

Boston Beer takes up “Nano” Brewing

BY MICHAEL KUDERKA

While we usually see the term “nanobrewery” being used to describe the small, garage based, startup breweries, a new trend finds many larger craft brewers utilizing the “nano” brewing approach to develop new brands and experiment with ingredients.

Not too far removed from the approach Jim Koch used in 1984 to brew his great-great grandfather’s lager recipe in his kitchen to create the prototype for Samuel Adams Boston Lager, the nation’s largest craft brewer is now embracing “nano” brewing with great commercial success.

Why “nano” brewing?

“Before I was a brewer at Samuel Adams, I was a homebrewer and would constantly experiment with different recipes and ingredients. We created the Samuel Adams 10-gallon nanobrewery to experiment with diverse recipes and ingredients in small batches and to test drive new brewing techniques. The “nano” acts as a test kitchen within our Boston Brewery,” explained Seth Adams, a Samuel Adams brewer.

“The beauty of brewing in our “nano” brewery is that we can experiment and try so many different recipes and play with such a wide variety of ingredients before we get exactly what we want. The biggest challenge for me is that we can only brew so many batches a day, so we have more ideas than we have hours in the day to brew,” explains Seth.

“Over the past year, as part of our constant quest for brewing innovation and exploration, we have brewed quite a few

new beers in the nanobrewery,” continued Seth. “We have been testing brews on our “nano” brewery since 2012. The most recent examples of how successful this process has become are our new brands; Rebel IPA, Cold Snap (an unfiltered White Ale), and Escape Route (an unfiltered Kölsch),” concluded Seth.

Rebel IPA

Rebel IPA is a West Coast style IPA brewed with five varieties of American Pacific Northwest hops. The result is a bright copper colored India Pale Ale, medium-bodied, with an approachable citrusy, grapefruity, piney and resinous hop flavor and aroma.

For those Beer Geeks (like myself), Rebel IPA uses a blend of Cascade, Simcoe®, Centennial, Chinook, and Amarillo® hops to produce an 45 IBU and an ABV of 6.5 percent.

Escape Route

Escape Route is a hazy, golden unfiltered Kölsch, light and smooth, with hints of honey, flaked barley and mildly earthy bitter Strisselspalt and Aramis hops. This beer has a medium hop profile at 30 IBUs and an ABV of 5 percent.

Cold Snap

Cold Snap is a hazy white ale, with



flavors of orange peel and coriander up front, followed by hints of sweet wheat, pepper, fruit and spices. This beer has a mild hop profile at 10 IBUs and an ABV of 5.3 percent.

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*.

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