

James Clay

because beer matters

BREWHOUSE

summer 2010

turn on some
Italian style

Menabrea - the classic lager
from Italy's oldest brewery

well worth
the wheat

a new beer from Goose Island

tap into
speciality
beers

time to think about
what's on your bar?

the new
breed...

three of the best
to test the tastebuds



welcome to the Summer edition of Brewhouse.

So far, so good this Summer - the weather has been glorious, simply perfect for enjoying a cool beer outside in the sunshine.

In this edition we take a look at Menabrea, one of the oldest Italian beers but one which is still bang up to date in terms of flavour and vitality.

We also focus on three 'new breed' beers, each challenging traditional styles to great acclaim; we highlight the importance of serving beer in the right glassware and also the range of speciality beers available on draught.

We hope you'll find the articles to be of interest - if you'd like to find out more, take a look at the Brewhouse pages on our website, www.jamesclay.co.uk

Best regards,

Ian Clay

managing director,

quite rightly considered to be a true classic, Menabrea is the flagship beer from Italy's oldest brewery.



For those not already familiar with Menabrea (or to be precise, Menabrea 1846) it is a light coloured pilsner-style lager, with a full flavour which belies its delicate appearance. With an ABV of 4.8%, it is certainly in the premium strength category, yet is still well balanced and retains plenty of citrus zest, floral and subtle hop flavours.

The brewery, established in 1846, still makes use of spring water from the Alps in the production of its beers. However, unlike most mass-produced beer, no water is added later in the brewing process to standardise the alcohol content. To this day, Menabrea is the only Italian lager still brewed using a completely natural 'slow fermentation' process and is aged for 45 days in Slovenian oak.

The heritage of this fine beer is certainly without question and the quality of Menabrea has consistently been of the highest standard, a fact recognised by numerous awards stretching back to 1925, as well as twice winning the top prize at the Chicago International Beer Championships where it saw off competitors including Grolsch Premium and Heineken.

Menabrea (4.8% abv) is available in 24 x 33cl bottles and on draught in 30 litre kegs.



raise the bar with draught speciality beers

At first glance, you could be forgiven for thinking that all imported speciality beers were only available in bottles, their presence in the bar being limited to the fridge or back shelf, but the number of draught speciality beers is extensive and continues to grow.

From German wheat beers and pilsners to Belgian fruit beers and golden ales, trappist and abbey beers and American craft brews, there is great scope for introducing the world of speciality beers to your customers from the front of the bar.

The launch in the UK of Brooklyn Lager on draught has been a great success; Duvel Green has introduced a truly world class beer to a whole new audience; taking the lead in the fruit beer market, Liefmans, Bacchus and Timmermans are proving to be popular alternatives to chilled wines, with Erdinger and Schneider providing wheat beers of the highest quality.

TIMMERMANS®

Duvel



Liefmans

James Clay can help advise which draught speciality beers will work well with your current offering – contact our team on 01422 377 560 and we'll be happy to discuss your requirements.



the new breed of beers

In the past few years we have seen unprecedented activity within the beer industry, with brewers around the world taking their craft to new heights of originality and innovation, whilst keeping true to the heritage of brewing. Here we take a look at three which we already consider to be worthy of the 'classic' moniker:

Schneider Hopfenweisse (seasonal - 8.2% abv, 20 x 50cl)

A new wheat beer style described by the brewery as 'hoppy fireworks', Hopfenweisse is the result of a collaboration between Schneider brewmaster Hans-Peter Drexler and Brooklyn Brewery's Garrett Oliver.

Golden but slightly reddish in colour, it's a strong wheat doppelbock brewed with Halletauer hops to give it a sharp edge. The intense floral aroma reminds you of tropical fruits and relieves the powerful bitterness. An extreme wheat beer that asks questions of your taste buds.

Houblon Chouffe (9.0 abv, 24 x 33cl)

First brewed in 2006, Houblon Chouffe is an IPA-style of beer which uses three different varieties of hops in the brewing, delivering a marked bitterness and a contrasting fruitiness. It is also an unfiltered beer which re-ferments in the bottle.

Flying Dog Raging Bitch (8.3% abv, 24 x 35.5cl)

One of the most talked about beers in years, Flying Dog's 20th Anniversary beer jumps out of the glass and nips at your taste buds! Raging Bitch is an American IPA augmented with Belgian yeast and dry-hopped with Amarillo hops, dangerously drinkable with a tropical fruit aroma and a delicate bitterness.

call: **01422 377 560** for more information and

well worth the wheat

James Clay are delighted to announce an exciting addition to our range of Goose Island beers when, from August, 312 Urban Wheat Ale will be available for the first time in the UK.

312 Urban Wheat recently hit the headlines as US president Barak Obama settled a bet with Prime Minister David Cameron on the outcome on the England - USA world cup game.

The game was drawn and both men honoured their bet by exchanging their favourite beer. President Obama chose Goose Island 312 Urban Wheat from his home town, Chicago.

The beer has a spicy aroma of Cascade hops, followed by a crisp, fruity ale flavour and in a smooth, creamy body. It's a surprisingly light wheat beer and pairs well with foods such as fish, salads and goats cheese

312 Urban Wheat Ale

4.2% Abv. / 24 x 35.5cl



and to order or click: info@jamesclay.co.uk

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seasonal beers

Seasonal beers are a great enhancement to the speciality beer offering of any establishment, delivering the tastes and experiences which compliment the seasons: light and crisp ales for a hot Summer day, the earthy flavours of Autumn, with robust and spicy warmers for the depths of Winter.

James Clay import seasonal beers from the leading American craft and historic European brewers, a selection of which are detailed on our website, www.jamesclay.co.uk

Due to the limited availability and high demand for our seasonal beers, we've also added a quick reference guide onto the website to illustrate the times of the year when customers should order their stock to ensure delivery.

PLEASE NOTE: So far, this year's American seasonal beers have flown out and we are now out of stock. More Goose Island Summertime Kosch and Anchor Summer are due mid-July.



lets be clear when it comes to glasses...



We appreciate that sometimes your customers need a little help making their selection when discovering new beers, especially when these new and exciting beers are served in rather unfamiliar glasses.

Flavour is one of the main reasons why many speciality beers have their own distinctive glasses. Take Duvel, for example: the 'tulip' glass has now been associated with the brand for over 100 years and the shape is designed not only to accommodate the large head, but also to accenuate the aroma of the beer, much in the same way that a large red wine glass does.

Enjoying a speciality beer from the right glass provides a sense of theatre, adding to your customer's experience and is sure to be one they'll remember and tell their friends about, so next time you're ordering your speciality beers, be sure to ask us about the right glassware.



join the conversation - get tweeting

We've joined the ranks of bloggers, bars, writers and enthusiasts who regularly discuss their passion for beer on Twitter.

It would be an understatement to say we've been amazed by the sheer number of people – both in the trade and the general public – who want to discover more about the world of speciality beers.

Go to www.twitter.com and search for **JamesClayBeers**, if you'd like to follow us we'd love to follow you too!



say prost to Kellerbier!



The introduction of St Georgenbrau Kellerbier has generated a huge amount of interest from our customers, all keen to try the German unfiltered lager.

Throughout July, we're offering a distinctive St Georgenbrau ceramic stein if you order one or more cases* of Kellerbier - get your hands on one today!

*Subject to availability - maximum one stein per order.

if you'd like to get in touch

We hope you've found our newsletter of interest. If you have any suggestions on how we can make it better for you, please let us know.

For further information or if you would like to make an enquiry about stocking any of our beers, then please call: 01422 377 560.

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