Redback Mild Wheat 345ml

Boags: Hammer 'n' Tongs 375ml, Light Draught 375ml, JB Premium 375ml, Tasman Bitter 375 and 750ml, Tasman Gold 375ml

Mountain Goat: IPA Rare Breed 640ml

Spanish labels supplied from our sister club in Spain [CELCE].

Also included is a range of obsolete reissued labels from Leopard and Lion [NZ], Northern Brewery -Mildura, Swan, Fiji and Sanctuary Cove Breweries.

VBLCS sends it's thanks to Al Graham, Graeme Crompton, Alan Richards and J. E Solaesa [CELCE] plus Cascade, Boags, Purrumbete Breweries, Bridge Road Brewers and CUB's Abbotsford Brewery for contributing labels to this issue.

GHOST SERVING CLIENTS BEER FREE OF CHARGE

A Hampshire pub landlady plans to call in an exorcist to get rid of a ghost that keeps topping up drinkers' glasses, The Telegraph posted few weeks ago.

Janice McCormack, of the Apsley House in Southsea, says the spectre is costing her a fortune as he gives away her beer.

Ms McCormack, 60, said: "It happens when customers pop to the loo or put their pint down for a second. When they look back there's an extra inch of beer. It must come from my pumps."

Regulars have nicknamed the phantom barman Reedy - after actor and legendary boozier Oliver Reed.

Ms McCormack, who runs the pub with husband Patrick, said the ghost started its antics nine months ago.

She said: "My regulars love it but it is costing me. People are drinking less as their pints are being filled up all the time. My stocktaking figures are all out.

"We get more customers through the door but it seems to be people expecting a cheap, never-ending pint."

She now plans to hold a seance to ask the poltergeist to quit - and if that fails she will seek an exorcist to get him out.

Regular John Sanders, 27, said: "I will certainly miss old Reedy because he keeps me topped up.

"If you drink in the Apsley you were always guaranteed a hangover - and would always have money left in your pocket for a kebab on the way home."

MALT, DETERMINING YOUR BEER'S CHARACTERISTICS

Taste

Malt has a direct influence on two tastes; sweet and sour. Sweet tastes derive from sugars, which mostly have their origin in malt starch. Sour tastes derive from organic acids produced by the germinating grain and from those produced by yeast from malt carbohydrate, but acids produced by grain microflora are also significant. In addition, sour taste has its origin in the phosphoric acid released from malt-derived phytic acid by the enzyme phytase.

Aroma

Malt provides us with a huge variety of aroma-active compounds. Depending on the malting and beer production styles, a range of cereal-like characters including malty, cereal, chaffy and powdery can be generated. In the case of dark malts, we can obtain toffee, burnt, chocolate and roasted characters. Pale malts impart sweetcorn character to beer. Amino acids give rise to a wide range of flavour compounds via yeast metabolism, including higher alcohols and esters. Metal ions from malt have an important, though indirect, influence on beer flavour. For example, zinc ions affect formation of higher alcohols, and consequently esters, in addition to playing a major role in yeast fermentative activity.

Mouthfeel

Malt influences the mouthfeel of beer in various ways. Starch degradation products, including dextrans, help impart body to beer, as may beta-glucans. Polyphenols can influence astringency. And, indirectly, malt starch is the source of at least some of the CO₂ in beer.

Colour

Malt contributes two classes of compounds to beer that impart colour: these are polyphenols and melanoidins. Speciality malts such as chocolate, amber, and Cara pils malts can be used to impart distinctive colours to beer and to provide more control over beer colour.

Foam

In most beer styles, malt is the primary source of beer foam proteins and polypeptides.

Source: BelgianShop Weekletter Nr 1390

BEER BREWING WATER

Beer is an improvement on water itself, said Grant Johnson, and all beer lovers agree with this statement right down the line. But, nevertheless, let's discuss beer's basic ingredient – water.

The water content in any beer is more than 90% and consequently plays a major role in the final product. However, even though water is water to most people, nothing could be further from the truth as far as beer brewing water is concerned.

The best water for brewing beer and the most prized is from natural sources which contain elements not found in other water sources.

Two of the major elements are Calcium and Magnesium. These two add the hardness in hard water and although unwelcome when they cause your glasses to spot in the dishwasher, they are crucial when it comes to making a fine beer. Not only do they add a desirable mouth feel of their own, but they also aid many of the biochemical processes taking place during brewing.

Calcium, for instance, helps produce an acid that balances the alkaline phosphates found in malts. Control of that acidity and alkalinity, also known as pH, is vital for the activity of enzymes that take part in the beer brewing process.

Magnesium is essential because it is used by yeast in the production of enzymes required for fermentation. But, as luck would have it, Magnesium can compete with Calcium and so its concentration has to be carefully controlled for proper results. Also, above about twenty milligrams per litre, it can make the resulting beer sour or bitter.

Some naturally occurring or artificially added components are not desirable when it comes to beer making. Chlorine, for instance, helps keep bacteria from building up in tap water supplies, but it adds a bitter taste and can contribute to killing yeast. Fortunately, it is a volatile element that can be easily removed by boiling or carbon filtration.

Sodium, contributes a salty taste, but at a too high concentration it can kill yeast. Most natural sources contain a reasonable amount, but control of salinity at beer making sites near a sea river conjunction is important.

Even trace elements, such as Zinc and Copper play an important role in many brewing processes, since they figure prominently in yeast metabolism. It is the yeast that turns malt sugar into alcohol and carbon dioxide during fermentation. High levels can contribute to a foggy or cloudy appearance to the beer.

Other elements and compounds include Sulfates, which give a dry, sharp flavor and can compliment hops. This feature is frequently used in some British ales, but in too high a concentration it can make the ale excessively bitter.

Carbonates, promote the extraction of tannins from hops and grains. Barley is a grain and goes into making malt sugar, used in fermentation. They help promote darker colors in some beers and provide alkalinity to balance the acids. Levels of these elements and compounds vary naturally throughout the world.

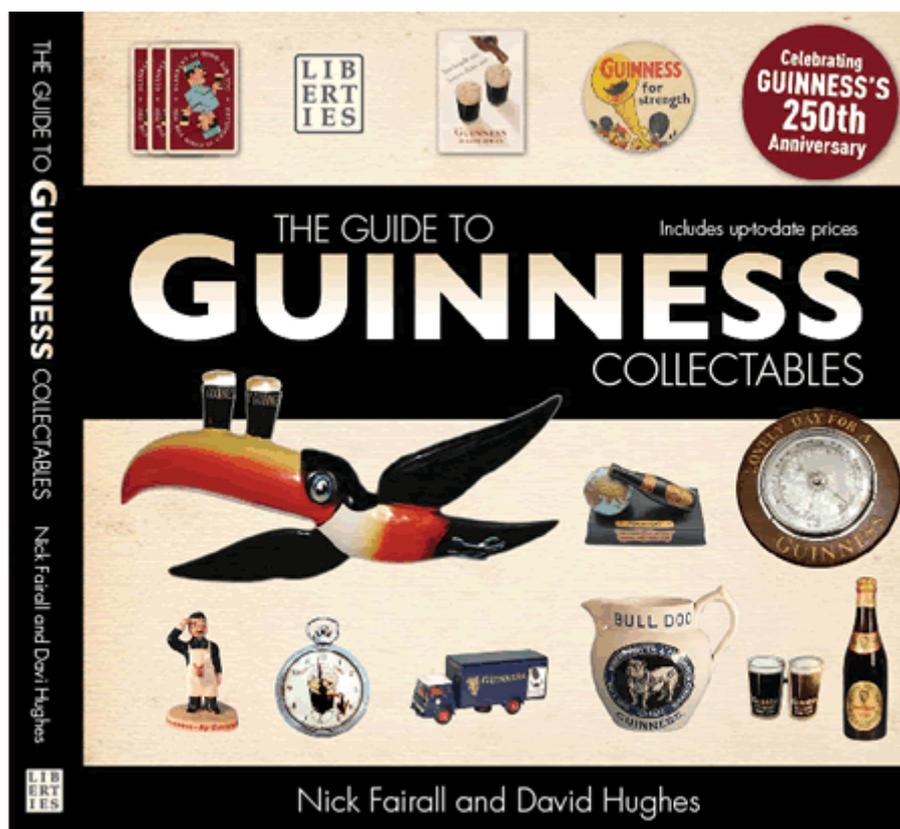
There are over eight hundred compounds in beer but a dozen or so found in water are significant factors in the final product.

Source: BelgianShop Weekletter Nr 1389

GUINNESS COLLECTABLES BOOK

The VBLCS has been fortunate to obtain more copies of “The Guide To Guinness Collectables” and “A Bottle of Guinness Please”, at a substantial discount.

However, as most were snapped up by members at the February meeting, there are only two copies of each left.



Prices are \$35 for the collectables book and \$25 for the bottle of Guinness book, picked up, add \$11 for postage.

Please contact Jack Wilks if interested, either on (03) 95614221 or jwilks@bigpond.net.au.

DO NOT SEND MONEY in the first instance. First up best dressed, they could be gone by the time you are reading this.

HOW BARLEY MALT WAS PRODUCED FOR THE FIRST TIME

Once upon a time, a very long time ago, somebody left an earthen bowl of harvested barley out to dry in the sun. There was a brief summer shower and the barley kernels absorbed the water - starting to germinate. When the sun came back out, the air, the ground and the earthen bowl warmed up and stopped the germination process of the grain. This is how Examiner.com recently described the production of the first malt.

This two stage malting process of moistening the grain and then heating it, breaks the some of the starches of the kernel down into sugars - specifically maltose - a form of glucose. Other starches in the kernel are converted into soluble starches and enzymes.

Any grain can be malted. So why do brewers primarily choose barley for beer? One reason was the early availability of barley. Barley is in the grass family; it is self pollinating and grew wild in the Fertile Crescent. It was easily made into flour for bread, was feed for animals and once somebody accidentally turned it into malt, barley became the first grain to be turned into a manufactured beverage.

Also, barley is the backbone of many brew recipes because the grain is particularly good at the malting process and for the beer itself. The high concentration of converted sugars simplifies the process of fermentation in ales. Along the barley shaft are spiklets, one fertile spiklet paired with two reduced spiklets. This is known as a 2-row barley; it offers a lower protein/higher sugar content that allows for shorter steeping and produces a clearer beer.

There is also a 6-row barley, higher protein/lower sugar content, that is often used in many lagers along with unmalted grains such as corn, rice and wheat. Some brewers use this method as a cost reduction for brewing; however, there is also the side benefit of head retention in this combination.

END OF AN ERA AS BREWER DELISTS

Tooth & Co will later today (Feb 12) officially delist from the Australian Stock Exchange (ASX) after 175 years in business.

The largest brewer in New South Wales for many years, the company owned the Kent Brewery on Broadway in Sydney that operated from 1835 to 1985.

It was also part of Adelaide businessman John Spalvin's AdStream empire, which collapsed in the 1990s, and its colourful history came to an end as the remnants of Tooth & Co became bogged down in its parent company's lengthy battle with the taxman.

The company's stock was suspended from trading on Monday at the request of the company.

Shares were trading at 1.6 cents at the time.

Source: Article by Andrew Starke, <http://www.theshout.com.au>

BOTTLE CAP: CLOSING YOUR BEER SINCE LATE 1800s

Inventor William Painter first designed the bottle cap in Baltimore, USA, during the late 1800s as a way to prevent leaks, Beer Masters inform.

Painter invented the world's first bottle cap in 1891. It was constructed with a corrugated metal cap, a thin disk of cork, and a paper backing. This was an economical design that made the cap leakproof. This cap was meant to be used only once and required a bottle cap opener to pop it off. To make the bottle cap work even better, Painter worked alongside bottling manufacturers to develop a bottle to go with the cap. He also patented the machinery necessary to manufacture the bottle cap. In 1892, Painter patented the bottle cap design and started the Bottle Seal Company, which was later renamed the Crown Cork and Seal Company. Today, the company's official name is Crown Holdings. The screw-on cap was invented in 1856. Until 1915, beer bottles generally had a wire-attached mechanical cap. An increase in glass bottle production during the early 20th century increased the demand and usage of bottle caps. By nearly 20 years later, most beer and soft drink bottles had bottle caps.



The bottle cap's materials have changed over the years as resources changed. Plastic replaced the cork and paper, the cap's skirt was shortened, and the teeth on the skirt were lessened from 24 to 21.

Manufacturers sometimes use plastic and aluminum "pilfer-proof" (or PP) caps instead of crown caps, although many beer bottles still have crown bottle caps. William Painter didn't stop at inventing the bottle cap. During his lifetime, he earned 85 patents.

Crown caps today are collectible. Crown cap trade events also exist, such as the annual KKF Tauschtreffen in Germany and Crownvention in the US. Because bottle caps are used so widely, bottle cap openers themselves are now an industry. Some companies even offer laser-engraved, personalized bottle openers.

Source: BelgianShop Weekletter Nr 139

RAFFLES

As at 23rd February the following members have credit as listed:

Alastair Graham	Aug	2012	Larry Ross	Dec	2010
Jim Halsall	Feb	2012	Alan Colclough	Dec	2010
Wayne Richardson	Dec	2011	Mick O'Brien	Oct	2010
David Ellison	Aug	2011	Murray Wells	Aug	2010
Peter Simpfendorfer	June	2011	Mick Davis	Aug	2010
Ray Trinder	June	2011	Michael Bannenberg	Aug	2010
Sue Plant	Feb	2011	Alister Dowdall	April	2010
Colin Murphy	Feb	2011	Tom Joy	April	2010
Stephen Jerdison	Dec	2010			

In the April raffle, 1st prize features a Loaded Dog Pub Brewery "Thunder Ale" large label that was used on barrels at the pub. The pub never bottled (the Loaded Dog Lager in a bottle was brewed and bottled by the Geelong Brewery). Label is circa 1987.



Second prize will have a Lightning Ridge Lager from The Metropolitan Brewery in Coburg Victoria, the label dates from 1989, the only year of operation of the brewery and the only beer they produced. The manager of the brewery used to frequently travel to Lightning Ridge in NSW to dig for opals, hence the label. Third prize will have a Crowded House restaurant Palate Lager produced by the Kiewa Brewing Co. The owner of the restaurant was an artist, hence this label. Please note : the colours on the label next to the brush are actual paint applied by the artist. In effect, every label produced is different, Label is circa 1993.

This month, all prizes will contain many Australian Micro-brewery labels, some no contents labels and 13 1/3 & 26 2/3 fl. oz. labels from various Australian breweries. Prizes will contain well over 100 labels; a selection of Australian, New Zealand and various overseas labels.

I wish to thank Graham Crompton his donation of labels for the raffles.

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.

VBLCS BEER LABEL CATALOGUES

Cairns, Rockhampton and Toowoomba Mildura (Northern Breweries)	28 pages \$6.00 16 pages \$3.50
Northern Territory	27 pages \$6.00
Kalgoorlie	26 pages \$6.00
Old Ballarat	19 pages \$4.50
Sovereign	9 pages \$2.00
Anchor, Sail & Anchor, Matilda Bay	18 pages \$4.50
South Australian & Associated Breweries	154 pages \$15.00
Coopers Brewery	130 pages \$15.00
Sanctuary Cove Brewery	23 pages \$6.00
Courage Breweries	\$6.00
Geelong Brewery	\$6.00
Northern Brewery	\$5.00
Richmond Brewing Co	\$6.00
Castlemaine Perkins	\$6.00
CUB Queensland	\$6.00
Tasmanian Breweries	\$7.50
Swan Brewery Co	\$13.00
Micro Breweries (1st Edition)	\$6.50
Micro Breweries (2nd Edition)	\$8.50
Micro Breweries (3rd Edition)	\$8.50

All members please note: When sending cheques or money orders to the Secretary as payment for catalogues ordered, please make them payable only to "The V.B.L.C.S." Please do not make them payable to the Secretary, either by title or by name. Copies of the Club Catalogues are obtainable from Angus MacEwan, 11 Harleston Road, Mt. Eliza, Victoria 3930. Ph: 03 9787 0225. ALL CATALOGUE PRICES ARE POST PAID

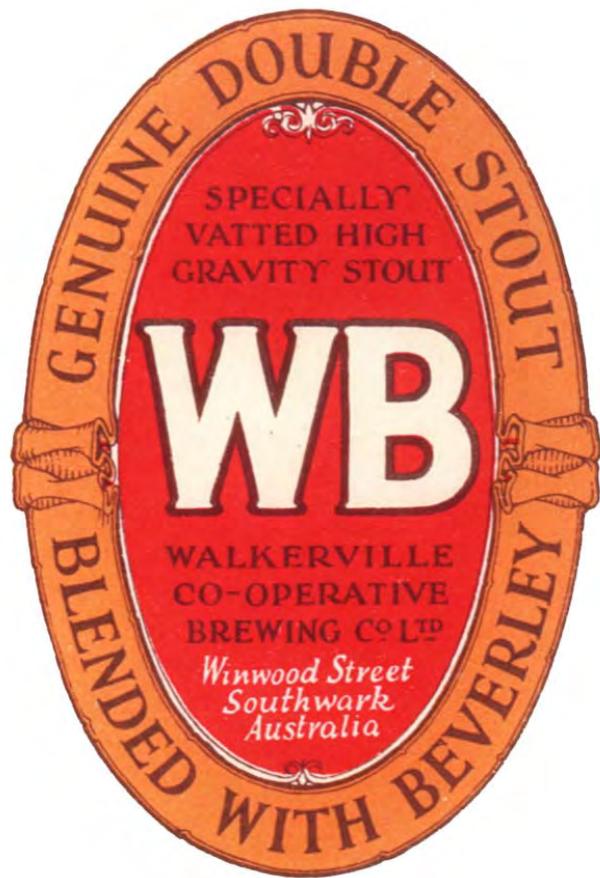
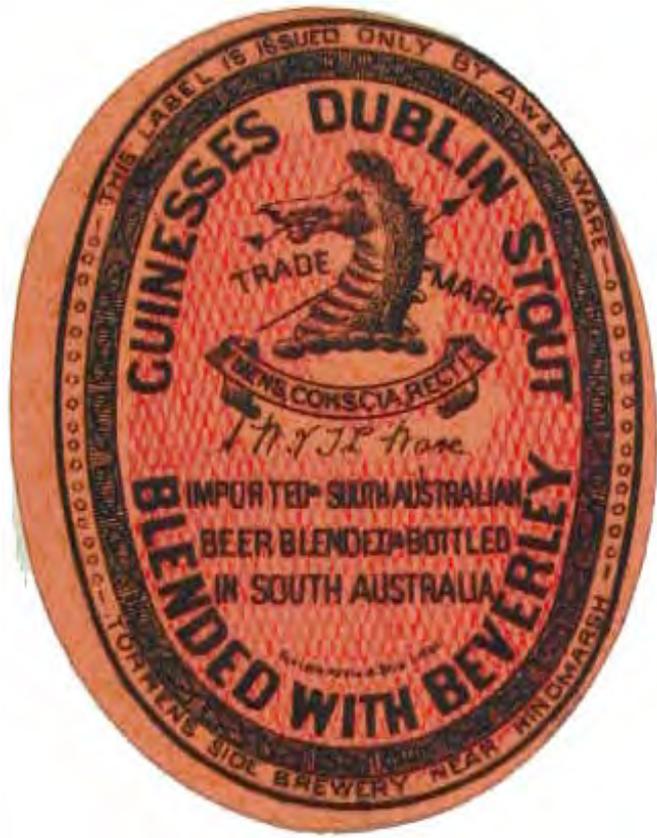
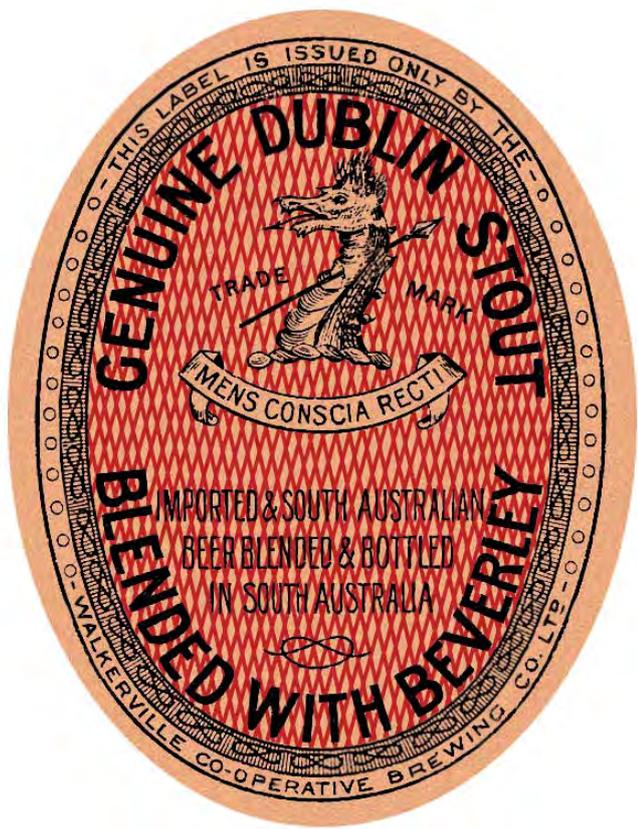
MEETING DATES FOR 2009

VBLCS meetings are held at the German Club Tivoli, 291 Dandenong Road, Windsor, Melway Ref. 58 G8.

Meeting dates for 2010 are:

February 14
April 11
June 13
August 8
October 10
December 12

NOTE: As a general rule the meetings are held on the second Sunday of even numbered months. Starting time is 1.00 pm although many members come earlier for socialising.



WALKERVILLE CO-OPERATIVE BREWING CO. LTD. LABELS