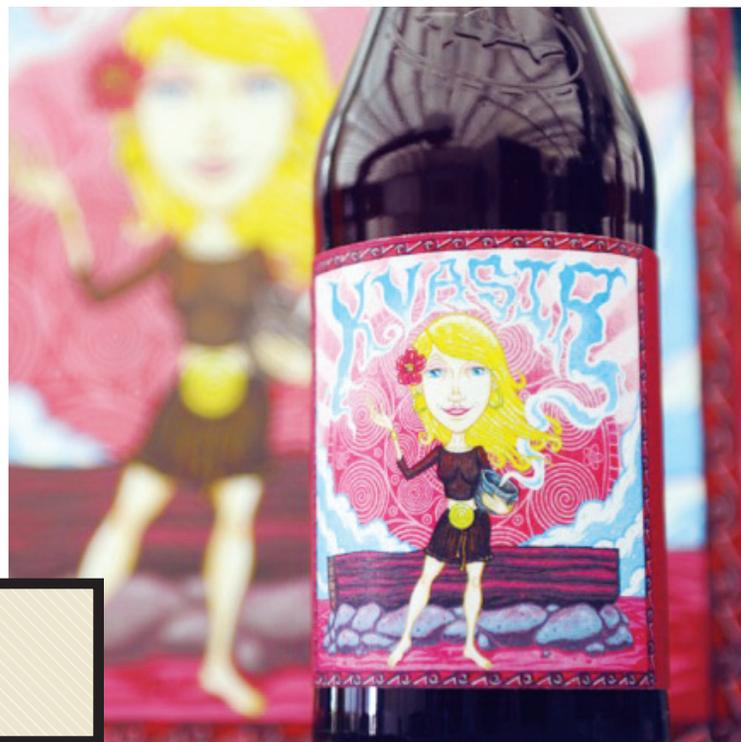


BEER TRENDS

Available in July, Dogfish Head's Kvasir offers a recipe aged in perfection

BY MICHAEL KUDERKA

Finding your great-great grandfather's family recipe for amber lager in the attic and building a beer empire - life changing. Working with a bio-molecular archaeologist to resuscitate a long forgotten beer experience for today's flavor obsessed beer lover - finding El Dorado.



This is the Midas Touched realm of Dogfish Head Founder and President Sam Calagione. A brewer that, despite Dogfish Head's success, has managed to maintain the fearless creativity and boyish curiosity with which he started the company as a brewpub back in 1995.

What has always made the brewery's brands stand out has been Dogfish Head's willingness to experiment with whatever exotic or common ingredients they found on hand such as chicory, licorice root, maple syrup, honey, pumpkin, raisins and brown sugar.

Why Ancient Ales?

"Our Ancient Ales are like liquid time capsules that allow our craft beer fans to get a taste of what people enjoyed thousands of years ago," Sam explained, "and we have been unearthing ancient beer styles with Dr. Patrick McGovern, one of the world's leading experts in ancient beverages, since in 1999."

Through Dr. McGovern's analysis of ancient drinking vessels he can piece together the exotic and common ingredients ancient brewers used to ferment their beverages. As a result of "Dr. Pat's" work, Sam Calagione has discovered long forgotten brewers with a kindred spirit.

It usually takes four to six months from the initial test batch until the release of a Dogfish Head Ancient Ale, but the creation of the recipe begins long before that. Sam Calagione and Dr. Pat begin the process by traveling to the location of discovery, and there they immerse themselves in the culture, meet with historians, and brew test batches with local brewers.

Next up, Kvasir

Rolling out to 27 states in July, Dogfish Head's Kvasir, clocks in at 8% ABV, 15 IBUs and will be distributed in 750ml bottles. Kvasir revives a hybrid Scandinavian beer style that has not been brewed for thousands of years. The recipe for this Ancient Ale was derived by using the chemical, botanical and pollen evidence taken from a 3,500-year-old birch bark drinking vessel found in a Nordic tomb.

Kvasir is brewed with wheat, lingonberries, cranberries, myrica gale, yarrow, meadowsweet, honey and birch syrup. The beer is described as peachy reddish in color, with a pungent tartness (from the toasty red winter wheat and bog-grown berries), flavors of doughy malts and a lingering interplay between fruity acidity and grassy herbs. The toughest of the ancient ingredients to source was the birch syrup.



Sam Calagione and Dr. Patrick McGovern

Are You Thinking Out-of-the-Box?

How innovative is your store at selling beer? We would like to know. If you have promotions that go beyond refilling the cold box, we would like to hear from you and share your "out-of-the-box" thinking with our fellow "Beer Trends" readers.

E-mail me at mkuderka@mcbasset.com with your successful ideas for selling beer, along with your contact information. If we write about your program in our column we will send you a free copy of *The 3rd Edition of The Essential Reference of Domestic Brewers and Their Bottled Brands*.

Michael Kuderka is the Managing Partner at MC Basset, LLC. The company designs beer selling solutions and training for on- and off-premise retailers. www.thebeerbible.com - Contact Michael at mkuderka@mcbasset.com. © 2013 MC Basset LLC