StockUP

"The freshest news from your friends at Stockertown Beverage."

cooking with beer

RECIPES BY CHEF WALLY MATTUS

now that's fresh

WHY FRESHNESS MATTERS

1890 1890

sip of spain

INSIDE LOOK AT SPAIN'S FINEST BREWERIES

STOCKERTOWN VE STAR BEVERAG

STOCKERTOWN BEVERAGE



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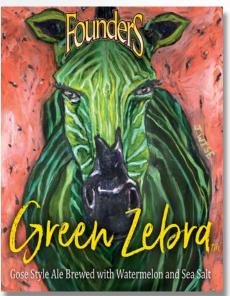
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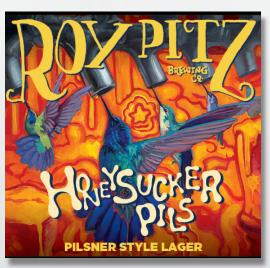
Our Lehigh Valley Rep. Eamon Kinsman gives an overview of the teams recent trip to Spain.

Art of the Label

FOUNDERS GREEN ZEBRA

Watermelon & Sea Salt Gose



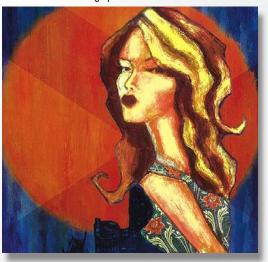


ROY PITZ HONEYSUCKER PILS

Pilsner with orange blossom honey

ATWATER DIRTY BLONDE

Wheat beer with orange peel & coriander





SOLEMN OATH FERMENTATOR PROBLEM SOLVED

Double dry hopped IPA with Mango



Cooking with beer presents its own set of unique challenges. The biggest challenge is that it's a liquid (flavored water to be exact). It generally won't be the centerpiece of your dish, but you can substitute beer for water to impart unique flavors into a recipe. Most of the time the flavors just aren't prominent enough, however. To compensate for this, I have chosen to heat the beer over low heat to create a reduction, which concentrates the flavors for maximum impact.

When reducing a liquid, time is very important. If you boil it down quickly you will have a hard time controlling the flavor and the process. Your result could end up being too thick and have a bit of a bitter taste to it if you go too quickly. The trick is use very low heat until there is just a bit of steam coming out of the pot. Steam is just water escaping, leaving all the flavors behind. Depending on how patient you are, this process could take about an hour or more.



Raspberry Jalapeño Glaze

2 12oz bottles Founders Blushing Monk

18oz Fresh Raspberries

4* Fresh Jalapeños diced

½ Small Onion diced

1 tsp chopped garlic

1 Tbsp Balsamic vinegar

1 Tbsp Grated Orange zest

1 Tbsp Grated Lemon zest

Combine everything except the orange and lemon ½ cup - ¾ cup brown sugar zest in a pot over low heat until steaming.

*You can use less or more Jalapeños depending how you like your spice. I chose Jalapeños because the heat is a little more subtle and easy to control. Most of the heat is located in the white pith around the seeds inside the pepper so you can throw it all in there or scrape some out and tone it down.

As the liquid reduces and the raspberries soften in the hot liquid, smash them into a pulp and add the orange and lemon zest a little at a time. A benefit of a slow reduction is you can keep tasting it and add more flavor or heat as you go along. Just remember that it is reducing so in the end, when it's done, the flavors will come out a little more.

Once you have reduced it to half of its original volume, strain the liquid through the finest screen or strainer that you have. Raspberry seeds are not fun to get stuck in your teeth. Return the liquid to the pot and add these additional ingredients.





1 Tbsp Teriyaki sauce Soy sauce to taste

Turn the heat up to a simmer and dissolve the desired amount of brown sugar depending how sweet you like things. I went with a full 34 cup. The Teriyaki sauce will round out the flavors and use soy sauce instead of salt to get it just how you like it. You can also add some of your favorite hot sauce if you want more heat, or a splash of BBQ Sauce if it's too hot for you.

Grill the meat of your choice. This glaze will be great for chicken, pork, and most seafood. For this recipe, I chose chicken wings. Once the meat is almost done, baste it with your glaze and transfer it to the oven and bake at 300 degrees. If you keep it on the grill the sugars will most likely burn, so that is why you want to finish in the oven. Keep brushing the glaze on the meat for 2-3 coatings until the meat is done. Let rest for 5 minutes, and enjoy!

Refreshing Summer Salad

Salad ingredients:

Spring Lettuce mix Fresh Raspberries Fresh Blueberries Thin sliced red onion

Wedge sliced tomatoes Roasted Sunflower Seeds *Dressing ingredients:*

Equal parts

Raspberry Jalapeño Glaze (see recipe above)

Balsamic Vinegar

Olive Oil

Combine dressing ingredients in a jar or Tupperware container. Attach the lid and shake that puppy up real good. Drizzle over your salad and enjoy!



Chocolate Raspberry Cupcakes

12oz bottle Founders Blushing Monk12oz Fresh Raspberries¾ to 1 cup white sugar (to taste)

1 box Chocolate Cake Mix

For a raspberry syrup, pour one bottle of Founders Blushing Monk and add the fresh raspberries in a pot. Over low heat, add half the sugar slowly until sugar dissolves. Taste and add more sugar as needed. Do not reduce by ½ this time; only reduce about ¼ of the volume. Strain the syrup because of those silly seeds

Grab a box of your favorite chocolate cake mix. Open the other bottle of Founders Blushing Monk and substitute for the instructed amount of water in the recipe on the box. Add 2 tsp of your raspberry syrup to the cake mix and follow box instructions

Pour the batter in a cupcake tin and drop 1-2 fresh raspberries in each cup before baking.

Bake the cupcakes according to the instructions on the box. While they cool, grab a jar of vanilla icing and empty it into a metal mixing bowl. Add 2 tsp of your raspberry syrup to the icing and a little bit of red food coloring (if desired).

Once the cupcakes are cool take a toothpick and poke the top of each cup cake 4-5 times and drizzle a tiny bit of syrup over the cupcakes.

Pipe the icing on the cupcakes and open another cold bottle of Blushing Monk because we're done! It's time to relax and have a beer and a cupcake!

From the Desk of the Craft Beer Poet, a small collection of Haiku's, highlighting Hokkaido Brewing's line of fruit beers.

- Enjoy!



My honey apple alibi One sweet union-Yoichi. Hokkaido



Yuzu citrus goddess Her bright embrace-Stargazing.



Seeing double-Scarlet tide dancing beneath a berry moon.



Supercali-lemonistic-expialidocious your summer squeeze.



Kingdom of Fruit your fragrant peach a treasure.



Under the sun a sweet vintage blooms Niagara.



Dream melon happoshu festival of sun drop delights.



Illuminationthe brewmaster plays a pear symphony.

SUN









































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NE-IPA/MILKSHAKE



Saugatuck RADventure IPA

ABV: 7% | IBU's: 35 | [



Hop flavor & aroma derived from Galaxy, Simcoe, Amarillo, & MI Experimental Hops leading to a unique, fruity flavor.



ABV: 4.7% | IBU's: 42 |



An all day IPA naturally brewed with a complex array of malts, grains & hop. Balanced for optimal aromatics & a clean finish





Bear Republic Racer 5

ABV: 7.5% | IBU'S: 75 | (



This hoppy IPA is a full bodied beer brewed with malted barley, wheat, & crystal malts.

Rivertowne Day Float

ABV: 5.2% | IBU's: 30 |



Day Float's bold, tropical flavors & bouquet on the front-end give way to a pleasing mouth feel with a perfectly bitter finish.

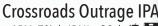


Free Will The Kragle IPA

ABV: 6.6% | IBU's: 90 |



Assertive, hop forward IPA brewed with a base of pilsner & rye malts, hopped to showcase juicy aromas, & a fresh, dry finish.



ABV: 7% | IBU's: 90 |



Robust & assertive flavors of American hops balanced by a sweet malt body & high alcohol content.





Roy Pitz Daddy Fat Sacks

ABV: 6% | IBU's: 40 | 📋



Our flagship IPA, named for all the fat sacks of dank hops that are used in the dry hop.

Helltown IPA Mix Variety



12 Pack can variety mixed pack featuring Idle Hands, Hop Frenzy, & Buffy



Stoneyard Bender IPA

ABV: 6.5% | 👔 🚟



Mosaic & Amarillo hops combine to create a citrus & tropical fruit forward, mildly bitter, cloudy IPA.

Crossroads New Normal Unfiltered IPA

ABV: 6.2% | IBU's: 70 |



This IPA features Mosaic, El Dorado, & Amarillo hops for a medium bitterness & pleasant hop flavor





Roy Pitz Step Your Game Up

ABV: 7.5% | IBU's: 75 | 🛍 🗮



This hoppy IPA is a full bodied beer brewed with malted barley, wheat, crystal malts & Columbus & Cascade hops.

Helltown Buffy

ABV: 8% | IBU's: 56 |



Hazy IPA brewed with Ahtanum, Citra & Bitter Gold Hops



TART & FUNKY



Epic Tart 'N Juicy IPA

ABV: 4.5% | IBU's: 60 | (



Clean, puckering tartness of kettle souring with an abundance of juicy, citrus-driven hops

Roy Pitz Berlina Blue

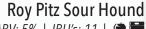
ABV: 4% | [



Tart & fruity, this traditional German wheat ale gets kettle soured & is fermented with fresh blueberries & blackberries.



Refreshing cucumber & melon gose with the cool crisp taste of cucumber & the sweet mellow splash of melon.



ABV: 5% | IBU's: 11 |



The unique souring process during the brew provides a refreshing tartness that intertwines nicely with the oak and malt flavors



WHITE ALE / WITBIER



Atwater Dirty Blonde

ABV: 4.5% | IBU's: 8 | [



Bright straw color, lightly sweet, with wheat, crushed orange peel & coriander.

Rivertowne Grateful White

ABV: 6.1% | IBU's: 15 |



Unfiltered Belgian white ale has a propensity for adventure Take some time to lose yourself in its simple complexity.



Breckenridge Agave Wheat

ABV: 4.4% | IBU's: 13 | 📋 🧮



Agave complements the refreshingly light quality of our wheat & adds a subtle note of flavor that expands this beer's uplifting taste profile.

Full Pint White Lightning

ABV: 6% | IBU's: 18 |



Classic German weiss-bier, with premium yeast & velvety, mouth-filling taste.



Founders Solid Gold Premium Lager

ABV: 4.4% | IBU's: 20 | 📫 🏻



Our take on a classic, Solid Gold is a drinkable premium lager brewed with the highest quality ingredients.

Alhambra Especial

ABV: 5.4% | IBU's: 17 |



A specialist pilsner with a golden colour, smooth & crisp with a full rich taste backed with fruit & a little maltiness.



Mahou Cinco Estrellas

ABV: 5.5% | IBU's: 25 |



Produced using the finest varieties of hops & yeast, it stands out for its golden colour & distinctively mild taste.

Roy Pitz Best Blonde

ABV: 4.5% | IBU's:18 | (



Brewed with all German ingredients showcasing clean Pilsner malt & Hallertau hops



FRUITY



Rivertowne Hala Kahiki Pineapple Ale

ABV: 4.8% | 🛭



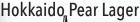
Refreshing ale finished with pineapple juice. Whether you're on the river or in your own backyard, drop anchor & enjoy a taste of paradise.

Saugatuck Blueberry Lemonade Shandy

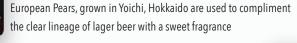
ABV: 5% | IBU's: 10 |



The tart lemonade will help quench your thirst, while the blueberry finishes off this perfectly invigorating beer.



ABV: 5% | 🚹



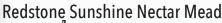




This Belgian style cider is fermented with Saison Ale yeast & finished with cranberry & mango.



GLUTEN FREE / CIDER / MEAD



ABV: 8% | 🐴 🚟



Made with 5 parts Clover honey, 1 part Wildflower honey & infused with an apricot puree. Crisp, tart, & light apricot flavor.

Argus Ciderkin Cider

ABV: 4.5% | (i



Straightforward apple palate & prominent stone fruit nose, yet finishes dry & tannic.



Glutenberg Gose

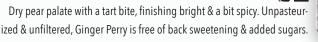
ABV: 3.5% | IBU's: 15 | (



Lime & lemon aromas. A pinch of sea salt gives sweet & salty notes, resulting in a tangy beer with a dry & bold finish.

> **Argus Ginger Perry Cider** ABV: 4.5% |







DARK & TOASTY



Helltown Mischievous Brown

ABV: 5.5% | (



Rich, malty, full-bodied ale, with a subtle hint of fruitiness on the nose & palate.



ABV: 5.4% | IBU's: 16 |



A variety of malts provide flavors of chocolate, roasted nut, caramel, & coffee.



Atwater Vanilla Java Porter

ABV: 5% | IBU's: 13 | (



An English Style Porter at its heart, Vanilla Java Porter tips its hat to the modern audience with the addition of vanilla & coffee.





Subtle sweetness & fullness of flavor imparted by milk sugar balances the sharpness of the highly roasted grains that give this delicious beer its black color.



Founders Green Zebra

ABV: 5% | IBU's: 10 | Spring - Summer |



Watermelon is the highlight of this lightly-hopped treat & gives it a hint of satisfying juiciness to balance the tang & bite in a gose.

Rivertowne Suburban Housewife

ABV: 5.5% | Spring - Summer



Pencil some me time into your busy schedule with this refreshing Blackberry Cucumber Kölsch.





Atwater Whango Mango

ABV: 4.9% | IBU's: 14 | Spring - Summer |



Get your mouth ready for the perfect balance of mango sweetness & refreshing wheat flavor.

Free Will Mango Wheat

ABV: 5% | IBU's: 20 | Spring - Summer | (



This is the beer for all occasions. Prominent aroma & flavor of mangoes, with a refreshingly dry finish.



Roak Hopgazer

ABV: 6.7% | IBU's: 60 |



This N.E. style IPA has a sublime mouth feel with aromas of orange, grapefruit, & tropical fruit



ABV: 5.2% | IBU's: 18 |



Unmalted wheat adds to the alluring bready flavor & cloudy-straw like appearance of this Belgian-style White Ale.



Breckenridge Pumpkin Spice Latte

ABV: 5.5% | IBU's: 11 | N



Stout made with dark roasted malts & roasted, cold pressed coffee beans. Vanilla, cinnamon, nutmeg, & cloves complement the taste of rich pumpkin.

Free Will Cloudy with a Chance of Charcuterie

ABV: 7% | IBU's: 78 | (i



New England-style IPA brewed with base of oats & flaked malts, hopped with Citra, Mosaic, & Apollo, & finished with a touch of milk sugar.





Roak Ice Cream Man

ABV: 5% | IBU's: 10 | (



A kettle sour ale with aromas of orange & vanilla leading into a slightly sweet tartness that is balanced & refreshing.

Roak French Toast Devil Dog

ABV: 8.3% | IBU's: 45 | 🐴 📑



All the big bold characteristics of our Devil Dog Oatmeal Stout with the unmistakable taste of Sunday morning French Toast.



Founders Double Trouble

ABV: 9.4% | IBU'S: 86 |



Pungent aromatics up front pair with a malt-balanced backbone & a smooth, bitter finish.

Founders Mosaic Promise

ABV: 5.5% | IBU's: 50 |



The versatility of the hop's pleasing aroma & flavor characteristics & the traditional barley's depth of flavor comprise this clean, rich, golden beer.



10 QUESTIONS WITH..

John Stem C OF FREE WILL BREWING CO.

1. You're trapped on a desert island; pick 3 essential items you couldn't live without.

Brandalynn, My children,

Beer

2. If you were a beer, which style would you be and why?
Blended sour, as I am complex and continually evolving.

3. If you could have a beer with anyone living, dead, or fictional; who would you choose?

JFK

4. If you could have 1 superpower, what would it be and why?

To see the future, so that I could avoid making mistakes.

5. Who's your Celebrity Crush?

I am not prepared to disclose
that information at this time.

6. What are you currently reading? Water, by John Palmer



7. Godzilla: friend or foe?

8. What's your Spirit Animal?

It is actually a butterfly

9. If you could have a theme song or walk-up music played whenever you entered a room; what would it be?

Kanje West, Cant Tell me Nothing

10.Who's your favorite comedian?



Beer in the 21st Century: Bold, Bright, Flavorful and Fresh! While it is easy to become entranced with swirling eddies of hoppiness and fruity purees, it must be noted that these bountiful flavor rockets could never reach such heights without freshness. Freshness is the often overlooked companion that allows these brews to sparkle, shine and spark the imagination of beer lovers everywhere. But freshness doesn't just happen; it takes a great deal of planning and diligent hard work to ensure that today's beers get from the brewers to the end consumers in the best of condition and the peak of flavor.

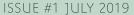
Hal Bittner, Sales Manager at Stockertown Beverage knows a thing or two about flavorful beer and freshness. In a recent interview, Hal had this to say about the subject-

"As a whole, beer tastes best fresh! There are a small number of beer styles that taste better with age, however, even those beers still taste amazing when fresh! So, beer tastes best fresh.

Just from a tasting profile, as beer ages it starts to have off putting flavors. Depending upon how it is stored, those off putting flavors can show up earlier in the shelf-life of beer. Who wants to drink a beer that taste like a skunk, or wet cardboard? How about an IPA without a hop profile? No thanks!

Customers have so many choices in today's market, that a brewery may only have one shot to impress. If a consumer buys one old beer that doesn't taste as good as usual, then that brewery may have lost a customer for life. You only get one chance to make a great first impression!

It is our responsibility to our brewery partners, retail partners, and





Stockertown Beverage Sales Manager, Hal Bittner

customers to make sure we have the freshest beer in the market at all times. Our commitment to freshness is unwavering, and it is not an easy task. We have many checks and balances within our company to insure fresh inventory levels. We are constantly talking about code dates and brewery delivery dates."

Hal went on to describe the vigilant forecasting process that creates the freshest "just in time inventory" possible from Breweries, the commitment to inform Accounts of impending arrivals, and the intensive efforts to deliver freshness to consumers in the most expedient manner possible. Hal credits the unwavering commitment of the Stockertown Beverage Management Team, Warehouse and Delivery Team, and Brewery Partners to provide exceptional freshness as the key to success in today's Market.

Hal reflected on the current state of beer distribution: "You might ask: why would anyone go though all of this trouble to sell beer in the market? Wouldn't it be easier just to drop the beer off and drive back to your home state? Yes, it would be easier, but it wouldn't be the right thing to do, and we always strive to do the right thing by our Brewery Partners, Valued Accounts and End Consumers. This is what sets us apart from our craft competition in the market."

An unwavering commitment to freshness?

....I'll drink to that!

Alhambra





BEER STYLES

Pale Lager

Pale Lagers are the most common beer style in production. These cold fermented brews are renown for their smooth, clean, refreshing flavor and are popular with consumers worldwide.

Pair with: Shellfish, Light Seafood, Sushi, Chicken, and Spanish, Mexican, and Asian Cuisines

Examples: Alhambra Especial, Breckenridge Lager, Cricket Hill East Coast Lager, Epic Los Locos Lager, Saugatuck Lager of Love, Hofbrauhaus Freising Jaegerbier, Mahou Cinco Estrellas, Platform LED Lager, Roy Pitz Best Blonde, Founders Solid Gold



Eamon Kinsman Contributing Author

he sun had just risen over the mountain range of Sierra de Guadarrama when the six members of the Stockertown Beverage team touched the tarmac in Madrid.

Met by Andrina (International Logistics Coordinator for Mahou Brewery) and Edward (Director of International Logistics for Mahou Brewery) we proceeded to our hotel to settle in and then we were off to the brewery. The Mahou family has been filling the streets of Spain with the finest cervezas since 4890. Their mark on the history and culture is evident everywhere you go. On our way to view the production floor, we passed by offices full of employees monitoring brewing equipment. They work in three

shifts to ensure the brewery is running 24 hours a day. When we walked through the production floor doors, our collective jaws dropped! A room the size of several futbol fields was humming along in perfect harmony. Automated forklifts busied themselves with transporting and wrapping pallets, readying them to ship to distributors all over the country.

Just off the production floor is Mahou Brewery's tap room called Alovera. We sampled Mahou Cinco Estrellas (pale lager), Mahou Classica (lager), an experimental Baltic Porter (robust porter), and many other wonderful beers. While we rejuvenated ourselves from hours of travel and sheer awe of what we had seen, Edward educated us on how



Vats at Cervesas Alhambra Brewery

exactly Mahou is not just a house hold name Spain, but an ingrained part of the Spanish Culture. Throughout their history, Mahou has established

their commitment to making the finest beer in Spain. Back in Madrid, Andrina leads us into the Bar los Gatos, where the walls are filled with cultural memorabilia,

Their generosity and patronage to the community is rivaled only by their commitment to making the finest beer in Spain

themselves with multiple sports clubs, artistic efforts, cinema studios, and more. Their generosity and patronage to the community is rivaled only by and its rooms are full of welcoming patrons. Behind the bar are ornate and glistening tap towers, where the bartenders are pouring frothy pints of Mahou Cinco



Estrellas with a special technique. The owner of the bar welcomed us behind the bar to teach us the "pour perfecto." After a few more self-served beers and more tapas, we leave the Bar los Gatos for the Restauranté por Puerta Del Sol, where we experience an exquisite dinner before finishing the evening.

The next morning, we traveled 261 miles south to Granada where we were greeted by the enigmatic Ester, our tour guide. She exhibited a passion for her city that was enchanting. We were enveloped by Granada's ornate tile streets, winding alley markets, parks, fountains, architecture, history, and restaurants. Flowers of all varieties cascade from windows and balconies, sweetening the intoxicating breeze that moves gently through the streets.

Embedded in the hills of Granada is the Alhambra

Palace, where Queen Isabella I, ruled from her throne room, from 1474 until her death in 1504. We were standing in the same room where she sanctioned and financed the journey of Christopher Columbus. The gardens and middle eastern architecture throughout the palace were breathtaking. Afterwards, Ester guided us through a Tapas Tour where every carefully prepared dish was more delectable than the last.

Then came a tour of the Cervezas Alhambra brewery. Originally established in 1925 as Granada's only brewery, Cervezas Alhambra was acquired by the Mahou family in 2007. We sampled the Alhambra Reserva 1925 (a smooth, crisp pilsner), Alhambra Especial (an intense golden amber lager), and the deep red Alhambra Roja (a smooth and silky delicate lager), while continuing to enjoy a large table of tapas,





then we were treated to a traditional Flamenco dancing show in the Cuevo La Rocio Restauranté.

The following morning, we left Granada and headed to Cordoba, 125 miles north west of Granada. Before delving into its cultural richness, we took a tour of the Nomada brewing facility, fitted with cutting edge technology. Javier, the master brewer, is a mad scientist of fermentables. He treated us to a tart, cucumber ale before taking us out to lunch at his favorite spot, La Taberna Del Rio. Javier then lead us to the Great Mosque-Cathedral of Cordoba, where we witnessed the awe-inspiring centuries of blended architecture and Holy shrines. Roman and Muslim history blend to create one of the only places in the world where Jews, Muslims, and Christians come together in peace to pray.

By the next morning, we were back in Madrid. We headed off for the El Museo Nacional de Prado, where Edward gave us a tour of one of the world's finest collections of European Art. Dating as far back as the 12th century, we viewed the inspiring works of Francisco Goya, Bosch, Greco, Rubens, Titian, and Diego Velazquez. We finished at the museum and caught a taxi to the Wanda Metropolitano stadium, the home of Atletico de Madrid futbol team.

While enjoying the game from the Mahou Club box (It ended in a draw with Sevilla), I began thinking of our amazing time in Spain and asked myself how I could begin to describe the experience. At that moment, Atletico de Madrid scored the first goal of the game and the stadium erupted with thunderous applause.

I thought to myself, "Yeah, that's about right".



