



He'Brew not the Chosen Beer, just good one to choose

TIME doesn't fly — it evaporates with a mighty whoosh. Consider Schmalz Brewing, San Francisco.

Eleven years ago, founder Jeremy Cohen was distributing his first cases of He'Brew Genesis Ale around the Bay Area out of his grandmother's old station wagon.

He'Brew. The Chosen Beer started as a joke among the handful of Jewish students at Jeremy's high school in San Mateo. Years later, with the craft beer movement building, Jeremy jumped in headfirst, commissioned a brew-on-premises place in Palo Alto, then borrowed his grandmother's station wagon.

Today, the beer's sold nationwide and the station wagon is history.

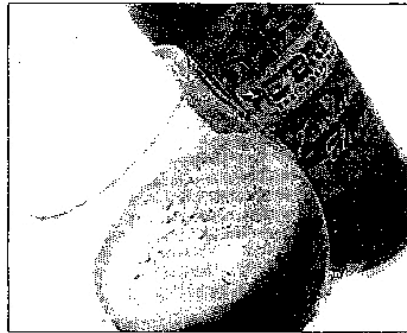
Jeremy's still not a brewer. The beer today is made by Mendocino Brewing, Saratoga Springs, N.Y. No doubt he's



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made mistakes, but they're hard to see. The beer's excellent; he's always chosen great breweries to make his beer. Even that lowly brew-on-premise was an excellent first choice. The brewer was Simon Pesch, now head brewer at Pyramid's big Berkeley brewery.

He moved on to Anderson Valley in Boonville, maker of some of my all-time favorite beers, then as sales rose, moved to Mendocino on the East Coast. Over the years he's had a string of hits including my favorite, *Sweet Lenny's*



CHOSEN BEER: Jewbelation 11, with 11 hops and 11 malts and 11 percent alcohol, is the newest from Schmalz Brewing.

R.I.P.A.

Today on the first day of Hanukkah, Hebrew Year 5768, he has a new beer: **Jewbelation 11** ★★, with 11 malts and 11 hops, is our Beer of the Week. It's an excellent successor to last year's "10" — 10 malts, 10 hops, 10 percent alcohol by volume.

Jewbelation 11's a big beer, 11 percent alcohol by volume, naturally. It's a lively pour, with

a thick head of tan foam above a chocolate body, lacework trailing down the glass. The nose is sweet and hoppy, a true barleywine, with hints of plums and ripening fruit.

The taste's a bit of a shock. It starts out dry, then comes a bit of malt sweetness with a hint of vanilla, fading into a tart, dry finish with warming alcohol that leaves a tingle on the tongue.

The list of hops and malts is

long: Warrior, Northern Brewer, Mt. Hood, Centennial, Cascade, Vanguard, Tettnang, Czech Saaz, Willamette, Simcoe and new this year, floral, citrusy Amarillo.

Malts? Whew, what's left out? There's 2-row; pale barley malt; dark crystal, which adds color; chocolate malt; Victory malt, which adds a toasty English ale quality; Munich malt provides a deep color and malt flavor; Carapils, for body and full mouth-feel; rye ale malt for spice; and rye crystal, which my homebrewing books say provides a dry, biscuity flavor. The final malt: spelt, an ancient wheat variety.

And furthermore

This is a year for "Elevens." Check out my blog for a look at two other very worthwhile Elevens: **Firestone Walker 11** ★★★★★, and **Stone XI** ★★★★★. Yes, they also mark the 11th anniversary of these two excellent breweries. For craft

brewing, 1996 was an incredible year, wasn't it?

Last note

Marin Brewing, Larkspur, is bottling Arne Johnson's prizewinning **Tiburon Blonde Ale** and they want to do T-shirts too. It's a contest: \$100 cash prize plus a case of Tiburon Blonde and dinner for eight. Send your completed sketch in Adobe Illustrator (only) to Marin Brewing proprietor Brendan Moylan, Brendan@marinbrewing.com. For more information, call 415-461-4677. Deadline is Feb. 1.

Ratings: ★★★★★ World classic; ★★★★★ May be a star, don't miss it; ★★★ Very good, worth a try; ★★ Good beer, no defects; ★ Don't toss it, demand a refund.

Reach William Brand at whatsontap@sbcglobal.net or call 510-915-1180 and ask for his 2007 Retail Beer Store List or Good Pub List. Read more by Brand at www.beernewsletter.com/blog.