

New Glarus Brewing Company Fruit Beers

Wisconsin Belgian Red

Fruit Beer (Cherry)

4% ABV. Year-round. Bottles, draft.

This beer is brewed with whole Montmorency Cherries, Wisconsin Farmed Wheat and Belgian Roasted Barleys, lagered in oak tanks and balanced by Hallertau hops we aged in our brewery one full year. Over a pound of Door County Cherries in every bottle makes this beer uniquely "Wisconsin." So unique, in fact, that we applied for a patent. Expect this beer to be ruby red, with a medium body that is highly carbonated and intense with cherry flavor and bouquet.

Raspberry Tart

Lambic (Raspberry)

4% ABV. Year-round. Bottles, draft.

Oregon proudly shares their harvest of mouth watering berries, which we ferment spontaneously in large oak vats. Then we employ Wisconsin farmed wheat and year old Hallertau hops to round out this extravaganza of flavor.

Serendipity

Sour Brown Ale

4% ABV. First release, possible year-round. Bottles, draft.

The Wisconsin's cherry crop failed! Dan bought what cherries he could. The Apple crop fared better. A grand Wisconsin cranberry harvest. You hold the happy accident of Wisconsin's favorite fruit aged in oak with an almost magical wild fermentation. Serendipity is a wondrous celebration that sparkles your senses and dances across your palate. A kaleidoscope of flavor discovered by accident in a sour ale!

Enigma (Thumbprint Series)

Sour Brown Ale

5.5% ABV. Limited. Bottles, draft.

A complex and intriguing original. The mystery began with wild yeast spontaneously fermenting a rich treasure of malted barley and cherries. Unlined Oak casks breathe deep vanilla hues and chords of smoke into this sour brown ale.

Cran-Bic (Unplugged Series)

Lambic (Cranberry)

4.8% ABV. Limited, brewed once. Bottles, draft.

Brewed in the traditional method employed by the Lambic Brewers of Belgium including five months of outdoor resting in oak barrels. Indigenous yeast and cranberries from the "wilds" of Wisconsin flawlessly pair to dance on your palette.

About New Glarus Brewing Co.

New Glarus Brewing Company is a small independently owned craft brewery founded in 1993.

Located in New Glarus, Wisconsin, a small town south of Madison, Wisconsin.

They have been rated the 21st largest craft brewer and 32nd largest overall brewing company in the country, according to the Brewers Association in Boulder, CO.

In May 2006, New Glarus Brewing Company broke ground on a new \$21 million facility on a hilltop on the south edge of the Village of New Glarus, Wisconsin. The new 75,000 sq ft (7,000 m²) facility increased production to 100,000 barrels. Production at the company's old facility- 65,000 barrels a year.

The Green County, Wisconsin Economic Development Corporation says the brewery has a direct and indirect economic impact of about \$40 million a year.

Dan Carey, a Diploma Master Brewer, is the Co-owner and Brewmaster for the New Glarus. Dan Carey has worked in the Brewing Industry since the age of 20. He earned his Bachelor's Degree in Food Science with an emphasis in Malting and Brewing Science from the University of California at Davis in 1983. He served his apprenticeship at a small brewery near Munich, Germany and has operated and constructed numerous breweries throughout the United States. He was valedictorian of the 1987 Siebel Institute Course in Brewing Technology. He passed the Institute of Brewing and Distilling Diploma Examination in 1990 as well as their Master Brewer Examination in 1992. Before starting New Glarus Brewing Company with Deborah Carey, he was a Production Supervisor for Anheuser-Busch. Dan won the Association of Brewers 2003 "Small Brewer of the Year" Award, the 2005 and 2006 "Mid Size Brewer of the Year" Awards, as well as the 2006 "Russell Schehrer Award for Innovation in Craft Brewing."

Deborah Carey is the Founder and President of the New Glarus Brewing Company. One of life's entrepreneurial spirits, she raised the capital for the start-up as a gift to her husband, establishing her as the first woman to found and operate a brewery in the United States. After studying Business with the S.B.A. and Clackamas College in Portland, Oregon Deb met the challenge of establishing the New Glarus Brewing Co. in 1993. As Founder and President of "One of the Top Ten Breweries in the World" she does everything—except brew the beer!

New Glarus Brewing Company Fruit Beers

Fruit Beers (BJCP Guidelines)

Aroma: The distinctive aromatics associated with the particular fruit(s) should be noticeable in the aroma; however, note that some fruit (e.g., raspberries, cherries) have stronger aromas and are more distinctive than others (e.g., blueberries, strawberries)—allow for a range of fruit character and intensity from subtle to aggressive. The fruit character should be pleasant and supportive, not artificial and inappropriately overpowering (considering the character of the fruit) nor should it have defects such as oxidation. As with all specialty beers, a proper fruit beer should be a harmonious balance of the featured fruit(s) with the underlying beer style. Aroma hops, yeast by-products and malt components of the underlying beer may not be as noticeable when fruit are present. These components (especially hops) may also be intentionally subdued to allow the fruit character to come through in the final presentation. If the base beer is an ale then a non-specific fruitiness and/or other fermentation by-products such as diacetyl may be present as appropriate for warmer fermentations. If the base beer is a lager, then overall less fermentation byproducts would be appropriate. Some malt aroma may be desirable, especially in dark styles. Hop aroma may be absent or balanced with fruit, depending on the style. The fruit should add an extra complexity to the beer, but not be so prominent as to unbalance the resulting presentation. Some tartness may be present if naturally occurring in the particular fruit(s), but should not be inappropriately intense.

Appearance: Appearance should be appropriate to the base beer being presented and will vary depending on the base beer. For lighter-colored beers with fruits that exhibit distinctive colors, the color should be noticeable. Note that the color of fruit in beer is often lighter than the flesh of the fruit itself and may take on slightly different shades. Fruit beers may have some haze or be clear, although haze is a generally undesirable. The head may take on some of the color of the fruit.

Flavor: As with aroma, the distinctive flavor character associated with the particular fruit(s) should be noticeable, and may range in intensity from subtle to aggressive. The balance of fruit with the underlying beer is vital, and the fruit character should not be so artificial and/or inappropriately overpowering as to suggest a fruit juice drink. Hop bitterness, flavor, malt flavors, alcohol content, and fermentation by-products, such as esters or diacetyl, should be appropriate to the base beer and be harmonious and balanced with the distinctive fruit flavors present. Note that these components (especially hops) may be intentionally subdued to allow the fruit character to come through in the final presentation. Some tartness may be present if naturally occurring in the particular fruit(s), but should not be inappropriately intense. Remember that fruit generally add flavor not sweetness to fruit beers. The sugar found in fruit is usually fully fermented and contributes to lighter flavors and a drier finish than might be expected for the declared base style. However, residual sweetness is not necessarily a negative characteristic unless it has a raw, unfermented quality.

Mouthfeel: Mouthfeel may vary depending on the base beer selected and as appropriate to that base beer. Body and carbonation levels should be appropriate to the base beer style being presented. Fruit generally adds fermentables that tend to thin out the beer; the resulting beer may seem lighter than expected for the declared base style.

Overall Impression: A harmonious marriage of fruit and beer. The key attributes of the underlying style will be different with the addition of fruit; do not expect the base beer to taste the same as the unadulterated version. Judge the beer based on the pleasantness and balance of the resulting combination.