The Official Newsletter of the Victorian Beer Label Collectors' Society

VBLCS NEWS

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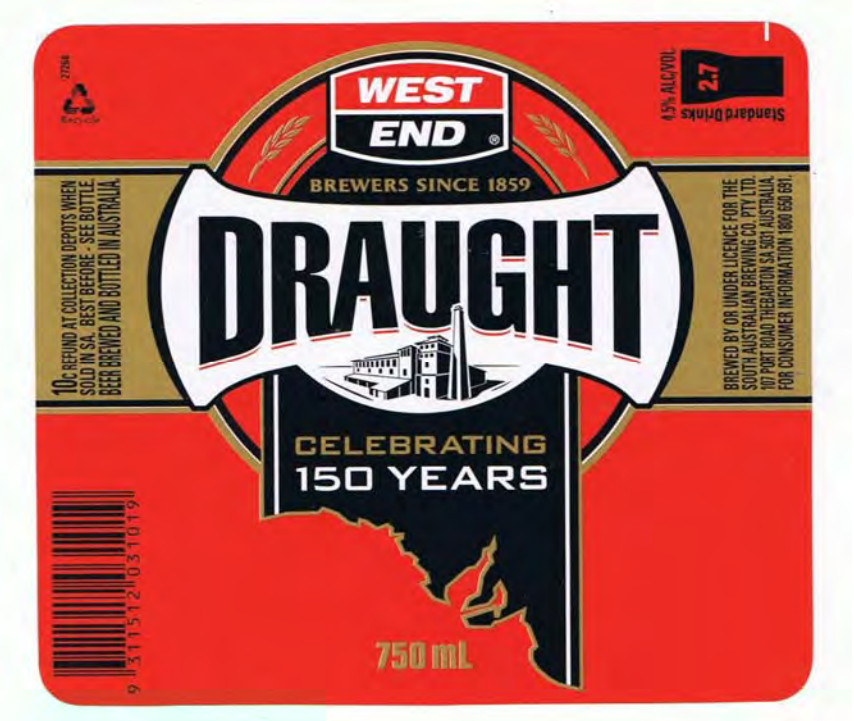
NOVEMBER 2010

ALEX FREER BOUTIQUE BREWERY LABEL OF THE YEAR 2009



GEORGE CROMPTON MAJOR BREWERY LABEL OF THE YEAR 2009

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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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PRESIDENT'S PAGE

Our October meeting was probably one of our least attended however very spirited and plenty of swapping. Two new members appeared on the door steps and were warmly welcomed. Our best wishes go the Carl Bennett and John Cowie who are keen breweriana collectors. Good to see some new faces that are keen to come to our bimonthly meetings.

I had a pleasant email from Vlad Shamov of KOLPIVATR – The Moscow Beer Collectors Club. The VBLCS has been exchanging newsletters with KOLPIVATR for some time. Vlad expressed interest in coming out to Australia and attending one of our meeting late next year. It would be great to see Vlad and hear about the brewing scene and label collecting in Russia. Keep tuned.

Michael Bannenberg has mentioned that he has 7 books remaining on the History of the Carlton Brewery 1858 – 1907. It is an excellent publication and well worth the $70 members discounted price plus postage or pick up. Contact Michael on "mick.banners@gmail.com" Michael and Andrew received excellent newspaper coverage on the book which is a credit to the two passionate brewing historians.

With the proliferation of Craft Brewers now on the scene I would like to remind members that although the VBLCS tries very had to get labels for members generally it is up to the individual to buy the packaged beer and carefully remove the label. The majority of labels are easy to remove. Get a few bottles and set up an interstate exchange partner. It will amaze you how quickly your collection will grow and that you will manage to get the elusive ones not available in your own area. Try it.

Membership fees are now due. Please provide payment to our Treasurer David Dobney as soon as possible. In addition, could members please complete the application form with their correspondence information? Members have been asking for up to date 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.

Remember, this is the FINAL notice for membership dues.

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. Umit would love to hear from you.

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.

OCTOBER 2010 MEETING NOTES

The October meeting was held at the Club Tivoli in Windsor on 17/10/10 and commenced at 1.00pm.

Two new members John Cowie and Karl Bennett were welcomed.

APOLOGIES
Angus MacEwan, Graeme Crompton, John Long

MINUTES
The minutes of the August were read and confirmed.

FINANCES
A full and comprehensive financial report was prepared by our treasurer David Dobney. The report showed that the club is in a sound financial position.

CORRESPONDENCE
Letter received from Russian label/Breweriana Club signalling a possible visit in 2011 to attend one of our meetings.

GENERAL BUSINESS
Jack Wilks presented the "Arctic Fox" and Rob Greenaway the S.A.B. label of the year in presentation frames which both breweries were pleased to receive.

Michael Bannenberg reported the successful reception and sales of the latest publication "History of Carlton Brewery 1858 - 1907". A reprint is being considered.

The "VBLCS Annual" of all new labels released in 2010 is progressing with a draft likely by Christmas 2010. This publication (owned by the VBLCS) is likely to proceed either as a club backed booklet or through a publisher.

Members advised of a Brewery Show on Chanel 31 Saturdays at 8.30pm, also beer on line "Beer Frontier".

Phil Langley has secured and brought to the meeting back copies of the beer and brewer magazine (for which we have a subscription) for the VBLCS library.

Keith Deutcher has suggested/reminded that it is desirable that all members wear their VBLCS name badge during meetings.

RAFFLES
The raffles were drawn and the lucky winners were;

B74 – Ross Smith
B93 – Ray Trinder
C33 – Sue Plant

Attendance was 17 members.

Next meeting Sunday Dec 12th, meeting commencing at 12.00 noon with finger food provided and served at 1.00pm.

Meeting closed at 1.40pm

David Dobney for Angus MacEwan

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.

Hargraves Hill Brewing Co	Stout (330ml)
	ESB
	Pale Ale
	Hefeweizen
Fosters Group Pacific Ltd	Fiji Bitter (750ml)
	Fiji Gold (375ml)
	Fiji Premium (375ml)
Mountain Goat	Double Hightail (650ml)
Tooheys	Extra Dry (345ml)
Arctic Fox Brewing	English Pale Ale (330ml)
Bridge Road Brewers	B2 Bomber
	Mega Chile Pluto Braggot
Purrumbete Brewing	Ugly Duckling Braggot (330ml)
	Black Heart Belgian Blond

Also included is a range of obsolete reissued labels from Kalgoorlie, Coopers, Cascade, Boags, Reschs and Toohey's breweries.

VBLCS sends it's thanks to Keith Deutsher, Graeme Crompton, Alan Richards, Jack Wilks and Cor Groothuis plus Tooheys, Fosters Group Pacific, Mountain Goat, Hargraves Hill, Arctic Fox, Bridge Road Brewers and Purrumbete Breweries for contributing labels to this issue.

A special thanks also to Amici Della Birra.

Last chance to renew your membership

AUSTRALIAN SMALL BREWERY UPDATE - NOVEMBER 2010

New South Wales

It is more than four years since the Colosimo family, cashed up after selling their Castle Hill Tavern, proposed to build a new pub, with its own brewery, in Annangrove Road, Rouse Hill. The result, called the **Australian Hotel and Brewery**, is now open. When I visited for lunch and a beer in late September, I was disappointed; however, to find that the brewery, although in place, still required a few finishing touches and the house beer was not yet available. Neal Cameron, formerly of William Bull Brewery near Griffith, had been recruited as brewer, but wasn't yet on site. Nevertheless, I was assured that the beer would be pouring by early October. This seemed to me to be a highly optimistic prediction, but I'll have to leave it to others to confirm the arrival of the new brews. Rouse Hill is not ideally situated for a casual visit, being in far north-western Sydney, between Blacktown and Windsor, right at the urban fringe of the expanding metropolis, so an early return is not easy for an out-of-towner like me.

Victoria

Kooinda Brewery, established in a residential backyard in the Melbourne suburb of Rosanna in 2008, has moved to larger and more conventional premises (a factory building) at nearby Heidelberg Heights. The move began mid-year, and the first brew of Kooinda Pale Ale at the new site was completed early in September.

A new microbrewery opened at the beginning of this month at Mornington, in bayside south-eastern Melbourne. **The Mornington Peninsula Brewery** uses equipment supplied by Integrated Brewing Solutions, and the brewing skills of former Five Islands (Wollongong) brewer, Andrew Gow. Brewing started at Mornington in September, and the bar/eatery opened to the public on 1 October.

Thunder Road Brewery is presently being set up in the inner-northern Melbourne suburb of Brunswick. It occupies an existing warehouse at 130 Barkly Street, and is handy to the tram service in Lygon Steet. Marcus Cox, formerly of 3 Ravens, is the brewer. The first Thunder Road beer, Full Steam Pale Lager, was offered for tasting at the Federation Square Microbreweries Showcase on 20 and 21 October. As the new brewery is not yet operational, this inaugural brew had been crafted elsewhere.

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, 29 October 2010

BUY - SELL - TRADE - SWAP

Craig Pelton (120) has for sale Guinness Export Stout (650 ml Cat 3.021.110) 200 at 10c each, West End Export Bitter (13 FL OZ Cat 3.021.110) 200 at 10c each and Southwark Bitter (370 ml Cat 3.060.0240) 200 at 10c each. His address is: 6 Winkar Rd, Ingle Farm SA 5098.

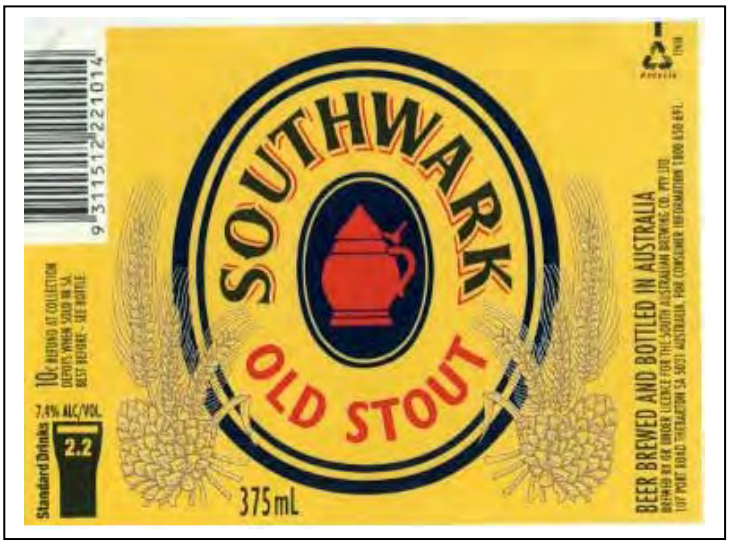
Gary McNair (688) is looking for Palatinat labels with the catalogue numbers 001, 005, 006, 007, 008, 011, 012 and neck labels. He will purchase or swap New Zealand commemorative labels. Gary can supply full list of DB (NZ) commemorative labels from 1959 to 1986. His address is: 29 Prospect Hill Crescent, North 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.

INFORMATION WANTED

Greymouth (NZ) brewery historian and VBLCS member Jimmy Stewart (755) is helping a Christchurch researcher Shirley Joyce to find information about a brewery in Omoto Rd, Greymouth. Mrs Joyce's husband is a great-great-grandson of Thomas Joyce who ran the brewery at Omoto Rd. Jimmy has two beer labels in red and blue relating to Omoto brewery. Any member who has information about the brewery or its labels can contact Jimmy Stewart. His address is: 419 State Highway 6, Coal Creek, Greymouth 7802, New Zealand.

HELP WANTED



Jack Wilks (328) writes: "One of my favourite stouts, Southwark Old Stout is now only sold in South Australia. I got the last two boxes in Victoria earlier this year. This internationally awarded Stout is a Stout in the true meaning of the word. So in the spirit of the movie "Cannonball Run" can any South Australian member coming to Melbourne help me out. I would like two boxes if possible, otherwise one would be appreciated. Anyone out there who can take on Burt Reynold's role? No, I don't want Coors - Southwark Old Stout please". His address is: 65 Tiverton Drive, Mulgrave, VIC 3170.

Last chance to renew your membership

FROM THE EDITOR

The Middle East must be the preferred overseas destination for our members lately. In our last edition (September 2010) we read about Wayne Richardson's visit to Turkey and Israel. In this edition you'll read Michael Doulton's visit to Jordan, Syria and Israel. In your next holiday abroad or even in Australia, plan a visit to a brewery, and write an article about it for your Newsletter. Don't forget to include beer/brewery related photos as well.

Last couple of months were very busy with many new beer labels on the market. Below photo shows, from left to right: Punch & Judy from Murray's Craft Brewing Co, 28 Pale Ale 70's style from Burleigh Brewing Co, Hans Klopek's Hefe Weizen from Bridge Road Brewers, Whale Ale from Flying Horse Bar & Brewery, Good Head from Goodheadbeer Co, Sightings American Pale Ale from Harcourt Valley Brewing Co, Hop Hog India Pale Ale from Feral Brewing Co, Voodoo Baltic Porter from 2 Brothers, Australian Blonde Ale from Brewer's Fine Ale Pty Ltd, Organic Lager from Otway Brewing, Stonemason's Pale Ale from Tooborac Hotel & Brewery and Avonmore Organic Beer from Avonmore Estate.

The following photo shows Dry Dock Premium Lager from Sail & Anchor. XXXX Summer Bright Lager from Castlemaine Perkins Pty Ltd, Strong Ale from Prickly Moses, Oatmeal Stout from Bootleg Brewery, Gage Premium Lager from Gage Roads Brewing Co, Nail Stout from Nail Brewing and 4x696 ml Tooheys Extra Dry (4 designs by Tooheys Extra Dry drinkers). Nail Stout photo is from Alan Richards and he tells me that only 300 bottles were produced.

Thanks to Rob Greenaway, David Dobney, Brett Stubbs, Jack Wilks, Alan Richards, Wayne Richardson, Trevor Griffiths and Michael Doulton for their contribution to this issue of the Newsletter.

Umit Ugur, October 2010

CUSTOM BEER CAN COFFIN

Bill Bramanti will love Pabst Blue Ribbon eternally, and he's got the custom-made beer-can casket to prove it. "I actually fit, because I got in here," said Bramanti of South Chicago Heights.

The 67-year-old Glenwood village administrator doesn't plan on needing it anytime soon, though.

He threw a party Saturday for friends and filled his silver coffin — designed in Pabst's colours of red, white and blue — with ice and his favourite brew.

"Why put such a great novelty piece up on a shelf in storage when you could use it only the way Bill Bramanti would use it?" said Bramanti's daughter, Cathy Bramanti, 42.

Bramanti ordered the casket from Panozzo Bros. Funeral Home in Chicago Heights, and Scott Sign Co. of Chicago Heights designed the beer can.

Source: MSNBC.COM

A VISIT TO MIDDLE EAST

Michael Doulton, member from South Australia wrote:

My wife and I visited the Middle East in October of this year.

First stop was Jordan, famous for the rose-red city of Petra, now one of the "new seven wonders of the world", it was built around the 6th century BC.

My first encounter with a beer was a can of non-alcoholic Kingsburg which is actually brewed in Saudi Arabia, as expected; the beer was bland but hit the spot on a hot day while seeing the sights.

Being a predominantly Islamic country, alcoholic beer was hard to find in this country, apart from major tourist hotels and special liquor shops, I always struggled to find a cold one.
Having said this there are 2 breweries producing such brands as Petra, Henninger, Ferida, Philadelphia, a new brand called Panda with the most popular being Amstel Lager.

Also very popular with the locals are the many various flavoured non-alcoholic flavoured beers, from blueberry to peach, these beers are quite nice to drink, my favourite was a brand called Mood which is available in bottles and cans.

After a great time in Jordan, our next destination was Syria, renowned for the oldest continuously inhabited city in the world, Damascus, which was first established in the 2nd century BC, the capital was full of historical sites but if we thought Jordan was a challenge to find a beer, Syria was even harder!

With the help of our guide, we eventually found a small shop in one of the ancient bazaars which stocked a limited range of beers.

There are 2 breweries in Syria, Barada from Damascus and Al-Shark from Aleppo, it seems that these 2 brands are only available in 500ml size bottles and cans.

My first experience tasting a Barada was not a memorable one, my tour guide actually laughed after my first sip, somehow I don't think the guys at the brewery have learnt the art of quality control !!!, in fact the beer is so notoriously bad, they export Almaza beer from neighboring Lebanon to keep the beer drinkers happy.

If you're a history buff like me, you may have heard of the famous Greco-Roman ruins of Palmyra in the middle of the Syrian Desert, in fact they are the best preserved ruins in the Middle East and well worth a visit.

Up to this point I had been asking everywhere about the other beer, Al-Shark, with no success, eventually I found a small tourist shop and enquired about this brand, none in the fridge but one was kept under the counter???

I was happy to receive it mainly to soak the label off later, the beer again was un-palatable but I finally found the elusive Al-Shark!!!

With Syria complete, we headed back to Amman and on to Israel via the Allenby bridge crossing, I could write a whole book about our experience getting through this border point but will save it for another time.

Finally in Israel, it was like we were in another world, beer everywhere and plentiful.
We were based in Jerusalem, the walled city with a rich biblical history, other highlights of this country included Bethlehem, Masada and the magical Dead Sea.

Israel boasts 2 major breweries, one producing Carlsberg under license and the main brewery based in Netanya producing many brands with the most famous being Goldstar, this beer was also enjoyed by British and Australian soldiers during WWII when Palestine was under the British mandate.

There also many micro-breweries dotted around the country, it was good to be able to enjoy a beer of consistent quality and availability.

Probably our biggest beer adventure started when I enquired about a brewery in the Palestinian Territories, before I knew it we were on our way to the Taybeh Brewery located in the hills near Ramallah, Taybeh brewery is unique as it is the only micro-brewery located in the Middle East.

After many wrong turns and asking for directions we finally arrived and were greeted by the friendly head brewer / owner Nadim Khoury and his wife, we were given a short tour of the small brewery and were told the brewery was established in 1994 and the word Taybeh

means delicious in English, which is appropriate for the 4 excellent beers on offer – Golden, Dark, Amber and Non-alcoholic.

After a few samples I was given lots of labels, bottle caps (which I also collect) and coasters, I also purchased a few glasses and bottle openers as a reminder of our memorable tour to the Taybeh Brewery.

We departed Israel from the airport in Tel Aviv, next destination, the oil rich emirate of Dubai, the best way to describe Dubai is the biggest and best of everything, from the tallest building in the world, to the best 7 star hotel, the largest aquarium and the largest waterfall display located at the world biggest shopping mall.

Again due to the strict control of alcohol in the United Arab Emirates, the country does not produce alcoholic beer, the closest thing available is a non-alcoholic brand called Barbican which is available in 9 delicious flavours, my favourite being raspberry!

All good things eventually come to an end and we were on our way home but already planning our next adventure to Burma next year.

HIGH PRICED LABELS RECENTLY SOLD ON eBay

The label on the left "Mendip Luncheon Stout" from Oakhill Brewery, UK was sold for £110.77 in August 2010. The label in the middle "Africa Star Beer" from Estrella de Africa, Ceuta was sold for £88.99 in August 2010. The label on the right "Cerveja Tipo Malta" from Hein & Bauer, Brasil was sold for US$112.49 in September 2010.

BLUE BEER

We all know the colour of beer, or do we? That deep amber hue is as ubiquitous as the blue of the sky. But in Japan it would appear that things are not what they seem, and that creativity has seeped its way into beer-making in a country where artful innovation is king.

Japan's northernmost island of Hokkaido is the home of the Abashiri brewery. Known for its most unusual beers, the Takahshi Company owns and operates the brewery. One of its… er, specialties is a concoction with an allegedly fruity flavor that was invented back in 2007 and is known as Bilk or Beer Milk (see VBLCS NEWS January 2008 issue).

Another specialty is something known as Drift ICE (Ryuho Draft) which is also called Okhotsk Blue Draft. This beer is brewed using water that has melted from icebergs in the sea of Okhotsk, an arm of the North Pacific Ocean bordered by Japan and Russia.

The blue color is like no other anywhere in the world. The brewery did not stop there and began to utilize seaweed, which rendered the blue icy in tint.

It is said that the taste isn't at all bad and that if the drinker did not know their beverage contained seaweed, there is no way he or she would ever guess that it did.

What color is YOUR beer and are you ready for a change?

Source: http://www.weirdasianews.com

A VISIT TO THE ECHUCA BREWERY

Wayne Richardson, member from Victoria wrote:

On my recent short break at Echuca, I visited the Echuca Brewery Bar and Grill on the corner of High Street and Warren Street.

I decided to try their “tasting tray” at $3:00. It consisted of five tasting glasses presented on a wooden tray with holes for the glasses to be held in. All the beers tried were on tap. Four Echuca Beers: Hopwood Pale Ale, Paddlesteamer Premium Lager, Murray Classic Gold, Campaspe Light Lager and one Jamison beer.

I bought a bottle of Campaspe Light Lager 3% ALC/VOL 330Ml. at $6:50, which I thought was an “over the top” price. On pouring the beer it was a light straw colour and had a mild malt taste, nothing outstanding.

MILLENNIUMS OF BEER & BREWING

Archaeologists excavating a mysterious mound in Syria have uncovered what may be humankind's oldest city, a habitation dating back over 5,500 years. The city at Tell Hamoukar is as old as those of Mesopotamia, and may be even older. Within the walls they have found remnants of an active communal baking industry, with myriad dome-shaped bread ovens. Not surprisingly, they also found a brewery, where these ancient people brewed a barley-based beer, Syria-Wide reports.

"They were almost certainly a beer-drinking people," said Professor McGuire Gibson, of the University of Chicago, leader of the dig at Tell Hamoukar. It has been well known that beer brewing was a central part of man's early civilizations. Some of the oldest Sumerian tablets are inscribed with recipes for beer, and barley brews also played a role in ancient Egyptian and Northern European cultures. But this latest discovery is one more confirmation of the crucial role beer has played in human history. In the millenniums since, beer has remained a greater or lesser part of various human societies.

It wasn't a big deal for the Romans, but the aggressive, exploratory Anglo-Saxon civilizations have ensured the spread of beer to every corner of the modern world. People in Asia, Africa and South America drink pilsners and lagers descended from the Bohemian and German brews of the 19th century. It is quite astonishing that this ancient drink, albeit in modern form, is still such a part of human culture in the 21st century. The question is why? One reason for beer's survival may be its properties as a healthful tonic. New research has found that beer flavored with hops contains a powerful anti-oxidant. Other research has pointed to a reduction in risk for heart attack and stroke. These beneficial aspects of beer may have contributed to its longevity, even though the specific protective effects were not known.

Just as the pharmacopeia of healing herbs has been passed down from generation to generation, knowledge of the wonderful characteristics of beer was transmitted through the millennia. It is likely that people have also valued beer for its properties in helping transform behaviour. It makes people gregarious and inquisitive and allows them to view the world through a new prism.

Beer should not just be a commodity, a "box" to sell. A brewery should never be referred to as a "plant" or "factory." Beer is beer, a magical substance that has been passed down to us from our ancestors. Next time you crack open a bottle of beer, let your mind wander back to those Ancient Syrian brewers, and the vile stuff they drank and called beer. Then give a silent thanks to master brewers who carried on this ancient art, and for making beer better than it has ever been made before.

Source: BelgianShop WeekLetter 1427

LABEL OF THE YEAR 2009 PRESENTATIONS

Labels of the year for 2009 were the West End Draught 150 Years for the George Crompton Major Brewery category and Arctic Fox Ice Cap Lager for the Alex Freer Boutique Brewery category. Presentation of certificates were made to Jared Murray, SAB Packaging Manager by Rob Greenaway and to Fabian Apps of Arctic Fox by Jack Wilks.

WORLD'S OLDEST BEER SALVAGED

Swedish and Finnish divers have discovered what is believed to be the world´s oldest beer in a shipwreck in the Åland Sea, east of Stockholm. It was in the process of salvaging what is believed to be the world´s oldest champagne as several beer bottles also were discovered.

In the first days of September began the salvage of the world's oldest champagne from a 200 year old shipwreck near Föglö in the archipelago south of the island Åland. The bottles, which remained preserved on the seabed at about 50 meters depth, have now been lifted to the surface and the secret salvage operation is thus completed.

In addition to the larger bottles of champagne, a number of smaller bottles were also found. During Wednesday's salvage work, one of those bottles broke when the fragile glass had a crack. Immediately it was concluded that the bottle contained beer.

"This is much likely the world's oldest beer. We can now say that we have both the world's oldest champagne and the world's oldest beer bottles in our possession," writes Rainer Juslin, departmental head at Åland's provincial government.

The temperature and the darkness at the bottom of the sea have optimised the storage, and the pressure in the bottles has rescued them from letting in any salt water through the corks.

The market value of the champagne bottles have been assessed by experts to be equivalent to SEK hundreds of thousands per bottle. Around 70 bottles of champagne have been salvaged. The economic value of the beer bottles is still unclear.

Source: BelgianShop WeekLetter 1432

RAFFLES

As at 24th October 2010 the following members have credit as listed:

Jim Halsall	Oct	2013	David Ellison	Aug	2011
Lloyd Gerdes	Dec	2012	Ron Bajada	Aug	2011
Alastair Graham	Aug	2012	Peter Simpfendorfer	June	2011
Philip Withers	Aug	2012	Ray Trinder	June	2011
Larry Ross	Aug	2012	David Joseph	June	2011
Murray Wells	Apr	2012	Peter May	June	2011
Wayne Richardson	Dec	2011	Lloyd Hartree	June	2011
Tony Elliot	Dec	2011	Siegfried Matz	June	2011
Stephen Jerdison	Dec	2011	Owen Evans	Apr	2011
R. Rathbone	Dec	2011	Craig Pelton	Feb	2011
Alan Colclough	Oct	2011	Sue Plant	Feb	2011
Mathew Lloyd	Oct	2011	John Harman	Feb	2011
P. Munday	Oct	2011	Dave Body	Dec	2010
Shelley Bergh	Aug	2011			

In the December raffle, first prize will feature Foster's Export Crown Lager with the Gold edging. This label was only issued in 1952 for the Coronation of Elizabeth II. The common white edge label was used in other years. Note there is no batch number on the gold edge label unlike the other labels, possibly only one batch was produced. A white edge label and the smaller 13 1/3 fl oz label are included in the prize.

Second Prize has two Carlton Ale Extra Special labels one with the all white print, the other with some yellow print. Third prize has three pre-1961 Grafton labels.

In addition, all prizes will contain many Australian Micro-brewery labels; some no content 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.

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.

GAGE PILS 3.5

World Class Midstrength Rebranded. Gage Roads' Pilsner is about to hit the shelves in its brand new packaging. This premium midstrength, which was awarded a medal at the 2008 World Beer Cup, is now called Gage PILS 3.5.

It is still the same delicious, crisp, dry taste, but features a refreshing new look. Now presented in a tall green bottle, Gage PILS 3.5 will stand out in the premium midstrength market, and be an aspirational choice for those who are driving or who enjoy a lower alcohol beer.

Whilst it is only 3.5% alc/vol, Gage PILS 3.5 displays the distinctive qualities of a full strength European pilsner and is a midstrength beer consumers will enjoy drinking.

The rebranding of PILS is the second stage of a three part rebranding program, with Gage Premium Lager already in store and IPA due out in October.

"This is an exciting time for Gage Roads as three of our products have had a major redesign and upgrade, and we also have a new product due for release in October," said National Marketing Manager Sarah Carne. "Since the packaging upgrade, Gage Premium Lager sales are increasing, and we look forward to similar success with the other brands."

Gage PILS 3.5 is available now and will retail for around $14.99 per 6-pack and $45 per carton.

Source: Gage Road Media Release dated 9 September 2010

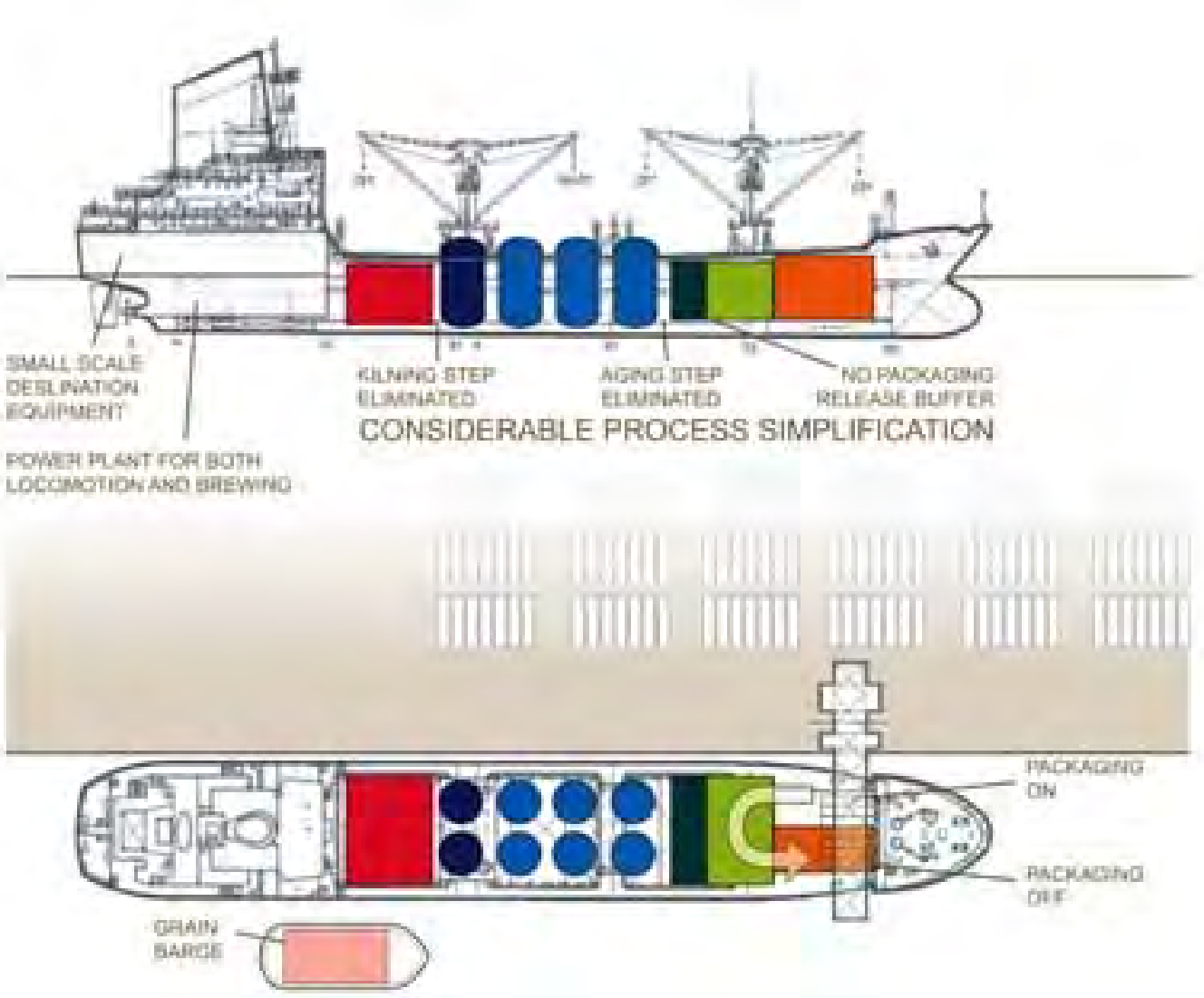
SAB MILLER PROPOSES FLOATING BREWERY

SABMiller, one of the world's largest brewers, has predicted how its breweries may look in the future, given a range of different scenarios determined by the cost and availability of water and energy.

Working with innovation consultancy, Innovia Technology, SABMiller envisioned four plausible business environments, based on the different uncertainties facing the brewing industry over the next 30 years. These scenarios informed thinking around how the 'Brewery of the Future' might look under different circumstances, with some surprising results.

The most extreme scenario, 'Marginal Survival' envisaged a market with limited access to water and high energy costs. This scenario - where people would migrate from areas of

water shortage or turbulent weather -provoked the most unorthodox response. One of the proposed solutions was a smaller, mobile brewery which would move from place to place on the back of a ship.



Rob Wilkinson, Director of Innovia, said: "The descriptions are intended as food for thought rather than as blueprints for building new facilities. However, the example of the brewery on a ship is entirely feasible. It would allow for rapid entry to new markets, especially where no infrastructure is in place, it would provide flexibility in positioning and length of stay and allow SABMiller to move with water sources, with people, with crops, or even away from severe weather, natural disasters or political instability."

Maurice Egan, SABMiller's group head of manufacturing said: "Whilst this research has produced some imaginative solutions, the business case behind the thinking is very serious. We need to ensure that, given the rapid pace of technological developments, the impacts of climate change and growing wealth in developing economies, SABMiller has the capability to define, design and deploy our future breweries and supply chains."

In another scenario ‘Energy Deprived', where energy prices and the cost of transport are high but water plentiful and cheap, the brewery is closely integrated with the community, sharing facilities and resources. For example, local farmers might use the brewery mills for processing crops, while the brewery would use their agricultural waste to create bio-fuel as

an energy source; the kilns used for malting barley might also be shared with local businesses as a facility for drying paper pulp. The resulting brewery would be a sustainable building looking not unlike the Eden Project in Cornwall where hot processes are timetabled for the day and cold processes during the cooler night in order to optimise resource use.
The other two scenarios envisaged were:

'Water Scarce', where energy costs are low due to large scale investment in alternatives to fossil fuels, but water is in short supply exacerbated by population increases coupled with climate change. In this case, the brewery would be highly optimised for low water use, using less than 2 litre of water to produce 1 litre of beer compared to SABMiller's current average of 4.5 litres; this would be achieved in part by implementing a continuous brewing system and in part by advanced water treatment technologies.

'Plentiful Supply' describes a world self-sufficient in both water and energy, which benefits from low transport costs, abundant rainfall and robust water infrastructure. In this cornucopia sustainability and environmental stewardship remain key drivers. For example, the brewery would use natural processes to upgrade waste or extract valuable chemicals from it so as to reduce environmental impact. Power would be derived from renewable sources such as solar panels, rainwater would be collected and as much water as possible recycled.

Source: SABMiller Press Release dated 11 October 2010

Editor's note: The idea of floating brewery is not new. The Davy Jones Brewery was installed in 1945 on the HMS Menestheus to supply Far Eastern troops with beer (see VBLCS News September 2007 issue)

BREWERY TELEPHONE

Trevor Griffiths, member from Victoria wrote:

"I have recently joined VBLCS and thought the attached photographs of the NEW TOWER Intercom Telephone (c.1940's) from the Ballarat Brewery, may be of interest to you and other members. I bought it from a guy who worked at the Brewery and I have since restored it adding the 'New Tower Telephone' to my collection. I would be interested if any members have Ballarat Brewery items to sell so I can display them with the Telephone."

TOP-SELLING BEERS IN AUSTRALIA

Latest figures show that Victoria Bitter, Carlton Draught, XXXX Gold, Tooheys New, Pure Blonde, Tooheys Extra Dry, Carlton Midstrength, Carlton Cold, Corona and James Boag make up the top ten. Traditional regular beers account for 44.1% of sales with 'new world' regular brands at 16.6%, mid-strengths 19.0%, premiums 13.6% and lights 6.7%.

Source: The Australian, Sep 3, 2010

DID YOU KNOW THAT?

- Supposedly the oldest known written recipe is for beer
- Luxembourg has a small street called "Where Mozell beer is brewed."

MUNICH OKTOBERFEST IS OVER

The 177th Oktoberfest marking the 200th Anniversary this year has started on Saturday 18th September 2010 by traditional tapping of the first barrel of beer by Christian Ude, the Mayor of Munich. As protocol demanded, the first mug of beer was passed on to Bavarian Prime Minister Seehofer and with that all the beer tents started selling beer. The festival was over after 17 days (one day longer than usual) on Monday 4th October 2010.

Seven Millions mugs of beer were drunk during the 17 days of the festival. This is half a million more than last year. There were 14 beer tents to choose from.

The historical Oktoberfest on the southern part of the Theresienwiese, which was a special festival for the 200th jubilee of Oktoberfest, was a great success. Over a half Million visitors went there and drank 310,000 litres of the historical beer brewed especially for this event.

Around 4,500 objects were delivered to the lost and found station at the Oktoberfest this year. Most of the found objects were clothes, ID cards, money bags, mobile phones and keys. But there were also some unusual objects like a pug, a bunny, a cowhide and a set of teeth.

Because the Oktoberfest was bigger and longer this year the consumption of electricity, gas and water has increased by 10%. 3,068,000 kWh electricity and 240,000 cbm gas were consumed during the Oktoberfest. The consumption of water during the 17 days amounted to 100,000 cbm.

The city of Munich is now checking if it would be possible to save a part of the historical Oktoberfest, like the historical beer tent, for the following years.

Source: http://www.oktoberfest.de

VBLCS BEER LABEL CATALOGUES

Cairns, Rockhampton and Toowoomba	28 pages $6.00
Mildura (Northern Breweries)	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 2010

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 17
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.

CHRISTMAS LABELS FROM GERMANY