

FREE ALEPHENALID NEWS

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Crafted By Wind, Brewed Through Generations

Dirk Lindemans
Geert Lindemans

We are the Lindemans family which has been brewing lambic since 1822. Here at Lindemans, we have never done things like everyone else.

Moreover, we are not like everyone else. Is it because we live in a place that is like no other? Is it because the prevailing winds are from the southwest? Is it because the air contains something mysterious? Is it because the Senne River, which is so close, makes people crazy? It may be for one of those reasons. Or all of them. The fact is that we are different and our beers are made in our image. Different.

Driven by passion, we brew the oldest beer style in the world and are dedicated to sharing its unique flavor with as many people as possible.

Our beers are authentic, have a very specific and quirky character and offer a unique tasting experience to every consumer with each sip.

At the heart of Pajottenland, a very fertile

rural area on the outskirts of Brussels, Belgium. Vlezenbeek is a small village which has the immense advantage of benefiting from exceptional microflora.

Our valley air is full of hundreds of characteristic wild yeasts, of which the best known are '*Brettanomyces Bruxellensis*' and '*Brettanomyces Lambicus*.' These yeasts are unique. They constitute our wealth, what makes us special.

Spontaneous fermentation is carried out without the controlled addition of yeast to the wort.

It happens naturally, thanks to the micro-organisms in the air. This exceptional brewing method, which is the oldest in the world, has been developed in our region from time immemorial. This natural technique requires patience and a unique know-how that we have mastered at the brewery here for almost 200 years.

These micro-organisms allow us to brew a beer according to an exceptional method: spontaneous fermentation, also known as natural or wild fermentation.



The cousins, Geert and Dirk Lindemans - 6th generation lambic brewers.



The Apprentice Becomes A Cooper



Dylan Scrancher building the cask for his graduation ceremony.

The latest happenings at Samuel Smith's Brewery in Tadcaster, England

Congratulations to Dylan Scrancher of Samuel Smith's Brewery for completing his five-year cooper apprenticeship at the brewery!

Coopers like Dylan are becoming a thing of the past in England and only a handful of artisans still practice the craft. Their art is dedicated to preserving the ancient skill of barrel making. These coopers create wooden, staved vessels, which are held together with metal hoops and possess flat ends or heads. With the advent of stainless steel kegs, breweries throughout England made the decision to close their cooper shops. At Samuel Smith's, the practice has never stopped.

Dylan completed his apprenticeship

under Samuel Smith's head cooper, David Poulter who has been at the brewery for 40 years. Per tradition, Dylan's graduation ceremony culminated in him being lifted into a 54 gallon oak cask that he built, being covered in wood shavings, soot and beer and then rolled around the cooper's workshop and into the cobblestone yard of The Old Brewery.

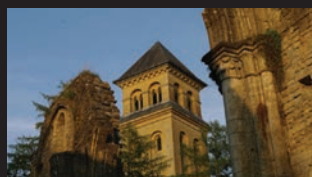
Tradition is a hallmark of the Samuel Smith's Brewery. Local deliveries in the town of Tadcaster are still made by a rotating duo of the Smith shire horses - Prince, Sovereign and Jim; every drop of beer uses limestone rich water from the brewery's original well that was sunk in 1758; and Samuel Smith's is the last remaining brewery in the world to ferment all of their ales in open-topped stone Yorkshire Square fermenters.



Premier Brew
Classe

By Michael Jackson

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Why Gluten-Free Beer? The Green’s Story

David Ware
Green’s Beers

The Green’s Story
In 1988 Derek Green had a problem. He had to avoid the gluten in barley and wheat, and at that time in the UK - in all of Europe - there was no gluten-free beer available. A miserable life without beer lay ahead.

A natural entrepreneur though, he traveled across Europe at the start of the century asking brewers to make a gluten-free beer and getting brewery doors slammed in his face. The response was not good. “Too complicated” and “Why bother?” were common refrains.

So began a long process of discussions, meetings, trials, false hopes, and dead ends. Breweries did not want to know about production that did not exist and one that could not be quantified.

The Breakthrough
The breakthrough came in 2003 when he met an eminent Belgian professor of brewing who had a daughter who also needed to avoid gluten. The two began a relationship with the mutual goal of brewing a beer made from alternative grains. One that would be naturally gluten and wheat-free. In May 2004, after numerous trials Green’s launched the UK’s first ever alternative grain and naturally gluten-free beer; named (not surprisingly) ‘Discovery.’

Once the awards started rolling in, the range of gluten-free beer expanded and they started to be exported to more countries eager to try this new assortment of beers. Today Green’s makes the original Discovery Ale, plus Dubbel, Tripel, Dry Hopped Lager and India Pale Ale, all of which are brewed with 100% gluten free raw materials.

Developing The Range
Each of Green’s beers are approved by The Vegan Society and The Vegetarian Society. I hope that you will rediscover beer with Green’s Gluten-Free beers!



Aying, a Complete Work of Art

Privatbrauerei Franz Inselkammer
Aying, Bavaria, Germany

Beer in Bavaria has had an exceptionally high value since time immemorial. It is not just the proverbial “liquid bread” alone, but rather also social “cement” of our culture, in which values such as conviviality, community, honesty, reliability and solidarity with the homeland play a major role. The deep roots in our region, continuously deepened over generations, form the nutrient base of the Ayinger Brewery. The quality of our beer, consistently awarded numerous prizes for its excellence, is consequently not just based on the select ingredients of our region and the capacities of our brewing art. Equally important is the spirit, the mindset, the very values with

which we have performed our craft for over 140 years.

Strong financial, social and cultural commitment for the well-being of all concerned is therefore firmly incorporated into the production of our Ayinger beers – in the company, in the community and in the entire region. Beyond the realm of the world-famous Ayinger beer specialties, these crucial components have also contributed to creating a unique brand name philosophy: “Aying, a Complete Work of Art” as the brand was once described with perfect accuracy by a specialist journal. Maintaining this within the boundaries of genuine beer culture and preserving it for generations to come is our daily assignment.



Franz Inselkammer III (left) and Franz Inselkammer II (right)

Brewing Lambic at Lindemans

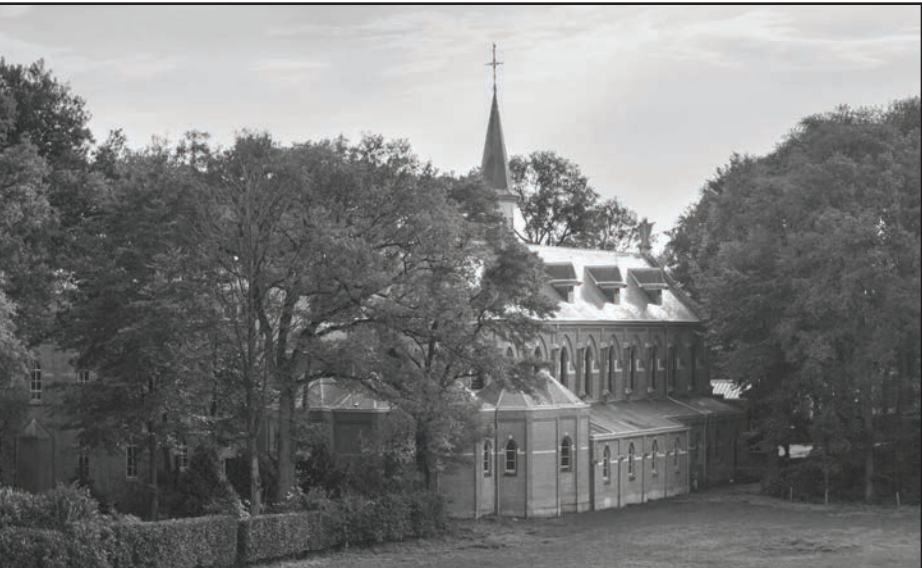
Peter Renders, Head Brewer
Lindemans Brewery

I have been brewing lambic for 13 years. My father also worked at Lindemans. During his 52-year career, he helped make the brewery into what it is today. Lambic production methods are significantly different from the brewing process of other types of beers, pilsners and specialty beers. As head lambic brewer, I have to bring the wort to a boil before pouring it into large shallow vats called coolships, which is an ideal way to expose it to the ambient air. As the wort slowly cools down to fermentation temperature, it is fertilized

by wild yeasts that will then trigger the fermentation process. Beers of spontaneous fermentation need a long fermentation and maturation period, which requires a lot of patience. We mature lambic in wooden barrels called foudres. But since we don’t like doing things the usual way, we also apply a method that comes to us from the world of wine. We use stainless steel tanks to which we add wood chips. Taste a Lindemans lambic, and you will see that we were right to think outside the box.



Peter Renders, Head Brewer at the Lindemans Brewery



Abdij Maria Toevlucht, Zundert, Netherlands

Zundert: The Netherlands Newest Trappist

The monastery Abdij Maria Toevlucht is the home of the Zundert Trappist Brewery. An opportunity for a new monastery in the Netherlands arose in 1897, when Miss Anna Catharina van Dongen from the town of Zundert gifted a piece of land to the Abbot of the Koningshoeven Abbey. It was decided that the church would build an abbey on the land, a refuge for French monks called “Our Lady of Refuge.”

After financial troubles, the brothers of Our Lady of Refuge left with their horse and cart in the direction of the Trappist Abbey of Westmalle, where they were

met with open arms. Eventually the brothers were able to return home and build a church on the grounds of Our Lady of Refuge. It soon grew to become home for 80 monks, but a monastery of that size was unsustainable due to difficulties on the farm. In 2007, the sixth abbot of the abbey was selected, and the cattle farm came to an end. Between 2000 and 2005 several of the abbey buildings were extended and renovated. The brewery was built in 2011 and beer production started in 2013. At the moment, there are 21 monks who make up the Trappist community of Zundert.

Pinkus: Latin For...

Hans Müller
Fifth generation at Pinkus
Brewery, father of Barbara Müller

Once upon a time, young Carl Müller, liking a bit of fun and the beer that his father brewed, along with two of his friends, “borrowed” a large pitcher full of six liters of delicious Altbier (equivalent to 12 bottles).
Somewhere in the nearby park they quenched their thirst. It was not long, however, before nature called. What can you do when there are no facilities? Carl and his friends solved the problem in a competitive manner.
In those days, there were gaslights installed in the park, so the three boys decided to find out who among them could extinguish of the gas lamps using his own “extinguisher.” Carl obviously

was successful and his friends called him, “Pinkulus,” a Latinized version of Carl’s action. But even this academic term sounded too explicit for German ears and it was shortened to “Pinkus,” and thus the legend was born.
In a town that was once home to over 150 breweries, Pinkus is the only remaining one. A testament to the quality of their beers and the rich heritage of the over 200 year old brewery.
In 1978, Pinkus first brewed with malt from organic cultivation. The brewers were so enthusiastic about the quality of the organic barley that they decided to use solely organic barley in every brew henceforth. Today, the fifth and sixth generation of the family operate the famous Pinkus-Müller Pub/Brewery.
Perhaps Pinkus is most famous for their Münster Alt, it remains a touchstone for

the beers that were previously brewed in Münster before World War II. Pinkus Münster Alt is the only remaining example of this traditional regional style, Münster altbier.
Altbiers from Dusseldorf range from dark caramel to brown color, but Münster Alt is a slightly hazy pale golden color, with appetizing acidity and a hint of sourness: a small ratio of soured, reboiled wort is in the recipe. Thirst-quenching and inviting, there is really no other beer like Pinkus Münster Alt.



The Wine Merchant That Sells Beer

Michael Jackson
Writer and Journalist

Editors Note: This article was originally published in the 1993 edition of Alephenalia. Jackson’s books have sold over three million copies worldwide and have been translated into eighteen different languages. At the time of his death in 2007, Jackson had won the André Simon Award as well as the James Beard Award for his writing. While some of the information in this article is outdated, this piece provides an interesting lens to view the beer industry in 1993.



For a start, the name has its mysteries, Merchant Du Vin means seller of wine, but the company is an importer of beer. Wine was the original business of founder Charles Finkel, but he went on to beer about 10 years ago. Since then, he has become the most impressive specialty beer importer in the United States. Merchant Du Vin’s style-consciousness has everything to do with its products, and is only incidentally reflected in the location of its head office in a 1920s building that was once a ballroom in Seattle, Washington. Merchant Du Vin has a staff of a dozen people headed by Finkel, who looks like a professor of poetry but owns the company together with his wife, Rose Ann. In the East, an associate company operates out of Lenox, Massachusetts, through the redoubtable duo, Elise and Monroe England, and Joe Lipa. Merchant Du Vin markets its portfolio of products in more than 40 states, but its impact extends far beyond its own sales efforts. Merchant Du Vin’s influence is still only half-understood in the trade, but well-appreciated by a certain group of consumers. A significant high price for a product that bears the company’s neck label. They do so in the knowledge that every time they try a new Merchant du Vin

bottle, the beer inside will be of a different style. In sampling it, they will learn a little more about the world of beer. There is not only a mystery, but also a mystique to Merchant Du Vin. The company is creating the market it serves.



A Range of Beer Styles
No wine merchant would sell only Chablis, but as many excellent examples as he could find. He would also want reds, sparkling wines, dessert wines & varietals. Yet many importers, distributors and retailers of beer are content with only one style. To cite a few examples: Corona, Miller Lite, Michelob Dry, Heineken and Beck’s are all distant derivation of the pilsner style. There is nothing wrong with that, but they represent a choice of interpretation and a subcategory rather than



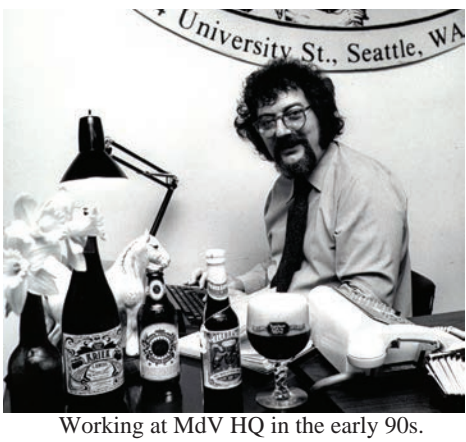
a style. Merchant Du Vin has a couple of German pilsners in its portfolio, but it also has a Munich-style dark lager; a strong, double-bock lager; a smoked lager; German wheat beers in pale and dark, filtered and sedimented styles; Belgian spontaneously-

fermented wheat beers with and without infusions of fruit; ales in the Trappist and Taster styles, pale and brown; stouts in the oatmeal and imperial styles...the list is astonishing. In marketing its portfolio, Merchant Du Vin has placed the emphasis on the different brewing style of each beer, rather than its country of origin or producer. In some instances, there are mini-ranges of different styles from a single producer. There are half a dozen from Samuel Smith in England. In its home market, the brewery produces even more. While the Samuel Smith range has been the most successful, the Lindemans selection from Belgium and the Ayinger beers from Germany also have great potential for being developed in this way. People sometimes ask, “Are wines from Italy any good?,” or “Do you have anything from Australia?,” but most of the time, they know whether they want chardonnay or cabernet. “The decision about style is what comes first,” argues Finkel. It is nonsense to ask “are beers from Britain good?” Which beer from Britain are we talking about? The British are not well-known for lagers, but they produce great ales, porters and stouts. Did you want a pale ale or a brown? A porter or an imperial stout? The stylistic range of beers made in Britain, Belgium, Germany, and one or two neighboring countries, is very great. These are the great brewing nations. There is no point in looking for beers in some



obsure country just for the novelty value. Novelties don’t last. The consumer soon realizes there is nothing different about the beer. It is silly to say, “This is a great beer because it comes from Ruritania. In fact, it’s the biggest-selling beer in Ruritania.” You have to ask first: What style of beers have they traditionally made in Ruritania? Are the people there known for their love of beer? There are a handful of stylistically interesting beers from offbeat countries, but not many. Most are simply local versions of Heineken. “In the United States we already have plenty of Heineken. What is the point

of my importing a Ruritanian version of Heineken, or your selling or buying it? Nor is the biggest-selling beer in Ruritania, or anywhere else, necessarily the best. Is Wonderbread the best? Lots of people often eat it, but does that make it the best? Yes, if you are looking simply for volume—in which case, there is only one Wonderbread. No, if you really fancied a bagel or a croissant. Once, very few American ate bagels or croissants, but things change.” Finkel draws a parallel between the development of the fine wine market and the fine beer market. “Most Americans did not know the difference between a Chablis and a cabernet when I started in the wine business,” says Finkel. “Now, a knowledge of wine is a part of the currency of civilized life. In beer, we start off with a product that is more commonly accepted, and offer people delicious and distinctive, but unfamiliar, products, intelligently presented.” Some consumers will say, ‘ugh...this stuff tastes awful,’ but we have built very considerable sales, especially with our range of Samuel Smith’s ales, porters and stouts, and we get ‘thank you’ letters every day from beer lovers. There will always be a big market for ballpark beers, but there is a very fast-growing group of drinkers with more



developed taste.”
Merchant Du Vin became a beer importer just over a decade ago, and wine marketers have been discovering beer ever since. Sebastiani Vineyards of Sonoma, California, recently announced its intention to enter the beer business as importer for Changlee beer from China. Wine makers are even producing beer: this time last year, the cellar master at Joseph Heitz was helping set up a brew-pub in Calistoga, California. Almost every wine critic is writing about beer, with Robert Parker even devoting a special issue of his newsletter to the barley brew.

Featured Brewery: Orval Trappist



Illustration of the Orval Abbey in Florenville, Belgium

A Long History...

The first monks to settle in Orval arrived from the south of Italy in 1070. Count Arnould de Chiny, lord of the manor, welcomed them and granted them land from his own domain. Construction was immediately begun of the church and conventual buildings.

For reasons we do not know these pioneers moved away after about forty years. The son of Count Arould replaced the monks with a small community of Canons who completed the construction of their predecessors. By 1124 the community of Canons finished a church on the grounds of Orval and it was consecrated by Henri de Winton, Bishop of Verdun. Almost immediately, the Canons ran into financial difficulties which led them to request affiliation with the Order of Cîteaux. Their request was sent to Saint Bernard who accepted it and he entrusted the re-establishment of Orval to the eldest of his daughter-houses, the Abbey of Trois-Fontaines in Champagne.

On March 9th, 1132, seven monks under the leadership of Constantin arrived at Orval. Monks and Canons formed one single community and began at once on the adaptation of the buildings to Cistercian usages. The new church was completed before 1200.

The Cistercians were particularly careful to establish a farm and a forestry domain; these forms of work would allow them to

live according to their observances. The land immediately around the monastery is poor and unsuited to farming.

For five centuries, Orval led a hidden life, like so many other monasteries of the Order. During the 12th Century, the abbey seemed to have been prosperous; from the middle of the following century, calamities were often to be its lot for long periods. In 1252, the abbey was gutted by fire and the consequences weighed on the community for almost a century. Certain buildings had to be entirely reconstructed. So serious was the state of misery that for a time the authorities of the Order went so far as to envisage the suppression of the monastery.

In 1637, during the Thirty Years' War, the abbey was pillaged and burnt by French mercenaries. After being rebuilt again a substantial part of the abbey was burnt down and blasted by the cannons of French troops in retaliation for the hospitality of Austrian troops during the French Revolution. During this time the abbey was overrun by the French. Princess Jeanne Bonaparte (great-niece of Napoleon I of France) was born in the abbey.

The Harenne family acquired the land in the late 19th century and in 1926 they donated the land and ruins to the Cistercian order and the modern abbey was built. The ruins of the medieval buildings still remain on the site and are available for the public to tour.

“The monks know very well what happens outside the abbey. It’s seen as a beer for the individual, not the mass market. You make a subtle cultural statement if you drink it.”

Francois de Harenne, Retired Commercial Director of the Orval Brewery



The courtyard at Notre Dame d’Orval in Belgium

J. M. Van Gool
International Trappist Association

You will be charmed by Orval Abbey, which is hidden away in a deep valley. Just next to today’s monastery, you can visit the listed ruins of the medieval abbey. At the start of the visit, an audiovisual introduction will look at the history of the monastery and life in the community. Then, an explanatory tour will lead you through the rest of the medieval abbey where you will discover a museum set up in the 18th-century cellars, a former pharmacy and the garden containing medicinal plants.

Guided tours are organized on afternoons in July and August, as well as on Sunday afternoons in September.

There is a shop at the exit where you can buy cheese and beer produced in the monastery as well as a selection of books and souvenir items. You can also visit the abbey church for services and take part in the monk’s prayers. The other parts of the site - our community, the brewery and cheese factory - are not open to the public.

“I find it a very nice life here, a noble life. I am living my vocation; I have found my place in life, so I am very lucky.”
Father Abbot Lode



Orval beer advertisement from 1931

How to Enjoy an Orval

Orval is best enjoyed between 55°F and 60°F and served in the Orval art deco goblet designed by architect Henri Vaes. The beer is given its full appeal and helps bring out its special flavor and bouquet of hops. The shape of the bottle has been specially designed to prevent yeast from being poured out of the bottle and into the glass. To keep the yeast from being poured along with the beer, tilt the glass to meet the bottle in a V-shape and leave about one centimeter (a little less than half an inch) in the bottle.

Many people prefer it cloudy and enjoy the yeast deposit, which is rich in vitamin B. They pour the bottle’s entire contents into their goblet.

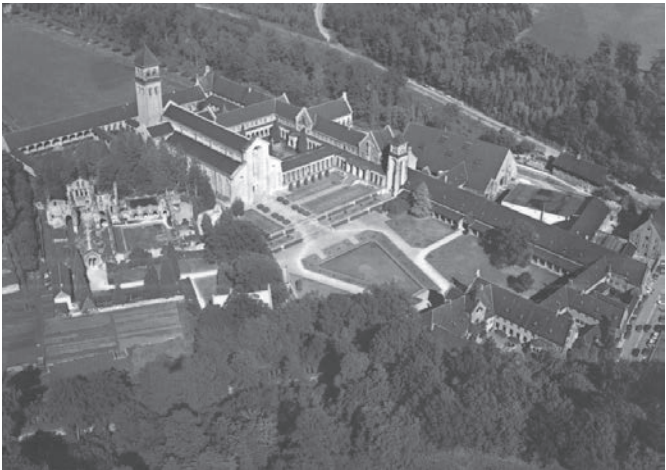
The complexity of Orval deserves to be savored. It is also stronger in alcohol than it tastes and must be treated reverently.

Orval Trappist Ale is fermented again in the bottle for at least two months in the abbey’s cellars before shipping, but connoisseurs enjoy it all more when it has aged several years.



“There is something authentic in the monks’ lives; they are up at four in the morning praying and they want that reflected in their beer. When people drink this beer, the bottle before them is more than beer; it is Orval. The color of the beer equals the color of the monastery walls. It equals the color of the surrounding woods in autumn. There is an innate unity between the beer and the abbey itself.”

Francois de Harenne, Retired Commercial Director of the Orval Brewery



Overhead view of the Orval Abbey



Princess Matilda’s fountain

Fountain Mathilde

This abundant well is particularly well-known for the charming legend attached to it from the time immemorial. Indeed it is said that the Countess Mathilde de Toscane (1046-1115, Princess Matilda of Tuscany) had gone to Orval on a hunting party, shortly after the death of her husband Godefroid-le-bossu (Godfrey the Hunchback). Sitting beside the wall, her engagement ring slipped off her finger and fallen into a fountain. All searches for it were in vain. After praying at the nearby chapel, she went back to the fountain where, all of a sudden, a fish came out of the water with a ring in its mouth and gave it to her. The countess exclaimed, full of joy, “This is really Val d’Or.” (French: Or = gold; val = valley; “Valley of Gold”)

She gave the land to the church, and the trout with the gold ring can be seen to this day in the Orval logo. The trout and ring can be found throughout the Abbey in many forms of stonework as well.

L’Ange Gardien - The Inn of the Guardian Angel

Gastronomy meets Orval Trappist Ale! This art deco tavern, designed by Henri Vaes, gets its name from a fairy tale by the Countess of Ségur. This small tavern is owned by the monks and located just a few hundred yards from the main gate of the monastery.

In 1932 Dom Marie Albert created this building to accommodate the families of the monks who were unable to receive housing in the Abbey due to reconstruction.

The name refers to the biblical account of the journey of the angel Raphael accompanying the young Tobias en route to beautiful hospitality. Since the 1950s, L’Ange Gardien has served as the exclusive destination for visitors at Orval making their pilgrimage to try Petite Orval. Petite Orval also called Orval Vert or Green Orval - for the green bottles that it was originally packaged in - is offered here only on draft after the monks learned that there were a number of occurrences bottles being sold outside of the abbey.



L’Ange Gardien sits just up the road from the front gates.

“No other beer can be said to match the character of Orval”

Michael Jackson, The Beer Hunter



Orval has been featured on postage stamps in Belgium on multiple occasions

#OrvalDay: Beer for a Cause

The Orval legend began almost 1,000 years ago, when a princess accidentally dropped her ring into a spring and a trout returned it. It continues now, with a day to reflect on and enjoy a global classic.

On March 26th, 2016, March 25, 2017, March 24, 2018, and Saturday, March 24, 2019 devotees of Orval Trappist Ale – and even some folks who hadn’t tried it yet – convened upon their favorite bar to celebrate one of the world’s unique and highly-respected beers. Orval was the first *Brett* beer to land on US shores, and has become the favorite beer for many star American brewers. (“Brett” - *brettanomyces* - is a yeast variety that adds appetizing, sharp acidity and dryness.) Orval sells one beer, brewed to exquisite perfection within the walls of Notre Dame d’Orval Monastery in

Belgium. It’s delicious when it leaves the brewery, but also evolves in the bottle for five years or more.

Each year Merchant du Vin makes a donation to charity based on US sales of Orval on Orval Day, and participation and sales have grown each year.

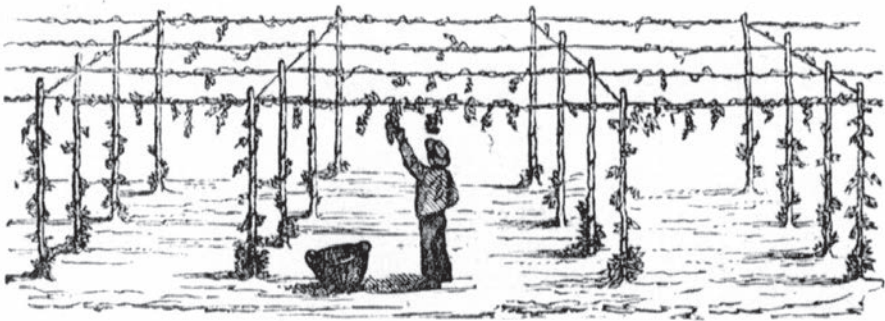
Merchant du Vin’s 2020 charity partner will again be Safe Water Network which helps to bring clean, sustainable water to communities in Ghana and India. Merchant du Vin donated 50 cents to Safe Water Network for every bottle of Orval sold on Orval Day 2019.

The upcoming #OrvalDay will be held the Saturday before World Water Day on Saturday, March 21, 2020 and the following year on Saturday, March 20, 2021



Hops, The Spice of Beer

Hops contribute as both the seasoning and natural preservative in beer. Roman historian Pliny the Elder mentions this perennial vine around 50 A.D. in his *Study of Natural History*. Records of the Jew’s captivity in Babylon refer to a *sicera* (strong drink) *ex lupulis confectam* (made from hops). The cultivation of the hop began in the 8th or 9th century, but wasn’t introduced to Great Britain until the 16th century. The flower, or cone, of the female hop contains the necessary brewing compounds: the gland produce resins and essential oils which provide aroma and bitterness, and the baracteoles contain tannin to help clarify and preserve the brew. The finest vineyards (yes, vineyards) are located in Kent, England; Hallertau, Germany; Salz, Czech Republic; and Yakima Valley, Washington, USA.



What is Trappist?

J. M. Van Gool
International Trappist Association

The Trappist monks and nuns together form the Cistercian Order of the Strict Observance (O.C.S.O.). Ever since their Order was setup in 1098, they have been performing various kinds of manual work - often concerning food and drink (bread, cheese, beer, liqueurs, etc.). Most abbeys gradually started to sell some of their produce, with the proceeds going to meet their own material needs and to carry out work in the community. These products have over time gained international renown.

“We realize that our ‘family name’ has an economic value (after all, it is no coincidence that producers of consumer goods make so many reference to the monastic world, which appeals to the imagination of potential consumers). That’s why we wish to protect the monastic economy, which gives life to our communities, from unfair competition.”

The Trappists already made an attempt to protect the name “Trappist beer” before the Second World War. The monks of Orval, who very much wanted to protect

the interests of the Trappists, hired a lawyer and instigated legal proceedings. From then on, dealers unjustly using the names “Trappist” or “Trappist beer” can be prosecuted due to unfair competition as these names refer to the origin of the product. The Commercial Court in Brussels on 6 September 1985 was even more explicit: “It is now widely known that the public associates special qualities regarding quality to products from monastic communities and particularly the Trappists.” In order to inform consumers of the origin an authenticity of these products - as particularly on the beer market, there are a considerable number of brands that assume a “religious” image without being produced in a monastery - the ITA, the International Trappist Association, was set up and the “Authentic Trappist Product Label” was created.



This label certifies not only the monastic origin of the product but also guarantees that the products sold conform to the quality and a tradition that finds its origin in the lives of Trappist communities.



A pint of Samuel Smith’s Oatmeal Stout at an English pub

Proper Pints: Pub Culture

Part of the warmth and friendliness of an English pub comes from the small homes and dense populations of English cities - people historically did not have big living rooms in their homes, so they needed a place to gather. The cool, damp climate may have also contributed to the cozy environment. What seems clear is that part of the English character is to offer a true “third place” - not home, not work, but a meeting place for conversation, food, laughs, relaxation and great beer. An English pub is a place to feel at home. The furniture and lighting will be comfortable. The food will be hearty, and while it may be great it will never be intimidating. Games tend to be slower-paced and not too loud - like darts. But the key components to the calming magic of an English pub are the staff, and the beer.

For every guest who walks through the door, the publican strikes the right note. Guests who are looking to have a quiet conversation will be able to hold one.

Other guests who want sports news, or local color, or even jokes, will find those as well. In a manner that is time-honored, the staff of an English pub will meet the wishes of their guests in ways that may be quite subtle.

The beer: whether a pub has many varieties of beer or only a handful they will offer a range of flavors. A pub will have some dark ales, and they will have at least one lager. They will offer a stronger brew, as well as session beers. They will have a pale ale. They might even offer more than one serving temperature, some beers served cold while others are served cool - “cellar temperature.” An English pub will almost always offer a cider.

Samuel Smith’s beers are available at pubs throughout England, playing a part in what makes pubs great. In return, just a little bit of English pub culture can be tasted in every bottle.

Women in Beer

Until the Middle Ages, the brewing of beer was exclusively the province of the woman in the household. Old laws even went so far as to state that the vessels used in brewing were her personal property. As far back as 2000 BCE, Mesopotamia (part of modern Iraq) acknowledged women as brewers in an industry that even then was held in the highest regard. In Babylon, female brewers, or brewsters (the feminine form, just as baker and spinner are the feminine forms of baker and spinner), were priestesses in the temple, giving the industry an ecclesiastical flavor that continued to the monastic breweries of medieval England. During medieval times, monasteries began brewing beer on a larger scale; gradually, women’s involvement in the brewing process diminished and finally came to an end as the man became more and more the brewer in the home. The industrial revolution struck a final blow to the Ale Wife, who sold unhopped beer with a shelf life of a few days from her brew pub. Men have tended to do the brewing ever since. This is changing as more and more women recognize that brewing is an ancient craft of great culinary value, the successful accomplishment of which is in no way sexist. Modern marketers often suggest that beer is a “man’s” beverage. Some women believe it, but let them sample a variety of different brewing styles, and there’s sure to be one that pleases their palate.

The position of brewer at Pinkus Muller in Munster, Germany has been handed down from father to son since 1816. Operations at the Pinkus Pub are now under the management of Pinkus Muller’s granddaughter Barbara Muller. Since her arrival at the brewery, Hans and Barbara have made the commitment to make Pinkus the modern world’s first organic brewery.

At the Traquair House Brewery in Scotland, Catherine Maxwell Stuart is the 21st generation of her family to live at Traquair House, an estate that her family traces back to 1491. In 1990, Catherine came back to Traquair House after her father passed and continued to grow and diversify the activities on the property. This included a continued focus on the Traquair House Brewery which still uses the original oak tuns, some of which are over 200 years old. In 1994, Catherine expanded the brewery but it still only employs two full time brewers and produces about 850 barrels of beer per year.

At the Orval Brewery, Anne-Françoise Pypaert became the first woman to hold the title of Head Brewer at a Trappist brewery. She began working at Orval in 1992 after graduation from the Institut Meurice in Brussels. At the time she was the only woman who worked at Orval, she quickly worked her way up to Director of Quality Control at the brewery in 1995, a title she held until taking over the reins of the brewery in 2013.



Barbara Müller, Hans Müller, and Barbara’s husband Freidel Langfeld (Head Brewer)



Catherine Maxwell Stuart, the 21st Lady of Traquir House.

A Q&A with 40+ years of Beer Selling Experience

Q: Which beers made such an impact that you became interested in joining the beer industry?



Joe Lipa, retired National Sales Manager for MDV

The two beers that changed my palate forever: one I drank at Yankee Stadium in 1970, Ballantine Ale (founded in 1840, the first American India Pale Ale 70 IBU's and 7.2% ABV). The other was Orval Trappist Ale (founded

in 1070, 6.2% - 7.2% ABV depending on the age as the beer cellars), I drank in Belgium in 1975.

Q: What have been the biggest changes in the beer industry since you started in 1978?

Back in 1978, almost all beers were light lagers with similar ABVs of 4% – 5%. Their taste profiles were similar primarily from the substitution of rice and corn adjuncts instead of using 100% malt in the brewing process. Since inception, Merchant du Vin was at the forefront in Beer Education. We were the first beer company to market beer by style with varying ABV. Many beer consumers really thought Brown Ales were dark beers because they rarely saw real dark malted beers like Samuel Smith's Oatmeal Stout or Ayingers Celebrator Doppelbock. Those original Samuel Smith clear bottles did wonders to educate consumers on this matter.



The Yorkshire Squares - fermenters at Sam Smith's

Merchant du Vin was the outright pioneer in the pairing of beer with food and cheese similar to wines. Even today, conducting beer dinners is as common to MDV as conducting tap takeovers is to today's craft breweries. Merchant Du Vin's early efforts gave beer the respect it so richly deserved (similar to wine and spirits). Our early success was (and still is) greatly attributed to the iconic breweries we have represented since 1978. We are very fortunate to be able to offer consumers some of their "BEST IN CLASS" authentic ales, lagers and ciders. Many consumers were introduced to the world of beer from the traditional and unique offerings of our breweries that are proprietary to their homeland. For instance if you are looking for authentic Lambics, they are only produced in Belgium. If you are looking for authentic wheat beers with that banana clove flavor, it's a German thing and specifically in Bavaria. Yorkshire Square Stone Fermentation is only used in Yorkshire. Samuel Smith has utilized this tradition since 1758 and that's the main reason their beers are so well balanced.

Many of today's craft beer consumers are loyal to the category but not necessarily to a particular brand or brewery. I know

every craft brewery is doing their very best to offer good quality, but many craft producers are being forced to produce a 'flavor of the day' to maintain consumer loyalty. Consumers expect the newest and greatest every day. I respect that, but it's not sustainable. Proof positive: just look at the number of breweries going out of business, doing mergers or being forced to change their go-to-market strategies. I strongly believe that in order to survive long-term, breweries should perfect their brewing techniques required to offer six or eight 'BEST IN CLASS' styles. This approach will create cost efficiencies and more consumer loyalty toward their brewery.



Smith's Shire Horses delivering beer in town

Q: Why would you recommend that a local-craft beer fan try a European Imported Ale, Lager or Cider?

I get the Local-Craft Beer movement, but I'd like those fans to know that just because a beer is local or imported it doesn't ensure quality. I get the "support your local" thing, but there are breweries outside the US producing "Best in Class" products and strongly adhering to hundreds of years of local traditions. Since 1758, the world's ultimate traditional brewer, Samuel Smith, has been making local beer deliveries with Shire Horses that they stable at the brewery. I would ask these fans "Do you know of a brewpub in America that does not allow televisions, music or cell phones?" Samuel Smith's doesn't allow modern electronics in their pubs so that people can enjoy a true & authentic 1758 local pub experience. Do these fans know of an American brewery employing two full-time coopers to build and refurbish solid oak casks? Samuel Smith does this in order to ensure the highest quality of their cask beers. Do these fans



A rich legacy of lambic brewers at Lindemans

know that Lambic beers (one of the oldest brewing styles in the world) are only produced in the Senne River Valley, a 15-by-75 mile area near Brussels? Lindemans has produced authentic world-class Lambics in that region since 1822. Ayinger is con-



Ayinger in 1898

sidered one of the highest rated breweries in the world. All of their beers are made under strict adherence to the German Purity

Code Law (Reinheitsgebot). Another German local jewel is Pinkus Mueller, the first brewery in the world to produce organic beers. Collectively, the eleven breweries



Pinkus, the early years

that MDV represents have over 3,000 years of local and monastic brewing excellence. These world-class breweries and some other specialty imports deserve to be supported for brewing local hand-

crafted beers and their strict adherence to traditional local practices since their respective inceptions. Merchant du Vin has maintained one goal since our inception: when a restaurant or store offers an MDV Selection they are ensured their customers will always receive 'BEST IN CLASS' offerings.

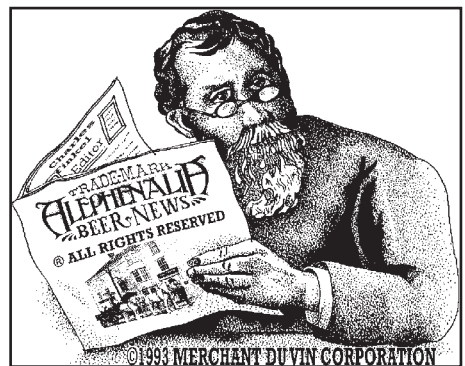
Q: What is the future of beer in the US?

We are in interesting times. All of the craft breweries started out local. Then many began expanding regionally, then nationally. Now, most all of these larger craft breweries are being suffocated by the smaller "local only" breweries nationwide and the BIG GLOBAL breweries (domestic and import) are making their moves seeking one thing: overall global market share. In many cases, BIG GLOBALs are overpaying to acquire craft breweries to gain entry into the craft market to the delight of those local and regional brewery owners who sell to them. BIG GLOBALs are also now producing their own beers under many pseudo 'craft beer' labels and some of the mass imports they own outright.



David and Dylan, the coopers at Sam Smith's

These strategies are creating enormous cost efficiencies. Those savings will increase BIG GLOBAL's distribution clout and leverage store shelves and tap handles across the USA. If BIG GLOBAL implements lower pricing models on the brands they own it could reduce craft's profits and disrupt the segment as we know it today. Only the strong will survive.



As for Merchant du Vin I will say this: When Samuel Smith Oatmeal Stout hit America's shores in 1978, Heineken was the most expensive case of beer in the USA.

Then Samuel Smith Oatmeal Stout was introduced at nearly twice the price. Retailers thought we were crazy and most accounts showed me the door. However, we worked very hard at developing high-end restaurants, hotels and specialty food stores. We conducted beer dinners, consumer tastings and many retail staff trainings and our beers started selling, especially to discerning palates. The game was on. Consumers knew when they saw MDV's name on a beer label they were ensured 'BEST IN CLASS.' The same holds true today. We learned early on that with many consumers "what's in the bottle matters, not the price." They know that on a cost per ounce basis 'BEST IN CLASS' beers offer the same intrinsic value as high-end wines or spirits.



Samuel Smith's grocery store display in the 80's

Q: What was the biggest learning experience of your career?

Before I joined MDV, I was the General Manager of a Beer, Wine, Spirits distributor and a Pepsi bottler too. Selling high-end spirits and wines helped set the stage for the Merchant du Vin endeavor because I learned all about product verticality. However, without a doubt, the best beverage industry training I received was from Pepsi. I learned early on that all consumer goods go through life cycles. Some succeed; some don't. The ones that do succeed are not intimidated by disruptions in the marketplace. They always practice patience while seeking new innovation but stay totally committed in offering 'BEST IN CLASS' products. Merchant du Vin has practiced these fundamentals in spades since our inception in 1978. This commitment to quality first has (and always will) ensure our success regardless of a chaotic marketplace.



Joe Lipa (right), selling MdV beers in the 1980s.

Q: Desert island beer? First, my desert island was, and will always be, Merchant du Vin. MDV was not a job it was a lifestyle. I was very fortunate to be able to live and work on my own island and have in-hand some of the finest beers in the world. As for that one beer, there are actually three: Orval Trappist, Ayinger Celebrator Doppelbock and Samuel Smith Yorkshire Stingo.

Not Long Before 1984

Originally published in 1993

Moon Over Water." In reality, one of his favorite pubs was the Fitzroy, on Charlotte Street, London. Orwell had a particular enthusiasm for stout. If he could return to the Fitzroy today, he would be pleased to find Samuel Smith's Oatmeal Stout, The Famous Taddy Porter, and rich Imperial Stout. He would be surprised, though, to learn that its stouts and porters became available in the United States round about 1984. If you care to relax over a Sam Smith's, we will not expect you to write an essay afterwards, unless, of course you feel inspired.

England's most famous modern essayist once spent time picking hops in the county of Kent to document the life of the working people there. The rigors of hop-picking did nothing to dampen his taste for a good brew. he even wrote an essay about an imaginary ideal Pub, which he called "The





Samuel Smith’s (England)

Yorkshire’s oldest brewer uses their original well, sunk 250 years ago; hand-weighs hops; and ferments their ales in stone Yorkshire Squares. Local deliveries are still made using the brewery’s dray horses.

Organic Chocolate Stout - Apple Cider - Oatmeal Stout - Nut Brown Ale - Pure Brewed Organic Lager - Organic Perry - Organic Strawberry - Imperial Stout - Taddy Porter - Organic Apricot - India Pale Ale - Organic Pale Ale - Organic Raspberry - Organic Cherry - Winter Welcome - Yorkshire Stingo



Lindemans Lambics (Belgium)

Located in the lambic brewing region of Belgium, this family-owned brewery has six generations of lambic brewing history. These spontaneously fermented beers are brewed using wild, airborne yeast - no yeast is added by the brewers. Introduced to the US in 1979, they remain the best-selling lambic brewer in the market.

Framboise - Strawberry - Apple - Pêche - Kriek - Cassis - Oude Gueuze Cuvée René (sour) - Oude Kriek Cuvée René (sour)



Ayinger (Germany)

This family-owned brewery in the foothills of the Bavarian Alps is famous for excellence in beer and hospitality. Owned and operated by the same family since 1878, brewing good beer is the premier duty of Aying, and people enjoy their beers all over the world.

Celebrator Doppelbock - Bavarian Pils - Brauweisse - Urweisse - Jahrhundert Bier - Altbairisch Dunkel - Oktober Fest-Marzen - Weizenbock - Maibock



Pinkus Organics (Germany)

The last remaining brewery in Münster - and the world’s first organic brewery - Pinkus brews traditional Westphalian specialty beers using solely organic ingredients from local suppliers.

Münster Alt - Ur-Pils - Hefe-Weizen



Green’s Gluten-Free (Belgium)

The highly-respected DeProef Brewery brews these naturally gluten-free beers. They are made from top-quality millet, sorghum, buckwheat, and rice.

Discovery Amber Ale - Endeavour Dubbel Ale - Quest Tripel Ale - India Pale Ale - Enterprise Dry-Hopped Lager



Du Bocq Brewery (Belgium)

Traditonal, family-owned farmhouse brewery in the Condroz region of Wal-lonia, Belgium. Brews a refreshing award-winning witbier named after Princess Blanche of Namur in memory of her “sweetness, beauty, and delicacy.”

Blanche de Namur



Traquair House (Scotland)

Traquair is the oldest continually-inhabited house in Scotland and dates back to 1107 AD. This house brewery crafts traditional Scottish ales in a 250 year old brewkettle and Memel Oak fermenters that were commissioned by Traquair in 1738.

House Ale - Jacobite Ale



Rochefort (Belgium)

The Abbey of St-Remy, in the southern part of Belgium, was founded in 1230, and the monks began to brew beer some-time around 1595. These bottle-condi-tioned ales and are among the world’s most highly-respected beverages.

Rochefort Trappist 6 - 8 - 10



Westmalle (Belgium)

Located in the village of West Malle, this monastery brewed the world’s first tripel style of beer in 1931 as a celebration brew for the abbey’s new brewhouse. These ales are the flavor of nature, of tradition and of dedication.

Westmalle Trappist Dubbel Ale Westmalle Trappist Tripel Ale



Orval (Belgium)

A princess lost her wedding ring in a pool around 1070 AD. After she prayed for its return, a trout swam to the surface with the ring in its mouth. The grateful princess gifted this “golden valley” to the church, and the abbey was founded where this global classic is brewed.

Orval Trappist Ale



Zundert (The Netherlands)

The monks at the Trappist brewery of Maria Toevlucht Abbey brew beer that takes time to savor and understand. The monks decided to start brewing beer after determining that their farm was too diffi-cult for the brothers to maintain.

Zundert Trappist 8 Ale

Save These Dates

Our favorite celebrations of the year!



Burns Night with Traquair
Sat. 1/25/20
Scotland’s tribute to the national baird, Robert Burns.



Valentines Day
Fri. 2/14/20
Framboise Loves Chocolate Stout



#OrvalDay
Sat. 3/21/20
A day to reflect on and enjoy this amazing Trappist ale.



Belgian National Day
Tue. 7/21/20
A toast to the world’s most storied nation of beer.



Oktoberfest with Ayinger
Sat. 9/21 - Sun. 10/6
Germany’s top-rated Oktoberfest bier is back!



The #SamSmithSalute
December
Release of cask-aged Yorkshire Stingo and Winter Welcome Ale.