

# BREW Cellar News

Volume 2.

## QUALITY SHINES IN NEW BREW COLOURS...



## First In, Best Dressed For Brisbane Superstore

Danny Bakay and Lindsay McKinley, well known and jovial proprietors of Quality Superstore at Slacks Creek, reckon they've scored another first for the cause of better brewing.

"We were the first Brisbane store to be invited to join the BREW Cellar Group and the first to sign on for this colourful makeover in the new "True Blue" Aussie colours!" says Danny, pleased as punch at the brilliant green and gold outcome.

"Of course, our customers will be the ultimate beneficiaries," Lindsay points out. "Joining the BREW Cellar network allows us to offer customers a service that's hard to beat!"

The BREW Cellar Network offers independent Home Brew Store owners access to an Australia-wide distribution and product network that will offer customers the widest possible choice of well-known brands, on-going development, superior buying power and an unprecedented level of information and advice.

"This brings an extra dimension to what we have always offered," says Danny. "There will be new product development going on all the time!"

"And if someone...say in Victoria...comes up with a bright new idea or a slightly improved technique, we'll hear about it...and that means our customers will be able to hear about it...because the BREW Cellar Group is Australia-wide!"



Danny and Lindsay are convinced that the benefits of being part of such a large and growing network will soon become apparent to their substantial list of loyal customers. "It's already apparent to us," he says, "We're seeing new customers all the time...coming in for the first time as they have seen the new signage and want to know what it all means!"

"Stores in the Group will get together for more organised Marketing and better buying power," Lindsay points out, "And these benefits will ultimately flow through to our customers."

Quality Superstore, next to the Post Office in Randall Street at Slacks Creek, has long been a landmark for home brewers, some of whom travel quite a distance for a dose of the product knowledge and sound advice, liberally sprinkled with unique humour, offered by this pair.

"And for my cooking recipes!" says Danny, who considers himself something of a whiz with a whisk and claims the title of "The Sultan of the Saucepan." *continued on page 2*

[www.brewcellar.com.au](http://www.brewcellar.com.au)



# The early birds get the word

Home Brewers from all over know they can find one or both of the guys in the store "Any time after 6.30 in the morning" and sometimes long after 6.30 in the evening. Some customers find it more convenient to pick up their supplies on the way to work and that is the reason for the early opening; while others feel that this is the best opportunity to come in and have a chat about their latest success...or failure...and get some good advice from two guys who have forgotten more about brewing than most ever knew.

"We keep right up to date on everything," says Lindsay, "from the newest equipment available to what's happening overseas...for example, we were one of the first to introduce kegs as an alternative for the serious Home Brewer!"

Their pride and joy, Quality Superstore, is wall-to-wall with Home Brew products, equipment, ingredients, spirit and liqueur essences, books on the subject and all manner of accessories for the bar and a man's shed.

"There is definitely a growing interest in making your own these days," Danny feels, "And we're well equipped to help people in all areas... with the latest in starter kits and heaps of advice and information as well...my own home brews are pretty hard to beat!"

While Quality Superstore has just undergone a super facelift, some things will never change. Danny and Lindsay have a passion for Home Brew that they will always be willing to share and they're delighted to be able to offer their customers the possibility of "More and Better" as foundation Members of the BREW Cellar Distribution Network.

## Greek Meat Pie "Burek" with meat

(for 8 - 10 people)

40gr butter, 2 smaller onions, 450gr ground mutton or young beef, 100ml white wine, 1 riper tomato, salt, pepper, 50gr grated kachkaval or parmesan, 1 egg, 2 hard boiled eggs, ½ bunch of parsley, 3 tablespoons breadcrumbs, 450-500gr thin layers of dough for the pie, 200ml melted butter

Cook slowly finely chopped onion in heated butter until soft and beginning to colour, add ground meat, stir while cooking, pour in wine, peeled and chopped tomato, salt and pepper. Cover and cook about 30 minutes. When meat is tender, set aside add grated cheese beaten egg chopped parsley, 2 snipped hard boiled eggs and breadcrumbs. Mix all well and add more salt and pepper if needed. Thin layers of dough should be cut into strips about 15x30cm big, brush each strip with melted butter. Put one tablespoon of meat filling onto the narrow end of the dough so that at least 2cm at each side should be without filling. Fold the sides of the dough into the centre and roll up. Grease the baking pan with the butter, then place the rolls on it so that the end of the dough is turned downwards. Repeat until all the dough strips and filling are used.



Sprinkle little "bureks" with melted butter, bake for about 20 - 30 minutes in the oven preheated to 175 degrees Celsius. Serve warm. Wine, tomato and bread crumbs can be replaced by one cupful of thick béchamel sauce.



## Your Beer on Tap...

Bottling your beer is fine, however, brewers agree that it's the most tedious part of the whole home beer making experience. Kegging, on the other hand, is much easier and most importantly, offers brewers the big advantage of having beer that is completely sediment free and won't stir up when travelling. A keg set combined with an old fridge really is the job. With the savings of brewing your own, those costs are soon recovered. Morgan's Beer kegs are available in 12 and 23 Litre sizes. Ask your local BREW Cellar Specialist Brew Store, they'll give you the drum!

## The new Malt 'n' Bay Margate

First to fly BREW Cellar colours on the north side of Brisbane...

## Colourful new Bayside location has more space and bigger range

Norm and Beryl Bowles, well-known and long time owners of Malt 'n' Bay Home Brew Supplies, are proud and delighted to welcome customers to their colourful new premises in Oxley Avenue at Margate.

"With the new green and gold BREW Cellar signage, they'll have no trouble finding our new location," says Norm, "Plus the fact that we are only a few steps from the old location, but in a much bigger space! Already we've noticed lots of extra interest from customers and some new faces coming in to find out what it's all about."

"We now have twice the floor area," says Beryl, "and this allows us to display a bigger range of Home Brewing needs, all the new BREW Cellar products, Beer kits, Wine concentrates, essences and all the necessary equipment and accessories, including glassware."

Norm and Beryl invite everyone to come and visit, browse, or have a chat about their favourite subject in the new store. If you've never brewed before, Norm and Beryl are happy to share their wealth of experience to help you get started. You'll find everything you need at the new Malt 'n' Bay, bayside at Oxley Avenue, Margate.

At a Glance...

Malt 'n' Bay Home Brew Supplies,  
Shop 1, 335 Oxley Avenue, Margate

Phone: (07) 3283 6844

Talk to: Norm and Beryl Bowles.





The release of the new premium brew styled

# Chairman's Selection

NEW PRODUCTS

Morgan's new premium brews styled on a selection drawn from the world's most popular Premium Beers

Morgan's new "Chairman's Selection" Home Brews add a new dimension to quality beer making that has not been experienced until now. Experienced home brewers would already be aware that all Morgan's beer kits are produced by traditional brewing methods with the Masters' skills bringing the flavours and aromas that are expected in truly classic styles of beers. Now, with the arrival of Morgan's "Chairman's Selection," focus has been drawn on particular beers that have become icons in the world of beers. Each one of these new brews comes with a special 15g. sachet of BREW Cellar yeast, giving the resultant brew the clean characteristic finish that you would expect in these truly classic beers.



Special 15g yeast sachet included

### Cortés Cerveza

A unique pale Mexican lager style, so popular with a slice of lime. Ferment with a 'Brew Cellar' 1kg Booster blend or equivalent. Comes with 15g 'Brew Cellar' European Lager yeast. If possible, ferment at 12 to 15°C. Ok up to 30°C but ferment as close to 12/15°C as possible.



Special 15g yeast sachet included

### Bishop's Bitter

A traditional English Bitter. Reddish in colour with a nice hop aroma. Ferment with a 'Brew Cellar' 1kg Ultra blend or equivalent. Comes with 15g 'Brew Cellar' English Ale yeast. If possible ferment at 18 to 22°C. Ok up to 30°C but ferment as close to 18/22°C as possible.



Special 15g yeast sachet included

### Scharl's Lager

A clean crisp European style lager with a touch of Hersbrucker hop aroma. Ferment with a 'Brew Cellar' 1kg Ultra blend or equivalent. Comes with 15g 'Brew Cellar' European Lager yeast. If possible ferment at 12 to 15°C. Ok up to 30°C but ferment as close to 12/15°C as possible.



Special 15g yeast sachet included

### Mulloy's Stout

A real Irish style stout, creamy head and full bodied. Ferment with a 'Brew Cellar' 1kg Dark Brew Booster or equivalent. Comes with 15g 'Brew Cellar' English Ale yeast. If possible ferment at 18 to 22°C. Ok up to 30°C but ferment as close to 18/22°C as possible.

# Morgan's Blue Mountain WINS Dave Stewart Bega Show's Blue Ribbon...



Dave Stewart, "Champion Brewer" and long time resident on the New South Wales south coast, knows exactly what the secret ingredient is if you want to brew your own award-winning beer.

"It's persistence!" says Dave, "That and that magic combination of the right ingredients and the best techniques, all gained from years of personal experience and listening to The Experts."

Dave recently won "Champion Beer" against all comers at the Far South Coast National Show, using Morgan's Blue Mountain Lager mixed with a liberal helping of his own experience and expertise.

"I started home brewing about 25 years ago," Dave tells us, "When I found I could make a satisfying beer at home for a fraction of the cost of a store-bought beer."

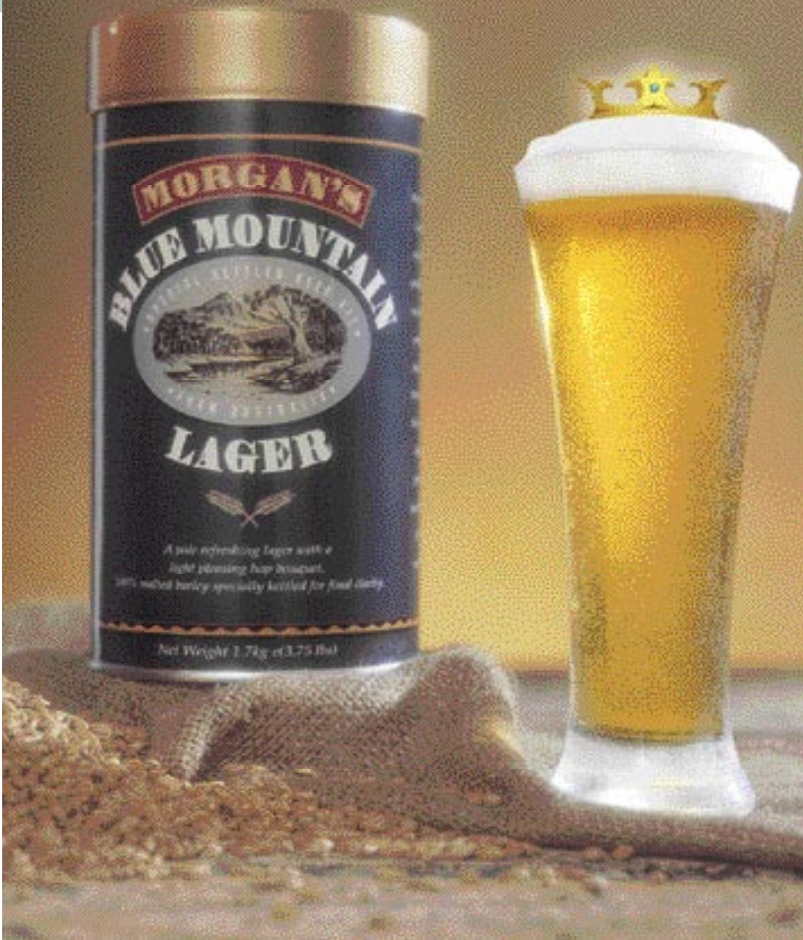
Dave told us the story of his recent show triumph.

"I started entering into the local shows to see how my skills stood up...and got a few firsts and seconds, but this was the first year my beer was judged the Champion overall."

"I entered a Stout, Draught and Morgan's Blue Mountain Lager, which won first prize in the Lager section against six other brewers." Dave's Blue Mountain Lager then went on to win "Champion Beer" in the Far South Coast National Show, held at Bega earlier this year.

"So I say to all at Morgan's...thanks for the product...I'm stoked to have the ribbon and I'll be at it again next year!"

## Nectar of Gods.



## Our Biggest Seller... Blue Mountain Lager!

A pale refreshing lager with a light pleasing hop bouquet. The most popular and biggest selling home brew sold in Specialty stores across Australia. According to Bill Spencer from Stew's Home Brew, Maroochydore in Queensland, "Blue Mountain Lager is truly nectar from the Gods"

Brew Blue Mountain Lager with straight dextrose or, for a super superb beer, brew with a Brew Cellar Ultra Brew.

## Blue Mountain Lager Recipes and Styles...

**Crown Lager...** Blue Mountain Lager with BREW Cellar ultra blend + 250g Dextrose + Morgan's 12g Pride of Ringwood hop + BREW Cellar Premium lager yeast

**Hahn Premium...** Blue Mountain Lager with Morgan's MB beer enhancer + 500g dextrose + Morgan's 12g Hersbrucker hops + BREW Cellar Premium lager yeast



# NEW PRODUCTS

## Samuel Willard's New "Gold Star Special" Spirit Essences.

Following the huge success of the introduction of Willard's premium range of spirit essences including the very popular 'Queenslander Dark Rum', and the birth of their superb liqueur essences, Willard's have now released their new 'Gold Star Special' spirit range, covering a much broader variety of spirit flavourings. Each 50ml bottle flavours 2.25 litres of spirit, resulting in excellent beverages at a very reasonable price. These products are very good, the Ouzo unlike any competitor's product, goes really cloudy when chilled on ice, just like the real thing!



SAMUEL WILLARD'S ... for that Real Taste

## Samuel Willard's Wins With this Taste Test...

These liqueur essences are so good and so true in taste and aroma, that Willard's have designed this new display bar to offer BREW Cellar customers the opportunity to actually sample the wonderful aromas of these excellent essences before you decide which ones to buy.

Clearly marked "Sample," the bottles in the front row of the display are there for shoppers to sniff and decide. This extra service to customers is available in your favourite BREW Cellar store now, as Samuel Willard's people are absolutely certain you will love this whole range and they want to offer you the complete experience!

SAMUEL WILLARD'S

**SNIFFER BAR**  
... for that Real Taste







### Words of wisdom from "THE BREW GURU"

Grant Sampson, Brew Cellar's resident Technical Officer and BREW Guru answers the hottest questions about your coolest brews.



Each issue of BREW Cellar News will contain words of wisdom from our very own "Brew Guru." A compilation of useful hints and tips learned from the combined years and experiences of our network of keen brewers from all over the country, together with the answers to your frequently asked questions.

Got a problem?... want clarification on something? Just ask the "Brew Guru."

## Yeast, Fermentation and Temperatures

This article should help straighten out a few misconceptions about yeast and yeast performance.

Firstly there are basically two groups of yeast that we would use in beer making, being ale yeast and lager yeast. Within each of these two groups there is a large number of strains but each strain's working characteristics confine it to the group.

**Ale Yeast** - (*Saccharomyces cerevisiae*). The traditional yeast used in beermaking. Used to be fermented in open vats. Often referred to as 'top fermenting' yeast. As to why it was called top fermenting is a bit of a puzzle as they said it worked at the top of the brew when in fact it works as does any yeast right through the brew. I think the reference of 'top' came from the fact that ale yeast forms a heavier foam (Krausen) on top of the brew in early fermentation. Maybe early brewers thought that this was where all the action was. Ale yeasts produce fruity flavour characteristics in the beer whereas lager yeasts produce very clean flavours. Ale yeast will not work below about 16°C with an ideal working temperature of 18 to 22°C. Ale yeast is fine to ferment up to 30

plus degrees but is best to be kept in the low twenties. Ale yeast is used mainly these days in the heavier more flavoursome beers such as British Bitters through to stouts etc.

**Lager Yeast** - (*Saccharomyces carlsbergensis*). The more modern method of commercial beer making. Often referred to as 'bottom fermenting' yeast, again a puzzle as to why – probably as less foam is formed it was thought to be fermenting at the bottom of the tank. Always fermented in closed tanks. Lager yeast is fermented at a much lower temperature of 12 to 15°C. At this temperature it produces very little flavour from the yeast leaving the resultant beer flavoured more by the barley and hops used. The warmer the brew is when using lager yeast, the more flavour will be imparted by the yeast which is not the aim if you're after the cleanest beers. Unlike ale yeast, lager yeast will be killed off at around 37°C.

Most brew kits you buy include a hybrid yeast for the ferment, as full temperature control by most home brewers is not possible.



## Special Brewing Yeasts

Make the beer style you like with a Brew Cellar Special yeast sachet

### Our Special Yeasts in 15g, sachets:

- Premium Lager Yeast** – Originating from Berlin, bottom fermenting to produce clean, if anything estery notes. Sedimentation high, best temp 12-15°C.
- European Lager** – A famous strain from Weihenstephan in Germany. The most popular lager yeast worldwide. Sedimentation high, best temp 12-15°C.
- Wheat Beer** – A top fermenting German ale yeast most suitable for Belgian style wheat beers. Sedimentation low, best temp 18-22°C.
- Premium Ale** – A fast top fermenting English ale yeast. Very compact sediment for high beer clarity. Sedimentation high, best temp 18-22°C.
- American Ale** – The most famous ale yeast strain in America. Balanced beers with a very clean, crisp end palate. Sedimentation low, best 18-22°C.
- English Ale** – Will leave a relatively high final gravity. Produces strong-tasting bitter beer, stout, weizen and hefe weizen. Best temp 18-22°C.



The 'best' temperatures listed above are ideals only. Brewing at temperatures above these is OK but avoid temperatures above 30°C with these yeasts, as strange flavours can occur.

Available at your local Brew Cellar retailer

## AT LAST LOW CARB BEER

An all new enzyme from Brew Cellar, now allows brewers the opportunity of making lower carbohydrate beers, hence a finished beer that's less fattening. Stirred into the initial brew along with the yeast, this special enzyme will convert higher sugars into fermentables resulting in a dryer, lower carbohydrate beer.



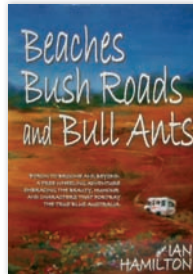
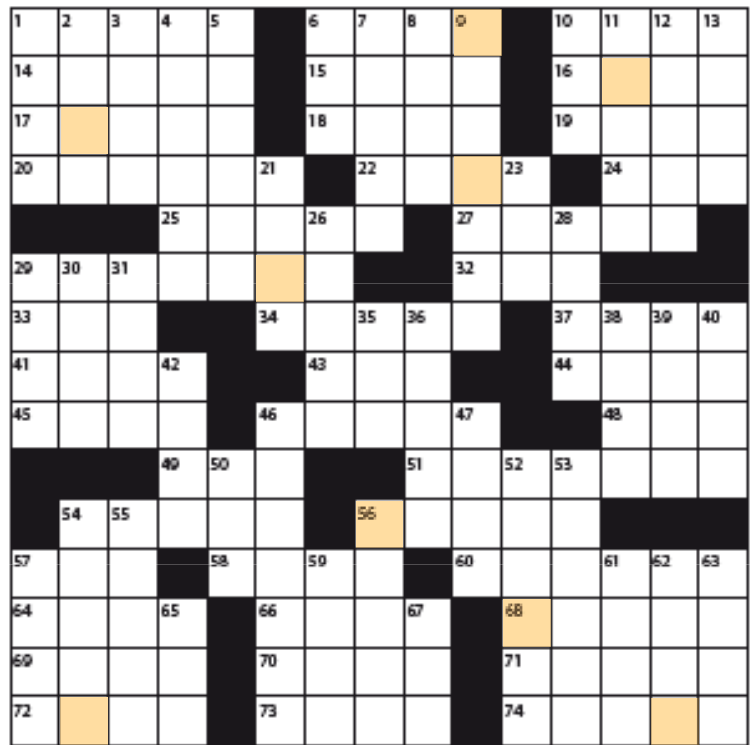
# P U Z Z L E D

Across

- 1 Transparent gem
- 6 Wash
- 10 African nation
- 14 Saw logs
- 15 Band instrument
- 16 Weal
- 17 Sporty car brand
- 18 Cain killed him
- 19 \_\_\_ Mater
- 20 Narrated again
- 22 Rewrite
- 24 Clod
- 25 Covered with trees
- 27 Sucker
- 29 Conductor
- 32 Sky
- 33 Time zone
- 34 Cede
- 37 U.S. Air Force
- 41 Hoist
- 43 Nonprofessional
- 44 European monetary unit
- 45 France & Germany river
- 46 Gyroscopes
- 48 Nada
- 49 Epoch
- 51 Posy
- 54 Authority
- 56 From Asia
- 57 Viper
- 58 Pickpocket
- 60 Petite
- 64 Professional
- 66 Fringe
- 68 Zero
- 69 Mumble
- 70 Ripped up
- 71 Ensnares
- 72 TV award
- 73 Slug
- 74 Perceive

Down

- 1 Russian ruler
- 2 \_\_\_ upon a time
- 3 Brood
- 4 Indian weapons
- 5 Fanatic
- 6 Constrictor snake
- 7 Monastery
- 8 Has toed
- 9 Heliport
- 10 Communication Workers of America (abbr.)
- 11 Auras
- 12 Facial soap brand
- 13 \_\_\_ as a post
- 21 Rowboat
- 23 Thai
- 26 Fancy round mat
- 28 Correct
- 29 Cat cries
- 30 East
- 31 Volcano
- 35 Serving of corn
- 36 French city
- 38 Made music vocally
- 39 Opera solo
- 40 Sly
- 42 Sketched
- 46 Attics
- 47 Muddy
- 50 Representative
- 52 Holy people
- 53 Total
- 54 Sacred song
- 55 Narcotic
- 56 Aggressive feelings
- 57 Church part
- 59 Movie star
- 61 Other \_\_\_
- 62 Mouth parts
- 63 Otherwise
- 65 Arid
- 67 Electroencephalograph (abbr.)



Six books of Ian Hamilton's 'Beaches, Bush Roads and Bull Ants' to be won. Find the word we are looking for by placing the letters of the colored boxes in the correct order. Email the answer to [info@brewcellar.com.au](mailto:info@brewcellar.com.au) or write to BREW Cellar Dist. Ltd at the address below, including your name and address. Entries close 27th July 2007. Winners will be announced in the next issue of BREW Cellar News.

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## MORGAN'S GINGER BEER

We called it 'The real McCoy' and boy, we were right. 'Best ginger beer ever, simply great' they say.

'Heat and bite, just right'... that's Morgan's.

Try our Dark & Stormy recipe for winter

## Winter's Coming!

### Morgan's & Willard's Dark & Stormy...

This winter, try a 'Dark and Stormy'. Make up Morgan's excellent Ginger Beer and add some Willard's Queenslander Dark Rum. Make Ginger Beer either alcoholic or as a soft drink then add rum to taste.

### Willard's Soakers...

For that real authentic flavour in your spirits try using Willard's Oak soakers in your next batch. Available in Rum Oak, Whisky Oak and Bourbon Oak - simply soak the alcohol in the oak for a week or so before adding the essence.

# THOMAS COOPERS PREMIUM SELECTION



The Premium Selection concentrates have been designed to impart flavours that represent the pinnacle of their respective styles and all hold true to the Cooper tradition of brewing excellence.

## Popular Beer Styles...More Recipes...

Crown Lager	Morgan's Blue Mountain Lager, 1kg #15 BC Ultra Blend + 250g Dextrose, 12g Pof R Hops, 15g BC Premium Lager Yeast, 12-15°C
Erdinger Wheat Beer	Thomas Cooper Wheat Beer, 1kg #15 BC Ultra Blend, 12g Hallertau Hops, 15g BC Wheat Beer Yeast, 18-22°C
Kilkenny	Morgan's Royal Oak Amber Ale, 1kg #15 BC Ultra Blend + 150g Dextrose, 12g Fuggles Hops, 15g BC English Ale yeast, 18-22°C
Steinlager	Thomas Coopers Aust Bitter, 1kg #11 BC Booster Blend, 12g Super Alpha, 15g BC Premium Lager Yeast, 12-15°C
Carlton Mid	Morgan's Aust 3.5, 500g #13 BC Special Gold Blend, 24g Pof R Hops, 15g BC Premium Lager Yeast, 12-15°C
Tooheys New	Coopers Lager, 1kg #11 BC Booster Blend, 12g Pof R Hops, 15g BC Premium Lager Yeast, 12-15°C
Swan Draught	Morgan's Aust Draught, 1kg #15BC Ultra Blend + 250g Dextrose, 12g Cluster and 12g Pof R Hops, 15g BC Premium Lager Yeast 12-15°C
Tooheys Extra Dry	Coopers Lager, 1kg #11 BC Booster Blend, 12g Cluster Hops, 15g BC Premium Lager Yeast + BC Low Carb Enzyme, 12- 15°C

Temperatures recommended above are ideals only. Recipes can be fermented at higher temperatures with good results but avoid going over 30°C. Note – If kegging, add an extra 200g of dextrose per 23 litre batch to correct the alcohol percentage.

