



ELEVEN MADISON PARK



Amongst friends.



MADISON PARK

Collaborative beers are excellent excuses for us to do some creative scheming with our fun and highly talented friends. So when our pals at Eleven Madison Park said they wanted to make a beer with us and our mutual friends at the Van Winkle Distillery, we said “brilliant!” Julian Van Winkle sent us two rare Pappy Van Winkle 20-year Bourbon barrels, and we filled them with our Brooklyn Brown Ale and Brooklyn Local 2. The beers each spent three months in these venerable barrels and then we re-fermented them in the bottle with Champagne yeast. Now they’ve emerged, beautifully transformed into Nine Pin Ale and Local 11. Nine Pin Ale features light chocolate and coffee notes underpinned by vanilla. Local 2 has become Local 11, an ethereal beer that shows off the floral notes from the oak. These are two of the most delicious beers we’ve ever made. We may have made them for ourselves, but we hope you enjoy them too.

—Garrett Oliver, Brewmaster



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This is such an exciting time for beer. For so long in this country, beer has been primarily dominated by huge breweries and consumed only with the most rustic of foods. But with the surge of the grassroots craft beer movement in the past decade, the role of beer has begun to shift. Foodies, gourmands, and chefs alike have begun to take it seriously, pairing it with some of their most beloved dishes and giving it the respect it has worked hard to achieve.

Through our beer guy, Kirk Kelewae's leadership over the last three years, we have worked hard to, at the highest level, embrace beer as passionately as we embrace everything else we do. We began by growing our list exponentially while also shedding beers that didn't fit in with who we are. We sought to find beers that could play with foie gras and morels and lamb, ones that were brand-new and ones that had been aging for years, ones that were made in France and ones that were made in our own backyard. As our list became populated with some of the most extraordinarily diverse beers from all over the world, we realized that we were onto something: we love beer and we aren't alone.

Throughout this process, our restaurant has been enriched by the things we've learned and the people we've gotten to know. We've built indelible bonds with people like Brooklyn's Garrett Oliver and Dogfish Head's Sam Calagione, and have been inspired to be a part of telling the story of beer, ensuring that it has a future that's as brilliant as its historic past.

In the following pages, we hope that you'll learn as much about us as you do about beer. You'll read about our love affair with Miles Davis, our collaboration with Milton Glaser and Brooklyn Brewery, and our foray into beer cocktails. We'll explore the worlds of sake, gypsy brews, and beer abroad. And we'll walk you through what we like to drink after a long day at work. Most of all, we hope to share with you our passion for beer, our love of the craft, and our story as a restaurant. But before you begin reading, we invite you to pour yourself a glass—an old favorite or something you've never experienced—and make a toast to extraordinary brews and brewers, past, present, and future.

Daniel and Will

THE BEER ISSUE

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BEER AT ELEVEN MADISON PARK

Kirk Kelewae, Dining Room Manager

The story begins with a meeting in Terrace 5 at New York City's Museum of Modern Art. At the time I was a sophomore at Cornell's School of Hospitality Administration, and I was planning a dinner for the upcoming spring semester.



My mission was to create a five-course menu of refined cuisine—foie gras torchon with blood orange, scallops and dandelion greens, lamb with nettles—and pair it with the best beers I could find. The only problem was... well, I was a college sophomore, and the best beers I knew came in packs of 30 and were consumed at fraternity parties. Desperately in need of help, I was introduced to Sam Lipp, a fellow Cornell “hotelie” and manager of Terrace 5.

Sam, who went on to become assistant general manager at Eleven Madison Park, is extremely passionate about food and beverages and was an early proponent of serving the most outstanding cocktails, beers, coffees, and teas in our dining room. Together, we sat overlooking the MoMA Sculpture Garden and discussing the world of fine beers. By the end of the afternoon, I had solidified my menu pairings, and more important I was inspired by the idea that beer possessed a greater potential in fine dining.

After spending the next two years at Cornell learning everything I could about food and beer, I joined the team at Eleven Madison Park as a kitchen server. Very much in possession of the foolhardy bravery of youth, I quickly volunteered to help run Eleven Madison Park's beer program. During my first year at the restaurant, Sam shared everything he knew about beer, invested in my professional growth, and eventually handed over to me the reigns of the beer list.

In the past three years, our beer list has grown from 40 selections to more than 120, and it is still expanding. As the list has grown, my goal has always been to populate it with beers that complement Chef Daniel's food. It seemed only natural then to start with classic examples of European beer styles, bringing in lagers from Germany and ales from Belgium. Once a broad list had been established, I started looking for esoteric and special beers that would bring out the nuances of Daniel's dishes: barrel-aged beers from Switzerland, Champagne-inspired ales from Belgium, aged examples of English barley wines, and smoked beers from Germany. Today our list includes beers from 14 different countries, covering more than 30 different styles and featuring a constant rotation of seasonal selections.

While I was growing the beer list, I realized that we had at our disposal all of the tools of a fine-dining restaurant. At our fingertips we had four wine cellars, each maintained at different temperatures. And because, like fine wines, many beers need time to mature and become more integrated and complex, we began storing beer in those cellars, allowing us to eventually serve each at their optimal temperatures. Beers like pilsners are wonderful very cold, while others like quadruples are most flavorful at warmer red-wine temperatures. Much like wine, different glasses also highlight different attributes in specific beers and, as such, we collaborated with Spiegelau to acquire a large collection of beer glasses designed to showcase every style of beer we serve.



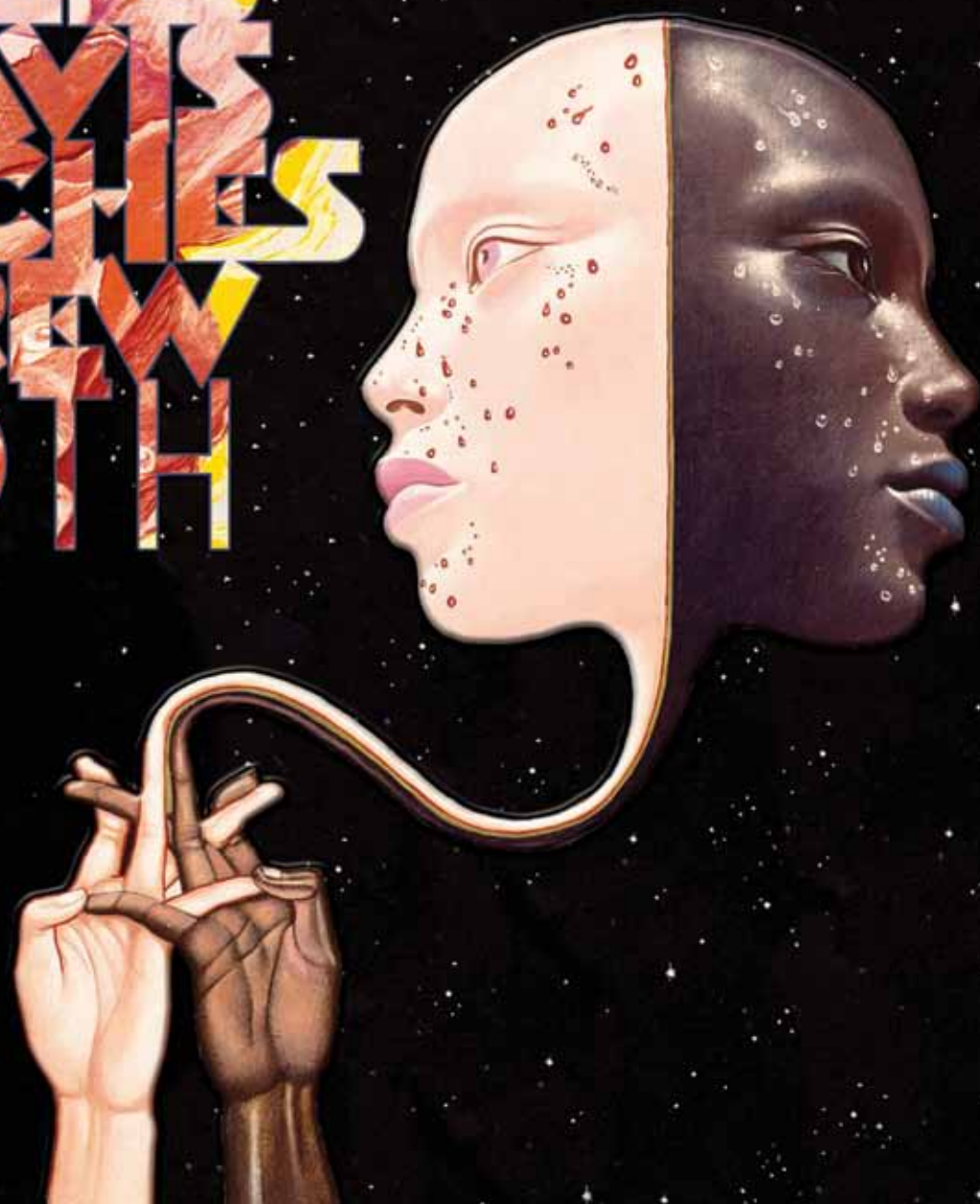
The next piece we put into place was education. We devoted several happy hours—our weekly staff-led educational seminar—to beer, learning about the various brewing regions of the world, styles of beer, techniques of brewing, and how to talk about and serve beer to our guests. It has been remarkable to watch as every member of the staff has found the energy and enthusiasm to passionately and continually learn about beer. Our foray into beer education grew beyond the walls of our restaurant in 2010, when Union Square Hospitality Group came to us about creating a beer course to offer to the entire company. Over the course of eight weeks, we covered the traditions of brewing, from Germanic lagers to Italian craft beer. At the end of those eight weeks, teaching so many of our fellow servers and sommeliers about the intricacies of beer, I realized that we were witnessing the transformation of beer from something we used to drink just for fun to something we were ready to seriously embrace at our restaurants.

And embrace we did. We have always offered guests the option of wine pairings with our menus at Eleven Madison Park, but with our expanded beer

list and increased knowledge, we are able to also offer the revelatory experience of beer pairings. The breadth, diversity, and seasonality of our beer list allow us to pair any dish with an appropriate beer, some of which have the ability to match certain foods unlike any other beverage—oysters and lambic, chocolate and vintage porter, tomatoes and witbier, to name a few.

Today we are investing in the greater brewing community and are developing strong relationships with the best brewers and importers worldwide. Our beer list now includes many hard-to-find vintage selections, large-format bottlings, limited brewery releases, and, most proudly, our two exclusively produced beers from Brooklyn Brewery. We now have the ability to please anyone, from the beer novice to the well-traveled expert. Continuing to grow and innovate, we couldn't be more excited about the future of beer as a lasting part of the dining experience at Eleven Madison Park. Beer is our foray into uncharted territory, and we hope to learn as much as possible so that we can continue to share with others.

MILES
DAVIS
Bitches
Brew
40TH
ANNI
VER
SARY



The relationship between Eleven Madison Park and Miles Davis began in 2006 as a footnote in Moira Hodgson's restaurant review in *The New York Observer*. In her critique, Hodgson gave the restaurant 3.5 out of 4 stars, stating that while Chef Daniel Humm's food and service were exceptional, "the place needed a bit of Miles Davis."

In an attempt to figure out what this statement could mean to us, we took a crash course in all things Miles Davis and came up with 11 words personified by the jazz musician that would go on to become the guiding force behind all of our decisions as a restaurant. Whether reinventing our approach to a menu or attempting to find new ways to enhance our guests' experience, we approach New York fine dining with Miles in mind.

As we sought to bring more of Miles and his ethos to the restaurant, we came across Dogfish Head Brewery's Sam Calagione. Sam has been at the forefront of the craft-brewing scene for almost 20 years, and his drive has led to the creation of more than 30 unique beers—from Chateau Jiahu, inspired by the oldest-known beer recipe dating from the seventh century BCE, to Pangaea, a Belgian-style strong pale ale made with ingredients from all seven continents.

One of Sam's most recent brews is the collaborative effort of Dogfish Head and Sony Music. Sony approached Sam to create a beer for the 40th anniversary of Miles Davis's seminal album *Bitches Brew*, a groundbreaking fusion of jazz and rock. Miles's music had played an important part in Dogfish Head's development, providing the soundtrack to many a brewing session in its early years as well as being an inspiration in the drafting of the Dogfish Head business plan. "You could say that my dream was to have Dogfish Head, in some small way, stand for the same thing in the beer world that *Bitches Brew* stands for in the jazz world," Sam says.

Sam jumped at the chance to create a fusion beer whose name pays tribute to both the album and to Miles himself. Blending an American-style imperial

stout with an African tej honey beer, the finished product alludes to Miles as the American-born trumpeter with African roots. The imperial stout is a dry-roasted beer with chocolate notes and a moderate alcohol level, whereas the tej is an African-style mead that is 100 percent fermented honey steeped with Ethiopian gesho root. The gesho was added to the mead with its sticks and leaves intact to create a sense of bitterness, replacing the traditional bittering hops. Calagione's final blend, delightfully sweet and high in alcohol, consists of three-quarters American imperial stout and one-quarter African tej. The beer pours jet black with a thin and creamy mocha-colored head. The palate is malty and rich with the dominating flavors of cold-brewed coffee and chocolate. It comes across as something dark and brooding with a lighter, sweet finish. The resulting Bitches Brew, featuring the album's original artwork on the label, is the epitome of Miles Davis.

In September 2010, Eleven Madison Park hosted the 40th anniversary party of *Bitches Brew* alongside Sony and Dogfish Head. Sam had done some research and learned that Miles's favorite food was chili, and with more digging he found Miles's favorite recipe. Not surprisingly, Dogfish Head's Bitches Brew went perfectly with the chili. The release party was a beer-and-food-paired dinner that culminated with Miles's chili paired alongside Sam's beer. Attendees included Lenny White, Miles's drummer on the album; Vince Wilburn Jr., Miles's nephew; top executives from Sony; and a room full of people with a passion for beer, food, and Miles Davis. It was a drawn-out event, with way too much beer, at which people laughed and told stories far into the night. It was fine dining at its best.

Not Your Average Brew

Chris Baggetta, Head Sommelier

Few people would disagree that the American craft beer industry is booming. According to the Brewers Association, craft brews accounted for nearly 7 percent of beer sales last year. But while the microbrew has become a familiar household libation for even the most casual beer drinkers, hardcore beer geeks are struggling to wrap their heads—and hands—around gypsy brews.

A microbrewery is a licensed operation that produces beer in small batches. Gypsy brewers, on the other hand, produce their foamy creations on the existing microbrewery equipment of others. Instead of sinking a million dollars into equipment, leases, and payroll, they rent space and often manpower from other breweries to create products under their own labels.

The most obvious advantage of this model is financial. Dann Paquette, brewer and owner (but not brewery owner) of Pretty Things, has been a professional brewer for nearly 20 years, long enough to remember the craft beer boom and bust of the mid 1990s. “I saw too many guys lose all their money, even their houses, when their breweries failed,” he says.

Conventional microbreweries need to make a regular income to cover loans, pay investors, and meet insurance premiums—which means brewing crowd-pleasers like IPAs and brown ales. Only when the brand is established can microbreweries afford to experiment. Quite the opposite is true for gypsy brewers. They can brew interesting beers that appeal to smaller, more adventurous audiences, exercising true creative freedom. With significantly less financial overhead, gypsy brewers invest everything into their products, experimenting with barrel aging and unique sour ales from day one.

Their ad hoc approach to making beer is not devoid of critics. Some think gypsy brewers are taking shortcuts to achieve fame and fortune, claiming that a brewery is more than just a tool used for expression. Traditionally,

the brewery itself is part of a community, providing a sense of local pride. “Since your beer is so good, when are you going to start your own brewery?” cynically prompts Joe Stange, coauthor of *Around Brussels in 80 Beers*. Beyond obligations to the community, Stange thinks these brewers should feel obligated to make the best brews they possibly can in one place. “Why shouldn’t a ‘gypsy’ brewer make even better beer once he gets into a brewery of his very own?”

As with his gypsy peers, Brian Strumke of Stillwater Artisanal Ales has no intention of settling down. He prefers to globe trot for the best ingredients, and seeks collaboration opportunities at every stop. Stillwater Artisanal Ales is less than two years old, but their signature Stateside Saison—a fresh take on a farmhouse ale with American and New Zealand hops—already has a devout following in Washington, D.C. Since his first release in February 2010, Strumke has collaborated with Oliver Ales in Maryland and Voodoo Brewing Co. in Pennsylvania, just to name a few.

Often these gypsy projects result in the creation of new beer styles. Channel Crossing, which Strumke made with Steve Jones at Oliver Ales, is a style he refers to as “Belgian Bitter.” The two brewers initially bonded over a shared realization: though the U.K. and Belgium are relatively close in geography, they are diverse in beer styles. United to combine their disparate elements, Strumke and Jones blended various elements of the two beer cultures. Using

a mix of Belgian and English malts, noble hops from Bavaria, and a saison yeast strain, the outcome is a beer with a grassy and firm herbal bitterness, nuanced with fruity aromas from the yeast. The U.K. crystal malt offers a light toffee flavor. It did not fit neatly into any existing category of beer, and so the Belgian Bitter was born.

The great advantage for gypsy brewers may be the freedom to work with a larger beer-crafting community, even extending beyond national borders. Mikkel Borg Bjergsø, who bottles under the label Mikkeller, says he chose the gypsy-brewer route specifically because he wanted the freedom to tap into different breweries with different areas of expertise. “I get to choose the breweries I want to work with,” he says. “Different breweries have different advantages,” from the characteristics of their water supply to the training of their brewers. In less than four years, Bjergsø has collaborated with a veritable who’s who of world-class breweries, including Belgium’s De Proef, Norway’s Nøgne Ø, Scotland’s BrewDog, and Indiana’s Three Floyds. Bjergsø is literally a gypsy brewer on two continents. This eliminates the need to import beer—he simply makes the beer for the European market in Belgium and the beer destined for the American market in the United States. It’s all domestic!

For New Year’s 2011, Bjergsø and Strumke released *Our Side, A Collaborative Gypsy Ale*. They state their mission on the beer’s label: “By designing beers at various breweries around the globe, [we] have found the freedom to experiment and innovate, resulting in unique beers that often blur the lines of definition.”

Ultimately, the uniqueness of beer from gypsy brewers is making them a viable option on the table with food. Brian Strumke argues that more nuanced beers make for better food pairings: “From the beginning, I wanted a beer that would rival wine when it came to food pairings, and I have been pushing to get my beer onto the menus of more upscale restaurants.” Many restaurants are responding to the call, offering beer pairings and wine pairings with their menus. Next time you find yourself tempted to have your sommelier pair wines with your meal, consider asking for some gypsy brews as well. The pairings may be new and unusual, but the affinity between the beer and the food is sure to get your own creative juices flowing.



Garrett Oliver: Man's (Other) Best Friend

Billy Peelle III, Captain

Beer on riesling lees. Cats on the prowl. Dinner party planning. This is not what one might expect from a brewery. Then again, your average brewery does not have Garrett Oliver as its brewmaster. After spending an afternoon with Oliver in his Williamsburg, Brooklyn, stomping grounds, I can now truly appreciate and understand what he means when he exclaims, “The Force is strong with me.” Whether Oliver, a self-proclaimed *Star Wars* geek, was even talking about beer when he made this prophetic remark is irrelevant. One does not disagree with him when he makes such a statement, one just accepts it as a newly proclaimed law of nature.

Oliver never envisioned being the world's most influential figure in beer while studying film at Boston University. But during a trip to England after graduation, he was exposed to the multitude of styles and flavors of craft beers in Europe. Upon returning to the United States, he worked on various film sets but was continually wondering why America did not have the plethora of beers he found overseas. He must have posed this question incessantly as one of his friends eventually purchased for him a home-brewing kit. In 1989, Oliver began brewing beer as an apprentice at Manhattan Brewing Company, became their brewmaster in early 1993, and was appointed brewmaster at Brooklyn Brewery in 1994. He has held that title ever since.

It's very difficult to write about Garrett Oliver, as words simply do not do justice to a personality that is as animated as is respected, curious as is confident, funny as can be deadly serious, forward thinking as is steeped in culinary history. If Garrett is the “force” behind some of the most adventurous beers being made today, Brooklyn Brewery may be the only place that can fulfill all of his ambitions. Founded in 1988, Brooklyn brought brewing back to a borough that was home to more than 100 different breweries before Prohibition. It also helps that a collection of the greatest chefs in the world are just a few subway stops away, and that there's an endless desire among all of these creative individuals to experiment and innovate.

But what makes Garrett Oliver such a unique figure in the brewing industry

is that making beer is just one aspect of who he is. As we toured the expanded facilities at the brewery, which will soon be able to produce up to 25 times more beer than it does currently, he pointed up at an apartment that overlooks the fermentation tanks. He gushed that part of the expansion would allow them to build a test kitchen in which they will conduct beer-tasting dinners. Oliver, who takes his culinary skills as seriously as he does his brewing, recently hosted a dinner where he paired his beers with dishes he prepared himself: squab, smoked foie gras, and an abundance of truffles. The updated facilities will also allow Oliver and his team “to sit, talk, and think—we all need time to think.” When they're not thinking, much of their downtime at the brewery is occupied by such painstaking tasks as climbing into giant fermentation tanks and scrubbing them by hand—tasks that will subsequently become mechanized with the modern improvements. This may be one of the most exciting aspects about the coming years at Brooklyn Brewery: with more time to play around, we all can only benefit from new, more adventurous beers.

An ardent supporter and believer of the Slow Food movement, Oliver is trying to apply this same philosophy to how he produces beer. “It is a return to normality, where you know who your butcher is, you know who your milkman is.” And, of course, you know who your brewer is. In talking about the practices of a more sustainable and local food movement, many of Oliver's ideas revolve around the concept of people sitting down together

THE NAMING OF NINE PIN

Torrey Crim, Assistant Server

Washington Irving, born in Manhattan during the final days of the American Revolution, wrote some of the earliest and most influential examples of American fiction. His beloved stories are inspired by the folklore of the rural New York communities between the Hudson River and the Catskill Mountains.

"Rip Van Winkle," written in 1819, tells of how the title character, while hunting squirrels in the foothills, hears a strange voice calling his name. An old man with a keg on his shoulder approaches, and Rip agrees to help him with his load. Far away, they can hear what sounds like thunder.

They come upon a gathering of bearded old men who are silently and solemnly playing the game of ninepin—a bowling game in which nine pins are the target—and who proceed to drink the liquor that Rip and the old man have brought. Rip drinks as well

and falls into a deep sleep. To his dismay, he wakes to a bright sunny morning and thinks that he has slept the night in the mountains. As he hurries down the hillside and approaches the center of town, he finds that his beard has grown long and his joints ache, and none of the townspeople are familiar to him. In what seemed like one night, 20 years have passed, and the Revolutionary War has come and gone.

As the story is told, the old men of the mountains are the ghosts of Henry Hudson's men who gather every 20 years to watch over the land they discovered and play ninepin, which sounds like the peals of thunder through the hills. Lulled asleep by the brew of ghostly revelers, he has slept through the death of his wife, his children's coming-of-age, and the creation of a new nation. Rip spends the rest of his days drinking at the town's tavern, telling his strange tale to whoever will listen.

and eating a meal at the kitchen table. The moment when people come together and unite around food and beer is what sustains Oliver's dream. "At the end of the day, I just want to make a beer that is worthy of *that* table," he explains. This is evident at the brewery's Friday night happy hour, where it's not surprising to see several hundred people in the brewery eating pizza, jamming out to music, or playing board games, all while sampling Brooklyn beers.

As much as Oliver looks forward to the continued development of Brooklyn Brewery, he has spent much of his career looking back and reflecting on the historical foundation of his craft. He has authored several books, with the *Brewmasters Table: Discovering the Pleasures of Real Beer with Real Food* being the holy grail of beer and food pairings. The most ambitious of his literary undertakings is the soon-to-be-released *Oxford Companion to Beer*, which will function as a major reference book for beer. At first he was hesitant to sign on. "When I was approached, I said no right away. But I am very glad I eventually said yes," Oliver says. "There was not that much literature on a lot of the topics I would be writing about, like bottle aging... there was nothing." Many of the various recipes and brewing directions have been passed on from generation to generation, and with the publication of this book many of these great mysteries and legends will be put on paper.

Our tour and conversation ended where anyone truly wants a tour of a

brewery to end: in front of a couple of kegs. As we tasted through Brooklyn's inventory, Oliver likened his brewing to the work of a great jazz musician in that "they are always trying to go deeper and deeper." If you make a great lager, or can hit C minor, why can't you go one step further? It is all about "having the sight," he says, and that sight is what separates Oliver from so many others in his profession. In his eyes, nondescript beers are like a Jerry Bruckheimer film: "They have great crashes, blood, and violence, but at the end you feel it was incomplete." Each of Oliver's beers has a rich story behind it—including our own Local 11 and Nine Pin Brown Ale—and each sip keeps you coming back for more.

Reinvention fuels the motor of Garrett Oliver, whether he's making a beer based on a cocktail, playing with grapes, or collaborating with chefs like Daniel Humm. So does Oliver have the coolest job in the world? "I like to think I have the third best job, after being an astronaut and the starting quarterback," he rationalizes. Yet, if you are averse to being rocket-propelled to other galaxies or being crushed head-on by a linebacker, Oliver has the best job there is.

I finally asked if his buddy who gave him that first home-brewing kit gets free beer. "Oh, yes—and he often gets to be the first to try many of our new beers." To that friend out there, I speak from the heart when I say, Thank you very much.

Nine Pin and Local 11

Kirk Kelewae, Dining Room Manager

It all started one evening in October 2010, over cocktails at the East Village mezcal bar Mayahuel. Ben Hudson, Brooklyn Brewery's Manhattan marketing manager; Garrett Oliver, bon vivant and Brooklyn Brewery's brewmaster; Will, our general manager; and I were gathered around the table, discussing our upcoming Brewer's Bash and a number of other topics.



As our conversation meandered from guest lists to beer-based cocktails to beer-friendly cuisine, the idea surfaced of creating a beer for Eleven Madison Park. Earlier in the evening, Will and Garrett had talked about their love for Old Rip Van Winkle bourbons. Garrett was lamenting his difficulties in sourcing Van Winkle barrels to age his beers in. The solution became instantly clear. Over the past few years, we had collaborated with the Van Winkles on our Bourbon Bar at New York's Big Apple Barbecue Block Party. That relationship, we realized, could help us acquire barrels for Brooklyn Brewery, which would allow us to design our beer with bourbon barrel aging in mind. Our ultimate goal was to create a beer that highlighted Brooklyn Brewery's amazing brewing prowess and Van Winkle's equally amazing barrels. Two weeks later, our plan was in place.

The first step was to determine which barrels we could use. Van Winkle was generous enough to set aside two 20-year bourbon barrels that had been filled in 1990. Next, we had to decide which of Brooklyn's beers would age best in these barrels. Embracing the experimental aspect of this project, we settled on two very different beers, one for each barrel: Brooklyn Local 2, a Belgian-style dark ale brewed with honey and citrus peel, and Brooklyn Brown Ale, a traditional English-style ale. Each combination of beer and barrel became greater than the sum of its two parts.

Over four months' time, 33 gallons each of Local 2 and Brown Ale slowly took on new flavor characteristics. Vanilla, dill, and caramel were expected flavors, but brandied cherry aromas in the Local 2 and a stunning dryness in the Brown Ale hinted that the final products would be remarkable. After aging, the two beers were bottled with champagne yeast and allowed to naturally carbonate over six weeks, before beginning a cold maturation of eight weeks to allow the flavors to blend and settle.

The last task was to name our beers. What was once Local 2 became Local 11. We wanted to embrace the beer's heritage but also put on it our own Eleven Madison Park stamp. When it came to naming our new brown ale, we linked Van Winkle bourbon with New York history and named it Nine Pin. Milton Glaser, acclaimed New York graphic designer who designed Brooklyn Brewery's original label nearly 30 years ago, created the new labels with the aesthetics of Brooklyn Brewery and Eleven Madison Park in mind.

We could not be more proud of the result of this collaboration. Bringing together a restaurant, a brewery, a bourbon distillery, and a legendary graphic designer to create two unparalleled beers was a delicious experiment in the evolution of our restaurant and New York cuisine.



Label of Love

Peter Weltman, Server

Milton Glaser, an iconic New Yorker and graphic artist whose body of work spans countless media, is most famous for designing the ubiquitous I Love New York logo, commissioned by the city in 1974. In addition to his artistic creations, Glaser has been influential in the city's greater cultural scene, cofounding *New York* magazine in 1968.

We turned to Milton Glaser Inc. to capture the spirit of two beers brewed in collaboration between Eleven Madison Park and Brooklyn Brewery. Our resident beer expert, Kirk Kelewae, worked with Brooklyn's brewmaster, Garrett Oliver, in crafting Local 11 and Nine Pin Brown Ale—two exclusive EMP cuvées. Given that Glaser designed Brooklyn Brewery's logo 27 years ago, we were thrilled when he agreed to participate in this project. How would team Glaser interpret our beers into works of art? I sat down with Milton to find out.

Peter Weltman: How do you start the design process once you are presented with a project?

Milton Glaser: The first thing you do with any design assignment is identify who it is for, what it is that you want to tell the audience to do, what influences the audience is susceptible to, and what it already knows. Finally, what is the best form to express your intention? These are the basic boundaries for any design problem, from an automobile to a box of cigars.

PW: Explain your relationship with Brooklyn Brewery.

MG: Roughly 27 years ago, Steve Hindy and Tom Potter came here and said they wanted to open a brewery in Brooklyn. From me they needed a label and an identity. They wanted to call it Brooklyn Eagle, after a defunct newspaper; Steve was a former journalist himself. I told them to take the entire borough of Brooklyn and call it Brooklyn Brewery. At the time, nobody owned it. I now enjoy watching the extraordinary success of their company and find it amazing that a beer can change the atmosphere, context, and spirit of a place. So, too, can a restaurant, like Eleven Madison Park.

PW: How did you start designing for so many comestibles?

MG: I designed products for Grand Union supermarket for 20 years. I started by redesigning the supermarket itself, then I moved on to redesigning everything inside of it.

PW: What about your involvement with food after the grocery store start?

MG: I have been in the food world for nearly a century! I've designed many restaurants, including Trattoria Dell'Arte opposite Carnegie Hall, Joe Baum's Aurora Café, and Windows on the World. I also ran the "Underground Gourmet" section at *New York* magazine, so to some extent I've always been involved in restaurants. It's a good business to be in.

PW: There are inherent connections between the label of Local 11 and Brooklyn's existing Local 1 and Local 2. Nine Pin Brown Ale is more equal parts Brooklyn Brewery and Eleven Madison Park. Can you walk us through the specifics of creating the Nine Pin label?

MG: This label was designed to be reminiscent of Brooklyn's labels, but also to incorporate aesthetic elements of Eleven Madison. In terms of die cutting and shape, it is similar to Brooklyn's Local 1 and Local 2. The stipulation was to create something with more of a relationship to the dining room's feeling and coloration, and to include the restaurant's logo. In the end, although we used different typography than we would for a traditional Brooklyn Brewery label, it looks as though it belongs.

PW: Are you working on any other beverage labels?

MG: I am currently designing beer labels for Birra Amarcord in Italy, as well as starting to work for some sake companies. I believe sake is the next big beverage in the United States.

PW: Who is your biggest artistic influence?

MG: I received the Fulbright Lifetime Achievement Award in 2011, and in my speech I talked about studying etching with Giorgio Morandi at the Academy of Fine Arts in Bologna, Italy. That totally transformed me. What that experience taught me was that I knew nothing about anything. I thought I knew about food, art, sex, love, architecture—I knew none of it. I realized that this disruption of your own expectation is a profound thing to happen to you when you are young enough to take advantage of it. It is fantastic gift when somebody comes up to you in your early 20s and says, "You know nothing." If I had never gone to Italy, I would have ended up a very different person.



Beer Beautiful

PREMIUM CRAFT BEERS FROM JAPAN

COEDO Brewery is located in a suburb north of Tokyo, in Kawagoe, Saitama Prefecture, which has continued to be a bustling city since the Edo period, during the era of the samurais. COEDO derives from the hometown nickname, "little Tokyo." Today, led by COEDO Brewery's distinguished and artfully handcrafted beers, the premium craft beer movement in Japan has won the world's attention.

COEDO started as an organic vegetable distributor in the 1970s, when the Japanese beer market was dominated by light, pilsner-type beers made by four major industrial breweries. Motivated by a desire to not only educate and enlighten Japanese consumers about craft beers but also showcase locally produced starches like wheat, barley, and sweet potato in a new way, COEDO began brewing beer. The concept of using sweet potato in a beer is truly unique and has virtually created a new beer category originating from Japan. In particular, the COEDO Beniaka beer uses high-quality Kintoki sweet potatoes that have been cultivated in the

brewery's hometown for nearly 300 years. This reddish premium, award-winning Japanese lager features aromatic notes of malt and caramel. It requires a longer maturation process and has a slightly higher alcohol content, adding a depth of flavor and richness to enjoy.

COEDO brews five different delicately balanced beers with variations in aroma, bitterness, richness, and color. Each beer is created by the combination of ingredients and fermentation processes, from pilsner malts and roasted sweet potatoes to different types of hops. Beniaka, Ruri, Kyara, Shikkoku, and Shiro are names found in traditional Japanese culture, each representing a rich color hue and distinct yet subtle aroma.

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ITHACA

Ithaca Beer Company, established in 1998, has a mission to brew delicious beers for the purpose of making life more enjoyable. Founder Dan Mitchell wanted the brewery to reflect the "spirit of the Finger Lakes." Ithaca Beer Company has a collection of year-round beers like Apricot Wheat and Flower Power as well as seasonal beers like Ground Break Saison and Gorges Smoked Porter. The Excelsior Series of specialty beers, the most sought-after beers produced by Ithaca Beer Company, include Old Habit, a remarkable rye ale aged in bourbon barrels, and AlpHalpHa, a hoppy beer brewed with locally grown hops and alfalfa honey.



EMPIRE

Empire Brewing Company, a small brewery and restaurant located in historic Syracuse, New York, is one of the most environmentally friendly breweries in the United States. Using 100 percent wind power, they grow some of their own produce in a garden in nearby Cazenovia and compost spent brewing grains. Empire has an ever-evolving collection of beers, from classics like Hefe Weizen and Doppelbock to novel ideas like Critz's Pumpkin Ale, brewed with freshly picked pumpkins, and Empire State Pale Ale, brewed only with ingredients from New York State. Empire has recently begun brewing in Brooklyn, starting with their Cream Ale, Amber Ale, and India Pale Ale.



KELSO

Kelso, named for its founders Kelly Taylor and Sonia Giacobbe, released its first beers in 2006. Starting with Nut Brown Lager, Kelso has always designed its beers to be intriguing and drinkable. They are intriguing as each beer has an added layer of depth, from unique hops to wild yeast, and they are drinkable because each beer is designed to have a moderate alcohol level, allowing anyone to enjoy multiple glasses in one sitting. Kelso is also an incredibly generous brewery, donating beer and hosting events for charities that include City Harvest and National Resources Defense Council.



CAPTAIN LAWRENCE

Pleasantville, New York's Captain Lawrence Brewing Company got its start when Scott Vaccaro discovered home brewing as a high school student in 1995. Following high school and a brief stint studying accounting, Scott moved to California to study fermentation sciences at the University of California at Davis. Scott brewed at Adnams in England and Sierra Nevada in California before returning to Pleasantville to begin Captain Lawrence. An expansion of their brewery is currently under way and will increase their brewing capacity by five times. Captain Lawrence will begin producing many more experimental beers in their new brewery while continuing to produce such classics as Pale Ale and Liquid Gold.



SOUTHAMPTON PUBLIC HOUSE

Southampton Public House began in 1996 as a craft brewery and restaurant in Southampton, New York. Brewmaster Phil Markowski, one of the most respected experts in the American craft-brewing community, has served on the Institute for Brewing Studies Technical Committee for five years and wrote the book *Farmhouse Ales* in 2004. Southampton is known for its Double White, a high-strength witbier. Southampton creates several limited-release beers each year as part of their 750 Series, with stunning beers like Saison Deluxe, Cuvée des Fleurs, and Abbot 12.

Made in China

Christen Sturkie, Host

Craft brewing is facilitating cultural globalization as nations are sharing their stories in the form of beer. Belgium, Germany, and England have centuries-old brewing traditions, and even the United States is now home to more than 1,700 breweries. Late in 2010, I discovered online archives from *The New York Times* and *Time Out Hong Kong* reporting that craft beer is an up-and-coming industry in Hong Kong. So as part of my master's program in food studies at New York University, I went to the other side of the world to see—and taste—for myself.

Just hours after my plane landed on the eve of the Western New Year, I had my first encounter with the Chinese beer scene on Sanlitun Bar Street in the Chaoyang District of Beijing. Blurring neon lights repeated a single disappointing word down the strip: Budweiser. Thankfully, my night was turned around by an accidental discovery around the next corner: a lively night market steaming with Chinese street meats and other local specialties. Beer was an integral part of this ritualistic late-night noshing. Locals hit up the convenience mart to acquire 40-ounce bottles of Yanjing, considered the Budweiser of China, before settling into a seat at their favorite food tent. We followed suit and survived the meal by pointing, ordering semi-identifiable bites on skewers until we were over-satiated. Dinner for two (that could have fed three) with beer pairing: \$10. A happy New Year indeed!

On January 2nd, we left Beijing, Bud, and Yanjing behind for Hong Kong. We spent our first days washing down dim sum in Mong Kok with bottles of San Miguel, quenching chili-pepper fires with Asahi at the Anthony Bourdain–acclaimed Crabs Under the Bridge, and enjoying Carlsberg by the 60-ounce jug at the Happy Valley Horse Track. While these beers were certainly refreshing with the local cuisine, they were nothing I hadn't purchased before at my corner bodega back in New York City.

It was clear that big beer saturated the city's market as a whole, and I was anxious to find proof of Hong Kong's microbrew presence. I set out for the

cobblestones of Lan Kwai Fong, a curving lane of bars, pubs, and clubs situated in the midst of Central's skyscraping banks and posh hotels. First, I found Hong Kong Brew House, one of a group of pubs owned by California-born J.R. Robertson, where about 15 draft beers are organized into categories: House Drafts, made locally by Hong Kong S.A.R. Brewing Company Ltd.; Boring Beer, or the usual market leaders like Tsingtao and Carlsberg; and Premium Drafts, like Fuller's London Pride and Organic Honey Dew (not available on tap anywhere else in Asia), Hoegaarden, and Leffe Blond. About 80 bottled alternatives are labeled Exciting Micro-Imports. The import list shares a few of Eleven Madison Park's offerings, including Orval, Westmalle, and Brooklyn.

Established in 1996, Hong Kong S.A.R. Brewing Company is committed to providing beer with character to a city that is dominated by big beer. Their Bohemian-style pilsner, Too Soo Lager, and Aldrich Bay Pale Ale, made with English hops and malts, are permanent staples on the menus at Robertson's pubs. In the summer, their flagship Hong Kong Beer, made with Hallertau hops and Weihenstephan yeast, is light and fruity—a perfectly balanced contrast to the hot summer climate. In the colder months you might find the Rickshaw Porter Ale, a tribute to the North American “New World” beer revival, with rich notes of chocolate and coffee. For some time, Hong Kong Beer Ltd. was the only brewery making local beer in Hong Kong.

Impressed with Hong Kong Brew House but still not convinced that the



Lantau Island, Hong Kong, China



Pierre Cadoret, Founder, Typhoon Brewery

city's beer scene was worthy of *New York Times* coverage, I continued to Soho, for "south of Hollywood Road." Familiar-looking Western-style cafes line the neighborhood's main streets, all connected by alleys packed with Cantonese edibles and Year of the Rabbit kitschiness. Soho is home to the Globe Gastropub, with 12 draught beers and approximately 85 imported bottles. I ordered a Japanese Hitachino Nest XH, a strong Belgian brown ale matured in distilled sake barrels, which I enjoyed among other Westerners listening to American rock and playing Scrabble. It was easy to forget that I ever left Manhattan's SoHo. The Globe's British owner, Toby Cooper, cheerfully explained his commitment to hospitality and his passion for beer. He reminded me of Eleven Madison Park when he said he aimed to create a place where people feel at home. It was at the Globe where I finally found the most recent addition to Hong Kong's local brewing: Typhoon's T8 cask ale, created by former Cathay Pacific pilot Pierre Cadoret. Mr. Cooper gave me the brewer's phone number, and I promptly made an appointment to meet him.

Just steps from the ferry dock on the quaint and secluded Lantau Island, Mr. Cadoret greeted me kindly at the humble Typhoon Brewery. The brewery's aesthetic development is still in its infancy, but it is full of promise. I graciously accepted a pint of T8, the first cask-conditioned English bitter made and marketed in Hong Kong. The ale is warm amber brown with the aroma of apples and plums. Slightly creamy and light in carbonation, it finishes with a hint of burnt toffee and shortbread biscuits.

Cadoret shared the story of his beer's birth: he had relocated from England for his career as an airline pilot and quickly grew frustrated with the quality of ales in Hong Kong. He decided that with the support of a small group of fellow expats, he had no choice but to start making his own "real ale." In July 2009, he set up shop on Lantau Island, home of the tourist-attracting Big Buddha. T8, his flagship ale, is named for the rating of an intense weather system on the Fujita Tornado Intensity Scale. I asked him if he means to say that his beer is taking Hong Kong by storm; he chuckled, "Maybe..."

Although Hong Kong may not yet be the craft beer hub the news articles allude to, the path has been paved by American and British expats who live to pour pint-sized reminders of home sweet home. Cadoret mentioned Hong Kong's recent "foodie" craze, and how locals are beginning to regard food and beverage products as modern "badges of enlightenment and wealth." The latest entrepreneurs are realizing that the Cantonese population is thirsting for something more inspiring and cosmopolitan than 40-ounce bottles of Yanjing and San Miguel. I came home to New York excited by the potential of the craft breweries and pubs that I discovered in the East, and I look forward to hearing future reports of their progress.

Not-So-Humble Beers

Bryce Shuman, Sous-Chef

It's 1:30 a.m. on a Sunday morning and the kitchen is winding down after service. Two cooks sharpen their knives against sand-covered whetstones, grit filling the space under their nails, while others snack on little sandwiches made from salvaged *mise en place*. Bits of duck confit, Sriracha mayonnaise, fresh jalapeño, cilantro, and raw carrots are stuffed into a chewy baguette to create a makeshift *banh mi*. An hors d'oeuvres cook hands a porter a soft roll piled with crab salad and green apple. Buried in the ice well, usually reserved for cooling stocks, are two cases of canned beer. A cook reaches in and passes one to another perched on the table. He pops the tab with the end of a spoon and smiles...

Smoke slowly rises from the chimney of a large oil-drum grill. It seeps out of the cracks in the sides and fills the air, tingeing it blue. A whole hog slowly roasts over the low coals, with apple wood and hickory releasing their aromas. A folding table covered with a disposable tablecloth is adorned with potato rolls, coleslaw, and chopped collard greens flavored with fat back or smoked turkey necks. Squeeze bottles of Texas Pete, a spicy and salty seasoned cider vinegar, are within easy reach. Brunswick stew, corn sticks, green beans, and black-eyed peas are there for the taking, along with fresh biscuits and a little fried okra. Everybody waits with eager anticipation, not daring to dig in until the hog is ready. To drink, sweet tea, lemonade, and red plastic cups filled to the brim with beer...

Pages of last Sunday's newspaper are spread across a picnic table from end to end, held down by rolls of quilted paper towels, and, depending on the breeze, a few rocks. Light brown wooden mallets and cheap butter knives sit intermittently around the table. Each person chooses their weapon, using it to attack the huge pile of steaming Chesapeake Bay blue crabs. Plastic two-ounce Solo cups of drawn butter sit within arm's reach, ready for dipping at a moments notice. A thick layer of Old Bay salty seasoning covers everything, falling from the crabs onto the newspaper. It sticks to the palms of your hands and underneath your fingernails as you pry apart the shells, removing the mustard and dead-man's fingers. Littleneck clams and peel-and-eat shrimp swim through the crab-dominated heap. Halves of corn on the cob, too hot to hold in your hands, radiate their brilliant yellow color. Hush puppies and seasoned French fries complete the spread, and lemons are never far for a much-needed acidic burst. The sweet smell of fresh shellfish and the sea permeates the hot summertime air. Thirsty? Here's a cold beer...

These are the moments that remind me of the humble gatherings that, in my life, continually beckon by offering unfussy food—a night after work in New York, a North Carolina pig pickin', steamed crabs in Maryland.

Traditions exist across the country where families and friends gather to enjoy one another's company and eat good food. Occasions like these are celebrated with beer, usually the likes of Miller Lite, Coors, and Budweiser. And while old standbys have their place, other beers exist that are both simple and refreshing and yet more interesting in flavor and history. Better still, there are regional craft beers that are brewed with local cuisine in mind.

At the end of dinner service, the best sound to hear is the simple crack and hiss of a can of beer. Refreshingly cold and never poured into a glass, it can wash away the evening's stresses with just the first few sips. At a stone's throw, we are lucky to have two local brewers of high-quality canned beers, Sixpoint Brewery and Butternuts Beer & Ale. Sixpoint Brewery, based out of Red Hook, Brooklyn, makes a variety of wonderfully hoppy canned beers like Bengali Tiger IPA and the Crisp Lager. A mere 350 miles north of Eleven Madison Park, a humorous collection of canned beers like Porkslop and Snapperhead IPA are produced by Butternuts Beer & Ale. These beers—intensely flavorful, bright, and refreshing—are a perfect foil to late-night snacks.

Breweries in North Carolina are just beginning to join beer's craft movement. If you find yourself at a pig pickin' in coastal North Carolina, look out for Duck-Rabbit Craft Brewery. Duck-Rabbit excels at brewing darker beers, like ambers and brown ales, with a subtle sweetness that matches the spices and vinegars famous in Carolina barbeque. For those of us stranded in New York City, dreaming of a breezy afternoon in the backyard, beers like Coney Island Lager or Kelso Nut Brown Lager are interesting, approachable, and delicious with a barbeque feast.

The first thing I want when faced with a tableful of crab, shrimp, and clams is a light, crisp, and refreshing German-style lager or Kölsch-style ale. Both are light in color and body and have plenty of carbonation to cleanse the palate. Their hoppy zip plays foil to rich, buttery seafood. For a great Maryland lager, look for Heavy Seas Classic Lager; for a Kölsch-style ale, try Flying Dog Tire Bite Golden Ale. A Belgian saison would also pair beautifully with all of these summertime flavors. Baltimore's own Stillwater Artisanal Ales happens to be one of the best saison breweries in the United States right now. The Stillwater Cellar Door fits the bill and is a delicate, dry beer with an herbaceous finish.

For the simplest of occasions, pop one of these open at the end of a long day. Whether you've been working on the line in a restaurant kitchen or crunching numbers at your desk—a family gathering or local feast is not a prerequisite for enjoying a delicious, refreshing, and satisfying beer.

LOCAL 2 BRAISED VEAL CHEEKS

Serves 8

BRAISED VEAL CHEEKS

5 pounds veal cheeks,
cleaned of all silver skin
1 carrot, diced (3/4 inch)
1 celery rib, diced (3/4 inch)
1 white onion, diced (3/4 inch)
2 sprigs thyme
1 bay leaf
1 bottle (750 milliliters) plus
1 cup Brooklyn Brewery Local 2

Place the veal cheeks, carrot, celery, onion, thyme, and bay leaf in a large nonreactive plastic or glass container. Cover with the bottle of beer and marinate, covered, for 48 hours in the refrigerator.

Remove the cheeks from the marinade and pat dry on paper towels. Strain the marinade, reserving the liquid and the vegetables separately. Bring the liquid to a simmer in a medium saucepan over medium heat, skimming any impurities that rise as it simmers. Strain through a chinois.

Preheat oven to 275°F. Season the veal cheeks with salt. Heat the oil in a large straight-sided pan over high heat. Sear the veal cheeks on all sides, 30 to 45 seconds per side. Remove from the pan. Drain any excess oil from the pan, lower the heat to medium, and add the strained vegetables. Sweat until tender, about 10 minutes. Deglaze the

1/2 tablespoon salt
1 tablespoon canola oil
2 quarts brown chicken stock
2 cups chicken jus
1/2 teaspoon thyme leaves
1 tablespoon butter
Ground black pepper

pan with the strained beer and reduce by half. Add the chicken stock and chicken jus and bring to a simmer. Return the seared veal cheeks to the pan, cover, and transfer to the oven. Braise in the oven until the veal is tender and can be easily pulled apart with a fork, 2 to 2 1/2 hours.

Gently remove the veal cheeks from the braising liquid and set aside. Strain the liquid and discard the vegetables. Return the veal cheeks to the strained liquid and chill over ice.

When ready to continue, remove the veal cheeks from the braising liquid. Reduce the liquid over medium heat to 4 cups, about 30 to 40 minutes. Add the remaining 1 cup Local 2 and the thyme and finish with the butter. Add the veal cheeks, basting to glaze until warmed through. Season with black pepper.



BREAD CRISPS

1/4 loaf (boule) rye bread
2 tablespoons extra-virgin olive oil
Zest of 1 lemon

Preheat oven to 200°F. Thinly slice the bread with a sharp bread knife or a rotating deli slicer. Lay on a large rimmed baking sheet lined with parchment and brush with the olive oil. Bake for 1 to 1 1/2 hours, until crispy. Cool at room temperature. Break into rough pieces and toss with the lemon zest.

POTATO MOUSSELINE

1 1/2 pounds La Ratte fingerling potatoes
1 cup cream
1/4 cup brown butter
1 teaspoon salt

Peel the potatoes and place in a medium pot. Cover with cold water. Bring to a simmer over medium heat and cook for 20 to 25 minutes until tender. Drain and pass through a food mill into a large bowl.

Heat the cream and brown butter in a small saucepan. Just before it begins to simmer, fold it into the potatoes until combined but still loose. Working quickly, pass the mixture through a fine mesh tamis. Season with salt.

GLAZED BABY CARROTS

24 baby carrots (yellow, orange, and Thumbelina), green tops intact
2 tablespoons butter
1/2 cup chicken stock
1/2 teaspoon salt

Trim the tops of the carrots so that 1/2 inch of green is left. Peel the carrots into a smooth cylindrical shape. Place in a medium sauté pan over medium heat along with the butter, chicken stock, and salt. Cover and simmer for 7 minutes, until the carrots are tender and glazed.

TO FINISH

Potato mousseline
Braised veal cheeks
Glazed baby carrots
Bread crisps
Local 2 sauce
1/2 bunch parsley, picked
1/2 bunch chervil, picked

Spoon the potato mousseline onto a plate. Place the braised veal cheeks on top of the mousseline, garnish with the glazed carrots and bread crisps, and top with the picked parsley and chervil. Finish with the sauce from the braised veal cheeks.



BEER-BATTERED APPLES

Serves 8

CINNAMON SUGAR

4 cups sugar

1 1/2 teaspoons cinnamon

Stir together the sugar with the cinnamon.

APPLES

2 large apples, such as Belle de Boskoop, peeled and cored

3 cups all-purpose flour

2 cups Brooklyn Lager

1/4 cup grapeseed oil

1 1/3 teaspoons salt

Scant 3/4 cup egg whites

Canola oil, for frying

Cinnamon sugar

METHOD

Cut the apples crosswise into 1/2-inch thick slices. In a large bowl, mix together the flour, beer, grapeseed oil, and salt. In a separate bowl, whip the egg whites to stiff peaks. Fold the egg whites into the beer and flour mixture.

In a straight-sided pot, heat the canola oil to 360°F. Dip the apple slices in the batter and fry in batches until golden brown, 1 to 2 minutes. Drain on paper towels and toss while still hot in the cinnamon sugar.



BEER COCKTAILS

NEW OLD-FASHIONED

2.5 ounces rye

0.5 ounces porter syrup (recipe below)

3 dashes Angostura bitters

Lemon twist, for garnish

Orange twist, for garnish

Stir together the rye, porter syrup, and Angostura bitters. Strain over ice into a rocks glass and garnish with lemon and orange twists.

Porter Syrup

1 cup porter

1 cup demerara sugar

Stir the porter slowly until all effervescence dissipates. Stir in the demerara sugar until it is completely dissolved in the porter.

BLOOD AND SAISON

Laphroaig

0.75 ounces Cherry Heering

0.75 ounces Punt e Mes

0.75 ounces orange juice

Hennepin

Rinse a rocks glass with the Laphroaig. Shake the Cherry Heering, Punt e Mes, and orange juice in a cocktail shaker with ice. Strain into a rocks glass and top with Hennepin.

The Story of How Beer and Cocktails United at Eleven Madison Park

Leo Robitschek, Head Bartender

When I learned that Eleven Madison Park had been invited to participate in New York's Craft Beer Week, I looked forward to it as a glorious day off. The Brewer's Bash—the official closing party to be held here at the restaurant—was safely in the hands of Brooklyn Brewery and Kirk, our beer guy.

I envisioned myself attending the party for a bit, drinking great beer and eating fried chicken and foie gras. But I should have known better, because just days after the event was announced I was told that my job would be to create a list of beer cocktails. Now, I know cocktails—but beer cocktails? Those were definitely not part of my skill set. What began as a week of fun with beer turned into the challenge of learning everything I could, as quickly as I could, about beer cocktails. And so I stepped back behind the bar and got to work.

I started by looking at some of the more beloved classics for inspiration: the Shandy (beer mixed with citrus-flavored soda, ginger beer, or cider); the Michelada (beer with tomato juice, lime, and spices); and the Snakebite (a combination of lager, cider, and black currant). I found that all of these drinks use beer as a base with citrus, fruit, herbs, and spices to enhance its natural flavors. In order to create a new kind of beer cocktail, I decided to try using beer in place of spirits to reinvent well-known classic cocktails. The mojito seemed like an easy starting point because of its similarity to existing beer cocktails—citrus, herbs, and sweetness. Using beer in place of the rum, I combined mint, lime juice, and turbinado mint syrup and topped it with an IPA. The result was a refreshing but complex cocktail with bitter undertones.

Continuing on this path of simple substitution, I moved on to a more complex cocktail made with scotch, Cherry Heering, sweet vermouth, and orange juice—a Blood and Sand. I started by replacing the scotch with saison, but this simple trade-in was not as successful as my mojito. The cocktail tasted incomplete, so I added back a bit of what I had taken out: a mist of smoky Islay scotch. This resulted in a delicious cocktail that we aptly named Blood and Saison. My initial hesitations about beer cocktails immediately turned to excitement. What other combinations could I create?

I thought about finishing cocktails with beer in the same way that Champagne is poured over fruit juices and liqueurs in cocktails like the kir royale and the bellini. For these two popular favorites, Belgian witbier (wheat beer) seemed like an obvious substitute for Champagne, but the finished cocktails adopted too many of the beer's characteristics. After trying a few other beers,

I experimented with a geuze lambic, wanting to highlight its sour notes and naturally vinous quality. I had found a winner. The beer's cider-like profile melded well with both crème de cassis and white peach juice. The effervescence that Champagne brought to these cocktails was preserved, while the beer added a distinctly new flavor. I got more ambitious and took inspiration from our own cocktail list. I looked at the Cortez, a proprietary cocktail comprising Amontillado sherry, lemon juice, and Ceylon cinnamon syrup and topped with Champagne. I took out the Champagne and added Goose Island's Sofie, a wild ale. The beer added an alternative depth and character and encouraged me to dive into the world of dark-spirited cocktails.

After tasting a porter with chocolate and malt flavors, my mind went immediately to whiskey and stirred cocktails. It seemed risky to incorporate beer into a stirred cocktail, because the carbonation would alter the silky texture expected from this type of drink. Turning beer into syrup by reduction seemed like the perfect answer. While I developed the desired sweetness and texture using this process, it compromised the beer's complexity of flavor. An alternative method was to remove all of the carbonation by agitating the beer slowly and then adding an equal amount of sugar by volume. The resulting "porter syrup" preserved those chocolate and malt flavors that I was initially struck by and was delicious in an old-fashioned cocktail, mingling cohesively with the bitters and whiskey.

As I played and experimented with beer, I realized that beer is a chameleon that can play many different roles in many different kinds of cocktails. Like traditional grape-based cocktail ingredients—such as aromatized wines, sherry, and champagne—beer brings a complexity of flavor and aroma that cannot be achieved with distilled spirits alone. In turning it into a syrup or using it in its original form, it can add effervescence and lightness, sweetness and bitterness, acidity and spice. With a healthy dose of creativity and a nod to the classics, the daunting task of making refined and innovative beer cocktails becomes... well, not so scary. And the payoff of delicious beer cocktails makes it worth all the effort.

Sake: Beer's Spiritual Cousin

John Ragan, Wine Director

Sake in a magazine devoted to beer? Although sake is unique and does not fit neatly into any beverage category, it is actually closely related to beer.

In fact, although it is often referred to as “rice wine,” sake has more in common with beer than it does wine. Whereas fruits like grapes and apples have sugars to ferment into alcohol, sake begins with a grain whose starches must be converted to sugars before fermentation can begin. Therefore, the process by which sake is brewed makes it beer's spiritual cousin, and the final product stands in a class of its own.

Like beer, the best sake begins with just three ingredients: grain, water, and yeast. But unlike beer, it includes a mold known as *koji-kin*. This mold converts rice starches into fermentable sugars as the sugars are converted to alcohol during a process called multiple parallel fermentation. Before *koji-kin* is used to inoculate the rice, the grains must undergo a delicate milling process. Milling grades include *gingo*, where at least 40 percent of the grain is polished away, and *daigingo*, with at least 50 percent polished away, thus determining the finesse of the finished sake. The greater percentage of rice sanded away, the less of the grain that remains, resulting in a more refined beverage. After repeated rinsing, soaking, and then steaming, the *toj*, or sake brewmaster, adds the mold. Under humid conditions, each grain becomes enveloped with grey fuzz and is simply known as the *koji*. This first batch is called *moto*, and with further additions of *koji* rice and water it eventually becomes the fermenting mash. *Shubo*, a yeast starter, begins fermentation that can last up to six or seven weeks. This process mirrors the malting of grains and subsequent fermentation that occurs in beer brewing. In the production of sake, these steps happen simultaneously.

Why does all of this matter to a beer lover? Japanese breweries approach their brewing of sake in the same fanatical way that the world's best breweries approach beer. Brewers obsess over their ingredients, and every detail of the process is perfected over centuries of work. Anyone who can appreciate the artisan nature of a craft beer will also appreciate those same qualities in the world of sake. A highly polished Junmai Daiginjo, for example, consists of only the heart of the rice kernel and no added alcohol, making it the perfect pairing with the lightest of first courses or canapés. On the other end of the spectrum lies the earthy, woody, full-bodied Honjozo or Taru, which can stand up to the richest meats and game. The styles range just as widely as a pilsner to a porter. Even the concept of place, or what the French might call *terroir*, is not lost on Japanese brewers. Water sources from throughout Japan are said to lend different qualities to sake, just as similar geographical traits make differing regional beers so unique. The hard water and mineral content in the waters of Ishikawa are famous for inducing a vigorous fermentation that results in a

forward style of sake. Conversely, the softer waters in Kyoto and Hiroshima are known for yielding very delicate, feminine styles of sake from the local brewers.

The flavor profiles of sake differ greatly from most traditional beers, making it a surprising, unconventional choice to include in beer menus that are looking for versatility and diversity. In addition to the distinct flavors of sake, the bouquet can be just as complex as that of a fine craft beer in a spectrum of aromas ranging from cherry blossoms, fresh spring water, and stones to delicate vanilla and licorice notes. The texture of sake is an experience unto itself and cannot be replicated by any other beverage. While cleansing acidity and effervescence is crucial to so many beer and food partnerships, sake has a texture and mouthfeel that is at once rich but also light and ethereal. This unique texture is perfect for so many foods, offering an affinity to fresh, often raw preparations of fish and shellfish. Delicate dishes that might be set off balance by beer's bubbles find harmony with sake.

Like beer, which defines many cultures and is consumed globally, sake is introducing the centuries-old eating and drinking traditions of Japan to gourmards around the world. Any lover of beer will surely understand that to taste beer is to sip the culture of a place, and the same is true with great sake.

Sake 101

DAINGO—High-quality sake brewed with rice that is first milled down to at least half of its original weight. Usually quite refined and delicate in style.

GINGO—Similar to Daingingo, refers to sake made with rice milled to 50 to 60 percent of its original size. Often a bit more robust and full flavored.

SEIMAI-BUAI—Polishing ratio, measured by the amount of rice that remains after polishing and usually seen on the label as a percentage. In general, the lower the *seimai-buai* percentage, the higher the sake's quality.

JUNMAI—Sake made without the addition of any brewer's alcohol.

HONJOZO—Sake made with the addition of a small amount of brewer's alcohol. Not necessarily any higher in alcohol than the Junmai style.

TARU—Sake aged in cedar casks.

GENSHU—Undiluted. Some sakes are diluted with water after the brewing process.

NAMA or NAMAZAKE—Unpasteurized sake, often seen in tandem with Genshu, as in Nama Genshu.

Empire State of Beer

The resurgence of the New York craft brewery is upon us. Take a sip of history while you think New York and you drink New York.
—David Katleski, President of the New York State Brewers Association



Adirondack Pub & Brewery
Anheuser-Busch Inc
Bacchus Brewing Company
Bandwagon Brewpub
Barrier Brewing
Black Forest
Blind Bat Brewery
Blue Point Brewing
Brewery Ommegang
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Defiant Brewing
The Distillery
Ellicottville Brewing Company
Empire Brewing Company
Finger Lakes Beer Company
Fire Island Beer Company
Flying Bison
Genesee Brewing
Gilded Otter Brewing
Great Adirondack Brewing Company
Great South Bay Brewery
Greenpoint Beerworks
Greenport Harbor Brewing Company
Harlem Brewing Company
Heartland Brewery
Horseheads Brewing
Hyde Park Brewing
Ithaca Beer
John Harvard's Brew House
Keegan Ales
Keuka Brewing
King Arthur's Steakhouse and Brewpub
Lady Liberty Beer

Lake Placid Pub & Brewery
Landmark Beer Company
Mac's Village Brew Haus
Market Street Brewing
The Matt Brewing Company
Middle Ages
Naked Dove Brewing Company
Olde Saratoga Brewing Company
Pearl Street Grill & Brewery
Ramapo Valley Brewery
Rohrbachs Brewing
Rooster Fish Brewing
Sackets Harbor Brewing
Scale House Brewery & Pub
Sixpoint Craft Ales
Skytop Steakhouse & Brewing
Southampton Publick House
Southern Tier Brewing
Syracuse Suds Factory
Twin Forks Brewery
Van Dyke Restaurant & Brewery
Wagner Valley/Wagner Brewery
Z's Barrel House

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HAUTELIFE
press

Publisher
MICHAEL GOLDMAN

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BAIRDesign, Inc.

Editor-in-Chief
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Haute Life Press
a division of C-BON MEDIA, LLC.
321 Dean Street
Suite 1
Brooklyn, NY 11217

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Printed and bound in the U.S.A.
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A photograph of four different styles of beer glasses filled with beer and topped with foam, arranged on a wooden bar. From left to right: a tall, slightly tapered glass with light beer; a snifter glass with dark beer; a tall, slender glass with light beer; and a tall, straight glass with light beer. The background is a blurred outdoor scene with greenery and blue flowers.

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