WHAT'S BREWING?

RESERVE YOUR ATLANTA BREWERY TOUR NOW!

Showcase of Atlanta Breweries

BREW & WASRAG collaboration agreement

Come Say Hi - BREW at the Atlanta Convention

Ambitious Brew: A Must Read For Beer Lovers

Now You can Purchase the BREW 4 -Way Test

List Continues to Grow of Rotary Club Beer Fests Fundraisers

BREW FACEBOOK GROUP PAGE

Pre Rotary International Atlanta Convention Greetings Steven


In less than 30 days, Rotarians and BREW members from around the world will meet in Atlanta for the 2017 Rotary International Convention.

This edition of your newsletter will provide information about BREW’s convention activities and showcase Atlanta beers.

Come by and say hello to BREW President Mos and other BREW Directors and me at the BREW booth in the Hall of Friendship.

https://ui.constantcontact.com/visualeditor/visual_editor_preview.jsp?agent.uid=11273234... 9/14/2017
BREW has its own Facebook Group. Join the group and post your events and comments.

[Click Here For BREW Facebook Group Page]

We look forward to meeting you and drinking a toast to Rotary and our BREW Fellowship.

CHEERS!

Steve Lack
B.R.E.W.
Vice President/Editor
Rotary Club of Pleasant Hill
District 5160 Governor 201:

OFFICIAL BREW WEBSITE

The Official BREW website awaits you. This is where you can get information about our BREW Fellowship.

You can also pay or renew your Membership.

[Click Here to Visit the BREW Official Website]

OFFICIAL BREW PINS

The annual dues for BREW are just $20 and besides the Newsletter you also get this sharp looking Blue BREW Pin!

TICKETS SELLING FAST!
PURCHASE YOUR TICKET NOW!

BREWERY TOURS & DINNER DURING THE ATLANTA CONVENTION (FOR BREW MEMBERS AND GUESTS)

We have arranged through Southern Beer Tours 3 nights of Brewery tours and dinners during the RI Atlanta Convention.

Each tour price includes transportation, 3 and a dinner as described:
Lifetime dues are $100 and includes this very special lifetime member pin.

If you have not received your pin please E-mail us at Steve@Rotary5160.org with your name, address and E-mail so we can mail it to you.

**MONDAY June 12, 2017:** Almost Sold Sweet Water, Second Self and Monday Night
Optional Box Dinner - $69

**TUESDAY June 13, 2017:**
Getting Close to Sold Out
Sweet Water, Monday Night and 5 Sea Westside Taco Dinner $89

**WEDNESDAY June 14, 2017:**
Tickets selling fast!
Sweet Water, Red Brick and 5 Seasons BBQ Dinner $89

This way BREW members have plenty of options to attend 1, 2 or all 3 Beer Pub tours.
Some BREW Facts on Breweries Featured in our BREW TOUR/DINNERS

By Graham Averill

According to Graham Averill, "420 IPA is the flagship brew of the Atlanta-brewery. If you live in the South or have traveled through Atlanta, you've probably already had this beer. A lot. It is ubiquitous throughout the Southern craft landscape, sort of like the region's own Sierra Nevada Pale Ale. If you're new to Sweetwater, start here. Is an "Extra Pale Ale" actually just an IPA? Maybe. But has been around for a long time, so Sweetwater can call it whatever they want. And it's certainly more balanced than most IPAs or even pales that flooded the market in the day, so what's it to you?"
Per the Red Brick Brewing Company website "Red Brick Brewing Company founded on September 29, 1993 in Atlanta, Georgia, and was originally named Atlanta Brewing Company. Today, Red Brick Brewing Company is the oldest operating craft brewery in the state of Georgia with a proud history of brewing many award-winning beers.

The company was initially started by Greg Kelly, a former Guinness executive, in a small red brick building on Williams Street, in the heart of midtown Atlanta. The name 'Red Brick Ale' was given to the brewery's flagship ale, and visitors eventually started calling the brewery 'Red Brick' as well. In 2010, Atlanta Brewing Company officially changed its name to Red Brick Brewing Company."

Per the owners of Monday Night Brewing, "We brew beers for the weeknights—balanced, flavorful ales that pair well with food.

Believe it or not, the idea for Monday Night Brewing grew out of a small Atlanta Bible study. We started brewing beer together on Monday nights as a way to get to each other better. As they got more engrained in the industry and more people showing up to brew with us, beer quickly became more than just a weeknight hobby.

Our purpose as a brewery sums up the fundamental reason that we exist. It guides all of our decision-making and provides a lens through which to evaluate our options as a business.

Our Purpose:

Monday Night Brewing exists to deepen human relationships over some of the best beer in the country."
Chef David Larkworthy opened 5 Seasons Brewing Company in 2001 with the goal of providing cutting-edge, seasonally-appropriate food and drink at fair prices. "We would rather have people here twice a week, than once a month," remarked Dave. This is obvious to the casual observer who recognizes friendly locals each and every visit. When you consider the restaurant can seat over three hundred people, it's an amazing experience to experience how cozy and comfortable you feel.

The national reviewers raved. Zagat Survey rated 5 Seasons "Excellent." The New York Times rhapsodized 5 Seasons as "Where to eat... Remarkable" and Atlanta Magazine christened The 5 as "Best of Atlanta." Dave's food have appeared on Good Morning America, Good Morning Atlanta, CNN, and has had many recipes published in newspapers and magazines.

The Owner of Second Self was asked "How do feel Second Self stands out from breweries in the growing craft beer scene around Atlanta?"

First and foremost is our focus is on flavor and quality. Take, for example, our Thai Wheat. In that beer we use fresh ginger, lemongrass, and galangal (a cousin of also called blue ginger). We don't use dry ingredients or extracts in our beers. We buy ingredients from the farmers market in the morning and put it in the beer that same morning. The Thai Wheat is inspired by a trip I took to Thailand in 2010; I wanted to create a beer that reminded me of Thailand, and the whole thing started around spices. I think we are unique because all of our beers are conceptual beers; the
story behind all of them. Usually it's a trip, or experience, or a certain food. We create just a Second Self IPA, or a Second Self Wheat, thinking that they would stand out. We think every beer we make is a new style of beer; that's kind of how we approach it. Also, with my background in food, food pairing is very important. I don't want the beers to overpower what you are eating. We try to make balanced beers that go well with various food.

WASRAG & BREW TO ANNOUNCE PARTNERSHIP AT RI CONVENTION

The partnership between BREW and WASRAG (Water and Sanitation Rotary Action Group) is moving forward with a formal collaboration agreement to be voted on by both Boards.

This agreement is simple. WASRAG will set up specific geographic accounts in their 501c3 Charitable Foundation for BREW members and commercial breweries to donate funds to. This way donors can specify the specific part of the world they wish their donations be directed to. Then WASRAG will designate the approved water projects in those geographic areas to which the funds will go.

BREW is looking forward to creating a campaign to solicit donations from brew large and small around the world to repeat the commendable efforts of Stella Artois supporting clean water projects.

To celebrate our new partnership, WASRA invites all BREW members to join them at the 10th Anniversary Party on Saturday June 10 at the Georgia Aquarium (225 Baker St NW...
Atlanta, GA) from 5:30 -7:30 PM. This will be a great start to our future collaboration and partnership! If you would like to attend you must RSVP NOW! - CLICK HERE

BREW HAPPENINGS AT THE CONVENTION

BREW will be very visible at the RI convention in Atlanta. COME BY AND SAY HI and meet BREW members from around the world at our booth #2637 in the HALL OF FRIENDSHIP (HOF).

With over 50,000 Rotarians anticipated to be at the convention, our goal is to welcome so many new BREW members that we at least double our membership which is currently over 500 members.

This will also be a rare opportunity to purchase an official BREW Shirt ($45 per shirt). They are manufactured by Wet Dog Designs, which is owned and operated by Steve Curry, a Rotarian in Arroyo Grande California. They come in men and women's style in sizes Medium to XXXL. They will sell fast, so come early to the House of Friendship to get best size selection.

We will also be holding our Annual General Meeting in Room A408 of the Georgia World Congress Center (285 Andrew Young Internationals Blvd) Tuesday June 13, 2017 from 12:30-14:00.

At this meeting we will elect our Board of Directors, be briefed on the new collaboration with WASRAG and our upcoming campaign to solicit donations from commercial brewers for WASRAG projects.
You can look at a copy of the proposed agenda here.

We invite and encourage you to join us for this important annual meeting and meet your BREW Board of Directors and fellow members.

A RECOMMENDED READ FOR BEER FANS!

(per Amazon.com) "In the first-ever history of American beer, Maureen Ogle tells its epic story, from the immigrants who invented it to the upstart microbrewers who revived it. Beer might seem as American as baseball, but that has not always been true: Rum and whiskey were the drinks of choice in the 1840s, with only a few breweries making heavy, yeasty English ale. When a wave of German immigrants arrived in the middle of the nineteenth century, they promptly set about recreating the pleasures of the biergarten they had left behind.

Just fifty years later, the American-style lager beer they invented was the nation's most popular beverage-and brewing the nation's fifth-largest industry, ruled over by fabulously wealthy titans Frederick Pabst and Adolphus Busch. But when anti-German sentiments aroused by World War I fed the flames of the temperance movement (one activist even declared "the worst of all our German enemies are Pabst, Schlitz, Blatz, and Miller"), Prohibition was the result. In the wake of its repeal, brewers replaced flavor with innovations like marketing and lite beer, setting the stage for a generation of microbrewers whose ambitions reshaped the drink. Grab a glass and settle in for the surprising story behind your favorite pint.

Available by clicking on this link to Amazon.com

The unofficial 4 - Way Beer Test

NOW AVAILABLE FOR PURCHASE!
From National Awards

800-810-2100

1. Is it ice COLD?
2. Is there ENOUGH for ALL concerned?
3. Will it build GOOD TIMES and MUCH BETTER FRIENDSHIPS
4. Can it get any BETTER than this?

The beer cozy pictured above will be available for purchase at JUST $2 per cozy. It can be purchased ONLY at their booth in the Hall of Friendship at the RI Atlanta Convention or via phone order it is not in their catalogue.

ROTARY BEER FESTS

Rotary Clubs around the globe are holding more and more beer festivals fundraisers that are successfully raising the funds needed for a variety
community service projects locally and globally.

Below are examples of Rotary beer fests. They are growing at fast rate and the list gets longer with each edition. We welcome news and photos of your beer events

<table>
<thead>
<tr>
<th>ROTARY CLUB</th>
<th>FESTIVAL NAME &amp; MONTH</th>
<th>WEBSITE</th>
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<tbody>
<tr>
<td>The Rotary Club of Roundhay</td>
<td>North Leeds Charity Beer Festival</td>
<td><a href="http://www.northleedscharitybeerfestival.co.uk">http://www.northleedscharitybeerfestival.co.uk</a></td>
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<tr>
<td>North Leeds, UK</td>
<td>March</td>
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<tr>
<td>Fort Yuma</td>
<td>Yuma Penitentiary Pine Fest</td>
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<td>Yuma Arizona</td>
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<td>Temple Terrace</td>
<td>Temple Terrace Craft BrewFest</td>
<td><a href="http://www.templeterracebrewfest.com">http://www.templeterracebrewfest.com</a></td>
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<td>Floriday, USA</td>
<td>May 13</td>
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<td>Powhatan Virginia, USA</td>
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<td>May</td>
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<td>Location</td>
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<tr>
<td>Bowmanville, Ontario, Canada</td>
<td>Rockin Rotary Ribs &amp; Brew June</td>
<td>June</td>
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<td>Bransgore, United Kingdom</td>
<td>Great Bransgore Beer Fest and the Tasting September</td>
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<td>Dougherty Valley, California, USA</td>
<td>Hopfest September</td>
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<td>Point West Rotary, Sacramento, California, USA</td>
<td>California Brewers Fest September 16</td>
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<td>Woodland Luna Vista, Woodland, California USA</td>
<td>Yolo Microbrew Festival September</td>
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<td>Weed, California USA</td>
<td>Weed Brew Fest October</td>
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<td>South Metro Minneapolis, Minnesota USA</td>
<td>Pints for People October</td>
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<td></td>
<td>Oktobeirfest</td>
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<td>Chorly Astley</td>
<td>October</td>
<td>The Great Rotary Oktoberfest</td>
<td><a href="http://www.chorleybeerfestival.org.uk/Home">http://www.chorleybeerfestival.org.uk/Home</a></td>
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<td>United Kingdom</td>
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<td>St. Augustine Sunrise</td>
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<td>Rhythm and Ribs</td>
<td><a href="http://rhythmmandribs.net">http://rhythmmandribs.net</a></td>
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<td>Brew on the Bay</td>
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**BREW NEWSLETTER EDITOR**

Steve@Rotary5160.com  
25-A Crescent Drive  
Suite 200  
Pleasant Hill, CA, USA  94523