



The Official Newsletter of the Cloudy Town Brewers
November 2002
<http://www.cloudytownbrewers.org>

Next Meeting

Wednesday November 6, 2002
7:00 P.M. at
Granite City Food & Brewery
Please bring any Fruit or Spice beer for
the next Club Only Competition.

URL: <http://kcbiermeisters.org>

For a complete list of competitions
visit the Events & Calendar on the AHA's web
site at <http://www.beertown.org/cgi-bin/Cal/calgen.cgi?category=HB>.

Meeting Minutes

Thanks to Granite City Food and
Brewery for hosting our October meeting.

Plans were made for volunteers and
equipment for the community education class
that was held on October 14, 21, and 28th.

Please welcome all our new
members, those who took the 2002
Community Education Class.

Club Only
Competitions

Competitions

Kansas City Bier Meisters 20th
Annual Homebrew Competition and Banquet,
special activities: Brewer's Breakfast, Kansas
Pub Crawl. Special guest speaker: Charlie
Papazian, Sponsoring Club: Kansas City Bier
Meisters. Deadline: 2/8/03. Fees: \$6 for 1-5
entries, \$5 for 7 or more. Awards Ceremony:
2/22/03.

Contact: Jackie Rager & Robin Beck
Phone: 913 894-9131 - 913 451-9255
Email: jrager@swbell.net

**NOVEMBER/DECEMBER 2002 - Fruit &
Spice Beer Competition**

Entries Due by December 2, 2002
Judging will be held December 7, 2002

Shipping Address:
Hogtown Brewers
c/o Wayne Smith
5327 CR 346 E
Micanopy, FL 32667

Hosted by Dave Perez and the Hogtown
Brewers (<http://hbd.org/hogtown/>) of
Gainesville, FL

**Categories 21 & 22 Fruit Beer and
Spice/Herb/Vegetable Beer**

<p><i>JANUARY/FEBRUARY 2003- Bitter & English Pale Ale Competition</i> Hosted by Leo Vitt and the Minnesota Timberworts of Rochester, MN</p> <p>Category 4 Bitter & English Pale Ale</p>
<p><i>MARCH/APRIL 2003 - Brown Ale Competition</i> Hosted by Susan Ruud and the Prairie Homebrewing Companions of Fargo, ND</p> <p>Category 10 Brown Ale</p>
<p><i>MAY 2003 - "All that Glitters is Not Old" Competition</i> Hosted by David Moritz, Matt Stinchfield and the Rillito Creek Brew Club of Tucson, AZ</p> <p>Category 11 English & Scottish Strong Ale</p>

Education "home brewing" class. This year we had fourteen people take the course. The evaluations taken after the class were all very favorable of the program that Cloudy Town Brewers put on.

This was the third year and most successful year the Cloudy Town Brewers put on the program with Community Education. It just keeps getting easier and more fun. After all how, how hard can it be? Brewing beer with new friends anyway.

Thanks again to all those who volunteered, you are what makes this club special.

Bruce LeBlanc

2003 Interclub Campout

Submitted by Bruce LeBlanc

Next year's Interclub Campout will be hosted by The Cloudy Town Brewers. Our responsibility will be to reserve a location and date for the event, run the homebrew competition and put on a feed Saturday night. I will be looking for some input at future meetings. Competition styles are picked by the winner of the best of the show at the previous years campout.

The Inter-Club Campout styles for 2003 are as follows:

India Pale Ale (BJCP Category 7 - <http://www.beerstyles.com/ipa.htm>)

Russian Imperial Stout (BJCP Category 12.C.

<http://www.beerstyles.com/barleywine.htm#imperial>)

Varietal Mead (BJCP Category 25.B. - <http://www.beerstyles.com/mead.htm#varietal>

)
California Common (BJCP Category 6.C. - <http://www.beerstyles.com/amerpale.htm#california>)

Tommy Z Generosity Award

Here are the point totals through Oct. 2002.

Erik Nelson	6 Points
Phil Thomas	6 Points
Chris Lusena	5 Points
Cody Winter	4 Points
Darin Dorholt	3 Points
Jeff Saranpaa	3 Points
Mike Esplan	2 Points
James & Jean Michael	2 Points
Tom Zupanc	2 Points
Jerry & Deb Dusich	1 Point
Keith Johnson	1 Point
Bruce LeBlanc	1 Point
Larry Nusbaum	1 Point
Charles Rice	1 Point

Community Ed Update

Submitted by Bruce LeBlanc

A very special thanks goes out to all who got involved at this year's Community

2003 National Homebrewers Conference

The 2003 National Homebrewers Conference will be held June 19 – 21, 2003 in Chicago at the Holiday Inn Chicago-O'Hare International. They already have the beer brewed, 50 gallons of bourbon-barrel-aged imperial stout. For more information go to www.chibeer.org/aha03 or watch zymurgy or the AHA website at www.beertown.org.

Cloudy Town Brewers Mugs & Shirts

The Cloudy Town Brewer mugs are now available. The mug has wider base in a gray color with the club logo stamped in brown and green hop ring decal. They are available to club members for \$10 and non-members for \$12. Please contact Tom Zupanc if interested.

We have cream-colored T-shirts that are screen printed with the club logo. They are \$12 for a club member and \$15 for a non-member. We also have a few embroidered polo shirts that are \$22 for a member and \$25 for a non-member.

CTB Embroidery ***Submitted By Tim Fuerstenberg***

For anyone interest in getting our new Cloudy Town Brewer's logo embroidered onto their favorite garment, shirt, sweater or jacket (sorry they can't do hats), please bring your item(s) to our next meeting. The cost of the logo is \$10 per item. If you need more information please contact Tim Fuerstenberg.

Planet Buzz ***From realbeer.com***

Festival of mead, cider and perry set for Nov. 8-9

SEPT 5, 2002 - Organizers of the Real Ale Festival have announced plans for Planet Buzz, a celebration of mead, hard cider and perry to be held in Chicago on Nov. 8-9. Mead or honey wine includes a range of still and sparkling products that sometimes include fruit, spices or malt as flavorings. Perry is hard cider made from pears.

Modern craftspeople are increasingly making mead and cider in the United States - - much as their forefathers did long ago, said event organizer Ray Daniels. "I believe the time is right to help today's mead makers promote their products by introducing a broader segment of consumers to the diverse and interesting flavors available in fermented honey wines, hard ciders and perrys."

Daniels is modeling the new event on the successful Real Ale Festival, which he has organized along with the Chicago Beer Society for the past six years. The event will include judging of commercial meads and ciders with awards given in multiple categories. These competitions will be conducted as the International Mead Competition and International Cider & Perry Competition.

Daniels hopes to attract 50 to 75 different beverages from US and international producers. "That kind of selection will make it interesting for consumers and the media and also make for a worthwhile competition among the producers," he said. Daniels said he would promote the event nationwide as he does the Real Ale Festival.

For travel and event information, visit the [Planet Buzz](http://Planet Buzz website) website, email ray@meadfest.com or call the Craft Beer Institute at 773-665-1300

Beer ads irritate Nike

From realbeer.com

Legal action threatened over John Smith 'Just 'ave it' campaign

OCT 23, 2002 - Nike is threatening legal action against brewer Scottish Courage over a John Smith's campaign in Great Britain using the slogan: "Just 'ave it."

The brewery has countered by accusing Nike executives of lacking a sense of humor. "They've also done a pretty good job of insulting a huge chunk of their customers. Do they think they're all budding David Beckham?" said Scottish Courage's director, John Botia.

Nike pays millions of pounds each year to endorse football (soccer) stars such as Eric Cantona, Thierry Henry and Ronaldo, and complains that the John Smith advertisements with an "overweight and apparently unskilled" footballer is harming its image.

In the ads featuring Peter Kay, the star of a cult sitcom in England, he is an enthusiastic but hopeless football player. Among other things, he chooses a can of John Smith's at halftime rather than traditional oranges.

As well as claiming that "Just 'ave it" rips off Nike's famous "Just do it" line, the company says that John Smith's new horseshoe logo resembles the Nike "swoosh".

Nike's lawyers, Dickinson Dees, have written to Scottish Courage claiming the £10m campaign is "detrimental to Nike's trademarks, which are registered in the main for sports clothing, tarnishing them and making them less attractive and less distinctive."

Beer for books

From realbeer.com

Library Bar & Grill batenders will 'dress like librarians'

OCT 30, 2002 - A new bar in Tempe, Ariz. has offered to trade patrons' beer for books.

So far the Library Bar & Grill hasn't had many takers. Its "Beer for Books" sign gets plenty of attention from passersby, but fewer than 50 beer coupons have been handed out in trade.

"We thought we might give away thousands and thousands of beers, but it hasn't worked that way," owner Julian Wright said. For trading in a book, a person receives a free beer, two books gets a mixed drink, and three earns a free menu item. For 100 books, you'll get a party for 10.

"People are too lazy to lug books down here," Wright said.

Wright has room on the shelves for 4,000 books. Besides the bookshelves, the library theme carries to the bartenders, who will be dressed as librarians, and the servers, donning school uniforms, featuring plaid skirts.

The Library is being built on the first floor of the historic Laird Building, constructed in 1893, and renovated in the 1990s to reflect its original Victorian look.

Irish ban Guinness ad

From realbeer.com

'Volcano' commercial wrongly promotes beer as 'source of power'

OCT 23, 2002 - The Advertising Standards Authority for Ireland (ASAI) has ruled that three popular television beer commercials must be changed or no longer televised.

One of the advertisements is for Guinness, is used around the world, and attracted the most complaints. Filmed in Poland, the ad depicts a village hit by a volcanic eruption, in which a bare-footed man walks across a river of lava to rescue pints of Guinness from the local bar.

The commercial was designed to illustrate the brewery's current slogan: "Believe".

The ASAI ruled in favor of a complainant who felt the drink was being wrongly promoted as a "source of power." Acknowledging the advertisers' defense that the lava-walking occurred on the way to the bar, and the man was by implication sober at the time, the ASAI nevertheless upheld the complaint.

Guinness said it was "very concerned" at the potential loss of the commercial on Irish television but added that it would comply.

The authority cited five separate complaints about the volcano sequence, including a claim that it insulted the real victims of natural disasters. Guinness said the ad, which is used globally, had not attracted criticism anywhere else.

The other offending ads include the one for Carlsberg in which a group of males enjoy the view of female builder's cleavage on a nearby construction site, and one for Coors Light featuring a late-night game among drinkers in which the loser has to lick a dirty sock.