

**LOCAL BREWERY RENAISSANCE:  
A SOCIAL HISTORY OF SMALL BREWERIES IN THE OZARKS**

**Missouri State University  
M.A. in History  
Final Research Project  
2008**

*Jeremy L. George*

## Dedications

\*This project is dedicated to my wife *Aubra L. George* who is ever enduring my seemingly senseless travels to breweries across America. She is always supportive, even when I tend to mention the word hops twenty times in a single conversation.

\*This research study is also dedicated to my son *Dylan Alexander George*. He embodies all that I could ever hope for in a human being. He is the joy of our lives. He is the hope for hops in this new generation.

\*A special thank you to all the brewers that gave up time in their brewing schedule to meet with me and give me the interviews needed to complete this project. Thank you for all you do for this craft brewing industry. You make our beer, and for that we are grateful. Thank you also to the brewpub and microbrewery owners and operators for making this renaissance of beer possible.

Jeremy L. George  
2245 E. Valley Water Mill Road  
Springfield, MO 65803  
417.350.8855  
hippyjer@yahoo.com

For a copy of this paper, email or call me and I will meet you at a brewery.

## **Contents**

### **Chapter I**

- A. Introduction & Thesis pg. 1-3
- B. European and German Influence pg. 3-7
- C. Temperance and Prohibition /  
Consolidation Period – Mega Breweries pg. 7-11
- E. Craft Brewery Renaissance Background-  
Anchor Brewing, Sierra Nevada & Schlafly  
Beer pg.12-18

### **Chapter II**

- A. Springfield Brewing Company pg. 19-20; 22-31
- B. Hickok's Brewery pg. 20-21; 32-34  
(White River Mining Co. – Weathervane – Rye Bread & Apple Core – Ebbett's Field)
- C. Bootlegger's Brewery pg. 34-37
- D. O'Fallon Brewery pg. 38-41
- E. Flat Branch Brewery pg. 42-45
- F. Hog Haus Brewing Company pg. 46-51
- G. Trailhead Brewing Company pg. 51-58
- H. Augusta Brewing Company pg. 59-60
- I. Square One Brewery pg. 61-65
- J. Little Yeoman Brewery pg. 65-70

### **Chapter III**

- A. Analysis and Conclusions pg. 70-82
- B. Bibliography pg. 83-86
- C. Appendix A & B pg. 87-89

**LOCAL BREWERY RENAISSANCE:  
A SOCIAL HISTORY OF SMALL BREWERIES IN THE OZARKS**

*Jeremy L. George – MSU M.A. History Graduate – 2008*

“Beer is living proof that God loves us and wants us to be happy,” said Ben Franklin. Beer, the drink that has been in the lexicon of cultures throughout the world since the dawn of human civilization, has surrounded the human social experience throughout history. The ancient Sumerians had recipes for “beer bread” 4,000 years ago. Their head brewers were women, devoted to their goddess Ninkasi.<sup>1</sup> Thus Sumerians, who invented the wheel and writing, also gave us beer. Plato, one of the Western world’s greatest philosophers remarked, “He is a wise man who created beer.”<sup>2</sup> King David of the Hebrews was a brewer, and his star became a symbol of both brewing and alchemy. In the monasteries of Europe, monks continued this process and refined the brewing art.

Beer culture also played an important role in American history. Breweries often were centerpieces of social life in towns and cities of the American experience. This art flourished all the way to the 20<sup>th</sup> century, when big brew houses, like Anheuser-Busch, took control the majority of the market in the beer world. This control of the beer market by a few select brewers sparked the rise of an American microbrewery and brewpub revolution in the last couple decades of the 20<sup>th</sup> century. A segment of the beer drinking public increasingly became dissatisfied with the limited choices provided by the mega breweries. The microbrewery renaissance in recent United States history has revived the small, local and diverse beer drinking experience that existed in America before national prohibition. Today’s microbreweries have taken the beer experience in

---

<sup>1</sup> Tom Schlafly. *A New Religion in Mecca: Memoir of a Renegade Brewery in St. Louis*. (St. Louis, MO: Virginia Publishing Company, 2006), 3.

<sup>2</sup> Stuart A. Kallen. *Beer Here: A Traveler’s Guide to American Brewpubs and Microbreweries*. (Secaucus, NJ: Citadel Press, 1995), 4.

America to a new level. Small breweries around the country and in the Ozarks are energized, integrating old European styles with new American innovations in brewing.

In Missouri, especially in the Ozarks, brewers have responded to the re-emergence of microbreweries and brewpubs across the country in the past two decades (1990's to the present). Microbreweries and small brewpubs have grown out of the increasing desire and demand of Americans for different styles of ales and lagers from those available to the consumer before the 1980's. This diversity in beer began in the United States when people who had been home brewing European and U.K. styles of beer decided to expand their home brewing to greater production levels and to market their product to the public. It is in this movement that we see the rebirth of the small brewery in the United States. The Ozarks has experienced this national trend and has a great representation of breweries that exemplify all the characteristics of the national microbrewery revolution. The new local and regional breweries have changed the interaction between beer and Americans in a number of ways: (1) they offered a greater variety of beers and pose a challenge to the macro-breweries that dominate the beer market with bland tasting lagers, thus creating a new experience for beer drinkers similar to that of the wine connoisseur , (2) they have helped to recreate an earlier social experience, providing locally brewed beer and an establishment for the local patron and beer enthusiast, (3) they have helped to bring economic revitalization to the failing inner sectors of towns and cities where many brewpubs have placed their brew operations, (4) they have showcased the interesting journey of brewers and their love and passion for beer, (5) and they have begun re-establishing the great traditions of early Americans, whose European heritage brought to North America a rich beer experience. Like many

other parts of the country, the impact of the microbrewery revolution on towns in the Ozarks has ranged from a greater diversity of beer compared to twenty years ago, to the economic growth in old downtown areas of Ozarks cities, and to a richer beer experience for the new craft beer enthusiast.

Beer has been brewed in many different ways throughout the centuries. It has been refined and redefined from culture to culture, country to country, and region to region. Since the United States was established by Europeans, the cornerstone of the American brewing industry developed from a long and proud brewing tradition in Europe. European style brew houses and local brewpubs became integral to American society. The great story of European immigrants from Germany, England, Ireland, and other European nations that helped build the American community is also the story of the American brewing traditions that these nationalities brought to the cities and towns which dot the landscape of the United States. Establishing breweries was a priority in early American settlements. The first shipment of beer arrived from England to the Virginia colony in 1607. By 1609, signs were going up around London advertising the need for brewers. In 1612, Adrian Block and Hans Christiansen founded the first known brewery in the Americas in New Amsterdam, modern day Manhattan.<sup>3</sup> The very essence of what is considered the “Protestant work ethic” in this country was born in the Colony of Massachusetts. In 1620, the Pilgrim colonists had to come ashore because their supply of beer became very limited and they needed to brew more.<sup>4</sup> The beer the English brought to America was ale. Ale refers to beer that has top-fermenting yeast. Ale originated in

---

<sup>3</sup> Donald Bull, and Manfred Friedrich and Robert Gottschalk. *American Breweries*. (Trumbull, CT: Bullworks Publishing, 1984), 6.

<sup>4</sup> Schlafly, 2.

England in the seventh century and has been made with hops since about the sixteenth century.<sup>5</sup>

Throughout the first centuries of the American experience, local breweries sprang up in villages and cities across the colonies. They spread with the United States as a new nation moved westward. Breweries were common to the pre-prohibition American town. Beer drinking establishments have also always been a staple in the American social experience. The “pub” (from the English “public house” where people gather to socialize, eat and drink) was a tavern that served beer from various local breweries. The brewpub was a brewery and restaurant occupying the same facility. These brewpubs brewed their own beers and served them on the premises. A sense of local and regional identity developed around breweries and brewpubs in the United States during the early years of the Republic. Citizens became loyal to their local beer and faithful patrons to their respective drinking places. People came to their local brewpub not only to enjoy ale, but to socialize and discuss topics of the day. Local breweries were places where friends gathered, families united, weddings and marriages became solidified, and agreements and contracts were signed by people having conversations over beer. With all that beer offered to a community, the brewmaster was just as important to a community as the mayor. By the mid 1870’s over 4,100 breweries in the United States produced nine million barrels of beer.<sup>6</sup>

As to beer in Germany, the brewers had strict rules that governed production. *Reinheitsgebot* is a Bavarian law enacted by Duke William IV in 1516 to define the general standard of how beer should be brewed. According to this law, the brewing

---

<sup>5</sup> Bill Yenne. *The American Brewery: From Colonial Evolution to Microbrew Revolution*. (Saint Paul, MN: MBI Publishing Company, 2003), 150-152.

<sup>6</sup> Bull, 8.

process should include only three ingredients: malted grain, hops and water (yeast's role in fermentation was not understood at the time, it is now considered the fourth ingredient that is permitted in the traditional brewing process). Many of the early German brewers coming to America adhered to the *Reinheitsgebot*. A major complaint that the new brewers in the microbrewery renaissance have against the big brewers is that they have solidified the use of adjuncts, corn and rice, etc..., on a large scale as staple ingredients in their beer. The *Reinheitsgebot* was officially rescinded in 1987 by the Court of Justice of the European Communities ruling that the *Reinheitsgebot* did not ensure quality or purity.<sup>7</sup> Nonetheless, many central European brewers pride themselves in keeping to *Reinheitsgebot*. In the United States, some craft brewers stick strictly to the *Reinheitsgebot* law while others experiment outside the *Reinheitsgebot* boundaries to brew more creative beers.

During the 1990's and 2000's, cities and small towns across the Ozarks began brewing "craft-style" beer. During the 1990's brewpubs spread across to St. Louis, Columbia, Springfield, Aurora, Cabool, St. Charles, Augusta and O'Fallon, Missouri, as well as to Fayetteville, Arkansas. In the past two decades the Ozarks has followed the trend and pattern of brewing across the United States. Local brewpubs and microbreweries have appeared in cities and towns of every size from St. Louis to Cabool. The "craft brewers" claim that they are bringing pride and diversity back to beer in place of the largely tasteless beer of the big beer companies.<sup>8</sup> Mega breweries, they claim, package their beers with loads of preservatives for travel along large distribution routes

---

<sup>7</sup> Victor J. Tremblay, and Carol Horton Tremblay, *The U.S. Brewing Industry: Data and Economic Analysis*, (Cambridge, MA: MIT Press, 2005), 108.

<sup>8</sup> Maureen Ogle, *Ambitious Brew: The Story of American Beer*. (Orlando, FL: Harvest Book Harcourt, Inc., 2006), 73.



and are concerned primarily with large market sales. They have, for example been brewing flavorless beers made with fewer calories to sell to a “weight conscious public”.<sup>9</sup> All of these factors have played a role in a decline of the lager brewing industry, not in sales, but in taste and diversity. So, the craft brewers have changed the beer experience for millions of Americans and have also introduced a variety of beer options for those going out to enjoy a pint or two at the local pub.

The Ozarks has always had a rich brewing history, which is closely connected to the arrival of German immigrants. German immigrants flooded St. Louis and the Ozarks region in the middle of the 19<sup>th</sup> century. The German population in Missouri and the Ozarks grew by over four million in the later part of the 19<sup>th</sup> century.<sup>10</sup> In the Ozarks, according to Russel Gerlach, German immigrants were encouraged to settle.

The southwestern settlements, particularly those involving Germans, were encouraged by the city of Springfield. In 1867, an editorial in the Springfield Missouri Weekly Patriot commented, ‘we regard them [Germans] as the most thrifty and desirable citizens, and should be glad to welcome them to our midst. No other class of population would do more to develop our country.’<sup>11</sup>

The German immigrants moving west of the Mississippi river brought the great traditions of brewing beer and its social importance to communities in the Midwest. Author Maureen Ogle says of German immigrants that:

These were all people who came from a profoundly beer drinking culture, and when they got here they discovered there was no beer culture. And there was no culture of pleasure. Germans were astounded by this and hell-bent on trying to do something to change the situation. So they opened beer gardens... They were spending Sunday in beer gardens with their families; playing cards, dancing and

---

<sup>9</sup> Yenne, 111.

<sup>10</sup> “The American Brew: The Rich and Surprising history of Beer in America”, Florentine Films/Sherman Pictures, 2007.

<sup>11</sup> Russel L. Gerlach, *Immigrants In the Ozarks: A Study in Ethnic Geography*, (University of Missouri Press, 1976), 48.

singing; things that middle class white Americans thought were shocking beyond belief.<sup>12</sup>

Beer consumption in America increased by 400 percent between 1860 and 1900 and German brewers played a large role in this increase.

Germans played an important role in the brewing tradition in the Ozarks in the 19<sup>th</sup> century. They introduced lager beer, which was cold, clean, and easy to drink during the long summers in the region.<sup>13</sup> German immigrant Adam Lemp built a large commercial brewery in St. Louis that was primarily producing lager beer by 1842.<sup>14</sup> About eighteen years later, Eberhard Anheuser bought Lemp's struggling Bavarian Brewery. Anheuser's daughter was married to Adolphus Busch who became a partner in the brewery and took over the operation in 1880 upon the death of Anheuser. "This was four years after the brewery had started selling a beer called Budweiser, named for a town in what is now the Czech Republic."<sup>15</sup> Thus began one of many well known breweries such as Anheuser-Busch, Miller Brewing, Stroh Brewing, Schlitz, Hamms, Coors, Pabst, and G. Heileman Brewing that would eventually, through consolidation, dominate lager production in the United States. It is this control of the beer market with virtually one style of beer which gave rise to the microbrewery revolution.

By the 1890's, the kings of the brewing industry led not just a beer making endeavor, but mechanized factory systems that were world class examples of ingenuity, colossal feats of modernity, and efficient and productive systems that employed a massive amount of people and were a showcase to all other industry. Gone were the man

---

<sup>12</sup> Maureen Ogle, *The American Brew: The Rich and Surprising History of Beer in America*, Florentine Films/Sherman Pictures, 2007.

<sup>13</sup> *The American Brew*.

<sup>14</sup> Schlafly, 13.

<sup>15</sup> *Ibid.*, 13.

and horse powered aspects of the old breweries. These were replaced with “gargantuan fermentation factories where capital and labor paid homage to the gods of mechanization and automation, mass production and efficiency.”<sup>16</sup> By the end of the 19<sup>th</sup> century, Pabst, Anheuser-Busch, and Schlitz ruled the brewery world. As these breweries grew larger in their facilities and production, they gained more influence in the public sphere on a local, regional and national level. These brew-house facilities were a modern marvel. This was the pre-prohibition height of big beer. This gave rise to the conglomeration of breweries. “In 1899, an incredible 21 brewing companies were combined to form the Pittsburgh Brewing Company. Just six years later, in reaction to the 1899 merger, fifteen more companies in Pittsburgh combined to become the Independent Brewing Company.”<sup>17</sup> Mega-brewers in major city centers such as Milwaukee, St. Louis, New York, San Francisco and New Orleans followed suite and did the same. This period created the largest brewery conglomerates in American history to that point.

Beginning in the late 19<sup>th</sup> century, the beer industry had some very intense and difficult hurdles to overcome with the increasing fervor of prohibition. Temperance caused direct problems to the brewers and their breweries in the late 1800’s and early 1900’s. Although breweries were moving at full production speed in the early 1900’s, by 1919, Americans who advocated national prohibition of alcoholic beverages had won. The anti-German sentiment from World War I undermined the German-American clout in the United States, including its solid support of the brewing industry.<sup>18</sup> The Eighteenth Amendment was ratified on January 16, 1919, and changed the social experience for many Americans for a decade and a half. Section One of the amendment states, “After

---

<sup>16</sup> Ogle, 114.

<sup>17</sup> Yenne, 69.

<sup>18</sup> Ibid., 75.

one year from the ratification of this article the manufacture, sale, or transportation of intoxicating liquors within, the importation thereof into, or the exportation thereof from the United States and all territory subject to the jurisdiction thereof for beverage purposes is hereby prohibited.”<sup>19</sup>

During Prohibition, breweries had to turn to other sources of business to make a profit. Many of the breweries started making soft drinks. They continued their malting process, making malted milk and other malt products. Some produced “near beer,” which was basically a non-alcoholic beer. Other operations turned to making cereal products. Still others brewed root beer or produced ice cream and coffee style drinks.<sup>20</sup> The mega breweries, which could turn to substitute products, found ways to remain profitable. Many of the smaller breweries, however, dependant on their local patrons buying their favorite ale, could not turn a profit and went out of business. This marked the beginning of the end for the small local brewery. Of the 1,568 breweries that had existed in 1920, only 756 reopened after Prohibition, and most of these closed during the ensuing Great Depression.<sup>21</sup>

After a dismal time for the social beer drinker in the 1920’s and early 1930’s, the election of 1932 posed a great possibility for the beer industry. One plank of Franklin Delano Roosevelt’s campaign platform was to bring an end to prohibition. FDR won in a landslide.<sup>22</sup> In April of 1933, Roosevelt issued an executive order (accepted before Congress acted on the 18<sup>th</sup> Amendment as an emergency measure to combat the Great

---

<sup>19</sup> U.S. Constitution, Amendment Eighteen, Section 1.

<sup>20</sup> Yenne, 76-77.

<sup>21</sup> Ibid.

<sup>22</sup> Yenne, 77.

Depression) which legalized the manufacture, sale, consumption and transportation of beer. Maureen Ogle says:

The day that Franklin Roosevelt signed legislation that legalized the return of beer, celebrations erupted spontaneously all over the United States. In downtown Milwaukee, traffic came to a stand still when the news came across the telegraph. People were dropping confetti out of windows and there was dancing in the streets. It was as if a miracle had happened.<sup>23</sup>

Congress officially ratified the Twentieth Amendment, which repealed National Prohibition, on December 5, 1933. When the repeal came, however, congress created a new law making it illegal for a brewer to own the retail outlet in which its beer was sold. “To avoid the vices that had plagued saloons, the government made it illegal for brewers to sell directly to consumers.”<sup>24</sup>

After National Prohibition and during the Great Depression, local breweries found it difficult to survive. Key elements that solidified the national brewers’ hold on the beer market and “squeezed out” the smaller local breweries were distribution, refrigeration and multi-site brewing. Once the railroad lines and interstate highways could carry beer long distances, and refrigerated railroad cars and trucks could deliver cold beer to bars across the country, mega breweries had a ready natural market. These breweries also started investing in multi-brewing sites so that they could brew regionally and ship their beer in “good time” to supply expanding markets.<sup>25</sup> In addition, advertising boosted these growing mega brewers. They used posters, billboards, advertisements in print/radio/ TV, sports endorsements, and various kinds of beer paraphernalia (today called *breweriana* in

---

<sup>23</sup> Ogle, *The American Brew*.

<sup>24</sup> The American Brew (doc).

<sup>25</sup> Yenne, 87.

the beer world)<sup>26</sup> to promote their beer on a massive scale and move from being local and regional suppliers to national brands.

By the end of the “consolidation period,” when the mega brewers were buying up competitors and consolidating brew houses to maximize the number of barrels brewed and their market share, Anheuser-Busch put out 80 million barrels (42% of the market) and Miller, the number two brewer, put out 61 million barrels (22% of the market). The top five brewing companies (Anheuser-Busch, Miller, Stroh, Coors and Heileman) controlled 91% of the amount of beer made in the United States by 1990.<sup>27</sup>

According to Bill Yenne, researcher and beer historian, the major brewing companies “failed to predict the paradigm that would be explored by the coming Microbrewery Revolution. Instead of creating new beers with more taste, the older brewing companies created beers with less taste. In fact, the phrase being used [to describe the mega brewer’s lager beer] was ‘flavor neutral.’” This trend aroused a grassroots revolution in the brewery industry that began to rapidly change the landscape of the beer experience in America.<sup>28</sup>

Avid beer enthusiasts who began experimenting with home brewing during the 1970’s or who were buying imported beers, began to look at brewing some of the English and European style ales on a larger scale. These brewers saw their work as a craft. Beer was something that needed special care and attention, not lifeless mass production (as many craft brewers consider the mechanization in the brewing process of the mega brew houses). These craft breweries were much smaller in size, so brewers could have their “hands on” each beer that was produced. They were inspired by the maestros of the wine

---

<sup>26</sup> Kallen, 344. Yenne, 92.

<sup>27</sup> Yenne, 97.

<sup>28</sup> Ibid., 110, 113.

industry who took much care in handling their grapes, in some cases, hand selecting their product for the process. These brewers wanted to bring back that element to brewing.

The Ozarks region experienced this renaissance in the brewing industry beginning in 1990, but this new attitude toward beer and brewing began in 1965 in San Francisco, California, with the Anchor Brewing Company. This brewery had been around for about 70 years when Frit Maytag (heralded by many as the patron saint of the microbrewery revolution), bought it and saved it from going out of business. Maytag turned the brewery around by focusing on producing the finest quality beer. He stressed two points: brew with high-quality ingredients (whole hops rather than extracts) and brew with two-row barley imported from Europe instead of using other adjuncts and lesser grains. Maytag, as a young new brewer, sought the wisdom of other small brewers in the industry. He looked to Bill Leinenkugel of the Jacob Leinenkugel Brewing Company of Chippewa Falls, Wisconsin, which dates back to 1867;<sup>29</sup> and to Dick Yuengling, Jr. of D.G. Yuengling Brewing Company in Pottsville, Pennsylvania, which is the oldest and longest continuously operating brewery that has been brewing since 1829.<sup>30</sup> Maytag's premium beer increased Anchor's output by 75%. The company's flagship beer, Anchor Steam Beer, has become a well known and prized beer among beer enthusiasts. Maytag attributes his success to the changing American taste in beer: "The trend helped make us. It was powerful and we were in it at the right time. People came from all over the country and all over the world to San Francisco. Local bars and restaurants were proud of local products so they served our beer. Our name then spread all over in a big way."<sup>31</sup>

---

<sup>29</sup> Bull, 320.

<sup>30</sup> Ibid., 286.

<sup>31</sup> Fritz Maytag, *The American Brew: The Rich and Surprising History of Beer in America*. Florentine Films/Sherman Pictures, 2007.

As the big beer companies were fumbling around competing with prices, making light beer, and fending off Coors Brewing Company, which made a major surge into the market in the 1970's, a new brewery essentially consisting of pots and kettles opened up near Sonoma California. The New Albion Brewing Company held its grand opening in 1977 with a brew system built by hand. John McAuliff's malt bin and fermenters were built from fifty-five gallon barrels, and he copied a design from a nineteenth-century brewing text to make his malt mill.<sup>32</sup> McAuliff and company began brewing a barrel and a half a day, five times a week. They brewed ales (stouts and porters) and bottled their beer once a week. They did not advertise, but let the beer sell itself. John McAuliff believed that the "purity" of the beer, which included only malt, hops, water and yeast, was their greatest advertisement. New Albion Brewing Company did not even pasteurize its beer but allowed it to bottle condition in their cellar for five weeks.<sup>33</sup> This defied the conventional wisdom of the day (which was to make your beer look clean and clear and pasteurize it) and it paid off. The New Albion brewery had quick success in Northern California. However, it soon fell into financial difficulties after a short run and closed its doors in 1982. Nonetheless, the New Albion Brewery was monumental because it showed others what could be done. This was the beginning of a moment that would make its way from the west coast to the east, as home brewers, interested in more variety from beer, began to expand home brewing in to microbreweries and brewpub outlets. McAuliffe and Fritz Maytag brought about this new wave of brewing. They embodied the boldness of a new breed of small brewers and showed the adventurous spirit of the

---

<sup>32</sup> Ogle, *Ambitious Brew*, 293.

<sup>33</sup> *Ibid.*, 294.



microbrewery community by taking the first steps and showing others that brewing for fun, for quality, and for taste could be done.<sup>34</sup>

This microbrewery revolution really took off when Chicago syndicated columnist, Mike Royko, expressed the feelings of beer enthusiast in his statement of disdain for the big beer companies and their product: “I have tried them all. I’ve grabbed for all the gusto I can get. I’ve said it all when I’ve said Bud. [But] regardless of what label or slogan you choose, it all tastes as if the secret brewing process involved running it through a horse.”<sup>35</sup> Royko later helped sponsor a beer tasting test that put the major brands up against some import ales and lagers and some small regional breweries from the United States. “The top three beers, in order from first to third, were Wurzberger, a German brew; English Bass Ale; and Point Special from Stevens Point, Wisconsin. . . The bottom three? Old Milwaukee, made by Schlitz, as well as their flagship brand Schlitz, and dead last with only thirteen points out of a possible fifty-five, Budweiser.”<sup>36</sup> This was not a scientific study yet it gave the new beer market a boost and a notable launching pad for their campaigns for a beer renaissance in the United States. Royko’s beer tasting experiment helped begin a dialogue about craft style beer and its European counterparts, which accelerated this new era in American brewing. At this point the microbrewery movement really began to gain traction.

The 1980’s saw the birth of the true microbrewery industry along the “Interstate 5 corridor” from Northern California up to Washington State. Early breweries included “Debakker Brewing Company of Marin County, California (started in 1979), the Cartwright Brewing Company of Portland, Oregon (1980), Sierra Nevada of Chico,

---

<sup>34</sup> Ogle, *Ambitious Brew*, 299.

<sup>35</sup> *Ibid.*, 266.

<sup>36</sup> *Ibid.*

California (1980), and the Redhook Ale Brewery of Seattle (1982).<sup>37</sup> Of these one had a major influence on microbreweries in the Ozarks and across this country: Sierra Nevada Brewing Company. Its founder was a home brewer named Ken Grossman, who set out to bring his brewing experience to the general public in northern California in the late 1970's. Grossman was part of a home brewing explosion that took off in America with the passing of federal legislation in the late 1970's. In 1978, California Senator Alan Cranston, introduced a federal bill legalizing home brewing. In February of 1979, President Carter signed the bill into law, which "likely stimulated microbrewery entrepreneurship. . . [As] some of the early home brewers later became pioneers in the microbrewery revolution."<sup>38</sup> This included Grossman, as well as the other brewers discussed in this project. Grossman had opened a store in Chico, California, which supplied the area's home brewers with equipment and materials. A couple of years after opening The Home Brew Store, he and co-founder Paul Camusi put together a brewery using dairy equipment and equipment salvaged from breweries that had gone out of business or were upgrading. The microbrewery, named for Ken's favorite backpacking grounds – the Sierra Nevada Mountains, got off to a great start. Ken and Paul used only the best ingredients to create beer that was fresh and pure in quality.<sup>39</sup> They used a lot of hops in their beer, which was new for American beers. The hoppy taste became a trademark for Sierra Nevada beers, as well as for the new microbrewery industry as a whole. On November 15, 1980, the Sierra Nevada Brewing Company brewed the first batch of its landmark Pale Ale, which would prove to be a defining beer for the craft

---

<sup>37</sup> Tremblay, 116.

<sup>38</sup> Ogle, *Ambitious Brew*, 119.

<sup>39</sup> Sierra Nevada Brewing Company website. [www.sierranevadabrewing.com](http://www.sierranevadabrewing.com), (accessed January 26, 2008).

brewing industry in the decades to come.<sup>40</sup> “We had to throw out ten to twelve batches before we came up with a beer we wanted to go to market with.”<sup>41</sup> Soon however, Sierra was brewing at full capacity.

By the late 1980’s, the partners made plans for a new, larger brewery. Ken traveled to Germany and bought a traditional 100-barrel copper brew house, which became the centerpiece of the new brewery. In the late 1990’s Sierra Nevada Brewing Company expanded again, and bought new brew kettles that matched the old copper kettles from Germany. This addition increased annual production of the Sierra Nevada brewery to eight hundred thousand barrels.<sup>42</sup> Sierra Nevada Brewing Company set the benchmarks for the craft industry. Their time-honored beer had become a catalyst for many home brewers, microbrewery start ups, and a staple for many beer enthusiasts in this new craft beer renaissance.

Another brewery, closer in the Ozarks that helped lay the groundwork for the explosion of microbreweries and small brewpubs in this region was The Saint Louis Brewery, opened in 1991 by Tom Schlafly and partners. It took courage to start a new brewery in St. Louis where Anheuser-Busch had dominated and from which it had controlled the United States beer market since prohibition. Schlafly had a vision to educate beer drinkers about other lager and ale styles besides those offered by Anheuser-Busch. His goal was not to work against Anheuser-Busch, but along side it, providing beer enthusiasts with a full set of options in beer selection. The Saint Louis Brewery

---

<sup>40</sup> Ogle. *Ambitious Brew*, 302.

<sup>41</sup> Ken Grossman, *The American Brew: The Rich and Surprising History of Beer in America*, Florentine Films/Sherman Pictures, 2007.

<sup>42</sup> Sierra Nevada Brewing Company website.

brews a wide variety of ales and lagers under the Schlafly brand. They make about forty beers, which are rotated throughout the seasons and the year.

Like other microbrewers, Tom Schlafly sees the importance of bring the art back to brewing. To do this, there needs to be education for beer enthusiasts and for the public about what rich diversity, complexity and history there is with beer. In his book *A New Religion in Mecca: Memoir of a Renegade Brewery in St. Louis*, Tom Schlafly looks to help beer drinkers understand the complex and important nature of beer. Take the four main ingredients in beer as defined in the *Reinheitsgebot* law: water, malted barley, hops and yeast. Schlafly says, “Consider first the color of beer. Contrary to one popular misconception, the color of a beer is wholly unrelated to its alcoholic content. Some beers are opaque yet contain relatively low amounts of alcohol; and some are almost transparent, yet pack quite a wallop. The color of a beer is simply the result of how its component malts were kilned, or cooked.”<sup>43</sup> The amount of malt used in a batch of beer will determine the alcohol content. Increase the malt, and there will be an increase in the sugar level which will give the yeast more sugar to convert into alcohol. Much of the flavor in beer comes from the unfermented sugars. A general misconception is that if a beer has a lot of flavor, the alcohol content is high. “Many popular American lagers have low levels of unfermented sugars and correspondingly less pronounced taste, which is often mistaken for a relatively low alcoholic content.”<sup>44</sup> One of the most important variables in the flavor of beer is the hops. They are the spice which adds flavor and preserves beer. There are many varieties of hops from Europe and North America which are used in American craft brewing. Cascade hops, from Washington State, are a staple in

---

<sup>43</sup> Schlafly, 26.

<sup>44</sup> *Ibid.*, 26.

American style pale ales. Adding more hops to the situation in a brew kettle “will increase the so-called bitterness, or hoppiness, of any given brew.”<sup>45</sup> The most volatile ingredient in beer is the yeast. It is the most temperamental ingredient. Ask any brewer, and they will tell you that the yeast is the most touchy and therefore most closely monitored ingredient in the brewing process. Yeast is a fungal organism that converts the sugar from the malt into alcohol. During the brewing process it also produces carbon dioxide. Different strains of yeast give different flavors to the beer. These yeast strains also interact differently at varying temperatures. “So-called ‘top-fermenting’ yeasts are used to make ales, typically at between 59 and 69 degrees Fahrenheit. So-called ‘bottom-fermenting’ yeasts are used to make lagers, typically at between 41 and 48 degrees Fahrenheit.”<sup>46</sup>

Even given the diversity of its brewing, The Saint Louis Brewery’s greatest contribution to the Missouri craft brewing industry was that they helped change state laws that related to small microbrewery production facilities, laws which had traditionally supported the big brew house of Anheuser-Busch. In 1990, a bill promoted by Schlafly became law. It allowed the state to license small breweries that brewed a maximum of 2,500 barrels of beer per year (a barrel of beer is 31 gallons, about 13 and half cases of beer), and permitted these breweries to obtain retail liquor licenses. At this point, it prohibited microbreweries from selling off premises. Later, the 2,500 barrel limit would be changed so microbreweries could produce more beer. Also, Schlafly helped raise the legal alcohol content level for beer produced by microbreweries so that they could experiment with “bigger beers.” The Saint Louis Brewery, Inc. became the first

---

<sup>45</sup> Schlafly, 27.

<sup>46</sup> Ibid., 27.

microbrewery to gain a license in Missouri under the new law.<sup>47</sup> This was monumental for craft brewing in the Ozarks, and Schlafly paved the way for small microbreweries and brewpubs in the region.

The process set in motion by important craft breweries like Sierra Nevada and The Saint Louis Brewery sparked a microbrewery renaissance. The following ten Ozarks breweries exemplify the dimensions of this renaissance: The Springfield Brewing Company and Hickok's Restaurant and Brewery in Springfield, Missouri; Square One Brewery in St. Louis, Augusta Brewing Company in St. Charles County, Trailhead Brewing Company in St. Charles, O'Fallon Brewery also in St. Charles County, Flat Branch Pub & Brewing in Columbia, Bootleggers Restaurant – Brewery in Aurora, Little Yeoman Brewery in Cabool, and the Hog Haus Brewing Company in Fayetteville, Arkansas. These brewpubs and microbreweries created a new social experience and taste for the beer connoisseur, helped in the economic revitalization of old downtown areas of Ozarks cities, and continue to re-establish the brewing traditions of early America.

The Springfield Brewing Company, which opened in Springfield, Missouri, in 1997, exemplifies the brewing renaissance; but, the brewing history of Springfield began in the 19<sup>th</sup> century. The first brewery in Springfield, built by Philip Finkenauer and Buehner, opened in 1872.<sup>48</sup> A few years later, they leased the brewery to the man who would rule the beer and spirits business in Springfield for over a quarter of a century, Sebastian Dingeldein. Dingeldein was born in Hesse-Darmstadt, Germany on October 15, 1842. He had learned the brewing art and trade in the German States before coming to the United States in 1867. He arrived in New York City and went then to Pittsburg,

---

<sup>47</sup> Schlafly, 32.

<sup>48</sup> Return Ira Holcombe. *History of Greene County Missouri*. (St. Louis: Western Historical Company, 1883), 749.

Pennsylvania. Dingeldein then traveled to St. Louis, Missouri, in October of 1868. He worked in several of the large brewing and malt factories in St. Louis for more than eight years before he came to Springfield, where he leased the Finkenauer brewery in October of 1876 and began his brewing operation. Early in June of 1882, he bought the brewery outright.<sup>49</sup> Dingeldein registered the brewery first under his name, but later changed it to the Southwest Brewery. He owned the brewery, located on College Street, for fourteen years. He built up a financially stable trade, selling his products all over the country. “When first started[,] the brewery turned out eight hundred barrels per year. In 1882 they made twenty-one hundred.”<sup>50</sup> After a fire burned down the original brewing facility, Dingeldein rebuilt the brewery at a location nearby, 1055 College Street. This second brewery was much larger in size and in production capacity. He changed its name to the Springfield Brewing Company.<sup>51</sup> Dingeldein and his sons ran the brewery business and also had a retail liquor outlet store where they sold their beer, as well as liquor and spirits. The brewery shut down in 1911,<sup>52</sup> though one of Dingeldein’s sons continued to run the liquor store.

After that, local brewing was silent for eighty years in Springfield, Missouri, until 1991, when Dave Lamb became the brewer at the first microbrewery in Springfield. Lamb, who is currently the head brewer at Hickok’s Restaurant and Brewery in Springfield, has been a leader in bringing the brewing renaissance to the heart of the Ozarks. Lamb started home brewing in the late 1970’s, and in the early 1980’s, opened a beer and wine equipment store for home brewers called the *Brewage*. The store, at Cherry

---

<sup>49</sup> Holcombe, 749.

<sup>50</sup> Jonathan Fairbanks, and Clyde Edwin Tuck. *Past and Present of Greene County Missouri Vol. II*. (Indianapolis: A.W. Bowen, 1915), 1216.

<sup>51</sup> Bull, 161.

<sup>52</sup> Ibid.

Street and Pickwick, thrived from 1984 to 1988. In 1992, he became the brew master of the first brewpub in Springfield, The White River Mining Company on Walnut Street. The brewpub lasted a couple of years under the original owners. Another buyer bought it in 1994, and changed its name to The Weathervane, which did not last out the year since the management could not turn a profit in the restaurant end of the business. But, Lamb continued brewing in the small building behind the restaurant near the outdoor beer garden. In 1995 Nick Russo, a local business man and entertainer, bought the restaurant on Walnut Street (partly on Lamb's urging to save the brewery) and renamed it Ebbett's Field. Lamb stayed on as the brewer, and Ebbett's Field Brewpub brewed at full capacity (about 300 barrels annually) from 1995 to 1999.<sup>53</sup> Dave Lamb's beer was the first Springfield brewpub beer available *Vom Fass*, which means "on tap" in German, in Springfield since before Prohibition.

In 1996, another brewpub called Rye Bread and Apple Core opened in the southwest area of Springfield in a new development called Chesterfield Village, which was set up to simulate an old village atmosphere. The owners of Rye Bread and Apple Core were banking on a new baseball stadium, which was supposed to open near Chesterfield Village and bring a lot of business to the area. The stadium was instead built south of the city in the town of Ozark (Price Cutter Park). Dave Lamb was the head brewer of Rye Bread from the early stages, brewing both at Ebbett's Field and at Rye Bread Apple Core. Rye Bread quickly had internal business problems and closed in 1997.

---

<sup>53</sup> David Lamb. Hickok's Steakhouse and Brewery, interviewed by author, written notes and audio recording, Springfield, MO, 26 February 2008.



Lamb continued brewing at Ebbett's Field while new brewing equipment sat unused in the old Rye Bread building.<sup>54</sup>

In 1997, the same time Rye Bread was closing its doors, Paul Mueller Company was opening the Springfield Brewing Company. Mueller opened the brewery to provide a working, operating showcase for its stainless steel equipment and to brew quality craft beer. Mueller, which is headquartered in Springfield, Missouri, "specializes in the design and manufacture of stainless steel processing systems and equipment for the food, dairy, beverage [wine and beer], chemical pharmaceutical, biotechnology, and pure water industries."<sup>55</sup> Breweries around the country and around the world, from the huge mega brewers in St. Louis and Milwaukee, to the small breweries in Colorado and California, use Mueller stainless tanks. In 2002 Mueller was sought out by a California winemaker to develop stainless steel wine barrels. In 2003 they began production on their own, unique line of these wine barrels.<sup>56</sup> They have also made headway within the brewing industry, supplying all kinds of tanks to Anheuser-Busch and to a variety of breweries around the world. Mueller stepped in to help a five hundred year old German brewery salvage their brewing operation and continue their tradition with a rushed shipment of tanks across the Atlantic.

The Springfield Brewing Company was a perfect way for the Paul Mueller Company to show its equipment and processes to the public and create a "state of the art" brewing facility where perspective stainless steel customers from around the country and the world could come to observe Mueller products. Because of this, Mueller put into the brew house a computer-automated system that is usually found only in the mega brew

---

<sup>54</sup> Lamb.

<sup>55</sup> Paul Mueller Company web site. [www.paulmueller.com](http://www.paulmueller.com), (accessed February 12, 2008).

<sup>56</sup> Ibid.

houses.<sup>57</sup> This state of the art system, along with the 15 barrel stainless brew kettle, fermentation system, and the storage tanks make this brewery one of the premiere small brewpubs in the world.<sup>58</sup>

Ashton Lewis, the head brewer and overseer at Springfield Brewing Company, exemplifies the key characteristics of brewers in this new revolution in brewing: He is passionate about craft beer, he employs new technology to brew a diverse variety of ales and lagers, and he is focused on the local community as it relates to the production and distribution of his beer. Lewis began home brewing in high school and long wanted to make brewing his career. He studied Food Science at Virginia Polytechnic Institute, finished his degree in 1991, and moved to California to study Beer Science at one of the premiere brewing schools in the world: University of California – Davis (the other three are in Germany, England and Chicago). He completed the Master Brewers Program while working part time at the local brewery, Sudwerk Privatbrauerei Hubsch. After graduation Lewis taught brewing science at University of California - Davis and was part of a brewing consulting firm. He came to Paul Mueller Company when they opened the brewery in 1997 and has been head brewer ever since.<sup>59</sup>

The majority of the brewing at Springfield Brewing Company today is in the hands of Cecil Elmer Manning III, known to patrons at the brewery, friends, and to other brewers simply as “Trey” (the third). Manning grew up in Louisiana. He moved to Springfield, Missouri, to attend Drury College. Majoring in biology and chemistry at Drury, Manning was initially interested in cancer research, but he quickly realized that he

---

<sup>57</sup> Springfield Brewing Company web site. [www.springfieldbrewingco.com](http://www.springfieldbrewingco.com), (accessed January 26, 2008).

<sup>58</sup> Ibid.

<sup>59</sup> Ibid.

did not want to do lab research all his life. As with most brewers, his first brewing experience was at home, which he began in 1996. “People kept telling me that my first few batches would be bad, but I had great luck on my first brew, it was a Brown Ale. I soon came to the conclusion that all the things that I love in life: cooking, gardening, and using raw earthly materials, are included in the process of brewing.”<sup>60</sup> When the Springfield Brewing Company opened its doors in 1997, Manning applied for a serving job in order to be close to the brewing process. While a server, he offered to assist Ashton Lewis in the brewhouse, but the opportunity never presented itself.

To establish a career in brewing, Manning enrolled at University of California - Davis in the spring of 1999. At the end of the program, after sending out a myriad of resumes, he was hired by Sierra Nevada Brewing Company after, and moved to Chico, California. He starting brewing and became part of the family at Sierra Nevada. Manning remembers:

Ken Grossman, Steve Dressler and the other workers at Sierra Nevada really are a great community. These people are family to me. They enjoy their work, and they enjoy each other. This is a great brewery to work at. Steve Dressler and I still keep in contact. A lot of these people are old school hippies that want to enjoy what they do and produce a quality product from raw materials. Sierra Nevada started this whole “hop” revolution in the brewery industry.<sup>61</sup>

After two years as a brewer at Sierra Nevada, Manning wanted to return to the Ozarks. “The most important part of life is family,” said Manning. “Being there for my family and having my children grow up with their grandparents, with our broader family close by, is essential. Brewing is my passion, but when it comes to my family there is nothing more important.”<sup>62</sup> He put in applications at well known breweries in the region:

---

<sup>60</sup> Manning.

<sup>61</sup> Ibid.

<sup>62</sup> Ibid.

Boulevard Brewing Company in Kansas City (a former microbrewery which has grown in size to become a regional brewery), The Saint Louis Brewery, and the Springfield Brewing Company in Springfield, Missouri. At this time Ashton Lewis' assistant brewer Craig Heizner was leaving Springfield Brewing Company. In June of 2001, Manning was hired and started brewing there.<sup>63</sup>

The old 19<sup>th</sup> century building that houses the Springfield Brewing Company is a great draw for the business. The old grain building that was restored by Mueller offers a great experience for customers. The old brick, huge wooden beams and large windows give the brewery an open feel similar to that of a large pub in the United Kingdom. The two level building has plenty of seating and provides different gathering areas for music and other activities. This set up is also very practical for the brew house. Upstairs is the milling room where the specialty grain is stored, as well as the four-roll mill that crushes and exposes the inside of the grain while preserving the husk.<sup>64</sup> This is sent down a chute, located directly above the kettle.

Springfield Brewing Company uses a variety of barley and wheat grains from Germany, England, Idaho, Canada and Minnesota in their beers, and a wide variety of hops. Cascade and Centennial hops (which give a citrus, floral and sometimes fruity flavor and aroma) come from the Yakima Valley Region in Washington State, where 75% of North American hops are grown. They also use Liberty and Perle hops, as well as English and German hop varieties. About 70% of the beers brewed at Springfield Brewing Company are ales. Ales are quicker to run and process than lagers. It takes nine

---

<sup>63</sup> Springfield Brewing Company web site.

<sup>64</sup> Ibid.

to ten days to finish ales and anywhere from one to two months to complete a lager.<sup>65</sup> The staple beers of the brewery are its number one seller the Unfiltered Wheat, the Munich Lager, and the Pale Ale. The Unfiltered Wheat, which comprises about 30-35% of all their beer sales<sup>66</sup> “is brewed with a combination of malted barley and wheat and gently hopped in the kettle to give a subtle, spicy bitterness.”<sup>67</sup> Trey Manning considers the Wheat beer Springfield Brewing Company’s transition beer: “The Unfiltered Wheat is the beer, where people who come in and are new to craft beer styles, can easily move from the larger domestic beers to this beer. From the Wheat, they can hopefully begin to appreciate the other beers we have available. The college students and younger adults love the Wheat. The Munich Lager is a “golden-colored lager reminiscent of the pale lagers popular in the Bavarian region of Germany. Malty, toasty flavors derived from a blend of Munich and two-row barley malts are balanced by a careful blend of hops to give this beer a complex palate and exceptional drink-ability.”<sup>68</sup>

The Pale Ale is the favorite beer by far of the staff at the brewery.<sup>69</sup> This beer is characterized by an “orange-hued looking ale with a citrusy aroma of Cascade hops and the slight fruitiness of our house ale yeast balanced by well-rounded malts flavors from caramel and pale malted barleys.”<sup>70</sup> Springfield Brewing Company offers seasonal specialties on tap which rotate: Kolsch (a light, delicate, golden ale associated with Cologne, Germany),<sup>71</sup> in the spring; Hefe Weizen is their summer seasonal, which is *Weizenbier* in German. Hefe means yeast and “weizen means wheat – this term is used

---

<sup>65</sup> Manning.

<sup>66</sup> Ibid..

<sup>67</sup> Springfield Brewing Company web site.

<sup>68</sup> Ibid.

<sup>69</sup> Manning.

<sup>70</sup> Springfield Brewing Company web site.

<sup>71</sup> Kallen, 345.

for wheat beers that are anywhere from 20 to 60 percent wheat; which gives off a clove, banana bouquet of flavor.”<sup>72</sup> and for the fall, a reddish lager called the Märzen, “traditionally brewed in March and set aside to lager during the summer months, is now mostly brewed for autumn consumption; particularly in connection with Oktoberfest.”<sup>73</sup> In the fall of 2007, *417 Magazine* listed Mueller’s Märzen Oktoberfest as their number three beer produced by Missouri’s microbreweries and brewpubs for the fall season. “It’s amber-colored with lower hops, a very traditional seasonal beer,” Trey Manning says.<sup>74</sup> For the winter months, Springfield Brewing Company brews the Doppel Bock. This is a somewhat darker beer with a dark caramel hue, higher in alcohol and with a sweet taste (typically this is the highest alcohol beer style brewed in Germany). Ashton Lewis, in a 2004 *Springfield News-Leader* article about seasonal beers, says, “Seasonal beers have been very popular and I think they continue to be very popular. For most successful breweries, the seasonal beer is a very important part of what they do.”<sup>75</sup>

Another style of beer brewed at the Springfield Brewing Company is the *Black Sheep* line of beers, a rotating dark beer selection. These beers range from the popular Porter, which used to be a mainstay at the brewery, to a Dry Stout; to the Mudhouse Stout, which is a roasty stout brewed using Sumatra Mandheling coffee beans, contributed by a local downtown coffee shop, the Mudhouse.<sup>76</sup> Also offered is the Bull Creek Brown, Milk Stout and the Dark Lager (Schwartz beer in German) are also selections in the Black Sheep line. The last line of beers is the Brewmaster’s Special, which includes an IPA (India Pale Ale, which contains high hop levels used to preserve

---

<sup>72</sup> Kallen, 348.

<sup>73</sup> Yenne, 153.

<sup>74</sup> *417 Magazine* online, October 2007 (accessed on 21 February 2008).

<sup>75</sup> *Springfield News-Leader*, 24 November 2004.

<sup>76</sup> Springfield Brewing Company web site.

the beer during the long voyages from Britain to India), various Amber style beers, Pilsners and other unique ales and lagers. In this line-up the brewers generally step outside the boundaries of the mainstay beer styles and experiment. Each year Springfield Brewing Company brews an Anniversary Ale to celebrate another year of brewing. This year marks their tenth anniversary of continual brewing, and an ale to mark this special celebration is a barrel reserve, Belgian style ale. “The base beer was our *Dubbel Trubbel* (an Abbey-style double) which was racked into the new oak barrels on March 17, 2006. We then inoculated the beer with *Brettanomyces Bruxellensis* (a distinctive yeast strain), and began the long wait. After twenty-one months of aging we determined it was time to bottle this beer. Our 10<sup>th</sup> Anniversary Barrel Reserve is similar to many of the sour styles from Belgium, such as Lambic, Gueze and Flanders sour brown ale.”<sup>77</sup> In an article on the history of beer in the *Springfield News-Leader*, Lewis shared his thoughts on craft brewing saying, “the main difference between what we make and what the larger brewing manufacturers make can be summed up in one phrase: raw material selection. Most craft brewers make beer only from malted barley – and within malted barley, there are different types of malted barley ... all used to give color and flavor.”<sup>78</sup> “I love brewing at SBC,” says Manning:

This is one of the only places where I could brew and be completely involved in the process from start to finish. When I taste the beer off the tanks here, it is my beer. I see it all the way through from the purification of the water and the raw grains, to the fermentation and holding tanks, which serve directly to the tap. Beer is a fragile product. Yeast is a difficult organism to control. Anytime you are working with raw materials, the process changes every time and needs attention. I don’t consider myself a brew master. In fact, I am uncomfortable with that term when people attribute it to me. I see the beer making process as continual learning

---

<sup>77</sup> Lewis, Ashton. Springfield Brewing Company. “10<sup>th</sup> Anniversary Barrel Reserve,” 2008.

<sup>78</sup> Springfield News-Leader, 7 May 2000.

experience, where although I have been making beer for many years now, I am not a master.<sup>79</sup>

Another unique element to this brewery is its water purification and mineral additive process. In centuries past, beer was known by the region in which it was brewed. Certain styles of beer have certain tastes, partly because of the minerals which are in the water from different regions such as southern Germany, Czech areas, Belgium or England. Springfield Brewing Company's aim is to purify the water coming into the brewery, filtering out all the minerals from this area and additives put in by the city. Once the water is stripped down to its basics, Trey Manning adds certain mineral components to the water for each select beer which gives it the taste and flavor of the original region where this beer is brewed.<sup>80</sup> This is a fascinating part of the brewery and one that sets Springfield Brewing Company apart from many other small brewpubs in the area and across the country.

Springfield Brewing Company has remained committed to serving the local community. Manning says: "Mueller wants this place to be focused on producing fine beer styles for this community. We have no plans to expand outside our local area as it relates to shipping and moving our beers around the state or region. We have no intent to compete with other stainless steel customers."<sup>81</sup> This local focus is significant because, as Manning points out, beer has a delicate nature and the need to be served and drunk fresh:

People are learning, slowly, yet learning that beer is best when it is fresh. I only drink local beer. Even though there are some breweries around the country that I like, I only drink their beer when I am in their town or region. If I am on the East Coast I will drink local there and the same for the West Coast. Beer is a fragile product. It doesn't travel well. It is the best situation when you can drink beer that

---

<sup>79</sup> Manning.

<sup>80</sup> Manning.

<sup>81</sup> Ibid.



is fresh, and the closer to the source you are, the fresher the product will be. There is a lot to the saying: ‘think global, drink local.’ I try to follow this principle.<sup>82</sup>

Although their focus is local, Mueller developed ties with the larger craft brewing industry by participating at the annual Great American Beer Festival in Denver, Colorado. Springfield Brewing Company has competed for years, winning a bronze for their Doppel Bock in 2000; a silver in 2001 for the Märzen; a gold medal for the Unfiltered Wheat and a bronze for the Bull Creek Brown in 2003; a gold again for the Unfiltered Wheat in 2004 and a gold that same year for Mueller Lager. In 2006 they won another medal for the Unfiltered Wheat and picked up a gold medal for the Mueller Hefe Weizen.<sup>83</sup>

The Springfield Brewing Company has the capacity to bottle and distribute to local stores a substantial volume of beer. Trey Manning describes the Mueller Stainless Brewhouse as the “Cadillac of small brewpubs.” The brewery makes about roughly two batches of beer a week (about 500 gallons of beer). They produce about 1,400 barrels of beer a year (about 43,400 gallons). The annual production capacity of the brewery is about 2,000 barrels, according to Manning. The brewery sold growlers when they first opened, before they began to bottle. Growlers are half gallon to gallon size bottles that are filled with beer from the tap at a brewery for patrons to take home. The growlers did not work out, since they do not allow much life for the beer once they are tapped and opened. Bottling was much better for the brewery because patrons could take bottles home to drink at their leisure. Bottles can also be sold at retail outlets where growlers cannot. Once a brewery starts bottling, it usually discontinues growlers. The brewery bought a used labeler: the green one (Royal Tandum), to label their new bottles.

---

<sup>82</sup> Ibid.

<sup>83</sup> Springfield Brewing Company web site.

Incidentally, it is the same labeler that Ken Grossman used earlier at Sierra Nevada Brewing Company. Manning said that when Grossman was visiting Springfield Brewing Company, he recognized the labeler as his former unit. The green color of the labeler is the same green as on the Sierra Pale Ale label. With this bottler, the brewery can bottle for the local community's consumption. They do not distribute outside of the Springfield area. Mueller brand beer is only sold by bottle in local stores and at the brewery. Kegs are available for parties on order, and there is currently only one draft account for Mueller beer outside of the taps at the brewpub, this is at the Hemmingway's Restaurant at the Bass Pro Shop. Since the brewery opened in 1997, revenue from its beer sales has grown by four to five percent annually.<sup>84</sup>

In the 1990's, the Springfield Brewing Company was the first major business to open west of Campbell Avenue in the old downtown of Springfield, Missouri. The SBC has proved to be an important turning point for the economic growth and revitalization of the downtown area. Since the late 90's, there have been many more businesses, loft developments, retail stores and restoration projects in the old downtown. In 1998 Springfield voters decided to transform the downtown, approving a hotel-motel tax that pumped millions of dollars into this revitalization process.<sup>85</sup> This vote to put money into the old downtown came a year after the Springfield Brewing Company had emerged as a leader in this endeavor. The Springfield community, through the arts and through its rediscovering of old Springfield and its heritage, is rebuilding and revamping the downtown. Springfield Brewing Company has played a large economic role downtown.

---

<sup>84</sup> Manning.

<sup>85</sup> *Springfield News-Leader*, 2 April 2004.

It is a major business known in the city and draws people from all over the community to the newly revitalized downtown.

Just a few blocks east of the Springfield Brewing Company, another brewpub opened its doors in 2006. Hickok's Steakhouse and Brewery provides a quaint atmosphere in an old historic brick building. Dave Lamb is the head brewer at Hickok's. After Ebbett's Field shut down and Nick Russo sold the business in 1999, Lamb had gone to work for Glazer Distributing. Glazer is the largest beer and wine distributor in Missouri and a major player in the Midwest. From 1999 to 2005, Lamb distributed craft beers to the Ozarks from many large, regional microbreweries and brewpubs including Rogue from Oregon; Bell's from Kalamazoo, Michigan; Goose Island from Chicago; Sierra Nevada Brewing; Flying Dog; Capital; and Portland/Pyramid Brewing. While Lamb was working at Glazer, he was asked, in 2005, about helping the upstart business of a steak house and brewery combination. Not sure he wanted to get back into the brewery business, Lamb tried to convey to the owners of Hickok's the immense amount of capital and work that would go into making a brew house successful in this third decade of the microbrewery revolution. He made the point saying,

It is not enough to set up a brewery, open the doors, pour any beer that you want and expect patrons to flood through the doors and drink your product. Beer tasters have a more refined palate today and are more familiar with particular beer tastes. It is important to put time, care and money into a brewery that will make it able to produce a product which will draw the avid beer drinker.<sup>86</sup>

Lamb eventually decided to accept the job and carried some of his long time recipes over to Hickok's. For example, the Copperhead IPA was formerly the O'Malleys beer at Ebbett's Field. Lamb, like many brewers in the brewpub revolution, uses American Cascade hops (and other northwest varieties), and lots of them, in his Pale

---

<sup>86</sup> Lamb.

Ales. These fragrant and spicy hops have been a staple element for the industry, which have catapulted Pale Ales to the forefront of the new American beer experience. Lamb has refined his taste and moved to brewing Belgium style ales (complex beers that usually don't have an overly hoppy taste), which he continually tweaks in his signature beer: Calamity Blonde Ale. He brews the Calamity Blonde with Belgium yeast strains at about 7.5 % alcohol. He keeps the Copperhead IPA around 6.5% alcohol with a big hop taste. Hickok's brewery has the capacity to brew about 1,000 barrels per year; but is currently producing about 250-300 barrels. This number was growing as the brewery finished its second year of production.<sup>87</sup> In the fall of 2007, *417 Magazine* rated his Oktoberfest beer the number two fall seasonal of Missouri microbreweries and brewpubs.

Dave Lamb is experiencing the crunch of a problem which now concerns most American brewers, the shortage of hop producers in North America. American hops have been a defining staple in the brewpub renaissance, both with taste and aroma. Most of the hop suppliers (from the Wholesale Hop Sellers) grow their hops in Oregon, Washington state, and British Columbia, Canada (a region similar in climate to German and Czech growing regions where the significant use of hops originated from). Lamb discussed this issue stating, "Brewers are in a crunch today. If a brewer does not have a two or three year contract with a hop supplier, it may be very difficult to order a small supply for a special batch or if you are running short. It is also difficult to buy hops from other brewers since their supply is tight as well. This is difficult because it raises the price, but more importantly makes it difficult for small brewers to stay alive in the industry."<sup>88</sup>

---

<sup>87</sup> Lamb.

<sup>88</sup> Ibid.

Dave Lamb has played a diverse roll in the Springfield brewing community. He not only is, and has been, a brewer at various establishments in the city, he also has been a small contract and private-label brewer. Lamb has done some contract brewing over the years and now brews for a new pub in town called the Twilight. Private label brewing is when a brewer allows other venues to put their own label on a beer they have brewed. Lamb supplies private label brewing for his old partner at Ebbett's, Nick Russo, for some beers at his new establishment downtown called St. Michael's Schoolyard. He also brews some beers for Galloway Station and Schultz & Dooley's. Dave Lamb is a brewing forefather in Springfield, having supported the brewing industry in many capacities over the past three decades. He has been an influential craft brewer in Springfield, brewing and educating the community on the diversity in beer styles and exuding a passion for brewing for his local community.

Although Springfield is in the heart of the Missouri Ozarks, it is not the only town that has local brewing activity. About thirty miles southwest of Springfield, Bootleggers Restaurant and Brewery is an important business in Aurora, a town with a population around 7,000. This little cattle and grain town flourished in the early 20<sup>th</sup> century, but, like many small Midwestern towns, it has seen a decline in population and in activity along its main street. As other towns in the area like Monett and Mount Vernon began to develop more industry, Aurora lost some of its appeal, and many businesses on its main street shut down. Instead of supporting the local five and dime stores, residents could easily drive to a larger town and have access to more options for shopping. However, during the last ten years Aurora has seen a slow, but steady increase in its economic life,

due in part to the opening of new businesses at the intersection of Madison Street and Highway 265.

Bootleggers Restaurant and Brewery was a vision in the making for years. It opened its doors in 1998 under co-owner and head brewer Shawn Briggs. Briggs was an exchange student in Sweden (which is part of his heritage) and started college in New York before he transferred to Oregon State University, where he attended classes for a couple of years, then lost interest in college all together. His loss of interest in school resulted largely from his growing interest in home brewing. Oregon and the greater Northwest has been a hotbed for brewers for the past few decades. Briggs home brewed a lot of beer in the early 1990's with his friends and carried that fervor back to Missouri. On his return, Briggs bought into his parent's new business, Briggs Restaurant and Lounge, across the street from the present day Bootleggers. Briggs Restaurant and Lounge operated from 1993 until 1998, when Briggs and his father bought the old Aurora Bank building and turned it into Bootleggers Restaurant and Brewery.

The old Aurora Bank is a historic icon in Aurora and the surrounding area. The three story brick building was built in the 1880's and operated as a bank from 1888 until 1965. The building then housed different offices, including the Aurora school board offices for a time, until the Briggs family bought it in 1995.<sup>89</sup> They planned to restore the building and put a brewery inside. The old bank had the perfect spot for the brewing equipment, the vault. The restoration and clean up of the bank took a couple of years. A fire in the building in 1963 had left a lot of damage. Briggs restored much of the building himself, including the ceiling tiles. He re-established the original late 19<sup>th</sup> century

---

<sup>89</sup> Shawn Briggs, Bootleggers Restaurant – Brewery, interviewed by author, written notes, Aurora, MO, 28 February 2008.

esthetics of the building in the renovation of the restaurant. Bootleggers has memorabilia on its walls from the old bank: pictures of the inside and outside of the bank through the 19<sup>th</sup> and 20<sup>th</sup> centuries, old bank notes that are displayed in photo frames and under layers of clear coat on tables, the recreation of bank teller booth at the front door, and the focal point of the brewpub, the bank vault, which houses the brewing equipment.<sup>90</sup>

The restoration of the building was not the only hurdle Briggs had to overcome. Some townspeople were concerned about the idea of a brewery coming to Aurora. At city hall meetings Briggs had to defend his brewpub proposal to local church representatives and other socially conservative individuals who thought it was the wrong direction for the community. Briggs said, “People were just unsure what this restaurant-brewery was going to be about. I had plenty of people who spoke up for me on the issue, and it seems that after ten years of being in business here, people are ok with the idea now that they see how it has worked out for the city.”<sup>91</sup>

Once he had acquired all the necessary licenses, Briggs needed brewing equipment. Since home brewing had always been his forte, and since he had only a small space inside the bank vault for brewing, he came to a logical decision: use big-sized home brew equipment. Briggs said, “Instead of going way into debt early on in the business and taking huge risks with purchasing massive brew equipment, I decided to go with what I knew best and was most familiar to me.”<sup>92</sup> Briggs found a North Carolina company which made large sized home brewing kits. Briggs purchased the stainless metal brew kettle and fermentation tanks for \$16,700. He paid off the equipment in the first year from beer revenues. The full capacity of his operation is ten barrels a week (20

---

<sup>90</sup> Briggs.

<sup>91</sup> Ibid.

<sup>92</sup> Ibid.

kegs), although he does not brew that much. He said that his brewing volume has steadily increased about 6% annually over the ten years the brewpub has been open. “As people become more familiar with the concept of brewing and less afraid of locally brewed beer, they are more apt to try one of my beers.”<sup>93</sup> His total volume for the year 2007 was 100 barrels (200 kegs). Briggs kegs his beer after fermentation and stores the kegs in a refrigerated room underneath the vault. The taps at the bar are pulled directly from these kegs under the vault.

Bootleggers Restaurant and Brewery only brews ales. Briggs does not brew lagers because of the time and temperature needed for them. To stock his “large scale home brewing operation,” he buys his brewing ingredients locally in Ozark, Missouri, from the Home Brewery Store. Briggs focuses his attention on Wheat beers. He also brews a Pale Ale, a Raspberry version of his Unfiltered Wheat beer, and his Stout (to which he adds a 20 pound bag of cracked barley). Briggs likes to blend some of his beers. Most of his beers range between 5% and 7% alcohol “by weight.”<sup>94</sup>

Bootleggers led the way for other business owners to move into downtown Aurora, which has helped improve the economic vitality of the town. Mike Scott bought and restored the building diagonal to Bootleggers, where he runs his photography studio. Other specialty boutiques have opened up on the main street, which has brought more foot traffic and out-of-town business to Aurora. Briggs and his Bootleggers brewery have been a significant addition to Aurora, both economically and socially. This small town has a new place to experience locally brewed beer and the brewery has helped encourage other entrepreneurs to come to Aurora and revive business in this small town.

---

<sup>93</sup> Briggs.

<sup>94</sup> Ibid.



Another chapter in the microbrewery revival in the Ozarks occurred in O'Fallon, Missouri, (a Northwest suburb of St. Louis in St. Charles County), where Tony and Fran Caradonna opened the O'Fallon Brewery in March of 2000. Like most of the brewers in this study, Tony Caradonna developed a passion for beer early. He started his brewing journey by going to the Anheuser-Busch tasting room in St. Louis with his high school friends. After high school, he took a job at Anheuser-Busch as a tour guide. This was a dream job for him. Caradonna eventually bought and ran two bars in the St. Louis area. Shortly thereafter, in the early 1990's, he started his own distribution business which he ran out of his van. Caradonna was the first to distribute beer for the Saint Louis Brewery (Schlafly Brand beers). Caradonna then secured the distribution contract for Pete's Wicked Beer, brewed by a huge regional brewery in California. This was a major score for Caradonna and it eventually stimulated his and his wife's desire to open their own craft brewery. In 1999 they bought a warehouse building in O'Fallon's industrial park area, just off interstate 70, which would become the O'Fallon Brewery. They brewed their first batch of beer there in 2000. Since he was good friends with the people at Schlafly Brewery (arguably the first brewpub in St. Louis in this new era of microbreweries and brewpubs), Caradonna put his brewery in a St. Louis suburb where he would not compete with Schlafly. He wanted to add to what Schlafly had been doing for nearly a decade, not directly compete with it.<sup>95</sup>

Since brewing was new for the Caradonnas, they researched brewing systems and decided to buy from Newlands, which is located in Vancouver, British Columbia.

---

<sup>95</sup> Brian Owens, O'Fallon Brewery, interviewed by author, written notes and audio recording, O'Fallon, MO, 1 March 2008.

Newlands' representatives came down to O'Fallon to set up the brew system. They showed Caradonna how the system worked and taught him "brewing 101," by brewing a few batches together with Caradonna, and then left him on his own. The first beer he brewed, which would become one of the four flagship beers of the brewery, was the O'Fallon Gold. This was the only beer that Tony and Fran brewed that first year of production. They focused their skills on refining this beer. The fact that it was an ale, not a lager, gave O'Fallon a chance to market a clean looking "gold" beer to their patrons that differed from the lager taste of Anheuser-Busch. O'Fallon Brewery is a microbrewery, which does not serve beer on the premises except for small samples in their tasting room during brewery tours. For the first six months, the beer was only available on draught. O'Fallon produced a couple hundred barrels that first year, which it distributed to some local pubs. They then started bottling and used 22 ounce bombers (tall glass bottles) to put the O'Fallon Gold on store shelves.

Soon Caradonna realized that, if the brewery was going to increase production volume and diversity of beer, he needed help with the brewing. He advertised for a brewer. Meanwhile, Brian Owens had just finished his undergraduate marketing degree at the University of Missouri, St. Louis, and was managing a local liquor store. While Caradonna was distributing O'Fallon Gold to stores, he met Brian Owens. He mentioned to Owens that a brewer position was opening up at his brewery. Owens knew this was the job for him. At this point, Owens had been home brewing for about two years. Owens applied for the position at O'Fallon Brewery, competing with others who had brewing degrees and previous experience. Against these odds, he got the job. Caradonna hired him because of Owens's raw passion and determination to make great beer. He also saw the

willingness of Owens to learn and grow along with this new brewery. Owens started brewing at O’Fallon in January of 2002. On his first day at the brewery, he followed Caradonna around while he brewed a batch of O’Fallon Gold. The second day Owens took the lead in brewing a batch while Caradonna mentored and assisted him. Owens produced the third batch alone. It was trial by fire, and he has been the head brewer at O’Fallon ever since.<sup>96</sup>

The O’Fallon Brewery brews only ales. They buy their grain from Briess Grain Company of Wisconsin. They use one strain of yeast in their beer. It is a German Kolsch ale yeast. Owens says, “I can achieve lager characteristics in my ales using this yeast if it is brewed and fermented at colder temperatures.”<sup>97</sup> O’Fallon Brewery has the capacity to brew about 5,000 barrels of beer a year and brewed about 2,700 barrels in 2007. Owens hopes to bring that up to about the 4,000 barrel mark in 2008. Owens has two other brewers that work with him, Dave Johnson and Charlie Burger. They brew about five to six days a week. They brew up to 1,500 gallons a day. O’Fallon beers are not pasteurized, giving them a full, enlarged taste, which is a signature of most microbrewery beer. O’Fallon bottled beer is *kraeusen*, which in German means *crown*, referring to the maturation process that a beer goes through once bottled. This is called “bottle-conditioning.” Bottle-conditioning occurs when the unfermented *wort* in the finished beer helps develop carbonation in the bottle.<sup>98</sup> This practice is common in a lot of bottled beer produced by microbreweries and brewpubs in the United States.

O’Fallon Brewery has developed more signature beers since Brian Owens joined the brewery. They have added to their original Gold: Wheat, Smoked Porter, 5-day IPA

---

<sup>96</sup> Owens.

<sup>97</sup> Ibid.

<sup>98</sup> Kallen, 346.

and many seasonals including Cherry/Chocolate in the winter, Blackberry Scottish for the spring, Wheach (peach wheat) for the summer, and Pumpkin in the fall. Fran Caradonna writes on the O’Fallon website “[Our] 15-barrel brew house produces small batches of beer that take about two weeks from brew-day to packaging-day and makes around 200 cases or 30 kegs. We hand-fill our 50 liter and 1/6 bbl kegs and hand-pack each case of 12 ounce bottles in four six packs.”<sup>99</sup> Since O’Fallon is a microbrewery only and not a brewpub, they depend on sales of bottled beer and kegs. They are currently distributing their beers in the St. Louis metro area, around Missouri, in Colorado, Illinois, Indiana, Iowa, Kansas, Kentucky, Michigan and Wisconsin. Brian Owens says that the hardest part of the operation is finding tap space at local and regional bars.

The big breweries buy up a lot of the draft spots at the bars and have long standing accounts with them. It is difficult to edge them out or to have the bar create new space for our taps. We are also conscious about not trying to bump other smaller local breweries for tap space. We are in this together, yet we have to expand our market as well.<sup>100</sup>

O’Fallon has also done some contract brewing in the past and is currently engaged in private label brewing for local pubs. They brew the House Ale, Irish Red, for McGurks Irish Pub in O’Fallon.<sup>101</sup> At the Great American Beer Festival in Colorado, “The O’Fallon Unfiltered Wheat took the Bronze in 2005; and O’Fallon Smoked Porter won a Gold Medal in 2004.”<sup>102</sup> O’Fallon has made and is continuing to make its mark on the microbrewing industry in the Ozarks and the region surrounding. They seek to

---

<sup>99</sup> O’Fallon Brewery Web Site, [www.ofallonbrewery.com](http://www.ofallonbrewery.com), Fran Caradonna. (accessed January 26, 2008).

<sup>100</sup> Owens.

<sup>101</sup> Ibid.

<sup>102</sup> Fran Caradonna.

educate the drinking public on the diverse variety of ales available from the local brewery.

A brewery could also play an important role in a more firmly established community as Flat Branch Brewpub did in Columbia, Missouri, a vibrant urban community with the university as the center of its life and activity. Home to over 84,000 people, Columbia is a college town that has not lacked bars and pubs. The Flat Branch Brewery is a relatively small brewery that offers a large and diverse selection of ales and lagers. The brewpub draws university students and faculty, alumni, and others looking for good food and great beer.

Flat Branch opened in April of 1994 in the historic downtown section of Columbia. Nearby Flat Branch Creek, was the water source for early settlers in this area, and the town of Columbia developed around it. The brick building with a curved, barrel-trussed roof that houses the brewery dates to the 1920's. Its early 20<sup>th</sup> century industrial feel is enhanced by the earth toned colors inside. The building once housed a Studebaker car dealership and later was the home to a Buick and Oldsmobile dealership. It was also a cabinet-making carpentry shop.

According to its owners, Flat Branch Brewpub is the first brewery in Columbia since the 1841.<sup>103</sup> The owner and founder, Tom Smith, has operated the brewpub for fourteen years. Flat Branch has had three brewers since its opening in 1994. The first was Marty Gallaway, who brewed at Flat Branch for about a year when Paul Hoffman replaced him. Hoffman brewed at Flat Branch for about eight years. He was instrumental in establishing the brewery's place in the community, drawing many craft beer drinkers to the establishment. The third and current head brewer is Larry Goodwin.

---

<sup>103</sup> Flat Branch Pub & Brewing Web Site, [www.flatbranch.com](http://www.flatbranch.com), (accessed January 26, 2008).

A long and interesting journey brought Goodwin to Flat Branch in January of 2003. He began home brewing in the mid 1980's while he was living in Houston, Texas, working for an oil field service company called Schlumberger. He grew tired of this job, so he and his wife moved to California, where he took a job at an electronics firm. Still home brewing at this time, he was interested in going back to college and working towards a science degree and a change of occupation. Goodwin then decided he wanted to attend brewing school and secured a spot in the brewers program at the University of California- Davis. In 1999, he graduated from the brewing school and took his first brewing job in Columbus, Nebraska, where he assumed the position of head brewer at the Gottberg Brewery.<sup>104</sup> Goodwin had free reign to brew beer as he wished and he experimented with a lot of styles, specifically with lager beer. He said he brewed a corn-based lager to market to the Nebraska University crowd as the "Cornhusker". But Nebraska University and the community did not want anything related to beer associated with their pride and joy, so he renamed the beer. Goodwin said that among the English Brown Ale, Hefe Weissen, Pale Ale, various lagers, Bocks, and Oktoberfest beers the Hefe Weissen was the most popular beer at Gottberg. The 'Hefe' is a summer German-style unfiltered wheat beer known for the certain yeast strain which can add tastes of clove and banana. This beer is extremely popular in the Munich beer gardens. The Germans also brew a dark version of this beer called Dunkel Weissen. *Dunkel* means dark in German. The main difference is the darker malt roast used in the process. Dunkel is also a common lager beer that contains the darker malt, but brewed with lager yeast. Goodwin, wanting a change of pace in a larger town, accepted the head brewer job at the

---

<sup>104</sup> Larry Goodwin, Flat Branch Pub & Brewing, interviewed by author, written notes and audio recording, Columbia, MO, 5 March 2008.

Flat Branch Brewery in January of 2003. He was excited to go to a university town which had an appreciation for craft ales and lagers, where he was certain more beer would be sold and appreciated. The job would prove a challenge though, because the brewing system at Flat Branch was not the large, automated system he was accustomed to at Gottberg. He would have to brew twice as many batches in the smaller brew kettle to keep the standard twelve beers on tap at Flat Branch.<sup>105</sup> The system has Open Fermenters which is not very common in the brew community. “The English used Open Fermenters,” said Goodwin. Open Fermenters give the yeast a chance to ferment differently. “It could enhance the taste of the beer depending on how the brewer uses it” says Goodwin. “They cannot hold Co2, so they have to be moved to a conditioning vessel which creates an extra step in the process.”<sup>106</sup> Four years ago, Goodwin took on an assistant, Kyle Butusov, who continues to work with him today. Butusov was a hired hand at the brewery, on the restaurant side, who became interested in the brewing process. He has been a great asset to Goodwin in the brew house.

The Flat Branch Brewery offers a large diversity of beer on tap. Goodwin brews mostly ales but likes to have one or two lagers ready to serve. According to Goodwin, there were six or seven core beers that were mainstays at Flat Branch when he began brewing at there. Slowly, he has added to that list, and has been able to tweak the recipes to fit his taste and style of brewing. Goodwin is not a “big beer” brewer. This means that he is not interested in brewing beers with extremely high alcohol content, as many of the craft brewers are doing today. Occasionally, Goodwin will brew a batch of Barley Wine, which ranges between 9% and 10% alcohol; or an Imperial Stout (traditionally made for

---

<sup>105</sup> Goodwin.

<sup>106</sup> Ibid.

the Russian Czars), which ranges from 8% to 10% alcohol. Yet, Goodwin believes that the art of making a great tasting beer is to use less ingredients to achieve the same great tastes and flavors that are in the “big beers,” but without the high alcohol content.

“Brewers brewing at 4% alcohol or under, tell in so many ways that their particular beer is a skillfully and well made product. If they can take half the malt and half the hops and brew it in such a way as to extract all the great flavors and aroma that those ingredients have to offer, then in my opinion, this is a sign of a great brewer. A beer that is made at 4% alcohol but tastes like it has 6% is a good beer,”<sup>107</sup> said Goodwin. As for the flavor and aroma in his beers, he particularly likes to brew with English hops in his India Pale Ale and in his ESB (extra special bitter, an English style, hoppy ale). He uses various European hop blends for his Hefe Weissen, North American Cascade hops in his Katy Trail American Pale Ale, Sterling Golding and Hallertau hops in his German-Czech style pilsners and lagers.

The Flat Branch Brewery has the capacity to brew about 2000 barrels a year. Brewing about three, sometimes four times a week, they produce around 1,200 barrels of beer a year for consumption at the brewery. They do keg for private party use but not for draught accounts and they do not bottle. They do, however, sell a high volume of growlers to the local community. Flat Branch sells anywhere from 700 to 800 growlers per month (many of these are refills from regulars who bring their growler back in over and over for a discounted price). Since January of 2003 when Goodwin began brewing, beer sales have grown annually from 20% to 25%. Flat Branch continues to be a local favorite of University of Missouri students and families in the community. Alumni come

---

<sup>107</sup> Goodwin.



back to town and book large parties at the brewery.<sup>108</sup> The Flat Branch Brewpub has had an important impact on craft brewing in the Ozarks. This brewery exemplifies the diversity of ales and lagers as well as maintaining a positive and energetic relationship with Columbia and surrounding communities.

The Hog Haus Brewing Company in downtown Fayetteville, Arkansas, demonstrates that the microbrewery renaissance has also extended into that state. In 1994, John Gilliam and family founded the first brewery at the site, The Ozark Brewing Company. The Gilliam family had been accountants for the Walton family (of Wal-Mart and Sam's Club). They were wealthy and had money to remodel the entire building from top to bottom.<sup>109</sup> Inside, the feel is very much like an English tavern. High ceilings with large wooden beams framing the entire interior give it a very dated feel. Lighter wood with restored brick, and glass windows showcase the vertical brewery.

The Ozark Brewing Company went out of business and (according to the city) was in danger of being bought by a national brewery chain. However, the city council wanted the building and business to remain under local ownership. They successfully appealed to Kari Larson and Julie Sill, co-owners of a successful local coffee house named Common Grounds, just a few doors away. Larson and Sill bought and reopened the brewery as the Hog Haus Brewing Company (Hog for the University of Arkansas' mascot the razorback Hog; and Haus, which is German for house).

This brewery has become a landmark in the city and is the only operating brewery in Northwest Arkansas. Brewhouses have always been sparse in Arkansas.<sup>110</sup> According

---

<sup>108</sup> Ibid.

<sup>109</sup> Steven Mazylewski, Hog Haus Brewing Company, interviewed by author, written notes and audio recording, Fayetteville, AR, 6 March 2008.

<sup>110</sup> Ibid.

to Donald Bull, Manfred Friedrich, and Robert Gottschalk in their book *American Breweries*, Arkansas had only had four breweries before the Ozark Mountain Brewing Company opened in 1994.<sup>111</sup> Since the mid-eighties, a handful of breweries have sprung up in other parts of the state (mostly in Little Rock). The Hog Haus Brewing Company was thus in relatively new territory, and has established the beginnings of a great brewing tradition in Northwest Arkansas and in the Ozarks region.

The latest brew master at the Hog Haus is Steve Mazylewski. Typically he had a desire to become a brewer from an early age. Mazylewski was raised in the Chicago area. His father was a school teacher who kept a collection of over 4,000 beer cans in his basement along with other kinds of *breweriana* (beer memorabilia). On their school breaks and summer vacations, the Mazylewski family would travel around Wisconsin and the Lake Michigan region touring breweries such as Schlitz, Pabst, Blatz, Miller, Hamm's, New Ulm, August Schell and Walters. At Walters Brewing Company in Eau Claire, Wisconsin, Mazylewski had his first experience with a brew master when he was only seven. While his family was touring the brewery, the brew master realized he needed to add a bucket of hops to the brew kettle. He asked Steve to climb up and dump the hops into the *wort* while he held on to him. This moment would stick in Steve's mind and drive him towards his life ambition in the brewing industry. After high school, Mazylewski attended Morton College in Cicero, Illinois, where he concentrated on the sciences and chemistry, knowing that he was headed for the brewing field. On his twenty-first birthday, Mazylewski, his girlfriend at the time, and his parents visited a new brewery in Berwyn, Illinois, (a suburb of Chicago) called Weinkeller. The brewery, opened in 1988, was the first brewpub in the Chicago suburbs since prohibition. During

---

<sup>111</sup> Bull, 15.

the tour, the owner and brewer Udo Harttung (rough spoken German guy with a thick accent according to Mazylewski) mentioned that he was looking to hire an assistant because the brewing volume was growing and the operation was expanding. Mazylewski pulled Harttung aside after the tour and mentioned that he had wanted to get involved in brewing and would like to apply for the job. In July of 1989, four days after his twenty-first birthday, Mazylewski became an assistant apprentice for the brewer at Weinkeller Brewing Company.<sup>112</sup>

Steve Mazylewski worked for Harttung and his breweries over the next decade. In 1995, he became head brewer of three brewpubs in the Chicago area under the Weinkeller name. During this time, he also ran a home brew supply store. While working for Harttung, Mazylewski saved money in order to attend Siebel Institute of Technology. Siebel is the main brewing school in the Midwest and has been educating brewers since 1871. Unfortunately, his job with Weinkeller never allowed the time to attend Siebel. Instead, Mazylewski learned through trial and error. When one of the breweries he ran burned down in the late 1990's and another in downtown Chicago closed after an armed robbery incident, Mazylewski moved to O'Grady's Irish Brewpub in Arlington Heights, Illinois. There he was head brewer for six months until the business declared bankruptcy and closed its doors.

In the spring of 2001, Mazylewski became head brewer at the Firehouse Brewing Company in the small farm town of Morris, Illinois, south of Chicago. Mazylewski left this job when a friend won the lottery and hired him as head brewer for a new microbrewery called the Wild Onion Brewing Company that he opened in Lake Barrington, Illinois. The brewery was built on large acreage with a lake and a lavish beer

---

<sup>112</sup> Mazylewski.

garden area. Wild Onion Brewing Company bought a brew system from Zip City Brewing in New York City, which had gone out of business and was selling unique brew equipment, a system built by Salm Brau, in Vienna, Austria. This was a premiere brewing system that specialized in lager brewing (Vienna is at the center of the lager style beer region). Steve Mazylewski went to Vienna to learn how to brew on this system and to acquire recipes to use at what was now called the Onion Pub and Brewery.

From 2004 through 2007, while head brew master at the Onion, Mazylewski was also president of the Illinois Brewing Guild. In May of 2007, the brewery began making plans to add a bottling line, but unexpectedly the owners decided to close the brewery and run only the restaurant. Once again Steve Mazylewski sent out his resume hoping to land another brewing job.<sup>113</sup>

Meanwhile in the Ozarks the owners of the Hog Haus Brewing Company in Fayetteville were looking for a new brew master, since their current brewer planned to leave. They hired Mazylewski, who began working at the Hog Haus in August of 2007. Mazylewski realized immediately that there was something funky in the beer at the Hog Haus. After testing the serving lines and hoses used in the brewery, he found there were significant problems with cleanliness. The old beer hoses were compromising the taste and quality of the beer. Mazylewski had to dump two batches of beer to remove impurities from being transferred. “Now we are turning the operation around and giving the people of Fayetteville local beer they can enjoy and be proud of. This has changed the whole situation tremendously. Bad beer is not good for business and bad overall for the craft beer industry,”<sup>114</sup> said Mazylewski.

---

<sup>113</sup> Mazylewski.

<sup>114</sup> Ibid.

The brew system at Hog Haus Brewing Company is a copper brew kettle unit built by Vendome: Copper and Brass Works Inc. in Louisville, Kentucky. They are in the distilling system business and are one of the world's leading producers of fuel alcohol plants systems. Vendome makes units for ethanol, pharmaceutical and fuel plants, as well as for breweries, liquor distilleries and wineries. The Hog Haus brew unit is unique. It is the only 10 barrel, solid copper kettle brew system in the United States built by Vendome. In this brew kettle, Steve Mazylewski uses German, French, English and Belgium malts from Cargill Company in Minnesota.

The Hog Haus only brewed ales when Mazylewski came to the brewery, but his tenure has brought lagers to the Hog Haus. The Hog Haus Brewing Company produces around 700 to 900 barrels a year. Mazylewski brews about two times a week, three on a busy week. The brew system has the capacity of around 1,200 barrels a year. Hog Haus does not bottle their beer or keg it for other bars to serve. All their beer sales come from tap at the brewery, and the large amount of growlers that they sell, especially on Sunday. Coming from Chicago, Mazylewski was amazed by the dry laws in Arkansas. In Fayetteville (among other cities and counties across Arkansas), it was not legal to buy beer in bottles or cans on Sunday. On Sundays people could take home beer only in growlers. Having the corner on this market has been a great advantage for the Hog Haus Brewing Company.<sup>115</sup>

Steve Mazylewski has continued to brew the flagship beers of the Hog Haus, adding his own signature to them. The beers brewed at the Hog Haus include a great variety of ales and lagers,

---

<sup>115</sup> Mazylewski.

Curly Tail Ale is brewed light using Vienna malt and imported Tettnang hops. This is their lightest beer. The British India Pale Ale (5% alcohol) is a deep copper colored IPA. It is initially dominated by the hop bitterness and aromas and is followed by a malty sweetness with a long, crisp and fragrant aftertaste. A new light, wheat style ale is the Saison (means 'season' in French and developed from the southern region of Belgium). Its yeast's lemony characteristics lift the subtle cherry flavor for a delicious bright taste. The 'tang' comes from the Tettnang German Noble hops. The Java Porter's taste is a mixture of the pale ale in the hoppiness and brown ale for the nutty, malty flavor. The Java aspect is from the Common Grounds coffee house which is also run by the owners of the Hog Haus. Rounding out the spectrum of beers at the Hog Haus is the Piper's Pilsner. This pilsner (5% alcohol) is golden in color with a white frothy head, medium bodied with a malty residual sweetness.<sup>116</sup>

According to Mazylewski, "It is the patrons from the community, along with good beer, that make the success of a local brewpub." Steve Mazylewski is definitely a brewer "of the people."<sup>117</sup> He loves to be out at the bar talking with customers, chatting about the beer and helping people feel comfortable and knowledgeable about what they are drinking. The Hog Haus Brewing Company provides variety and expands knowledge and appreciation of beer. This brewpub also definitely has helped the economic development and expansion of this Ozarks university town. It, with other businesses that have started in the old downtown of Fayetteville in the past decade, provides a firm foundation to the economic revitalization of the downtown.

Back to the gateway region to the Ozarks, The Trailhead Brewing Company in St. Charles, Missouri, is a thriving brewpub in a historic community northwest of St. Louis. Bob Kirkwood opened the brewery in 1995 near the site where Lewis and Clark began their exploration of the Louisiana Purchase territory. This is also one of the "trailheads" which mark the eastern Missouri entrance to the Katy Trail (an old railroad route now used for biking and walking across central Missouri). Trailhead brewpub occupies the

---

<sup>116</sup> Hog Haus Brewing Company web site. [www.hoghaus/index.html](http://www.hoghaus/index.html), (accessed January 26, 2008).

<sup>117</sup> Mazylewski.

renovated Old Grist Mill in historic St. Charles. The *St. Louis Post-Dispatch* wrote on the new brewery in March of 2004:

Less than one year ago, the Missouri River found its way into the historic Grist Mill [referring to the flood of 2003], but if a local restaurateur has his way, that same river soon will provide a panoramic view for a new restaurant, patio and microbrewery on that site. Bob Kirkwood, owner of Lewis and Clark's, wants the old Grist Mill at the corner of Main Street and Booneslick Road, to become home to St. Charles' first microbrewery. It will be called Trailhead Brewing Co. . . 'The beer would be brewed on site using a technique that is centuries old,' Kirkwood said. 'Stout and several other varieties would be brewed. The beer also would be sold to take home [in growlers] but because it would contain no preservatives, it would have to be drunk within 48 hours'.<sup>118</sup>

The interior architecture of the brewpub makes the old building come alive and creates a landmark for visitors to old St. Charles. Its multi-level layout gives the patron interesting views into the brew house, the bar and the outside patios. An extensive glass-enclosed brewing facility on three levels allows visitors to the brewery to watch the brewers brew the beer that will be served on tap.<sup>119</sup> This brew house is similar in looks and set up to the Hog Haus Brewing Company. It has the same visual appeal to the visitor and challenges to the brewer. "Although the brew house looks interesting to the visitor at the brewpub, it is difficult to brew in because we are constantly moving up and down in the brew house during the process,"<sup>120</sup> said Dan Chivetta, one of the brewers at Trailhead. At the opening of the brewery, Bob Kirkwood told the *St. Louis Post-Dispatch*, "The microbrewery has been designed to draw customers into the process. The brewery will be in complete view. We are going to try to involve the customers in the brewing process.

---

<sup>118</sup> *St. Louis Post-Dispatch*: Something's Brewing at the Old Grist Mill: Restaurant with View, 16 March 1994 (accessed online 20 March 2008).

<sup>119</sup> Trailhead Brewing Company web site. [www.trailheadbrewing.com](http://www.trailheadbrewing.com), (accessed February 7, 2008).

<sup>120</sup> Dan Chivetta, Trailhead Brewing Company. Interviewed by author, email – phone and, written notes, St. Charles, MO, 12 March 2008.

We'll also be providing tours.”<sup>121</sup> Kirkwood spent millions of dollars to turn the old mill into a brewpub, including a couple million for the brew equipment.

Brewing at Trailhead Brewing Company began with Dr. John Witte, its first brewer. Witte comes from a German immigrant family who carried their wine making tradition from Mannheim, Germany, to the banks of the Missouri River in St. Charles. The family vineyard operated from the 1880's until 1914. Witte remembers stomping grapes as a child. Later, Witte attended the University of Missouri where he graduated with a doctorate in Veterinarian Medicine. During his college years, Witte started home brewing, using wine making equipment he had found in the family basement. His first few batches were bad, he says, but he kept at it. He moved to Springfield, Missouri, to practice at Brown Veterinarian clinic and there became more serious about his home brewing.<sup>122</sup> He was inspired by Boulevard's Irish Ale and some of the ales being made by local Springfield brewer, Dave Lamb at the White River Mining Company. “I remember having a Cherry Ale by Lamb that was very hoppy. I had never had anything like it. He served it with some cherries too. Being exposed to this kind of craft brew really got me excited about beer and about brewing,”<sup>123</sup> said Witte. By 1992, Witte was brewing all grain, five gallon batches of beer about once a month. In 1994 he moved back to St. Charles to decide what he wanted to do with his life. At a family gathering, he heard that Bob Kirkwood, who owned *Lewis and Clarks* restaurant, wanted to start a brewery. He contacted Kirkwood, and after three meetings, Kirkwood hired Witte as his head brewer. Kirkwood sent Witte to Siebel Brewing Institute in Chicago to solidify his understanding

---

<sup>121</sup> *St. Louis Post-Dispatch*: European Flavor Microbrewery, 15 March 1995 (accessed 20 March 2008).

<sup>122</sup> Dr. John Witte, Square One Brewery & Augusta Brewing Company. Interviewed by author with written notes, audio recording. St. Louis, MO, 30 March 2008.

<sup>123</sup> *Ibíd.*



of the craft beer industry. After his schooling and an internship at Goose Island Brewery, Witte was ready to brew. Trailhead opened in June of 1995, and Witte brewed there for eight and a half years. In 1998 Witte’s professional brewing experience was influenced by an exchange brewer, Wolfgang Tosch, from St. Charles’ sister city Ludwigsburg, Germany. Witte learned old German brewing styles from Tosch: “This was a great experience for both of us. I grew as a brewer and gained more appreciation for the German way of brewing, both in style and taste.”<sup>124</sup> Tosch worked at Trailhead for a year and a half. Dr. John Witte left Trailhead in 2002 and is now the head brewer for both the Augusta Brewing Company in Augusta, Missouri and the Square One Brewery in St. Louis, but still works as a consultant for the brewery.<sup>125</sup>

Currently there are three brewers at the Trailhead Brewing Company: Dan Chivetta, Shawn Herrin, and Jen Muckerman. Of the three, Muckerman has been there the longest. She came into the position from the kitchen at Trailhead. “One day Bob Kirkwood came into the kitchen and announced he needed a new person to help in the brew house. Muckerman stepped up and has been brewing ever since.”<sup>126</sup> According to Chivetta, she is the technical nuts and bolts of the brew house, “If something is broken, she knows why because it has happened before and she knows who to call to fix it. She is very useful to the brew house in this way. She has also brewed the mainstay house beers so many times that she knows them very well.”<sup>127</sup>

The second brewer, Shawn Herrin, went to school in Columbia, Missouri, and began exploring the world of beer when he became increasingly dissatisfied with the light

---

<sup>124</sup> Witte.

<sup>125</sup> Ibid.

<sup>126</sup> Ibid.

<sup>127</sup> Chivetta.

lager beers served at most college parties. Moving to the St. Louis area after dropping out of college, Herrin having had a fair amount of home brewing experience, began looking for brewing jobs. In February 2007, Trailhead hired him as they did Muckerman, with no formal brewing training. Herrin recently returned from Chicago where he attended Siebel Institute of Technology and acquired a brewing degree. Chivetta, describing Herrin says, “Shawn has much passion for beer and is a super brewer of skill unmatched. We are both beer dorks. We travel to sample different beers and have ‘tastings’ of our own all the time.”<sup>128</sup>

The third brewer at Trailhead is Dan Chivetta. He had spent a lot of time working in various types of restaurants. He enjoyed trying to pair food with beer rather than with wine, which he did not like. This led him to taste thousands of beers. Chivetta has traveled on “beer tours” seeking out unique, inspiring and obscure beers. He has a cellar full of “fine ales” (as he describes them) that he is aging, including some of the rarest beers in the world.<sup>129</sup> Dan Chivetta started his undergraduate studies at Lindenwood University in St. Charles, Missouri, majoring in English and literature. Quickly he realized that this was not for him. He moved to Chicago in 2007 to pursue a brewing degree at Siebel Institute of Technology. After he finished at the Institute, he continued his brewing studies in Germany at the Domens Academy. After he came back to the United States, Chivetta sent out resumes to breweries around the country, and Trailhead Brewing Company responded. Chivetta began brewing there in May of 2007. “I love

---

<sup>128</sup> Chivetta.

<sup>129</sup> Ibid.

beer, it's my life," says Chivetta. "Beer was my life and passion before I went to brewing school and became a brewer and it still is today."<sup>130</sup>

Trailhead Brewing Company sells their beer on tap at the brewpub and also bottles their beer for sale at the brewery. They have a small, three-head bottling machine which produces about fifteen cases a day, about one percent of their total beer production. Trailhead does not distribute their beer by bottle or keg outside of the brewery (except to Kirkwood's restaurant *Lewis and Clarks*). It sells a large volume of growlers at the bar, but its main avenue for beer sales are the taps at the brewery. Bob Kirkwood also donates kegs for local charity events.

Trailhead brews mostly ales, but also makes some seasonal lagers. Mainstay beers, continually on tap, give the visitor and local patrons a choice of a wide spectrum of ales. The flagship beer is the Trailblazer Blond Ale. This is a light, golden ale, which is smooth and not very hoppy. Trailblazer Blond Ale is their "cross over" beer that can help bring "mega beer" drinkers over to the craft brew world. The Riverboat Raspberry fruit beer is a light ale similar to the Blond Ale in body but with raspberry extract to provide a fruity taste. The "raspberry tartness and malt sweetness are reminiscent of this style's Belgian predecessors."<sup>131</sup> The Trailhead Red Amber Ale is the hoppiest of the mainstay beers at Trailhead. This ale has "hops used from the Pacific Northwest [which] produce this amber beer's smooth bitterness and aroma."<sup>132</sup> Their darker, maltier ales are the Missouri Brown Dark Ale and the Old Courthouse Stout. Trailhead considers the Stout their "richest and most flavorful selection." Some of the Brewer's Selection Seasonal Beers are the Pilsner, Honey Wheat, Quarter Bock and an Irish Red, as well as their

---

<sup>130</sup> Ibid.

<sup>131</sup> Trailhead Brewing Company web site.

<sup>132</sup> Ibid.

newest selection, the Smoked Scottish Ale. Chivetta calls the Smoked Scottish “pretty snazzy, probably my favorite beer at the brewery.”<sup>133</sup>

Microbreweries and brewpubs are not only in business to make beer but to make a profit at well. That sometimes can bring a conflict between the type of beer the brewers want to make and what patrons of a given brewery want. Chivetta says that the hoppy style beers like American Pale Ale, which he likes to brew, do not sell well:

Therefore we stick with the more mainstream styles. I would like to experiment more with the beers, take them outside the boundaries. Yet the ‘large hop beers’ don’t suit the drinkers we have here in St. Charles. I understand that this is a business, and this brewpub is in this industry to make money and keep the business going. I have to do what I can to put my flavor and signature on the beers the best I can. I make sure that the quality of our product is clean and excellent.<sup>134</sup>

Trailhead is an “all malt brewer.” They stick to the *Reinheitsgebot* law except with their Raspberry Beer and their Winter Lager, one of their seasonals. The Winter Lager uses a small amount of flaked rice in the process to provide a unique accent to the beer.

Last year Trailhead brewed 1,650 barrels of beer (about 51,150 gallons of beer). “This is a lot of beer, in fact for small brewpubs in Missouri, we brewed the highest volume of beer last year, not including Schlafly and the like, which are production facilities for mass distribution volume.”<sup>135</sup> The longest brew month at Trailhead, according to John Witte, was in the year 2000 when he brewed 210 barrels in one month. “We were up to producing 2,100 barrels, steadily increasing our volume of beer brewed from 1998-2000, but the events of September 11, 2001, really hurt sales. Trailhead has been slowly recovering since then.”<sup>136</sup> A batch of beer is about three hundred and ten gallons and costs about two hundred eighty-five dollars in material costs, including labor.

---

<sup>133</sup> Chivetta.

<sup>134</sup> Ibid.

<sup>135</sup> Ibid.

<sup>136</sup> Witte.

This produces about 124 pint size servings. At roughly four dollars a beer, the profit from beer at Trailhead is good.

According to Chivetta, a major obstacle today for his brewery is the hop shortage and the rising price of grain. “In the months ahead, getting ingredients is going to be an issue for everyone, even the ‘big guys’ maybe. Hops are scarce and grain has tripled in price sometimes. Lots of distributors and such are asking for payment in advance because the supply is getting tight. It is cutting the already slim profit margins for a lot of people.”<sup>137</sup> This hop shortage in the industry is making it difficult for Trailhead and other breweries due to the warehouse fire in Yakima Valley, Washington, last year. Almost all of the brewers have mentioned this fire. Rising fuel prices have also played a role in pushing up the prices for grain. Ethanol production has pushed many farmers away from growing traditional grains, instead there has been an increase in the growing of corn for bio fuels.

Trailhead Brewing Company has been good for St. Charles. The visitors and money that comes to St. Charles because of the business Trailhead does with the community has been important to the city. “Trailhead produces good revenue for the city and is a great attraction to those coming to historic Old Town St. Charles. The city council does not mess with us much, we are good for the community overall. We have a lot of regulars and a lot of visitors who come into town to shop and visit old Main Street. The Katy Trail helps as well.”<sup>138</sup> Overall, Trailhead has helped bring economic rejuvenation to this old river town. The brewpub, situated in the middle of the revitalizing project of Old St. Charles, has enhanced the amount of visitors and business, to the

---

<sup>137</sup> Chivetta.

<sup>138</sup> Ibid.

stature and revenue for the city of St. Charles. Trailhead has had a positive and lasting affect on St. Charles and the craft brew industry in the St. Louis metro area.

Two other breweries have also brought the microbrewery revival to the St. Louis region: Augusta Brewing Company and Square One Brewery. Augusta is in the rolling hills of the wine country outside of St. Louis, and Square One is in the city of St. Louis. Steve Neukomm is the owner of both breweries and Dr. John Witte, Trailhead's original brewer, is the head brewer for both breweries. In 1999 Steve Neukomm, a University of California - Davis brewing graduate, started brewing at Hartland Brewing Company, which brewed in a warehouse in Labadie, Missouri. A year later Neukomm bought the brewery and changed the name to Augusta Brewing Company. In 2001, he built a beer garden in Augusta, near the Katy Trail. The beer is still brewed in Labadie, Missouri, kegged, and then sent to the Augusta location for tapping.

Several articles in local publications have boosted the reputation of Augusta Brewing Company in the past few years. Pamela Lowney, a STLtoday.com staff writer wrote, "the idea of brewing in the shadow of A-B is an intimidating prospect – but Steve Neukomm . . . did it anyway. . . Located near the Augustan wineries on a hillside above the Katy Trail, the garden pulls in its share of out-of-towners in the process of 'passing by.' Once they spy this patch of paradise, folks just seem to forget where they meant to go."<sup>139</sup> In 2004, Jack Bippen of the Mississippi Valley Brewing News wrote of Augusta, "A great brew-pub has to have four essential elements: excellent beer; tasty food; a unique ambiance; and a friendly efficient staff. Augusta has all four."<sup>140</sup> The beer and the

---

<sup>139</sup> Pamela Lowney, [www.STLtoday.com](http://www.STLtoday.com) website. 5 May, 2002.

<sup>140</sup> Jack Bippen, *Mississippi Valley Brewing News*. June/July 2004, Vol. 2, No. 3.

atmosphere are really what make Augusta Brewing Company's beer garden a great experience for all.

Variety of beer is a staple of the craft brewing movement, and Augusta Brewing Company offers diversity for the beer enthusiast. The Tannhauser, a copper colored ale, is their main house ale. They consider it a "perfect Pale Ale." The Augusta Blonde Ale is a kolsch style ale that is patterned after those beers brewed in Cologne, Germany, to portray an ale version of the pilsner. Their Hyde Park Stout is a traditional Irish stout, very dark and malty, and "very drinkable." The Augusta Hefewizen is a hazy looking unfiltered wheat beer. The yeast used in this unfiltered ale is the special variety that puts out a clove and banana taste. A couple of their brewmaster special beers are the Scotch Ale and the Augusta Organic Lager. The Scotch Ale is a big beer that has a rich caramel and toffee fullness in the mouth, balanced by a mild hop finish. The Augusta Organic Lager is a copper-colored organic lager that is very malty bock beer, made with all organic malts for that sweet malt taste. Augusta also brews Rocket Root Beer at the beer garden.<sup>141</sup> This is a good kid's drink for families out to dinner or stopping while riding on the Katy Trail.

The Augusta brewery has enjoyed twenty to thirty percent annual growth since its opening in 2001. The total brewing capacity for the brewhouse is about 433 barrels. The brewery produced 348 barrels in 2007. Ninety percent of the beer brewed at the Labadie warehouse site is sold on draft at the beer garden in Augusta. Two of their beers, the Tannhauser and the Blonde are also on tap up the road from the Augusta beer garden at the Mt. Pleasant Winery. Some of the beer brewed at Augusta is served at Neukomm's other brewpub in St. Louis.

---

<sup>141</sup> August Brewing Company web site.

The Square One Brewery is an excellent example of how a small craft brewery can offer beer drinkers great variety, while it helps revitalize a faded downtown. Located in Lafayette Square, St. Louis, the building that houses the Square One Brewery at 1727 Park Avenue, has a long and rich history with St. Louis beer. The Lafayette Square area of St. Louis was plotted in 1836, one of the oldest neighborhoods in the city. During the 1870's and 1880's this area was a recreational place for the people of St. Louis. The area around the Square was home to some of the major beer and brewery businesses for which St. Louis was known. The Phoenix Brewery operated in the Square area (the best known of the early breweries there). On the southwest corner of the Square was Joseph Schnaider's Summer Garden with a brewery and huge outdoor beer garden. The building that Square One occupies was built in 1883 and used as a tavern with a dance hall upstairs. It was bought by Anheuser-Busch in the early 1900's, which it operated as a "Tied House." During prohibition, a soda fountain shop operated in the building. The building returned to its roots in 1934 when it again became a tavern and restaurant. Anheuser-Busch sold the building in 1974. The restaurant there closed in 1981, when Steve Neukomm started leasing the building to house his business, Ronayne's Restaurant. Ten years later he sold the business but kept the building, hoping one day to use it for some other purpose; meanwhile leasing it a couple of times to bars. In June of 2004, a major fire destroyed much of the building.<sup>142</sup> With revitalization already taking place in the Lafayette Square neighborhood, Neukomm saw this as the opportune time to renovate his building and open his own business in it. After redoing the entire interior of the building, Steve Neukomm opened Square One Brewery in February of 2006.

---

<sup>142</sup> Steve Neukomm. Square One Brewery: bar literature. 2006.



Square One illustrates well a key element of the craft brewing revolution as this small brewpub has an overwhelming range of beers. Twelve beers are kept on tap, including cask ale during the winter months. Cask ale is beer drawn off the fermentation tank early and pumped into kegs or holding tanks; it therefore is lightly carbonated. It is then kept at cellar temperature. It is “pumped” out of the cellar by the bartender with a special pump system. Cask beer is very flavorful because the lack of carbonation does not mask anything in the taste of the beer.<sup>143</sup> The capacity of the brewhouse is about 520 barrels. Annual production for 2007 was 180 barrels. Some of the beer served is brewed at Augusta and shipped over in kegs. Dr. John Witte has really been able to branch out with his brewing techniques and expand his depth at the ‘kettle’ with Augusta and Square One, especially at Square One. “Steve has really pushed me out of my comfort zone in brewing here at Square One,” says Witte. “When he brought me on board as brewer, he started talking about all these beers he wanted to make.”<sup>144</sup>

Square One’s flagship beer is the Park Avenue Pale. In addition, it serves a wide and diverse range of ales and lagers including their Light Squared, Bavarian Weizen, Pilsner, Smoked Scottish Ale, and the Spicy Blonde. One of the unique beers at Square One is the Grand Cru, an unfiltered Belgian Blonde which has the sweet aroma of ripe apples and pears and ends with a sharp dry finish and mild hoppiness. Last year, for the St. Louis Heritage Festival, Square One brewed a Spice Beer, a lemon grass - ginger beer, brewed with Belgium yeast. It also brews a beer called the California Common, a tribute beer to Anchor Steam Brewery’s flagship brand Amber Ale.<sup>145</sup> It serves a great India Pale Ale, which is very full bodied, golden and is very hoppy; and a Pumpkin Ale,

---

<sup>143</sup> Square One Brewery website. [www.squareonebrewery.com](http://www.squareonebrewery.com). (accessed March 3, 2008).

<sup>144</sup> Witte.

<sup>145</sup> Ibid.

brewed from a recipe Witte developed at Trailhead that he continues to brew at Square One. The brewery has brewed and served over 30 different beers since their opening. In this relatively small volume brewery, Witte has explored the full spectrum of beers.

Square One Brewery uses Malt Brewery Supply Group for its grain supplies. It shares shipments with other breweries in Missouri in order to cut costs. For their base malt, Square One uses Premium Pilsner Malt from Rahr of Minnesota. John Witte is emphatic about using two-row barley instead of six-row. Two-row barely has a bulkier husk and has a larger, more-full head on the shaft of the grain. The two-row barely is the specialty malt that he uses. He described the six-row as a harsher grain.

Square One uses a variety of hops including the traditional German hop, Perle; and Mt. Hood (United States version of a German hop); United States version of Golding; Summit hops which gives a citrus taste; and Cascade hops (which are really difficult to come by today with the current North American hop shortage). He also uses CTZ hops, a high alpha hop that is mainly for bittering.<sup>146</sup> Witte buys his yeast from WYEAST, a California lab which can provide him strains of yeast for any beer he wants to brew. The house yeast strain is the American Ale Yeast. The lager yeast used is from Germany.

At Square One Brewery, Dr. John Witte leans more toward the old traditions, trying to adhere to *Reinheitsgebot*. Witte is a German brewer, who prefers to brew and drink the German style beers. To make the other ales, well, that is business. He described challenges that he and other brewers face throughout their tenure as brewers. One of these challenges is what he described as “good friction” between brewers and owners. Witte says:

---

<sup>146</sup> Witte.

Brewers have one idea of what beer to make, how the process works, and what to do with their time in the brew house. This sometimes comes into conflict with the owner's ideas. But this is a good friction. This friction helps you to stay focused and not let your guard down on the job. Work in the brew house is not just pushing some buttons and going into autopilot. There is a lot of tedious work in cleaning, ordering materials, and brewing. You have to be mentally aware every time you are brewing. You have to be aware for the quality of the beer. That is your number one objective, quality beer.<sup>147</sup>

Witte sees a “fork in the road” coming to the microbrewery industry between brewers who want to really push the envelope and other brewers who want to approach craft brewing from a more traditional angle. Witte's philosophy is that brewers should choose a few styles of beer that they love to brew and focus on them. Although Square One explores a wide variety of ales and lagers, Witte personally prefers to focus on his staple beers, especially German style beers, and to “nail them.”<sup>148</sup> Along with his brewing duties with Augusta and Square One breweries, Witte has done some contract brewing in the past and currently consults The Griesedieck Family Brewery. Witte has worked with the Griesedieck Family since he brewed for them at Trailhead. This family has a long brewing history in St. Louis. A *St. Louis Post-Dispatch* story on the revival of the Griesedieck name through contract brewing details the Griesedieck Family journey to continue their brewing tradition.

The Griesedieck Brothers beer isn't a knockoff of the original recipe, which was an American-style lager. To take advantage of interest in craft beers, they decided to go with a recipe for a Pilsener beer, a European style lager that has more hops flavor. Until last year, production bounced among other local microbreweries [other than Trailhead]. Though pleased with the results, the cousins knew they needed a microbrewery with enough capacity to regularly supply the beer. So they hired Sand Creek Brewing Co. in Black River Falls, Wisconsin, to make the beer.<sup>149</sup>

---

<sup>147</sup> Witte.

<sup>148</sup> Ibid.

<sup>149</sup> St. Louis Post-Dispatch: Reclaiming a Legacy, 14 July 2006 (accessed online 4 April 2008).

Witte has been an advisor and consultant with the Griesedieck Brothers from their selection of beer style, to brewing the beer, and now to consulting them on decisions the brewery makes between the three family partners who are cousins.<sup>150</sup>

The Augusta Brewing Company and Square One Brewery are bringing to the St. Louis area a kind of brewing that rivals the breweries of the 19<sup>th</sup> century in this city with a long, rich brewing tradition. The beer garden atmosphere at Augusta is unique for breweries in the greater metro area. The boldness of beer styles at Square One offers the local beer patron a diverse selection of beers. Although their production volume is small, they are pushing the envelope and providing styles of beer for the local patrons that have not been an option in this area for years.

Offering a complete contrast to Square One Brewery in downtown St. Louis, the Little Yeoman microbrewery is unique among the small breweries in the Ozarks. Unlike the other craft breweries, this brewery is not located in a populated area. But the Little Yeoman also illustrates the strength, success, and diversity of the microbrewery revival. The Little Yeoman microbrewery sits just outside the small town of Cabool, where Chad Frederick, the brewer and owner has built the brewing house on his forty acre property. This brewery is different than the other breweries in this study in that it is located in a rural area, not in a town or city. In an article on the microbrewery in February, 2007, *417 Magazine* describes the initial impression given by the brewery: “On a bumpy gravel road in Cabool called Dallas Lane, there’s a tiny little sign with a picture of a four-fingered cartoonish hand pointing to the left with the words ‘Little Yeoman.’ When you see the four-fingered, disembodied hand, you know you’re on the right track. . . we

---

<sup>150</sup> Witte.

arrived to find no visible people and only the sounds of running water, friendly chatter and country music coming from inside the brewhouse.”<sup>151</sup>

The brewery did not begin in Cabool. Stephen Markley opened Little Yeoman in 1994, in Willow Springs, Missouri, a few miles to the east. Markley had always had a passion for beer, and took his homebrewing to another level when he decided to open Little Yeoman. Legally blind and an excellent bluegrass picker, Markley named the brewery after the nearby Yeoman Mountain, because he liked the connotation of the term “yeoman,” which in Europe during the Middle Ages signified a small farmer of upstanding character trained to fight for his region.<sup>152</sup> Markley ran the brewery out of a building on his property in Willow Springs. In 1998, Little Yeoman Brewery signed a distributing contract for bottled beer with Glazer Distributing. This put them in Brown Derby outlets (among others), which introduced Little Yeoman to the Springfield market. Little Yeoman also obtained draught accounts at Gallaway Station, Trolleys, and South Avenue Pizza, which brought huge name recognition to the brewery. Stephen Markley began brewing 100 barrels during his first year and ended up brewing over 300 barrels annually by the tenth anniversary of the Little Yeoman Brewery. In 1999, Markley hired Bruce Roberts to help him brew. In 2001, Chad Frederick also joined Little Yeoman as a brewer.

Chad Frederick has a brewing history that is very similar to that of the other brewers in this study. He says he has been fermenting things since age ten, when his father encouraged him to experiment with fermentation and to understand distilling liquids, in order to learn the chemistry and biology of natural materials and living

---

<sup>151</sup> *417 Magazine* online, The Brewmeister, February 2007 (accessed 2 February 2008).

<sup>152</sup> <http://www.middle-ages.org.uk/medieval-manors.htm>

organisms. By the time Frederick was in high school, he had a full scale home brewing operation in an old farmhouse on his parent's land. Needless to say, he was popular among his high school friends. Frederick moved from Cabool to Springfield in order to attend Southwest Missouri State University, where majored in chemistry and biology, while working as a chef in a couple of local restaurants. Food and drink became his passion and his life. "I have never met a brewer that was not also into cooking and working with the natural products of the earth,"<sup>153</sup> he says. Frederick returned to Cabool in 2001, and started brewing with Markley, an old family friend.

By 2004, Markley was tired of running the brewery operation and ready to retire from micro-brewing to small-time home brewing. Frederick had then been brewing for Little Yeoman for three years and wanted to continue. He worked out a deal with Markley, allowing him to keep the brewery name and to move the operation from Markley's property in Willow Springs to Frederick's land in Cabool. After dealing with licensing issues, Chad Frederick reopened the brewery in June, 2006. "Little Yeoman," Frederick says, "has put Cabool on the map. People come from all over to try our beer. I even had a retired couple from Germany come over after a friend brought some of our beer back to Germany. They stayed on my land in a tent and drank a keg of beer. They also bought a case to drink for the rest of their trip. The brewery brings revenue to Cabool in that when people come, they also spend money at local restaurants and local shops."<sup>154</sup>

Frederick has a standard, small microbrewery operation. He has a small grain mill and uses insulated fermenters. All the beers are bottle-conditioned. Fredrick says he adhered rather strictly to *Reinheitsgebot*, except in the bottle-conditioning. Instead of

---

<sup>153</sup> Chad Frederick, Little Yeoman Brewery, Interviewed by author, written notes and Audio recording, Cabool, MO, 26 March 2008.

<sup>154</sup> Ibid.

using sugar from the mash, Frederick injects corn dextrose into each batch before bottling. This is done to provide for consistency and predictability to his product. Little Yeoman produces about 10,000 gallons of beer a year.<sup>155</sup> The brewery bottles 60% of its beer and kegs the other 40%. All the bottling, labeling, packaging and kegging labor is done by hand. Frederick has a couple of friends who assist him with the brew house chores. Along with the brewery, Little Yeoman has a beer garden. On occasion, Frederick will have his homemade bratwursts on the grill. In the fall and spring, he has his bi-annual pig roast. He raises the pigs feeding them *Trub* (spent grain from the mash tun).

Since buying the brewery in 2004, Chad Frederick has continued brewing their mainstay ales, but has increased the variety of beers at the Little Yeoman. The first of the original Yeoman ales were the Cream Ale, which is a “light, crisp, easy drinking ‘transition’ beer for people who are used to Anheuser-Busch products and who are trying microbrewed beer for the first time;”<sup>156</sup> and a raspberry version of the Cream Ale that customers still request. Their Pale Ale has become one of the flagship beers at Yeoman. Their Porter is the other flagship. It is dark in color, yet with a light body. It is not overly malty and very refreshing. Frederick says that people are surprised with this beer. “Many expect it to be heavy but find it easy to drink and not too heavy.”<sup>157</sup> *417 Magazine*, in a fall tasting of Missouri craft breweries, gave the first place to Little Yeoman’s Porter.<sup>158</sup> Little Yeoman later introduced its India Pale Ale. Frederick says that, early in the brewery’s history, the drinking public was not ready for such a hoppy beer, but that has changed. The last of the house beers is their Stout. It has chocolate characteristics from

---

<sup>155</sup> Frederick.

<sup>156</sup> Ibid.

<sup>157</sup> Ibid.

<sup>158</sup> *417 Magazine* online, October 2007 (accessed on 21 February 2008).

the malt and is very robust. These are the staple, mainstay beers at Little Yeoman. Other beers brewed as seasonals and brew master specials include their Vienna Ale. This beer is hoppy, low in alcohol, light and crisp. “This is a great summer ale,” says Frederick. “It is a ‘dust-cutter.’ When you are hot and working, this is the beer.”<sup>159</sup> A Czech Pilsner is rotated through occasionally, as well as a very unique India Brown Ale. This hoppy brown ale sometimes sells out in a day after brewing.

The fall of 2007 was a hard season for Little Yeoman. The well that Fredrick uses for his water ran dry. He had to temporarily shut the brewery down until he could drill a new well in the spring. However, the water level in the existing well rose along with the water table and Frederick was back brewing on April 20, 2008. Frederick is adamant about the mineral content and quality in the water in Missouri. He says it affects his beer in a positive way. “Missouri water is high in Calcium and Magnesium. Southern Missouri is on a Dolomite Strata,” said Frederick. “This is great for the taste of the beer. It is unique to this region.”<sup>160</sup>

Frederick is a huge proponent of drinking local beers. His long term vision would be to have a Little Yeoman Brewery in all fifty states. That way his beer would be locally brewed in all states and people could enjoy his fresh ale throughout the country.<sup>161</sup>

Frederick said that one of the biggest challenges with the beer drinking public is slowly being overcome now that it has a greater appreciation of ‘real beer.’ Beer drinkers now, compared to ten years ago, are excited about more flavor and different tastes in their beer. This is a direct affect of the craft brewing industry’s diversity and variety of beer.

---

<sup>159</sup> Frederick.

<sup>160</sup> Ibid.

<sup>161</sup> Ibid.



For his brewery, Frederick says, “Word of mouth is the best mode of advertising. My beer should sell itself. When people get to taste what I am brewing, I know they will tell five more people. It grows from there.”<sup>162</sup> Eventually, he would like to have a restaurant out on his property to compliment his brewery, since he still loves to cook. Little Yeoman Brewery has changed the perception of beer in the south central part of Missouri and has been good for the Cabool area as it brings business revenue to that small town. Frederick’s beer is creative and diverse. He is a perfect example of the craft brewer who found his passion and gave up everything to pursue it. The Little Yeoman microbrewery offers the variety and craft style of beer that continues the brewing renaissance in the Ozarks.

Small breweries across the Ozarks have been vital in reinvigorating the beer drinking public with a diverse variety of beer and in helping the local economies of small towns and cities across the region from St. Louis to Fayetteville. Dan and Julie Bradford, editors of *All About Beer*, say that “the birth of the American craft brew industry began with people traveling in Europe, tasting the old style lagers and ales from Germany, the Czech Republic, Belgium, and the United Kingdom. They came home and started home brewing, trying to imitate these beers. Then someone came to them with the question, ‘I wonder if you could make a living doing this?’ This is essentially how it began.”<sup>163</sup> Before microbreweries made a comeback in the United States, the only beers available on tap at a local restaurants or bars were the light lager style beers of the big macro breweries. Until 1991 it was impossible to order a craft beer brewed in the Ozarks.

---

<sup>162</sup> Frederick.

<sup>163</sup> Dan and Julie Bradford, *The American Brew: The Rich and Surprising History of Beer in America*, Florentine Films/Sherman Pictures, 2007.

Presently, there are over 100 different varieties of beer brewed in Missouri; available not only at brewpubs, but served in local restaurants and bars. Traditional European style beers are plentiful in the craft brewing renaissance. These include United Kingdom style stouts and porters, Belgium doubles and trippels, English and American pale ales, Czech and German Hefes, Irish Stouts, Ambers, Pilsners and Lagers. This wide spectrum of beer can also be found in the Ozarks. The craft brew revolution has even revived one style of beer: Porter, which was last brewed in England in about 1972.<sup>164</sup> Another extremely popular beer in the microbrewery renaissance is the Unfiltered Wheat style of ale. It has become very popular in Missouri and throughout the Ozarks. For many new to craft beer, this beer is an easy “crossover” beer from traditional mega brewer’s lager beer to other craft beer styles like Pale Ale. Springfield Brewing Company’s Unfiltered Wheat is their biggest seller; comprising 30% to 35% of the beer that is served through the taps. Most of the beers brewed in the Ozarks are ales, though many notable lager beers are available at breweries in the region. Craft beer drinkers prefer ales because of the wide variety of styles in the ale category and because their heartier taste offers a real contrast to the light, corn and rice based lager beers brewed in St. Louis, Milwaukee and in Golden, Colorado.

In many ways, the microbrewery revolution caught many of the mega brewers off guard. Many big brew houses and beer companies did not feel they had to compete in the market genre of diverse beer styles with these small upstart breweries in the 1980’s and early 1990’s. Discussing the changes he has seen with the craft brewing industry over the

---

<sup>164</sup> Bradford.

past decade, Shawn Briggs of Bootlegger's recalled talking with the Budweiser distributors at the restaurant he owned with his parents in the mid 1990's:

I brought up the rising interest in the industry of microbreweries and of European imported beers, which was starting to catch on around the country in the 1980's and 1990's. They remarked that the mega brewery industry was not concerned with the small amount of retail these brewpubs and regional breweries were selling. Budweiser was caught off guard by the interest and movement of beer drinkers towards these craft ales and they are now trying to play catch up. The mega breweries are now buying up the smaller breweries and brewing for them under other 'catchy/trendy' names to get a foot in the door of this movement. They want to be a player in this phenomenon in the modern American beer industry.<sup>165</sup>

The variety of brew houses and brewing systems in the Ozarks is as great as the diversity in the beer that is made there. The microbrewery revolution brought the beer enthusiast from the bland beer of the big brew houses, led them to home brewing on the west coast and around the country, and then exploded in Missouri and the Ozarks. Along with the brewers who cook the beer, a focal point of the microbrewery renaissance is the brew systems used. The brew houses in the Ozarks provide a diverse sampling of types and styles of brew systems across the microbrewery industry. The most advanced brew system of these breweries is the Mueller Stainless brew house at the Springfield Brewing Company. The brewery with the most barrel capacity is O'Fallon microbrewery, which could brew 5,000 barrels. In 2007, O'Fallon brewed 2,700 barrels of beer. According to their brewer, Brian Owens, they hope to brew 4,000 barrels in 2008. The smallest operation of the brew houses included here is the Bootlegger's Restaurant – Brewery. The brewer Shawn Briggs cooked 100 barrels in his "bank vault" brew house in 2007. The breweries with the most variety of beers on tap at the brewpub, and with the longest list of different ales and lagers to their name, were the Square One Brewery and

---

<sup>165</sup> Briggs.

the Flat Branch Brewpub. Both keep twelve beers on tap at all times and have a list of 30 to 40 different beers that they currently brew or have brewed. Eight of the ten breweries are brewpubs. The other two would be labeled as microbreweries. Four of the ten breweries bottle their beer for sale at their own brewery or at retail outlets. Nine of the breweries keg their beer for draught accounts or for sale at their counter and for private party orders. Five of the breweries have draught accounts at bars other than their establishment. Seven of the breweries have growlers available for patrons.

All of these breweries are locally owned and operated. This is an important part of the craft brew industry in the Ozarks and throughout the United States: Keeping the revenues and focus in the local community. Most of the brewers talked about supporting local breweries and drinking local beer, yet thinking with a global perspective. Larry Goodwin shared his vision for the craft brewing movement saying, “I can see an end point where every town and city of 10,000 or more in population has one or more of their own local breweries. It would be great to get back to pre-prohibition status where the local brewery was the hub of activity, in which townspeople could identify themselves with.”<sup>166</sup>

The craft brewing industry has changed over the past thirty years. It faces different challenges and obstacles today than they faced a couple of decades ago. The biggest change in the brewing industry that John Witte has seen during his tenure as a brewer is the huge shift to professionalism of the industry. “The old days of believing that if you build a brewery people will come because it is a novelty, those are over. Now you have to have the ‘whole cookie.’ The restaurant has to look good esthetically, the food

---

<sup>166</sup> Goodwin.

has to be good, the beer has to be great, and the atmosphere has to be right.”<sup>167</sup> According to Witte, after a small decline in the microbrewery industry in the mid 1990’s, brewpubs have seen a growth since their managers have become more professional in the way they deal with other brewers and with the public. Micro brewed beer has become more shelf-stable and consumers can now be more confident in what they are buying. According to Witte, there is less risk for the public in choosing micro brewed beer, and that is a good thing.<sup>168</sup>

Thus the beer experience in Missouri and around the country has changed significantly since the 1970’s. Many different styles of each traditional kind of beer are available to the beer connoisseur. Larry Goodwin, brewer at Flat Branch, discussed his experience in watching the diversity of beer selection explode in the past decade saying:

I am amazed at the creativity you see if you travel around to brewpubs and breweries in the United States. Craft brewers all around are brewing interesting and very flavorful beers; artsy beers. A couple of decades ago, people thought that these different styles of beer, other than the tradition American lager, were weird. They looked at people who were home brewing, like me, and thought we were weird. Now lots of these people are enjoying American and European style ales and lagers that are brewed at microbreweries and brewpubs in their town or city.<sup>169</sup>

Brian Owens of O’Fallon brewery discussed the changes in the beer tasting palate of many beer drinkers as a result of the microbrewery renaissance by saying:

The craft beer movement has really expanded in the past five to ten years. We couldn’t brew an India Pale Ale [ale with extra hops added giving the beer a big hop flavor and aroma] as a flagship beer five years ago, but today we can. It is great to see local breweries starting up. Each of them has a specific variety or niche that they are trying to brew their beers in. There is great diversity in this brewery revolution. I see and hear about a lot of ‘hare-core’ tradition lager drinkers who are trying, and now drinking local craft beer. Whenever ever I

---

<sup>167</sup> Witte.

<sup>168</sup> Ibid.

<sup>169</sup> Goodwin.

travel, I drink local. It is important to drink fresh beer and to support what is going on with local breweries in communities across the country.<sup>170</sup>

No longer does the word beer create the same image for each beer drinker. Today the variety of locally brewed beers found in Ozark bars is greater than at any other time in history. Micro brewed beers from other areas of the country can also be found in the area at restaurants, pubs and retail beer stores.

The craft brewing renaissance has created beer connoisseurs who approach their drink with the same passion as wine connoisseurs always have. Here in the Ozarks, beer has become as diverse as wine. Like wine drinkers, beer drinkers have developed their own vocabulary. Just as wine drinkers distinguish between a variety of flavors in wine, beer connoisseurs now discuss the many, if not more, flavors and aromas in beer; ranging from chocolate to coffee, from hoppy and bitter to sweet, from heavy to light, and through all kinds of different fruit tastes. As the diversity and variety of beer have increased, the breweries have faced new challenges in presenting their product to a beer public that is more acquainted with the craft brew industry than they were thirty years ago. Both Dave Lamb and John Witte mentioned that it is no longer enough for brewpubs to put a sign up and open the door and expect people to start rushing in for the novelty of locally brewed beer. Breweries have to present a great product and win their customers and patrons over with quality beers and a professional atmosphere; giving their customers an experience that they will remember and one that will bring them back again.

Beer drinkers in the Ozarks have been ecstatic about their new breweries. Mug Clubs, where members buy their own beer steins that are hung above the bar for their exclusive use, are very popular at various brewpubs. These brewpubs have become the

---

<sup>170</sup> Owens.

meeting place for social clubs and local organizations. The local brewery has once again become a place for friends and family to gather and connect, associating the gathering with their local beer. The old way, of pride in local beer, has come back with this brewery revolution in the Ozarks. At the Hog Haus Brewing Company, for example, the Fayetteville local home brewing club (FLOPS) meets once a week to discuss their home brewed beers, enjoy the draught beer from the brew house and to talk with the brewer. At the Springfield Brewing Company, Mug Club members meet daily and or weekly to hang out and share life together. All kinds of community organizations have their meetings at these various breweries. The rise of the microbrewery in this new renaissance has replaced the old dingy bar, with a community brewpub that instills local pride. This was put best by researchers Joseph Reese and Steven Schnell in their article titled

*Microbreweries as Tools of Local Identity*. In the article they state:

During the 1990s, over 1,500 microbreweries sprouted and flourished across the country. This expansion of microbreweries derives, in part, from the desire of people to break away from the smothering homogeneity of popular, national culture. Such breweries are often proudly and self-consciously local, sporting local historical photos, maps, and other artifacts of a place's personality as part of the decor. Geographer Wes Flack has hypothesized that the growth of such establishments is a prime illustration of a movement termed "neolocalism," in which people are attempting to reconnect with the local, the personal, and the unique.<sup>171</sup>

This has signaled a new era for beer in America.

Thus the revival of microbreweries has been an essential element in the economic development and restoration of historical buildings and historic downtown areas in the Ozarks. Eight of the ten breweries have had a significant economic impact on their

---

<sup>171</sup> Steven M. Schnell, and Joseph F. Reese. *Microbreweries as Tools of Local Identity*. Journal of Cultural Geography, Vol. 21, 2003.

community through their business and through the renovation of historic buildings. Both of the Springfield breweries, Springfield Brewing Company and Hickok's Restaurant-Brewery, have restored 19<sup>th</sup> century buildings in the old downtown and have made them catalysts for economic growth in that section of the city. Starting in the late 1990's, Paul Mueller Company led the way for businesses by building the Springfield Brewing Company. This brought more investment and tax revenue into the Springfield community which has further increased as new development in the old downtown followed. Conversely the influx of traffic and activity to the downtown area has provided Springfield Brewing Company with a steady growth in beer revenues by five percent annually.

Cities and towns outside of Springfield have seen economic stimulus and revival as a result of breweries as well. The Hog Haus Brewing Company has restored a building in a central location of Fayetteville. When the first brewery in that building closed, the City of Fayetteville fought to keep the business from moving out. They succeeded and a brewery is still locally owned and operated there. Square One Brewery in St. Louis restored a building that has had a long history as a tavern, connected at one time to Anheuser-Busch and later to other breweries in the city. Its renovation has been part of the overall revival of Lafayette Square. Bootleggers Restaurant - Brewery in Aurora has played a central role in re-invigorating its downtown. The renovation of the old bank on the main intersection in the community has restored a landmark dating back to the 19<sup>th</sup> century. The brewery has inspired other businesses to come back to Aurora, which has significantly helped the economy in this rural town. The Little Yeoman Brewery is not in a historic building but has brought new revenues to nearby Cabool. The Flat Branch



Brewery in Columbia is in the old part of the city, and has played a large role in downtown life in Columbia, as both a local favorite and a university brewpub. Trailhead Brewery in St. Charles is another example of the local brewery's great impact on economic revitalization, drawing patrons and visitors to the old downtown. This old grist mill was completely overhauled to display a great brew house and bring visitors to the old historic district of St. Charles. Trailhead Brewpub generates large amounts of revenue for the community and has become a landmark both historically and socially. Restoring historic buildings and focusing on the old parts of abandoned downtowns of Ozark cities has been a significant aspect of this brewery renaissance. Not only has this revival of downtowns helped the local economies, it has helped the craft brewing industry in return.

The increase of activity in their communities, as well as the quality of their beer, has brought a growing flow of customers into the brewpubs. Augusta Brewing Company, Flat Branch Brewpub and O'Fallon breweries have had the biggest annual growth during the past four years at about 20%. Springfield Brewing Company, Square One Brewery, Hog Haus Brewing Company, and Little Yeoman Brewery grew at a steady annual rate of between 5% and 10% for the past four years. Brewpubs not only offer a variety of locally brewed beer, they showcase the brewing equipment for all to see while they are in the restaurant. Going to the local brewpub is an all around experience for the beer enthusiast and for those visiting one for the first time.

Of course, the microbrewery revival would not have been possible without the enthusiasm of the brewer. In the microbrewery industry, the "lives of the artist" cannot be separated from the art they are creating. These brewers share important characteristics that reveal much about the nature of this microbrewery revolution. All of the brewers

interviewed for this project were home brewers at some level before they began to brew for a living. Most of them were very interested in cooking and working with raw materials. Most of them majored in chemistry and or biology while in college. Several of them dropped out of undergraduate studies to pursue their lifetime passion of brewing. Three of the brewers, Ashton Lewis and Trey Manning of Springfield Brewing Company and Larry Goodwin of Flat Branch Brewpub, (as well as owner and operator Steve Neukomm of Augusta and Square One) went to the prestigious brewing school at the University of California – Davis. Three brewers went to the brewing school in Chicago at Siebel Institute of Technology: Dr. John Witte who was the original Trailhead brew master and now is head brewer for Augusta Brewing Company and Square One Brewery; as well as Dan Chivetta and Shawn Herrin who are both at Trailhead Brewing Company. Several of the brewers have brewed at different breweries, one at four different brewing outfits, and another at three. Together these brewers represent experience from Sierra Nevada Brewing Company, Goose Island Brewing Company and other breweries in Chicago and around the country. In the days of the early American republic, the brew master was an important figure in the community. Avid beer drinkers display that same high opinion of their local brewer today. Brewers in the Ozarks share a passion for brewing, a love of the art of beer, working with raw materials, cooking and building community through their beer that brings people together. Dan Chivetta, a new young brewer at Trailhead states his perspective on the future of the craft brewing industry:

The brewing industry is changing because the brewers are changing. Some of the old generation of brewers who got into it because of their passion for home brewing, are starting to move out into other things. Siebel, the brewing school in Chicago is starting to see a new generation of craft brewers coming through that they haven't seen before. This new breed of brewers, have fresh minds and fresh ideas. A lot of the old brewers are moving towards managerial roles and opening

the doors for the new kids coming out of brewing school ready to go. Therefore you have young brewers coming up with new and exciting beers. In the short coming years there will be a new revolution in beer that will over shadow the first craft beer revolution.<sup>172</sup>

Not only do brewers want community to come together over their local beer, they want to build community among craft brewers. Across the country, brewers have worked together to help each other succeed in this new brewing renaissance. Working together is important for the survival of the craft brewing industry. Brian Owens, brewer for O'Fallon Brewery, stressed the importance for smaller breweries to work together saying:

We continue to maintain a great working relationship with other small breweries in the St. Louis area. Schlafly is probably our main competitor, yet we share the craft brew market here and work together on educating the public on beer. We are trying to provide for the beer drinking community new and exiting beer styles which they don't get from the big brew houses. We continually trade brewing ingredients, like hops, with Schlafly and other breweries when needed. The Master Brewers Association links brew masters in relationship together. I think overall, craft brewers realize that we need to work in conjunction with each other, and not work against each other to promote and offer different beer than Anheuser-Busch and other lager brewers.<sup>173</sup>

The once small breweries that have now grown to become regional and national microbreweries are lending a helping hand to their "younger brothers" in the industry. A great example of this is Jim Koch, the brewer of popular beer brand Sam Adams. In response to a serious hop shortage, Koch of the Boston Beer Company, has begun a "hop sharing program" to help smaller brewers get access to hops. The program gives registered brewers a chance to buy hops at favorable price. The typical price for hops in late winter of 2008, according to Dave Lamb, was around \$25-\$30 a pound. Koch's hop sharing program would give brewers a major break, and sell mostly English and

---

<sup>172</sup> Chivetta.

<sup>173</sup> Owens.

European hops to brewers at about \$6 a pound (with an 88 pound minimum). This could prove vital to many small brewers across the country.<sup>174</sup>

The brewpub revolution has also revived old European brewing traditions. Many of the brewers try to brew within the boundaries of the Bavarian law *Reinheitsgebot*, producing beer that contains only water, malted-barley, hops, and yeast. However, the craft beer industry has also produced beer with fruit, other grains (besides wheat), chocolate, coffee, lemon grass and bourbon that does not fit to the standards of the *Reinheitsgebot* law. Some of the brewers think that *Reinheitsgebot* is an old, strict German law that should not have an impact on the experimental United States craft brewing industry of today. Others are striving to create traditional style beers and to stay within the *Reinheitsgebot* law. From both perspectives, breweries in the Ozarks have been creating quality beer from quality raw materials. There has been at times tension between brewers who want to brew more traditional recipes and those who want to break out completely from the boundaries. This tension in the brewpub world is a small mirror of the tension between the macro-breweries and the micro-breweries today. It is clear that traditional brewing and the new experimental ideas of the new craft brewers combine in this brewery renaissance to create diversity in flavor, sight, aroma, and feel. Both the old and the new are joined in this new beer world and both can be experienced in most brewpubs across the Ozarks.

Beer, the drink of the world, has been and continues to be the drink of the Ozarks. The ten breweries represented in the paper are not the only microbreweries and brewpubs in Missouri and Arkansas, yet they are representative of what the Ozarks has to offer in this new brewery renaissance. This craft brewing renaissance has changed the taste of

---

<sup>174</sup> Lamb.

beer for drinkers all across the Ozarks. All of the brewers in the Ozarks fell under the shadow of Anheuser-Busch, which created difficulties and challenges on one hand, but was an important spur for creativity and passion on the other. Most of the brewers professed an overall respect for Anheuser-Busch. It has been difficult to break into the beer market next to a mega brewery that has such deep political influence and controls a majority of the world's beer market; but the craft brewers in the Ozarks see their role as providing something very different than what Anheuser-Busch offers. They do not see themselves as competing with big beer, as much as having creativity and passion for purity, filling a niche that has been largely empty for over sixty years.

## Bibliography

### Primary Sources

- Augusta Brewing Company web site. [www.augustabrewing.com](http://www.augustabrewing.com), (accessed March 3, 2008).
- Briggs, Shawn. Bootleggers Restaurant – Brewery. Interviewed by author, written notes, Aurora, MO, 28 February 2008.
- Chivetta, Dan. Trailhead Brewing Company. Interviewed by author, email – phone and, written notes, St. Charles, MO, 12 March 2008.
- Fairbanks, Jonathan, and Clyde Edwin Tuck. *Past and Present of Greene County Missouri*. Indianapolis: A.W. Bowen, 1915.
- Flat Branch Pub & Brewing web site. [www.flatbranch.com](http://www.flatbranch.com), (accessed January 26, 2008).
- Frederick, Chad. Little Yeoman Brewery. Interviewed by author, written notes and Audio recording, Cabool, MO, 26 March 2008.
- Goodwin, Larry. Flat Branch Pub & Brewing. Interviewed by author, written notes and audio recording, Columbia, MO, 5 March 2008.
- Hog Haus Brewing Company web site. [www.hoghaus/index.html](http://www.hoghaus/index.html), (accessed January 26, 2008).
- Holcomb, Return Ira. *History of Greene County Missouri*. St. Louis: Western Historical Company, 1883.
- Lamb, Dave. Hickok’s Steakhouse and Brewery. Interviewed by author, written notes and audio recording, Springfield, MO, 26 February 2008.
- Lewis, Ashton. Springfield Brewing Company, bar literature/sampler menu, 2006.
- Lewis, Ashton. Springfield Brewing Company. “10<sup>th</sup> Anniversary Barrel Reserve,” 2008.
- Manning, Cecil Elmer III (Trey). Springfield Brewing Company. Interviewed by author, written notes, Springfield, MO, 12 March 2008.
- Maytag, Fritz. *The American Brew: The Rich and Surprising History of Beer in America*. Florentine Films/Sherman Pictures, 2007.
- Mazylewski, Steven. Hog Haus Brewing Company. Interviewed by author, written notes and audio recording, Fayetteville, AR, 6 March 2008.

- Modern Brewery Age*. 1996. "Craft & Specialty Beer Report." May 20: 7-38.
- Modern Brewery Age*. 1991. "Microbrewery Survey." May 13: 6-40.
- Modern Brewery Age, Weekly News Edition*. 1996. "Institute for Brewing Studies Defines 'Craft Brewer.'" December 30.
- O'Fallon Brewery web site. Fran Caradonna. [www.ofallonbrewery.com](http://www.ofallonbrewery.com), (accessed January 26, 2008).
- Owens, Brian. O'Fallon Brewery. Interviewed by author, written notes and audio recording, O'Fallon, MO, 1 March 2008.
- Paul Mueller Company web site. [www.paulmueller.com](http://www.paulmueller.com), (accessed February 12, 2008).
- Schlafly, Tom. *A New Religion in Mecca: Memoir of a Renegade Brewery in St. Louis*. St. Louis, MO: Virginia Publishing Company, 2006.
- Sierra Nevada Brewing Company website. [www.sierranevadabrewing.com](http://www.sierranevadabrewing.com), (accessed January 26, 2008).
- Springfield Brewing Company web site. [www.springfieldbrewingco.com](http://www.springfieldbrewingco.com), (accessed January 26, 2008).
- (Springfield, MO) 417 Magazine online.
- Springfield News-Leader
- Square One Brewery website. [www.squareonebrewery.com](http://www.squareonebrewery.com), (accessed March 3, 2008).
- St. Louis Post-Dispatch
- Trailhead Brewing Company web site. [www.trailheadbrewing.com](http://www.trailheadbrewing.com), (accessed February 7, 2008).
- United States Constitution, Amendment Eighteen, Section 1, ratified January 16, 1919.
- Witte, Dr. John. Square One Brewery & Augusta Brewing Company. Interviewed by author with written notes, audio recording, St. Louis, MO, 30 March 2008.

## Secondary Sources

- “*The American Brew: The Rich and Surprising history of Beer in America*” (documentary), Florentine Films/Sherman Pictures, 2007.
- Angel, Traci, Ann Lemons, Pamela Lowney, Dave Lowry and Natashia Meredith (2002 October). St. Louis Magazine, The Ultimate Guide to Dining Out, Vol 29, p 43.
- [www.Beertown.org](http://www.Beertown.org), (accessed 20 February, 2008).
- Bippen, Jack. *Mississippi Valley Brewing News*. June/July 2004, Vol. 2, No. 3.
- Bradford Dan and Julie. *The American Brew: The Rich and Surprising History of Beer in America*. Florentine Films/Sherman Pictures, 2007.
- Bull, Donald, and Manfred Friedrich and Robert Gottschalk. *American Breweries*. Trumbull, CT: Bullworks Publishing, 1984.
- Gerlach, Russel L. *Immigrants In the Ozarks: A Study in Ethnic Geography*. University of Missouri Press, 1976.
- Grossman, ken. *The American Brew: The Rich and Surprising History of Beer in America*. Florentine Films/Sherman Pictures, 2007.
- Kallen, Stuart A. *Beer Here: A Traveler’s Guide to American Brewpubs and Microbreweries*. Secaucus, NJ: Citadel Press, 1995.
- Lowney, Pamela. [www.STLtoday.com](http://www.STLtoday.com) website. 5 May, 2002.
- <http://www.middle-ages.org.uk/medieval-manors.htm>, (accessed 28 March, 2008).
- Neukomm, Steve. *Square One Brewery: bar literature*. 2006.
- Ogle, Maureen. *Ambitious Brew: The Story of American Beer*. Orlando, FL: Harvest Book Harcourt, Inc., 2006.
- Ogle, Maureen. *The American Brew: The Rich and Surprising History of Beer in America*. Florentine Films/Sherman Pictures, 2007.
- Schnell, Steven M., and Joseph F. Reese. *Microbreweries as Tools of Local Identity*. *Journal of Cultural Geography*, Vol. 21, 2003.
- St. Louis Post-Dispatch
- Tremblay, Victor J., and Carol Horton Tremblay. *The U.S. Brewing Industry: Data and Economic Analysis*. Cambridge, MA: MIT Press, 2005.



Yenne, Bill. *The American Brewery: From Colonial Evolution to Microbrew Revolution*. Saint Paul, MN: MBI Publishing Company, 2003.

## Appendix A The Brewing Process at Springfield Brewing Company<sup>175</sup>

At Springfield Brewing Company, the brewing process begins by selecting high-quality ingredients from around the world for our beers. Our primary ingredient, two-row malted barley, is stored in the large grain silo in front of the brewery. Special malts (like Crystal, Munich, and Chocolate) are stored in small bags in our mill room, and the perishable hops are all refrigerated until use for peak freshness. We have two house yeast strains, one ale yeast and one lager yeast, and the water used for our brewing is purified to bottled-water quality before brewing.

A brew day starts by first milling the selection of malts needed for the recipe. Our mill, located on the second floor, is a four-roll mill designed for an optimum crush of the grain. Milling exposes the inside of the grain wanted for its starch, while keeping the husk intact which is needed for “lautering.” After milling the grains are called grist. The grist is transferred to the grist case located above the brewhouse for temporary storage. Gravity helps the grist drop from the grist case, through the grist hydrator, and into the mash mixer. The grist hydrator wets the grist with hot water to form a thick, oatmeal-like mash.

The mash is gently stirred and slowly heated from about 140°F to 160°F to activate various enzymes naturally present in malted barley. These enzymes convert starch to a mixture of fermentable and unfermentable sugars. Depending on the type of beer brewed, the mash may require one to three hours to complete. At the end of the mash, the entire mixture is pumped into the lauter tun. This vessel has a milled screen bottom that allows for the separation of the sweet mash liquid called wort (pronounced wurt) from the grain solids. Husk pieces from the malt help to filter and clarify the wort during the lautering process. The wort is continuously pumped into the brew kettle during the sparging process.

Once full, the kettle is heated to bring the wort to a full, rolling boil. This vigorous 90-minute boil serves several purposes, including wort sterilization, flavor improvement, wort concentration, protein removal (this allows for sparkling beer), and extraction of hop flavors and aromas. Hops are added at various stages of the boil. Hops added early in the boil are used for their spice-like bittering properties, and those added later in the boil are used for their delicate blend of floral, citrus, fruity, and piney aromas.

After the kettle boil, the wort is pumped to the whirlpool vessel in such a way to create a whirlpool effect. This causes hop solids and the protein trub (pronounced troob), precipitated during the boil, to settle in a pile in the center of the whirlpool. The clear wort is then pumped to the wort cooler where it is cooled from about 210°F to between 50°F and 70°F, depending on the type of beer being made. After cooling, the wort travels to the wort aerator where oxygen, needed by yeast for growth, is added. Wort and yeast are combined in fermentation vessels where the yeast converts the wort sugars to alcohol,

---

<sup>175</sup> Ashton Lewis, Springfield Brewing Company, bar literature/sampler menu, 2006.

carbon dioxide, and flavor compounds. Fermentation lasts about three days for ales and seven days for lagers.

Toward the end of fermentation, the fermentation tanks are bunged in order to naturally carbonate the beers. The beer is then cooled to near-freezing temperatures where it is aged for two to six weeks, depending on the beer style. Aging allows for flavor maturation and natural clarification. After beer is mature and ready to drink, it is transferred to our serving tanks where it awaits consumption. Most of our beers are filtered during the transfer from the fermenter to serving tanks. Filtration produces a brilliantly clear beer that shows the colors of the various malts used in brewing.

Appendix B  
Terms for types of brewers used in the industry.<sup>176</sup>

*Microbrewer:* A brewer with over 50 percent of its sales off site that produces less than 15,000 barrels of beer per year. Microbreweries produce craft-style beers and ales (the Cascade Brewers Guild sets the upper limit for a microbrewery at 75,000 barrels).

*Brewpub:* A restaurant-brewery that sells at least 50 percent of its craft-style beer on site and less than 15,000 barrels of beer per year. Those with over 50 percent of its sales off site are classified as microbrewers.

*Contract brewer:* A business that identifies a beer recipe, designs a marketing plan, and then hires another brewer for production. A contract brewer may market craft-style or traditional-style beer.

*Craft brewer:* This category includes all micro, brewpub, and contract brewers that produce less than 15,000 barrels of craft-style beer and ale per year. The term “craft” sometimes refers to all brewers of craft-style beer and ale.

*Regional specialty brewer:* A brewer that produces between 15,000 and 2 million barrels of craft-style beer and ale. These are microbreweries that have outgrown the 15,000 barrel annual production limit.

*Specialty brewer:* This category includes all craft and regional specialty brewers of craft style beer and ale.

*Regional macro brewer:* A brewer that produces between 15,000 and 2 million barrels of traditional or regular lager beer per year.

*National macro brewer:* A brewer that produces over 2 million barrels of traditional or regular lager beer per year. These are sometimes referred to as “mass-producers.”

*Tied House:* a bar or saloon that was particularly tied to one brewery; serving the beer from that brewery exclusively.

---

<sup>176</sup> [www.beertown.org](http://www.beertown.org); *Modern Brewery Age, Weekly News Edition*, December 30, 1996; *Modern Brewery Age*, May 13, 1991 and May 20, 1996.