

Local brewery renaissance: A social history of small breweries in the Ozarks Part II

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Although Springfield is in the heart of the Missouri Ozarks, it is not the only town that has local brewing activity. About 30 miles southwest of Springfield, Bootleggers Restaurant and Brewery is an important business in Aurora, a town with a population around 7,000. This little cattle and grain town flourished in the early 20th century, but, like many small Midwestern towns, it has seen a decline in population and in activity along its main street. As other towns in the area like Monett and Mount Vernon began to develop more industry, Aurora lost some of its appeal, and many businesses on its main street shut down. Instead of supporting the local five and dime stores, residents could easily drive to a larger town and have access to more options for shopping. However, during the last ten years Aurora has seen a slow, but steady increase in its economic life, due in part to the opening of new businesses at the intersection of Madison Street and Highway 265.

Bootleggers Restaurant and Brewery was a vision in the making for years. It opened its doors in 1998 under co-owner

and head brewer Shawn Briggs. Briggs was an exchange student in Sweden (which is part of his heritage) and started college in New York before he transferred to Oregon State University, where he attended classes for a couple of years, then lost interest in college all together. His loss of interest in school resulted largely from his growing interest in home brewing. Oregon and the greater Northwest has been a hotbed for brewers for the past few decades. Briggs home brewed a lot of beer in the early 1990s with his friends and carried that fervour back to Missouri. On his return, Briggs bought into his parent's new business, Briggs Restaurant and Lounge, across the street from the present day Bootleggers. Briggs Restaurant and Lounge operated from 1993 until 1998, when Briggs and his father bought the old Aurora Bank building and turned it into Bootleggers Restaurant and Brewery.

The old Aurora Bank is a historic icon in Aurora and the surrounding area. The three storey brick building was built in the 1880s and operated as a bank from

1888 until 1965. The building then housed different offices, including the Aurora school board offices for a time, until the Briggs family bought it in 1995.¹ They planned to restore the building and put a brewery inside. The old bank had the perfect spot for the brewing equipment, the vault. The restoration and clean up of the bank took a couple of years. A fire in the building in 1963 had left a lot of damage. Briggs restored much of the building himself, including the ceiling tiles. He re-established the original late 19th century aesthetics of the building in the renovation of the restaurant. Bootleggers has memorabilia on its walls from the old bank: pictures of the inside and outside of the bank through the 19th and 20th centuries, old bank notes that are displayed in photo frames and under layers of clear coat on tables, the recreation of bank teller booth at the front door, and the focal point of the brewpub, the bank vault, which houses the brewing equipment.²

The restoration of the building was not the only hurdle Briggs had to overcome. Some townspeople were concerned about the idea of a brewery coming to Aurora. At city hall meetings Briggs had to defend his brewpub proposal to local church representatives and other socially conservative individuals who thought it was the wrong direction for the community. Briggs said,

People were just unsure what this restaurant-brewery was going to be about. I had plenty of people who spoke up for me on the issue,

and it seems that after ten years of being in business here, people are ok with the idea now that they see how it has worked out for the city.³

Once he had acquired all the necessary licenses, Briggs needed brewing equipment. Since home brewing had always been his forte, and since he had only a small space inside the bank vault for brewing, he came to a logical decision: use big-sized home brew equipment. Briggs said,

Instead of going way into debt early on in the business and taking huge risks with purchasing massive brew equipment, I decided to go with what I knew best and was most familiar to me.⁴

Briggs found a North Carolina company which made large sized home brewing kits. Briggs purchased the stainless metal brew kettle and fermentation tanks for \$16,700. He paid off the equipment in the first year from beer revenues. The full capacity of his operation is ten barrels a week (20 kegs), although he does not brew that much. He said that his brewing volume has steadily increased about 6% annually over the ten years the brewpub has been open.

As people become more familiar with the concept of brewing and less afraid of locally brewed beer, they are more apt to try one of my beers.⁵

His total volume for the year 2007 was 100 barrels (200 kegs). Briggs kegs his

beer after fermentation and stores the kegs in a refrigerated room underneath the vault. The taps at the bar are pulled directly from these kegs under the vault.

Bootleggers Restaurant and Brewery only brews ales. Briggs does not brew lagers because of the time and temperature needed for them. To stock his 'large scale home brewing operation,' he buys his brewing ingredients locally in Ozark, Missouri, from the Home Brewery Store. Briggs focuses his attention on wheat beers. He also brews a pale ale, a raspberry version of his unfiltered wheat beer, and his stout (to which he adds a 20 pound bag of cracked barley). Briggs likes to blend some of his beers. Most of his beers range between 5% and 7% alcohol 'by weight'.⁶

Bootleggers led the way for other business owners to move into downtown Aurora, which has helped improve the economic vitality of the town. Mike Scott bought and restored the building diagonal to Bootleggers, where he runs his photography studio. Other specialty boutiques have opened up on the main street, which has brought more foot traffic and out-of-town business to Aurora. Briggs and his Bootleggers brewery have been a significant addition to Aurora, both economically and socially. This small town has a new place to experience locally brewed beer and the brewery has helped encourage other entrepreneurs to come to Aurora and revive business in this small town.

Another chapter in the microbrewery revival in the Ozarks occurred in O'Fallon, Missouri, (a Northwest suburb of St. Louis in St. Charles County), where Tony and Fran Caradonna opened the O'Fallon Brewery in March, 2000. Like most of the brewers in this study, Tony Caradonna developed a passion for beer early. He started his brewing journey by going to the Anheuser-Busch tasting room in St. Louis with his high school friends. After high school, he took a job at Anheuser-Busch as a tour guide. This was a dream job for him. Caradonna eventually bought and ran two bars in the St. Louis area. Shortly thereafter, in the early 1990s, he started his own distribution business which he ran out of his van. Caradonna was the first to distribute beer for the Saint Louis Brewery (Schlafly Brand beers). Caradonna then secured the distribution contract for Pete's Wicked Beer, brewed by a huge regional brewery in California. This was a major score for Caradonna and it eventually stimulated his and his wife's desire to open their own craft brewery. In 1999 they bought a warehouse building in O'Fallon's industrial park area, just off interstate 70, which would become the O'Fallon Brewery. They brewed their first batch of beer there in 2000. Since he was good friends with the people at Schlafly Brewery (arguably the first brewpub in St. Louis in this new era of microbreweries and brewpubs), Caradonna put his brewery in a St. Louis suburb where he would not compete with Schlafly. He wanted to add to what Schlafly had been doing for nearly a decade, not directly compete with it.⁷



Figure 1. O'Fallon Brewery logo.

Since brewing was new for the Caradonnas, they researched brewing systems and decided to buy from Newlands, which is located in Vancouver, British Columbia. Newlands' representatives came down to O'Fallon to set up the brew system. They showed Caradonna how the system worked and taught him 'brewing 101,' by brewing a few batches together with Caradonna, and then left him on his own. The first beer he brewed, which would become one of the four flagship beers of the brewery, was the O'Fallon Gold. This was the only beer that Tony and Fran brewed that first year of production. They focused their skills on refining this beer. The fact that it was an ale, not a lager, gave O'Fallon a chance to market a clean looking 'gold' beer to their patrons that differed from the lager taste of Anheuser-Busch. O'Fallon Brewery is a microbrewery, which

does not serve beer on the premises except for small samples in their tasting room during brewery tours. For the first six months, the beer was only available on draught. O'Fallon produced a couple hundred barrels that first year, which it distributed to some local pubs. They then started bottling and used 22 ounce bombers (tall glass bottles) to put the O'Fallon Gold on store shelves.

Soon Caradonna realized that, if the brewery was going to increase production volume and diversity of beer, he needed help with the brewing. He advertised for a brewer. Meanwhile, Brian Owens had just finished his undergraduate marketing degree at the University of Missouri, St. Louis, and was managing a local liquor store. While Caradonna was distributing O'Fallon Gold to stores, he met Brian Owens. He mentioned to Owens that a brewer position was opening up at his brewery. Owens knew this was the job for him. At this point, Owens had been home brewing for about two years. Owens applied for the position at O'Fallon Brewery, competing with others who had brewing degrees and previous experience. Against these odds, he got the job. Caradonna hired him because of Owens's raw passion and determination to make great beer. He also saw the willingness of Owens to learn and grow along with this new brewery. Owens started brewing at O'Fallon in January of 2002. On his first day at the brewery, he followed Caradonna around while he brewed a batch of O'Fallon Gold. The second day Owens took the lead in

brewing a batch while Caradonna mentored and assisted him. Owens produced the third batch alone. It was trial by fire, and he has been the head brewer at O'Fallon ever since.⁸

The O'Fallon Brewery brews only ales. They buy their grain from Briess Grain Company of Wisconsin. They use one strain of yeast in their beer, a German Kolsch ale yeast. Owens says, 'I can achieve lager characteristics in my ales using this yeast if it is brewed and fermented at colder temperatures'.⁹ O'Fallon Brewery has the capacity to brew about 5,000 barrels of beer a year and brewed about 2,700 barrels in 2007. Owens hopes to bring that up to about the 4,000 barrel mark in 2008. Owens has two other brewers that work with him, Dave Johnson and Charlie Burger. They brew about five to six days a week. They brew up to 1,500 gallons a day. O'Fallon beers are not pasteurized, giving them a full, enlarged taste, which is a signature of most microbrewery beer. O'Fallon bottled beer is *kraeusen*, which in German means crown, referring to the maturation process that a beer goes through once bottled. This is called 'bottle-conditioning.' Bottle-conditioning occurs when the unfermented wort in the finished beer helps develop carbonation in the bottle.¹⁰ This practice is common in a lot of bottled beer produced by microbreweries and brewpubs in the United States.

O'Fallon Brewery has developed more signature beers since Brian Owens joined the brewery. They have added to

their original Gold: Wheat, Smoked Porter, 5-day IPA and many seasonals including Cherry/Chocolate in the winter, Blackberry Scottish for the spring, Wheach (peach wheat) for the summer, and Pumpkin in the fall. Fran Caradonna writes on the O'Fallon website

[Our] 15-barrel brew house produces small batches of beer that take about two weeks from brew-day to packaging-day and makes around 200 cases or 30 kegs. We hand-fill our 50 liter and 1/6 bbl kegs and hand-pack each case of 12 ounce bottles in four six packs.¹¹

Since O'Fallon is a microbrewery only and not a brewpub, they depend on sales of bottled beer and kegs. They are currently distributing their beers in the St. Louis metro area, around Missouri, in Colorado, Illinois, Indiana, Iowa, Kansas, Kentucky, Michigan and Wisconsin. Brian Owens says that the hardest part of the operation is finding tap space at local and regional bars.

The big breweries buy up a lot of the draft spots at the bars and have long standing accounts with them. It is difficult to edge them out or to have the bar create new space for our taps. We are also conscious about not trying to bump other smaller local breweries for tap space. We are in this together, yet we have to expand our market as well.¹²

O'Fallon has also done some contract brewing in the past and is currently engaged in private label brewing for local pubs. They brew the House Ale,

Irish Red, for McGurks Irish Pub in O'Fallon.¹³ At the Great American Beer Festival in Colorado, 'the O'Fallon Unfiltered Wheat took the Bronze in 2005; and O'Fallon Smoked Porter won a Gold Medal in 2004'.¹⁴ O'Fallon has made and is continuing to make its mark on the microbrewing industry in the Ozarks and the region surrounding. They seek to educate the drinking public on the diverse variety of ales available from the local brewery.

A brewery could also play an important role in a more firmly established community as Flat Branch Brewpub did in Columbia, Missouri, a vibrant urban community with the university as the centre of its life and activity. Home to over 84,000 people, Columbia is a college town that has not lacked bars and pubs. The Flat Branch Brewery is a relatively small brewery that offers a large and diverse selection of ales and lagers. The brewpub draws university students and faculty, alumni, and others looking for good food and great beer.

Flat Branch opened in April of 1994 in the historic downtown section of Columbia. Nearby Flat Branch Creek, was the water source for early settlers in this area, and the town of Columbia developed around it. The brick building with a curved, barrel-trussed roof that houses the brewery dates to the 1920s. Its early 20th century industrial feel is enhanced by the earth toned colours inside. The building once housed a Studebaker car dealership and later was the home to a Buick and



Figure 2. Seven stainless steel fermenters are open and glycol jacketed with a total capacity of 80 hectoliters at the Flat Branch brewery.

Oldsmobile dealership. It was also a cabinet-making carpentry shop.

According to its owners, Flat Branch Brewpub is the first brewery in Columbia since the 1841.¹⁵ The owner and founder, Tom Smith, has operated the brewpub for fourteen years. Flat Branch has had three brewers since its opening in 1994. The first was Marty Gallaway, who brewed at Flat Branch for about a year when Paul Hoffman replaced him. Hoffman brewed at Flat Branch for about eight years. He was instrumental in establishing the brewery's place in the community, drawing many craft beer drinkers to the establishment. The third and current head brewer is Larry Goodwin.

A long and interesting journey brought Goodwin to Flat Branch in January of 2003. He began home brewing in the mid-1980s while he was living in

Houston, Texas, working for an oil field service company called Schlumberger. He grew tired of this job, so he and his wife moved to California, where he took a job at an electronics firm. Still home brewing at this time, he was interested in going back to college and working towards a science degree and a change of occupation. Goodwin then decided he wanted to attend brewing school and secured a spot in the brewers program at the University of California- Davis. In 1999, he graduated from the brewing school and took his first brewing job in Columbus, Nebraska, where he assumed the position of head brewer at the Gottberg Brewery.¹⁶ Goodwin had free reign to brew beer as he wished and he experimented with a lot of styles, specifically with lager beer. He said he brewed a corn-based lager to market to the

Nebraska University crowd as the 'Cornhusker'. But Nebraska University and the community did not want anything related to beer associated with their pride and joy, so he renamed the beer. Goodwin said that among the English Brown Ale, Hefe Weissen, Pale Ale, various lagers, Bocks, and Oktoberfest beers the Hefe Weissen was the most popular beer at Gottberg. The 'Hefe' is a summer German-style unfiltered wheat beer known for the certain yeast strain which can add tastes of clove and banana. This beer is extremely popular in the Munich beer gardens. The Germans also brew a dark version of this beer called Dunkel Weissen. *Dunkel* means dark in German. The main difference is the darker malt roast used in the process. Dunkel is also a common lager beer that contains the



Figure 3. The Flat Branch's 18 ten-hectoliter and 2 twenty-hectoliter aging/serving vessels.

darker malt, but brewed with lager yeast. Goodwin, wanting a change of pace in a larger town, accepted the head brewer job at the Flat Branch Brewery in January of 2003. He was excited to go to a university town which had an appreciation for craft ales and lagers, where he was certain more beer would be sold and appreciated. The job would prove a challenge though, because the brewing system at Flat Branch was not the large, automated system he was accustomed to at Gottberg. He would have to brew twice as many batches in the smaller brew kettle to keep the standard twelve beers on tap at Flat Branch.¹⁷ The system has Open Fermenters which is not very common in the brew community. 'The English used Open Fermenters,' said Goodwin. Open Fermenters give the yeast a chance to ferment differently. 'It could enhance the taste of the beer depending on how the brewer uses it' says Goodwin. 'They cannot hold CO₂, so they have to be moved to a conditioning vessel which creates an extra step in the process'.¹⁸ Four years ago, Goodwin took on an assistant, Kyle Butusov, who continues to work with him today. Butusov was a hired hand at the brewery, on the restaurant side, who became interested in the brewing process. He has been a great asset to Goodwin in the brew house.

The Flat Branch Brewery offers a large diversity of beer on tap. Goodwin brews mostly ales but likes to have one or two lagers ready to serve. According to Goodwin, there were six or seven core beers that were mainstays at Flat Branch

when he began brewing at there. Slowly, he has added to that list, and has been able to tweak the recipes to fit his taste and style of brewing. Goodwin is not a 'big beer' brewer. This means that he is not interested in brewing beers with extremely high alcohol content, as many of the craft brewers are doing today. Occasionally, Goodwin will brew a batch of Barley Wine, which ranges between 9% and 10% alcohol; or an Imperial Stout (traditionally made for the Russian Czars), which ranges from 8% to 10% alcohol. Yet, Goodwin believes that the art of making a great tasting beer is to use less ingredients to achieve the same great tastes and flavors that are in the 'big beers,' but without the high alcohol content.

Brewers brewing at 4% alcohol or under, tell in so many ways that their particular beer is a skillfully and well made product. If they can take half the malt and half the hops and brew it in such a way as to extract all the great flavors and aroma that those ingredients have to offer, then in my opinion, this is a sign of a great brewer. A beer that is made at 4% alcohol but tastes like it has 6% is a good beer,

said Goodwin.¹⁹ As for the flavour and aroma in his beers, he particularly likes to brew with English hops in his India Pale Ale and in his ESB (extra special bitter, an English style, hoppy ale). He uses various European hop blends for his Hefe Weissen, North American Cascade hops in his Katy Trail American Pale Ale, Sterling Golding and Hallertau

hops in his German-Czech style pilsners and lagers.

The Flat Branch Brewery has the capacity to brew about 2,000 barrels a year. Brewing about three, sometimes four times a week, they produce around 1,200 barrels of beer a year for consumption at the brewery. They do keg for private party use but not for draught accounts and they do not bottle. They do, however, sell a high volume of growlers to the local community. Flat Branch sells anywhere from 700 to 800 growlers per month (many of these are refills from regulars who bring their growler back in over and over for a discounted price). Since January of 2003 when Goodwin began brewing, beer sales have grown annually from 20% to 25%. Flat Branch continues to be a local favourite of University of Missouri students and families in the community. Alumni come back to town and book large parties at the brewery.²⁰ The Flat Branch Brewpub has had an important impact on craft brewing in the Ozarks. This brewery exemplifies the diversity of ales and lagers as well as maintaining a positive and energetic relationship with Columbia and surrounding communities.

The Hog Haus Brewing Company in downtown Fayetteville, Arkansas, demonstrates that the microbrewery renaissance has also extended into that state. In 1994, John Gilliam and family founded the first brewery at the site, The Ozark Brewing Company. The Gilliam family had been accountants for the



Figure 4. Hog Haus Brewing Company logo.

Walton family (of Wal-Mart and Sam's Club). They were wealthy and had money to remodel the entire building from top to bottom.²¹ Inside, the feel is very much like an English tavern. High ceilings with large wooden beams framing the entire interior give it a very dated feel. Lighter wood with restored brick, and glass windows showcase the vertical brewery.

The Ozark Brewing Company went out of business and (according to the city) was in danger of being bought by a national brewery chain. However, the city council wanted the building and business to remain under local ownership. They successfully appealed to Kari Larson and Julie Sill, co-owners of a successful local coffee house named Common Grounds, just a few doors away. Larson and Sill bought and reopened the brewery as the Hog Haus Brewing Company (Hog for the University of Arkansas' mascot the razorback Hog; and Haus, which is German for house).

This brewery has become a landmark in the city and is the only operating brewery in Northwest Arkansas. Brewhouses have always been sparse in Arkansas.²² According to Donald Bull, Manfred Friedrich, and Robert Gottschalk in their book *American Breweries*, Arkansas had only had four breweries before the Ozark Mountain Brewing Company opened in 1994.²³ Since the mid-eighties, a handful of breweries have sprung up in other parts of the state (mostly in Little Rock). The Hog Haus Brewing Company was thus in relatively new territory, and has established the beginnings of a great brewing tradition in Northwest Arkansas and in the Ozarks region.

The latest brew master at the Hog Haus is Steve Mazylewski. Typically he had a desire to become a brewer from an early age. Mazylewski was raised in the Chicago area. His father was a school teacher who kept a collection of over 4,000 beer cans in his basement along with other kinds of breweriana (beer memorabilia). On their school breaks and summer vacations, the Mazylewski family would travel around Wisconsin and the Lake Michigan region touring breweries such as Schlitz, Pabst, Blatz, Miller, Hamm's, New Ulm, August Schell and Walters. At Walters Brewing Company in Eau Claire, Wisconsin, Mazylewski had his first experience with a brew master when he was only seven. While his family was touring the brewery, the brew master realized he needed to add a bucket of hops to the brew kettle. He asked Steve to climb up and dump

the hops into the wort while he held on to him. This moment would stick in Steve's mind and drive him towards his life ambition in the brewing industry. After high school, Mazylewski attended Morton College in Cicero, Illinois, where he concentrated on the sciences and chemistry, knowing that he was headed for the brewing field. On his twenty-first birthday, Mazylewski, his girlfriend at the time, and his parents visited a new brewery in Berwyn, Illinois, (a suburb of Chicago) called Weinkeller. The brewery, opened in 1988, was the first brewpub in the Chicago suburbs since prohibition. During the tour, the owner and brewer Udo Harttung (a rough spoken German guy with a thick accent according to Mazylewski) mentioned that he was looking to hire an assistant because the brewing volume was growing and the operation was expanding. Mazylewski pulled Harttung aside after the tour and mentioned that he had wanted to get involved in brewing and would like to apply for the job. In July of 1989, four days after his 21st birthday, Mazylewski became an assistant apprentice for the brewer at Weinkeller Brewing Company.²⁴

Steve Mazylewski worked for Harttung and his breweries over the next decade. In 1995, he became head brewer of three brewpubs in the Chicago area under the Weinkeller name. During this time, he also ran a home brew supply store. While working for Harttung, Mazylewski saved money in order to attend Siebel Institute of Technology. Siebel is the main brewing school in the Midwest and has been edu-

cating brewers since 1871. Unfortunately, his job with Weinkeller never allowed the time to attend Siebel. Instead, Mazylewski learned through trial and error. When one of the breweries he ran burned down in the late 1990s and another in downtown Chicago closed after an armed robbery incident, Mazylewski moved to O'Grady's Irish Brewpub in Arlington Heights, Illinois. There he was head brewer for six months until the business declared bankruptcy and closed its doors.

In the spring of 2001, Mazylewski became head brewer at the Firehouse Brewing Company in the small farm town of Morris, Illinois, south of Chicago. Mazylewski left this job when a friend won the lottery and hired him as head brewer for a new microbrewery called the Wild Onion Brewing Company that he opened in Lake Barrington, Illinois. The brewery was built on large acreage with a lake and a lavish beer garden area. Wild Onion Brewing Company bought a brew system from Zip City Brewing in New York City, which had gone out of business and was selling unique brew equipment, a system built by Salm Brau, in Vienna, Austria. This was a premiere brewing system that specialized in lager brewing (Vienna is at the centre of the lager style beer region). Steve Mazylewski went to Vienna to learn how to brew on this system and to acquire recipes to use at what was now called the Onion Pub and Brewery.

From 2004 through 2007, while head brew master at the Onion, Mazylewski

was also president of the Illinois Brewing Guild. In May of 2007, the brewery began making plans to add a bottling line, but unexpectedly the owners decided to close the brewery and run only the restaurant. Once again Steve Mazylewski sent out his resume hoping to land another brewing job.²⁵

Meanwhile in the Ozarks the owners of the Hog Haus Brewing Company in Fayetteville were looking for a new brew master, since their current brewer planned to leave. They hired Mazylewski, who began working at the Hog Haus in August of 2007. Mazylewski realized immediately that there was something funky in the beer at the Hog Haus. After testing the serving lines and hoses used in the brewery, he found there were significant problems with cleanliness. The old beer hoses were compromising the taste and quality of the beer. Mazylewski had to dump two batches of beer to remove impurities from being transferred.

Now we are turning the operation around and giving the people of Fayetteville local beer they can enjoy and be proud of. This has changed the whole situation tremendously. Bad beer is not good for business and bad overall for the craft beer industry,

said Mazylewski.²⁶

The brew system at Hog Haus Brewing Company is a copper brew kettle unit built by Vendome: Copper and Brass Works Inc. in Louisville, Kentucky. They are in the distilling system business and

are one of the world's leading producers of fuel alcohol plants systems. Vendome makes units for ethanol, pharmaceutical and fuel plants, as well as for breweries, liquor distilleries and wineries. The Hog Haus brew unit is unique. It is the only ten barrel, solid copper kettle brew system in the United States built by Vendome. In this brew kettle, Steve Mazylewski uses German, French, English and Belgium malts from Cargill Company in Minnesota.

The Hog Haus only brewed ales when Mazylewski came to the brewery, but his tenure has brought lagers to the Hog Haus. The Hog Haus Brewing Company produces around 700 to 900 barrels a year. Mazylewski brews about two times a week, three on a busy week. The brew system has the capacity of around 1,200 barrels a year. Hog Haus does not bottle their beer or keg it for other bars to serve. All their beer sales come from tap at the brewery, and the large amount of growlers that they sell, especially on Sunday. Coming from Chicago, Mazylewski was amazed by the dry laws in Arkansas. In Fayetteville (among other cities and counties across Arkansas), it was not legal to buy beer in bottles or cans on Sunday. On Sundays people could take home beer only in growlers. Having the corner on this market has been a great advantage for the Hog Haus Brewing Company.²⁷

Steve Mazylewski has continued to brew the flagship beers of the Hog Haus, adding his own signature to them. The

beers brewed at the Hog Haus include a great variety of ales and lagers,

Curly Tail Ale is brewed light using Vienna malt and imported Tettnang hops. This is their lightest beer. The British India Pale Ale (5% alcohol) is a deep copper colored IPA. It is initially dominated by the hop bitterness and aromas and is followed by a malty sweetness with a long, crisp and fragrant aftertaste. A new light, wheat style ale is the Saison (means 'season' in French and developed from the southern region of Belgium). Its yeast's lemony characteristics lift the subtle cherry flavor for a delicious bright taste. The 'tang' comes from the Tettnang German Noble hops. The Java Porter's taste is a mixture of the pale ale in the hoppiness and brown ale for the nutty, malty flavor. The Java aspect is from the Common Grounds coffee house which is also run by the owners of the Hog Haus. Rounding out the spectrum of beers at the Hog Haus is the Piper's Pilsner. This pilsner (5% alcohol) is golden in color with a white frothy head, medium bodied with a malty residual sweetness.²⁸

According to Mazylewski, 'It is the patrons from the community, along with good beer, that make the success of a local brewpub.' Steve Mazylewski is definitely a brewer 'of the people'.²⁹ He loves to be out at the bar talking with customers, chatting about the beer and helping people feel comfortable and knowledgeable about what they are drinking. The Hog Haus Brewing Company provides variety and expands knowledge and appreciation of beer. This

brewpub also definitely has helped the economic development and expansion of this Ozarks university town. It, with other businesses that have started in the old downtown of Fayetteville in the past decade, provides a firm foundation to the economic revitalization of the downtown.

Back to the gateway region to the Ozarks, The Trailhead Brewing Company in St. Charles, Missouri, is a thriving brewpub in a historic community northwest of St. Louis. Bob Kirkwood opened the brewery in 1995 near the site where Lewis and Clark began their exploration of the Louisiana Purchase territory. This is also one of the 'trailheads' which mark the eastern Missouri entrance to the Katy Trail (an old railroad route now used for biking and walking across central Missouri). Trailhead brewpub occupies the renovated Old Grist Mill in historic St. Charles. The *St. Louis Post-Dispatch* wrote on the new brewery in March of 2004:

Less than one year ago, the Missouri River found its way into the historic Grist Mill [referring to the flood of 2003], but if a local restaurateur has his way, that same river soon will provide a panoramic view for a new restaurant, patio and microbrewery on that site. Bob Kirkwood, owner of Lewis and Clark's, wants the old Grist Mill at the corner of Main Street and Booneslick Road, to become home to St. Charles' first microbrewery. It will be called Trailhead Brewing Co. ... 'The beer would be brewed on site using a technique that is centuries old,'

Kirkwood said. 'Stout and several other varieties would be brewed. The beer also would be sold to take home [in growlers] but because it would contain no preservatives, it would have to be drunk within 48 hours.'³⁰

The interior architecture of the brewpub makes the old building come alive and creates a landmark for visitors to old St. Charles. Its multi-level layout gives the patron interesting views into the brew house, the bar and the outside patios. An extensive glass- enclosed brewing facility on three levels allows visitors to the brewery to watch the brewers brew the beer that will be served on tap.³¹ This brew house is similar in looks and set up to the Hog Haus Brewing Company. It has the same visual appeal to the visitor and challenges to the brewer.

Although the brew house looks interesting to the visitor at the brewpub, it is difficult to brew in because we are constantly moving up and down in the brew house during the process,

said Dan Chivetta, one of the brewers at Trailhead.³² At the opening of the brewery, Bob Kirkwood told the *St. Louis Post-Dispatch*,

The microbrewery has been designed to draw customers into the process. The brewery will be in complete view. We are going to try to involve the customers in the brewing process. We'll also be providing tours.³³

Kirkwood spent millions of dollars to turn the old mill into a brewpub, including a couple million for the brew equipment.



Figure 5. The author, Jeremy George, on a visit to the Trailhead Brewing Company with friends. From left to right; Mat Worthy, Jeremy George, Craig Stanek and Tim Wainscott.

Brewing at Trailhead Brewing Company began with Dr John Witte, its first brewer. Witte comes from a German immigrant family who carried their wine making tradition from Mannheim, Germany, to the banks of the Missouri River in St. Charles. The family vineyard operated from the 1880s until 1914. Witte remembers stomping grapes as a child. Later, Witte attended the University of Missouri where he graduated with a doctorate in Veterinarian Medicine. During his college years, Witte started home brewing, using wine making equipment he had found in the family basement. His first few batch-

es were bad, he says, but he kept at it. He moved to Springfield, Missouri, to practice at Brown Veterinarian clinic and there became more serious about his home brewing.³⁴ He was inspired by Boulevard's Irish Ale and some of the ales being made by local Springfield brewer, Dave Lamb at the White River Mining Company.

I remember having a Cherry Ale by Lamb that was very hoppy. I had never had anything like it. He served it with some cherries too. Being exposed to this kind of craft brew really got me excited about beer and about brewing,

said Witte.³⁵ By 1992, Witte was brewing all grain, five gallon batches of beer about once a month. In 1994 he moved back to St. Charles to decide what he wanted to do with his life. At a family gathering, he heard that Bob Kirkwood, who owned Lewis and Clarks restaurant, wanted to start a brewery. He contacted Kirkwood, and after three meetings, Kirkwood hired Witte as his head brewer. Kirkwood sent Witte to Siebel Brewing Institute in Chicago to solidify his understanding of the craft beer industry. After his schooling and an internship at Goose Island Brewery, Witte was ready to brew. Trailhead opened in June of 1995, and Witte brewed there for eight and a half years. In 1998 Witte's professional brewing experience was influenced by an exchange brewer, Wolfgang Tosch, from St. Charles' sister city Ludwigsburg, Germany. Witte learned old German brewing styles from Tosch:

This was a great experience for both of us. I grew as a brewer and gained more appreciation for the German way of brewing, both in style and taste.³⁶

Tosch worked at Trailhead for a year and a half. Dr John Witte left Trailhead in 2002 and is now the head brewer for both the Augusta Brewing Company in Augusta, Missouri and the Square One Brewery in St. Louis, but still works as a consultant for the brewery.³⁷

Currently there are three brewers at the Trailhead Brewing Company; Dan Chivetta, Shawn Herrin, and Jen

Muckerman. Of the three, Muckerman has been there the longest. She came into the position from the kitchen at Trailhead.

One day Bob Kirkwood came into the kitchen and announced he needed a new person to help in the brew house. Muckerman stepped up and has been brewing ever since.³⁸

According to Chivetta, she is the technical nuts and bolts of the brew house,

If something is broken, she knows why because it has happened before and she knows who to call to fix it. She is very useful to the brew house in this way. She has also brewed the mainstay house beers so many times that she knows them very well.³⁹

The second brewer, Shawn Herrin, went to school in Columbia, Missouri, and began exploring the world of beer when he became increasingly dissatisfied with the light lager beers served at most college parties. Moving to the St. Louis area after dropping out of college, Herrin having had a fair amount of home brewing experience, began looking for brewing jobs. In February 2007, Trailhead hired him as they did Muckerman, with no formal brewing training. Herrin recently returned from Chicago where he attended Siebel Institute of Technology and acquired a brewing degree. Chivetta, describing Herrin says,

Shawn has much passion for beer and is a super brewer of skill unmatched. We are both

beer dorks. We travel to sample different beers and have 'tastings' of our own all the time.⁴⁰

The third brewer at Trailhead is Dan Chivetta. He had spent a lot of time working in various types of restaurants. He enjoyed trying to pair food with beer rather than with wine, which he did not like. This led him to taste thousands of beers. Chivetta has traveled on 'beer tours' seeking out unique, inspiring and obscure beers. He has a cellar full of 'fine ales' (as he describes them) that he is aging, including some of the rarest beers in the world.⁴¹ Dan Chivetta started his undergraduate studies at Lindenwood University in St. Charles, Missouri, majoring in English and literature. Quickly he realized that this was not for him. He moved to Chicago in 2007 to pursue a brewing degree at Siebel Institute of Technology. After he finished at the Institute, he continued his brewing studies in Germany at the Domens Academy. After he came back to the United States, Chivetta sent out resumes to breweries around the country, and Trailhead Brewing Company responded. Chivetta began brewing there in May of 2007. 'I love beer, it's my life,' says Chivetta. 'Beer was my life and passion before I went to brewing school and became a brewer and it still is today'.⁴²

Trailhead Brewing Company sells their beer on tap at the brewpub and also bottles their beer for sale at the brewery. They have a small, three-head bottling machine which produces about 15 cases

a day, about 1% of their total beer production. Trailhead does not distribute their beer by bottle or keg outside of the brewery (except to Kirkwood's restaurant Lewis and Clarks). It sells a large volume of growlers at the bar, but its main avenue for beer sales are the taps at the brewery. Bob Kirkwood also donates kegs for local charity events.

Trailhead brews mostly ales, but also makes some seasonal lagers. Mainstay beers, continually on tap, give the visitor and local patrons a choice of a wide spectrum of ales. The flagship beer is the Trailblazer Blond Ale. This is a light, golden ale, which is smooth and not very hoppy. Trailblazer Blond Ale is their 'cross over' beer that can help bring 'mega beer' drinkers over to the craft brew world. The Riverboat Raspberry fruit beer is a light ale similar to the Blond Ale in body but with raspberry extract to provide a fruity taste. The 'raspberry tartness and malt sweetness are reminiscent of this style's Belgian predecessors'.⁴³ The Trailhead Red Amber Ale is the hoppiest of the mainstay beers at Trailhead. This ale has 'hops used from the Pacific Northwest [which] produce this amber beer's smooth bitterness and aroma'.⁴⁴ Their darker, maltier ales are the Missouri Brown Dark Ale and the Old Courthouse Stout. Trailhead considers the Stout their 'richest and most flavorful selection.' Some of the Brewer's Selection Seasonal Beers are the Pilsner, Honey Wheat, Quarter Bock and an Irish Red, as well as their newest selection, the Smoked Scottish Ale. Chivetta calls the Smoked Scottish 'pretty snazzy,

probably my favorite beer at the brewery'.⁴⁵ Microbreweries and brewpubs are not only in business to make beer but to make a profit as well. That sometimes can bring a conflict between the type of beer the brewers want to make and what patrons of a given brewery want. Chivetta says that the hoppy style beers like American Pale Ale, which he likes to brew, do not sell well:

Therefore we stick with the more mainstream styles. I would like to experiment more with the beers, take them outside the boundaries. Yet the 'large hop beers' don't suit the drinkers we have here in St. Charles. I understand that this is a business, and this brewpub is in this industry to make money and keep the business going. I have to do what I can to put my flavor and signature on the beers the best I can. I make sure that the quality of our product is clean and excellent.⁴⁶

Trailhead is an 'all malt brewer.' They stick to the *Reinheitsgebot* law except with their Raspberry Beer and their Winter Lager, one of their seasonals. The Winter Lager uses a small amount of flaked rice in the process to provide a unique accent to the beer.

Last year Trailhead brewed 1,650 barrels of beer (about 51,150 gallons of beer).

This is a lot of beer, in fact for small brewpubs in Missouri, we brewed the highest volume of beer last year, not including Schlafly and the like, which are production facilities for mass distribution volume.⁴⁷

The longest brew month at Trailhead, according to John Witte, was in the year 2000 when he brewed 210 barrels in one month.

We were up to producing 2,100 barrels, steadily increasing our volume of beer brewed from 1998-2000, but the events of September 11, 2001, really hurt sales. Trailhead has been slowly recovering since then.⁴⁸

A batch of beer is about 310 gallons and costs about 285 dollars in material costs, including labour. This produces about 124 pint size servings. At roughly four dollars a beer, the profit from beer at Trailhead is good. According to Chivetta, a major obstacle today for his brewery is the hop shortage and the rising price of grain.

In the months ahead, getting ingredients is going to be an issue for everyone, even the "big guys" maybe. Hops are scarce and grain has tripled in price sometimes. Lots of distributors and such are asking for payment in advance because the supply is getting tight. It is cutting the already slim profit margins for a lot of people.⁴⁹

This hop shortage in the industry is making it difficult for Trailhead and other breweries due to the warehouse fire in Yakima Valley, Washington, in 2007. Almost all of the brewers have mentioned this fire. Rising fuel prices have also played a role in pushing up the prices for grain. Ethanol production has pushed many farmers away from growing traditional grains, instead there has

been an increase in the growing of corn for biofuels.

Trailhead Brewing Company has been good for St. Charles. The visitors and money that comes to St. Charles because of the business Trailhead does with the community has been important to the city.

Trailhead produces good revenue for the city and is a great attraction to those coming to historic Old Town St. Charles. The city council does not mess with us much, we are good for the community overall. We have a lot of regulars and a lot of visitors who come into town to shop and visit old Main Street. The Katy Trail helps as well.⁵⁰

Overall, Trailhead has helped bring economic rejuvenation to this old river town. The brewpub, situated in the middle of the revitalizing project of Old St. Charles, has enhanced the amount of visitors and business, to the stature and revenue for the city of St. Charles. Trailhead has had a positive and lasting affect on St. Charles and the craft brew industry in the St. Louis metro area.

Two other breweries have also brought the microbrewery revival to the St. Louis region: Augusta Brewing Company and Square One Brewery. Augusta is in the rolling hills of the wine country outside of St. Louis, and Square One is in the city of St. Louis. Steve Neukomm is the owner of both breweries and Dr. John Witte, Trailhead's original brewer, is the head brewer for both breweries. In 1999 Steve



Figure 6. The Augusta Brewing Company's Hyde Park Stout logo.

Neukomm, a University of California - Davis brewing graduate, started brewing at Hartland Brewing Company, which brewed in a warehouse in Labadie, Missouri. A year later Neukomm bought the brewery and changed the name to Augusta Brewing Company. In 2001, he built a beer garden in Augusta, near the Katy Trail. The beer is still brewed in Labadie, Missouri, kegged, and then sent to the Augusta location for tapping.

Several articles in local publications have boosted the reputation of Augusta Brewing Company in the past few years. Pamela Lowney, a STLtoday.com staff writer wrote,

the idea of brewing in the shadow of A-B is an intimidating prospect - but Steve Neukomm ... did it anyway. ... Located near

the Augustan wineries on a hillside above the Katy Trail, the garden pulls in its share of out-of-towners in the process of 'passing by.' Once they spy this patch of paradise, folks just seem to forget where they meant to go.⁵¹

In 2004, Jack Bippen of the *Mississippi Valley Brewing News* wrote of Augusta, 'A great brew-pub has to have four essential elements: excellent beer; tasty food; a unique ambiance; and a friendly efficient staff. Augusta has all four'.⁵² The beer and the atmosphere are really what make Augusta Brewing Company's beer garden a great experience for all.

Variety of beer is a staple of the craft brewing movement, and Augusta Brewing Company offers diversity for the beer enthusiast. The Tannhauser, a copper colored ale, is their main house ale. They consider it a 'perfect Pale Ale.' The Augusta Blonde Ale is a kolsch style ale that is patterned after those beers brewed in Cologne, Germany, to portray an ale version of the pilsner. Their Hyde Park Stout is a traditional Irish stout, very dark and malty, and 'very drinkable.' The Augusta Hefewizen is a hazy looking unfiltered wheat beer. The yeast used in this unfiltered ale is the special variety that puts out a clove and banana taste. A couple of their brewmaster special beers are the Scotch Ale and the Augusta Organic Lager. The Scotch Ale is a big beer that has a rich caramel and toffee fullness in the mouth, balanced by a mild hop finish. The Augusta Organic Lager is a copper-coloured organic lager that is very malty bock beer, made with all

organic malts for that sweet malt taste. Augusta also brews Rocket Root Beer at the beer garden.⁵³ This is a good kid's drink for families out to dinner or stopping while riding on the Katy Trail.

The Augusta brewery has enjoyed 20 to 30% annual growth since its opening in 2001. The total brewing capacity for the brewhouse is about 433 barrels. The brewery produced 348 barrels in 2007. 90% of the beer brewed at the Labadie warehouse site is sold on draft at the beer garden in Augusta. Two of their beers, the Tannhauser and the Blonde are also on tap up the road from the Augusta beer garden at the Mt. Pleasant Winery. Some of the beer brewed at Augusta is served at Neukomm's other brewpub in St. Louis.

The Square One Brewery is an excellent example of how a small craft brewery can offer beer drinkers great variety, while it helps revitalize a faded downtown. Located in Lafayette Square, St. Louis, the building that houses the Square One Brewery at 1727 Park Avenue, has a long and rich history with St. Louis beer. The Lafayette Square area of St. Louis was plotted in 1836, one of the oldest neighborhoods in the city. During the 1870s and 1880s this area was a recreational place for the people of St. Louis. The area around the Square was home to some of the major beer and brewery businesses for which St. Louis was known. The Phoenix Brewery operated in the Square area (the best known of the early breweries there). On the southwest

corner of the Square was Joseph Schnaider's Summer Garden with a brewery and huge outdoor beer garden. The building that Square One occupies was built in 1883 and used as a tavern with a dance hall upstairs. It was bought by Anheuser-Busch in the early 1900s, which it operated as a 'Tied House.' During prohibition, a soda fountain shop operated in the building. The building returned to its roots in 1934 when it again became a tavern and restaurant. Anheuser-Busch sold the building in 1974. The restaurant there closed in 1981, when Steve Neukomm started leasing the building to house his business, Ronayne's Restaurant. Ten years later he sold the business but kept the building, hoping one day to use it for some other purpose; meanwhile leasing it a couple of times to bars. In June of 2004, a major fire destroyed much of the building.⁵⁴ With revitalization already taking place in the Lafayette Square neighborhood, Neukomm saw this as the opportune time to renovate his building and open his own business in it. After redoing the entire interior of the building, Steve Neukomm opened Square One Brewery in February of 2006.

Square One illustrates well a key element of the craft brewing revolution as this small brewpub has an overwhelming range of beers. Twelve beers are kept on tap, including cask ale during the winter months. Cask ale is beer drawn off the fermentation tank early and pumped into kegs or holding tanks; it therefore is lightly carbonated. It is then kept at cellar temperature. It is not 'pumped' out of the

cellar by the bartender with a special pump system. Cask beer is very flavourful because the lack of carbonation does not mask anything in the taste of the beer.⁵⁵ The capacity of the brewhouse is about 520 barrels. Annual production for 2007 was 180 barrels. Some of the beer served is brewed at Augusta and shipped over in kegs. Dr John Witte has really been able to branch out with his brewing techniques and expand his depth at the 'kettle' with Augusta and Square One, especially at Square One. 'Steve has really pushed me out of my comfort zone in brewing here at Square One,' says Witte. 'When he brought me on board as brewer, he started talking about all these beers he wanted to make'.⁵⁶

Square One's flagship beer is the Park Avenue Pale. In addition, it serves a wide and diverse range of ales and lagers including their Light Squared, Bavarian Weizen, Pilsner, Smoked Scottish Ale, and the Spicy Blonde. One of the unique beers at Square One is the Grand Cru, an unfiltered Belgian Blonde which has the sweet aroma of ripe apples and pears and ends with a sharp dry finish and mild hoppiness. Last year, for the St. Louis Heritage Festival, Square One brewed a Spice Beer, a lemon grass - ginger beer, brewed with Belgium yeast. It also brews a beer called the California Common, a tribute beer to Anchor Steam Brewery's flagship brand Amber Ale.⁵⁷ It serves a great India Pale Ale, which is very full bodied, golden and is very hoppy; and a Pumpkin Ale, brewed from a recipe Witte developed at Trailhead that he continues

to brew at Square One. The brewery has brewed and served over 30 different beers since their opening. In this relatively small volume brewery, Witte has explored the full spectrum of beers.

Square One Brewery uses Malt Brewery Supply Group for its grain supplies. It shares shipments with other breweries in Missouri in order to cut costs. For their base malt, Square One uses Premium Pilsner Malt from Rahr of Minnesota. John Witte is emphatic about using two-row barley instead of six-row. Two-row barely has a bulkier husk and has a larger, more-full head on the shaft of the grain. The two-row barely is the specialty malt that he uses. He described the six-row as a harsher grain.

Square One uses a variety of hops including the traditional German hop, Perle; and Mt. Hood (United States version of a German hop); United States version of Golding; Summit hops which gives a citrus taste; and Cascade hops (which are really difficult to come by today with the current North American hop shortage). He also uses CTZ hops, a high alpha hop that is mainly for bittering.⁵⁸ Witte buys his yeast from WYEAST, a California lab which can provide him strains of yeast for any beer he wants to brew. The house yeast strain is the American Ale Yeast. The lager yeast used is from Germany.

At Square One Brewery, Dr John Witte leans more toward the old traditions, trying to adhere to *Reinheitsgebot*. Witte

is a German brewer, who prefers to brew and drink the German style beers. To make the other ales, well, that is business. He described challenges that he and other brewers face throughout their tenure as brewers. One of these challenges is what he described as 'good friction' between brewers and owners. Witte says:

Brewers have one idea of what beer to make, how the process works, and what to do with their time in the brew house. This sometimes comes into conflict with the owner's ideas. But this is a good friction. This friction helps you to stay focused and not let your guard down on the job. Work in the brew house is not just pushing some buttons and going into autopilot. There is a lot of tedious work in cleaning, ordering materials, and brewing. You have to be mentally aware every time you are brewing. You have to be aware for the quality of the beer. That is your number one objective, quality beer.⁵⁹

Witte sees a 'fork in the road' coming to the microbrewery industry between brewers who want to really push the envelope and other brewers who want to approach craft brewing from a more traditional angle. Witte's philosophy is that brewers should choose a few styles of beer that they love to brew and focus on them. Although Square One explores a wide variety of ales and lagers, Witte personally prefers to focus on his staple beers, especially German style beers, and to 'nail them'.⁶⁰ Along with his brewing duties with Augusta and Square One breweries, Witte has done some contract brewing in the past and currently consults

The Griesedieck Family Brewery. Witte has worked with the Griesedieck Family since he brewed for them at Trailhead. This family has a long brewing history in St. Louis. A *St. Louis Post-Dispatch* story on the revival of the Griesedieck name through contract brewing details the Griesedieck Family journey to continue their brewing tradition.

The Griesedieck Brothers beer isn't a knockoff of the original recipe, which was an American-style lager. To take advantage of interest in craft beers, they decided to go with a recipe for a Pilsener beer, a European style lager that has more hops flavor. Until last year, production bounced among other local microbreweries [other than Trailhead]. Though pleased with the results, the cousins knew they needed a microbrewery with enough capacity to regularly supply the beer. So they hired Sand Creek Brewing Co. in Black River Falls, Wisconsin, to make the beer.⁶¹

Witte has been an advisor and consultant with the Griesedieck Brothers from their selection of beer style, to brewing the beer, and now to consulting them on decisions the brewery makes between the three family partners who are cousins.⁶² The Augusta Brewing Company and Square One Brewery are bringing to the St. Louis area a kind of brewing that rivals the breweries of the 19th century in this city with a long, rich brewing tradition. The beer garden atmosphere at Augusta is unique for breweries in the greater metro area. The boldness of beer styles at Square One offers the local beer patron a diverse selection of beers.

Although their production volume is small, they are pushing the envelope and providing styles of beer for the local patrons that have not been an option in this area for years.

The third and final part of Local brewery renaissance: A social history of small breweries in the Ozarks will appear in the summer 2011 issue of Brewery History.

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