



J U L Y 2 0 0 7



# BREW NEWS

## Beauty and the Yeast

### Florida's Female Craft Brewer

Orlando Brewing has many things to brag about. We make the only organic beer certified "Fresh From Florida" by the Department of Agriculture. Our hand-crafted ales have won many awards. And we have the most loyal customers in the world.

Now, we have another source of pride. Meet **Alysha Heck**, the *only* female professional craft brewer in Florida.

Alysha grew up in Orlando and once hosted beer tastings for a retailer of natural and organic foods. Now, she has taken the next step in her beer odyssey. She makes it herself.

"Making beer is science and an art," Alysha says. While painters use oil and canvas, brewers use water, barley, hops and yeast. Brewers also strive for consistency. That fact has helped Alysha pick up the craft. "The repetition has allowed me to learn."

Alysha started as an "apprentice" working alongside **Ed Canty**, Orlando Brewing's Brewmaster. Ed says it's like history coming full circle. "There was a time when most of the people making beer were women," he says.

That may be true. But that was a long time ago. Today, the beer industry is dominated by men. Does that intimidate Alysha? "No," she answers. "It makes me feel more confident."

"Alysha has learned a lot and takes it seriously," says **John Cheek**, President of Orlando Brewing. Working next to boiling wort in the un-air-conditioned brewery shows just how serious she is.



The job is both physical and mental. Alysha likes that. As Orlando Brewing begins a phase of expansion and increased production, her skill will be needed more than ever. This isn't just a summer job, either. Alysha will eventually help train future brewers, even other ladies. She would like to get a degree in chemistry and one day use that knowledge to do research for the beer industry. If you've been to the brewery lately, you have personally tasted the beer she makes. Alysha has a future as bright as her smile.



"I love this place," said Michelle Simmons of Orlando.



John Cheek personally served our hand-crafted, organic ales.



Orlando Brewing volunteer Julian Linford helped organize the day.

### Beer-B-Q at Orlando Brewing

Last month, Orlando Brewing hosted its first Beer-B-Q & Music Fest. Hundreds braved the heat for the taste of BBQ made with our own sauce. Outside there were several bands entertaining the crowd. Inside, the refreshing a/c cooled down folks as they dined. Fresh, cold beer was served throughout.

## Beer & American History

by Chris Scott, founder of HailTheAle.com

Consider these historical facts:

- Almost 170 years before America became America, the first brewery was established in the New World on the southern tip of New Amsterdam.
- Low on beer, which was a dietary mainstay and probably the most potable liquid on the ship, The Mayflower landed at Plymouth Rock instead of their intended destination rather than risk running out of beer.
- In a move that foreshadowed his greatness, George "I cannot tell a lie, these wooden teeth are killing me" Washington set the tone for his "Buy American" policy by writing to the Marquis de Lafayette that he would drink only American porter.



Chris Scott  
HailTheAle.com

So, what do these little history lessons teach us? That beer is an integral part of America's history and culture. Obviously beer isn't uniquely American, but not much is and, like all good things, we took hold of it and made it our own. Our modern beer history was shaped by German immigrants in the last half of the 19th century who brought over their lager and pilsner recipes along with their passion for brewing. Early pioneers in this era are now synonymous with beer: Adolphus Busch, Frederick Pabst, Joseph Schlitz. These "Beer Barons" amassed great wealth and brewing empires in the late 19th and early 20th century by opening beer gardens and resorts, distributing to saloons, and acquiring smaller breweries.

In 1920, this "golden age" of brewing came to an end with national Prohibition. This forced the brewers to turn to other methods of making money to survive. Many of them made "near beer," sold ice, or modified their breweries to manufacture other consumer products like corn syrup, root beer, and ginger ale. By the time the 18th Amendment was repealed in 1933, only half the American breweries remained open (if it makes you feel any better, the wine industry was equally devastated).

After that, nothing really happened in American beer history until 1965 when Fritz Maytag (great-grandson of the appliance guy) rescued the struggling Anchor Brewing Company in San Francisco from bankruptcy. By all accounts, the brewery brewed horrible beer. So it wasn't surprising that it took a while to turn the business around. By 1975, however, Anchor was brewing five different beers, including their annual Christmas Ale. Micro-brewing was born and continues to thrive to this day with micro (or craft) brew sales increasing annually.

During this month of the anniversary of our independence, drink a toast to those who have made and shaped America's beer history as well as to you, the American beer drinker. Cheers!

### Drink Two and Call Me in the Morning

The *American Journal of Health Promotion* recently published a study that shows people who have a few drinks are more likely to feel healthy compared to heavy drinkers and those who don't drink at all. The study was the result of findings by Michael French, a researcher at the University of Miami. There has been prior evidence that moderate drinking (defined as 4 to 14 drinks a week) is associated with reduced risks of cardiovascular disease. This new study, thanks to data from a Census Bureau survey of 31,000 adults, shows that this same group of people actually *feel* better, too. Women who drink moderately, for example, were found twice as likely to report above-average health than women who abstain.

"Our results suggest that a moderate amount of drinking is not necessarily dangerous for most people and may actually be health-promoting," said French.

Dr. Arthur Klatsky, another researcher and cardiology consultant at the Kaiser Permanente Medical Care Program in California, showed that a couple of beers every now and then may help prevent cardiovascular disease, especially the hardening of the arteries and strokes caused by blockage.

So go ahead and have a beer! But be smart. Both French and Klatsky warned that *excessive* drinking is bad for your health and dangerous.



### Hot Weather - Cold Beer

While most Americans celebrate their Independence this month, Orlando Brewing is celebrating our latest milestone. On July 4th, Orlando Brewing started serving our first Pilsener Style beer. It's called European Pils and is the first "lager" to be made here. This smooth, thirst-quenching cold beer is here just in time for the hottest days of the year.

"So far we've been making only ales," says Brewmaster Ed Canty. "Lagers are good for our hot summer weather."

Lagers are different than ales in two ways. First of all, there is a different type of yeast that is used. Secondly, since it ferments at a much lower temperature than ales, lagers take much longer to ferment. In fact, the word 'lager' comes from the German word 'to store' since it takes several weeks, or months, before it's ready to be consumed.



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Enjoy our beers responsibly

