



## Customer Club Newsletter

### Winter 2011

Written by [Ashley Paulsworth](#) of White Labs

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### **New Year New Strains!**

White Labs welcomes the new year with 3 new strains! These strains will be available to homebrewers via White Labs Platinum Program where specialty strains are released for two months out of the year. WLP630 Berliner Weisse Blend and WLP815 Belgian Lager will be available January and February of 2011 and WLP670 American Farmhouse Blend will be released in May and June!

**WLP630 Berliner Weisse Blend** - A blend of a traditional German Wiezen yeast and Lactobacillus to create a subtle, tart, drinkable beer

**WLP670 American Farmhouse Blend** Inspired by local American brewers crafting semi-traditional Belgian-style ales, this blend creates a complex flavor profile with a moderate level of sourness. Blended with a traditional farmhouse yeast strain and Brettanomyces.

**WLP815 Belgian Lager** - Clean, crisp European lager yeast with low sulfur production. The strain originates from a very old brewery in West Belgium.

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### **New Year New Brewer – Matt Barbee from Rockmill**

***Brewery talks about the challenges and successes of his start-up***

*known located on Rockmill Farm in Lithopolis, Ohio*



Platinum Yeast on sale now!

*"Stick with your passion. If you're obsessed with a style or flavor start there"*

Matthew Barbee from Rockmill

*brewery located on Kockmull Farm in Lunenburg, Ohio.*

Brewery gives advice for aspiring start-ups.

**1. How long have you been up and running?** We opened in September, but were developing for 2 years before that. Things have really taken off.

**2. What inspired you to make the leap from enthusiast to professional brewer?**

It was the water profile on the farm. Wasn't ever a homebrewer, even (my) first brew was made in order to capitalize on the water on the farm.

**3. Talk a little bit about the concept behind your brewery and how it has made your operation successful**

I was turned on to craft beer by saison, specifically bottle conditioned saison. I was pairing food and beer- Saison Dupont paired with Burrata salad. After that, I jumped right into (making) saison.

**4. What part of your planning process was the most helpful/important?**

At a critical point in our development we called Chris White and spoke to him on the phone. He was the most quoted guy out there in what I had researched so getting his direction and affirmations was one of the best things (I did).

**5. How did you land your first distribution contract?**

We emailed our label in, walked into the door of the restaurant and spoke to owner who happened to be in. She was a Belgian beer enthusiast, excited to taste the beers. We had a personal connection. I'm really big on staff training and education. I bring them to the farm and have them taste malt and smell hops etc. I'm accessible and encourage servers to come in from restaurants.

**6. Do you have plans for expansion?**

Expansion is on the horizon, moving to a larger system soon. We want to stay a small/petities sized operation. Working within our family allows a cohesive effective team. We don't really want to expand too far beyond that.

**7. Advice for aspiring start-ups?**

Stick with your passion. If you're obsessed with a style or flavor

Upcoming Events!!

start there and create something that is uniquely you; something that you can share with other people. Don't let the market take you away from what you're the most passionate about.

### 8. Other things you'd like to express.

People pick up on your passion. People pick up on that and it is reflected in your product. Some may think we practice an old world style of brewing, but (it's important to) go the extra step.

Interview conducted by Ashley Paulsworth of White Labs with Matthew Barbee of Rockmill Brewery located outside of Columbus Ohio.

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## New! Platinum Recipe

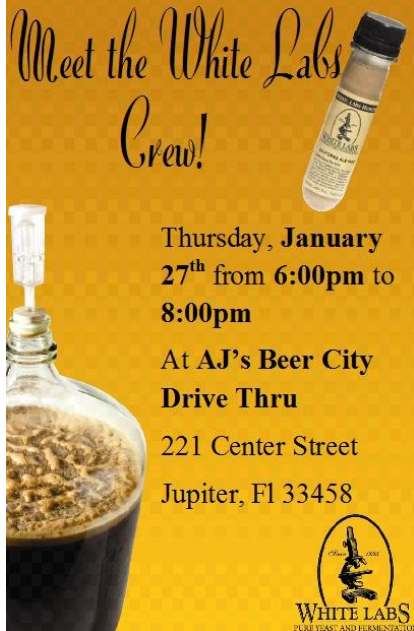
White Labs Belgian Pilsner (BJCP Category 2B, Bohemian Pilsner)

- 11 Lb. Belgian Pilsner Malt
- 1 Lb. Munich Malt
- 3oz. Saaz Hops (3%AA) @ 60 minutes (bittering)
- 2oz. Saaz Hops (3%AA) @ 30 minutes (flavor)
- 1oz. Saaz Hops (3%AA) @ 10 minutes (aroma)
- 1 capsule Servomyces yeast nutrient @ 10 minutes
- 1 tsp. Irish Moss @ 10 minutes
- 1 vial WLN4000 Clarity Ferm (optional, add just prior to pitching yeast)
- 1 vial WLP815 Belgian Lager Yeast

Directions:

Mash grain with 4 gallons of water at 150F for 60 minutes. Batch sparge with 4.5 gallons of water at 165F to get a pre-boil volume of approx. 6.5 gallons. Boil uncovered for 60 minutes, adding the hops according to the schedule above. Cool wort to 70F, oxygenate, and pitch 1 vial of yeast. Once fermentation activity begins, slowly cool the beer to 55F and ferment for 2 weeks. Transfer to secondary and lager 6-8 weeks at 40-45F.

**EXTRACT OPTION**



Meet the White Labs Crew!

Thursday, January 27<sup>th</sup> from 6:00pm to 8:00pm

At AJ's Beer City Drive Thru  
221 Center Street  
Jupiter, FL 33458

WHITE LABS  
PURE YEAST AND FERMENTATION

Meet us in Jupiter, Florida on January 27th at AJ's Beer City Drive Thru and the Jupiter Beer Fest!

Steep the Munich Malt at 150F for 30 minutes in 1.5 gallons of water. Replace the Belgian Pilsner Malt with 7.7 lbs. of Pilsner Liquid Malt Extract or 6.6 lbs Extra Light Dry Malt Extract and add water to bring total pre-boil volume to 6.5 gallons. Proceed with rest of directions as indicated.

*\*For a fruitier tasting Pils, substitute Sterling hops for the Saaz hops*

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## Nice Rack! Best Rack Wins Trip to NHC!- *A New Way to Store Vials!*

Now, before you get too excited and start sending us photos of your best 'rack', read the details of the contest below.

The rack must be designed to fit White Labs homebrew vials. The display must easily fit in a typical homebrew fridge. The rack must be designed in a way that clearly displays the vial label. The rack should be affordable (~\$20-30 each) and easy to load- think first in first out as a loading principle. Once you cover these bases, get creative! Maybe the rack is reminiscent of your childhood Lego set, easily added to or built upon. See the pictures on the right for ideas!

Send your rack prototype to our office in San Diego by May 5th to be considered for a free ticket to this year's NHC in San Diego.

White Labs San Diego

c/o Pam Marshall

7564 Trade St

San Diego, CA 92121

We know you're all creative and resourceful, that's why we're trusting you to design White Labs new rack!

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Traditional Rack-

Best Rack gets a ticket to NHC!



Example of a potential new rack

## Big QC Day Now Open to Homebrewers!

Big QC Day? That's right! Big QC Day, White Lab's yearly testing of craft beers is now open to homebrewers. The test costs \$139 and brewers are able to send in two beers for a slew of analytical tests. Every year, nearly 400 samples come through the doors of White Labs on Big QC Day to take advantage of this reduced price opportunity for testing. This year, White Labs has decided to extend the testing to homebrewers as well!

Take advantage of the discount and order by February 4th 2011. We'll send you the sample kit, you send us your beer (shipping included in cost), and in a month you'll get results for all sorts of cool beer parameters like alcohol by volume, calories, total VDK's, chill haze, color, real and apparent attenuation, and the ever debated always popular IBU's! Also- you'll get a full micro test for wild yeast, and aerobic and anaerobic bacteria! Mirror mirror on the wall who's the cleanest brewer of them all?

Normally, all these tests would cost you at least \$500; a price most homebrewers would rather save for brewing equipment and gadgets! So give us a call today at 1.888.5YEAST5 to order your Big QC Day Kit- and be a part of this once yearly event!

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*Questions?*

*Comments!*

Send all inquiries to  
[info@whitelabs.com](mailto:info@whitelabs.com)  
with subject line  
'Customer Club  
Newsletter'

## White Labs Platinum Contest!

***Try a Platinum! Specialty strains available two months out of the year to homebrewers!***

The White Labs Platinum contest rages on! Every two months a new winner is selected. This month's winner will have their recipe featured on the White Labs website for other homebrewers to try!

White Labs challenges you to brew with one of our platinum strains this month and every month! These strains are made available to homebrewers for 2 months out of the year.

Share your homebrewing story with us on [Facebook](#) and you'll be automatically entered to win a free vial of yeast! All you have to do is click on the link above or go to [www.facebook.com](http://www.facebook.com) search 'I Brew Whitelabs' and go to the discussion section to tell us about your homebrew. We want to know how the beer tastes and how you made it! Each month we'll select a winner who will receive a free vial of yeast!

The upcoming platinum strains are listed below and this month's clone recipe suggests a great brew to make with WLP815 Belgian



Do you love your beer? Get it tested!

Lager Yeast.

Good luck and may your brew be tasty!

### **January/February Platinum Strains**

WLP022 Essex Ale Yeast

WLP630 Berliner Weisse Blend

WLP815 Belgian Lager Yeast

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## **Homebrewer's Story**

*Inspiration for New Brewers!*

I would have to say, my favorite brewing story is pretty simple. When I tried the first beer I ever brewed. I knew from then on I would be doing this forever. *Ricky Hansing*

*Thanks!*

Thanks for supporting and appearing on [The Brewing Network](#). Those guys have done more to raise the level of home brewing than any other single source. I was always interested in brewing, but went from a lurker to a brewer after listening to BN programs. *Bruce Guenzler*

*Share the hobby! Bring your friends over to brew! Have a story to share? Send it to [info@whitelabs.com](mailto:info@whitelabs.com)!*



*White Labs supports  
the Brewing Network  
and you can too! Join  
the BN Army!*





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