



beermerchants.com | brewsletter #6 june 2008



photo: #1, a steamy sparge, the last of the season at Boon. #2, Palm glasses awaiting the visitors

NEWS.

Old and New

New ideas, old beer, and great fun!

With so much happening it's difficult to decide where to start, let's go with the old.

We have a number of 750's of Liefmans Goudenband - of approximately 15+ years old. We sampled some last night, yes it was an absolute treat. Considering the activities at the brewery - this is a great opportunity that will not come around again soon, if ever. If you want to take it [click here](#)

There is a new prize offering this month - "**buy a case - win a case**" - for every case you purchase there will be a prize draw at the end of the month, with the chance to win another case.

We've also gone social - we have a Facebook group, a Flickr account, and youtube channel. So, either stop by, say hi, or just have a look. There'll be Facebook group offers! We'll be adding instructional films, visits and anything else we happen to film.

We have had a good look at our packaging, we shall be 100% recycled, and Biodegradable!

We are also helping out with a [Macmillan Cancer Nurse](#) fund-raiser over at Yateley in Hampshire - called [Stoney and Friends](#) - and it's just a small way of putting something back into the whole; all for a great cause. We are donating one bottle of beer for every competitor, as well as a number of cases for prizes. Last year this event raised £250,000!

LINKS

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[Mixed Cases](#)

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Our new trucks have arrived, 3 new Volvo's - really efficient on fuel with very smart livery and they are the stars of our first YouTube video - [here](#) -

We have started a cellar of Chimay Grand Cru/Bleu and Orval - with a view to offering vintages of either in time.

As always should you have a question, an idea, a note, we're always happy to chat.

Happy Drinking... Phil.

you can email me on Phil@beermerchants.com



Fathers Day is nearly here, and we've all seen the stereotypes that the card companies like to sling at our "old men" considering that they snore loudly and when they're awake, they like to fish or golf, but they're comically bad at both. Apparently they drink beer and they're complete couch potatoes, always watching television and hogging the remote.

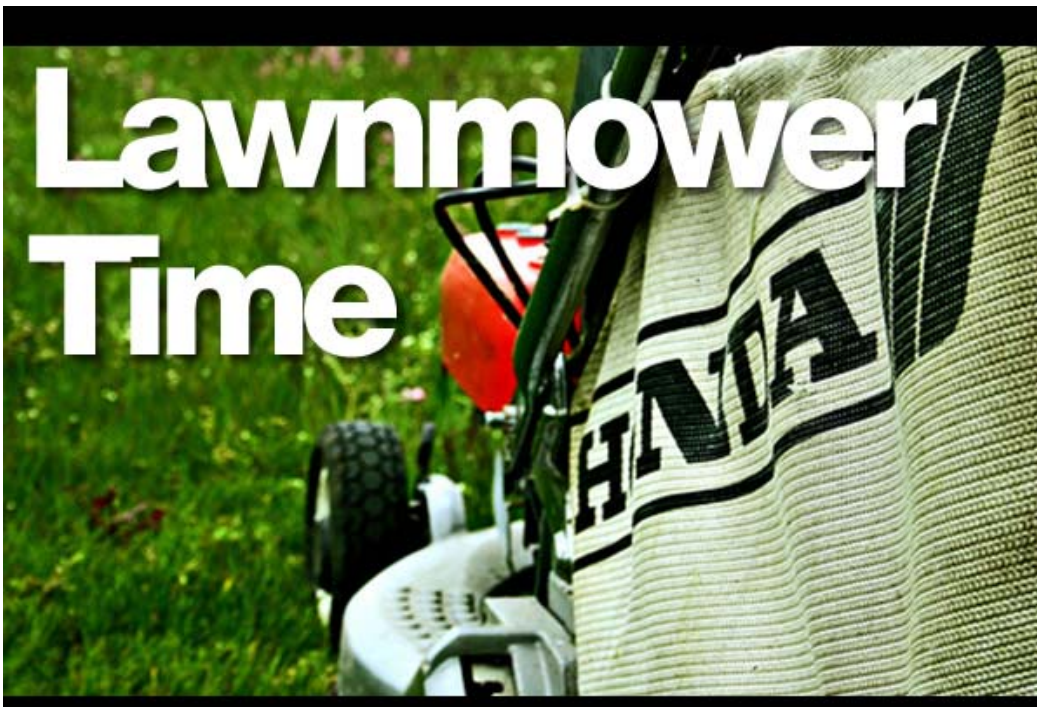
At least, that's the less-than-favourable image of Dad on Father's Day greeting cards. It's a striking contrast to the poetic praise often expressed at Mother's Day. So, be different this time avoid the grumpy old man image and get him something more interesting than a new tea cup, a can of WD-40, or joke stuffed old men.

So we've put together for all our dearest dad's a wide range of beers that will satisfy even the grumpiest of old men. 2 Meantime IPA, 2 Black Hole Lager, 3 Franziskaner Cristal, 2 Bruggse Zot Dubbel, 2 Belgian Guinness, 2 Orval, 2 Schneider Weiss, 2 Maredsous 8, 2 Palm, 1 Boon Gueuze, plus 1 BEERMERCHANTS glass, plus a fathers day card with your own personal message.

All for just £36.05

[click here](#) [FOR THE FATHERS DAY CASE - aka, the FATHERS DAY FIRST AID KIT.](#)

the picture: Father's Office in Santa Monica - just one of the coolest beer bars in the world!



LAWNMOWER BEERS?

My landscaping skills are not completely useless but, my love of mowing the lawn even less. What makes this task more enjoyable is an entire sub genre of beers exist called lawnmower beers. These beers do not belong to any style but can be identified by a few characteristics. Lawnmower beers are lower in ABV%, crisp, clean and refreshing. These are the beers that you reward yourself with after 4 grueling hours in the summer sun doing your lawn. If you are going to operate heavy machinery, we here at beermerchants.com do not suggest you drink beers while doing so. The brewers to be mentioned do not market or advocate drinking their beers while operating machinery. With the disclaimer out of the way lets get back to the beers and the grass.

So how do you find a good lawnmower beer? As with most beers the choice truly depends on your personal tastes. For me a key component in a lawnmower beer is carbonation. There is nothing more refreshing than an ice cold Pilsner or Lager on a scorching hot summer day.

Klsch and Pils beers often have subtle fruit fragrances and are almost void of any malt presence in the aroma. The taste varies with each brewer but typically the mouthfeel is round and very balanced between fruitiness and hop flavours, giving the beer a dry and refreshing finish. Ice cold on a summer day this beer tastes like ambrosia.

The big difference between an American Pale Ale and an English Pale Ale is the hops. American Pale Ales have a bigger hop profile in the aroma and the palette. There are usually notes of pine, grass and citrus making them the perfect beers for the great outdoors.

A key thing about drinking beers with a low ABV% is alcohol dehydrates you and out in the hot sun you need every bit of help you can get. I typically find myself downing more water than beer while doing yard work at a ratio of about 5:1.

The German Weissbier has a Belgian cousin that makes just a good lawnmower beer in my opinion. The Belgium Wit, White or Witbier. The Witbier tends to give off more citrus fruit tones than banana aromas found in the Hefeweizens bouquet; typically orange zest, touches of coriander or even find touches of honey or vanilla.

So what is the perfect lawnmower beer?

This will help you get closer to finding it: 4 Vedett, 2 Palm, 2 Munich lager, 2 Saison 1900, 2 Meantime Pils, 4 Franziskaner Clear, 2 Sierra Nevada, 2 Brooklyn Lager and one free Beermerchants.com glass.

This case includes a 20% discount

£31.00

[click here](#) for our lawnmower case

GO FOR ZOT!
great win, great beer!
We really like Xavier and his

Bar of the Month
NEWS

FRUITY CHEERS!
SPECIAL OFFER
A mixed case of all that is fruity!

beer, and seemingly the Judges did in San Diego! So much so we've put together a big bottle/small bottle mixed case of the blonde and brun beers.

As is with all our cases - there is one of our very nice belgian chalice glasses, a great vessel for his brews.

2x Blond 75cls

2x Brun 75cls

8x Blond 33cls

4x Brun 33cls

on special offer 20% OFF!

£34.85



[Click here](#)



It'll be all white on the night..

Summer is on the way, and that's a perfect time for cool, refreshing and spicy Wheat Beers.

It's a beer that is brewed with a significant proportion of wheat. Wheat beer is distinguished by its often hazy, creamy texture and sweet flavour, and some brews have overtones of banana and clove. Belgian *wit* ("white beers") get their name from suspended yeast, which give it a whitish colour. Belgian white beers often have spices such as coriander or bitter orange peel added, giving them a slightly fruity flavour. We've even added the Meantime Wheat beer, which I really enjoyed! (sssh, Belgian white beer is a great addition to Ice Cream). Typically, these are a great summer quenchers, from the fridge, chunk of lemon, lime or orange - cool a glass, (*pop some ice water into it for a few minutes*), and pour all the beer in slowly; leave a little in the bottom and swirl around to make sure that you get all the good bits from the bottom of the bottle.

Our Case Includes:

3 of each: Brugs Wit, Floris Wit, and 2 of each Paulaner, Erdinger, Hoegaarden, Meantime, Schneiderweiss, Franziskaner

Plus one free of charge 75cls bottle of our choice for you

£31.85



[CLICK HERE](#)

DOVE and DOVETAIL

Two venues -

The Dove Free House, Broadway Market.

The Dovetail, Jerusalem Passage, Clerkenwell London EC1.



The Doves' have traditional values but with an independent spirit. Their superb beer menu includes the widest selection of Belgian Beer outside Belgium, Awarded De hop prijs, le Prix d'houblon by the Belgium Ambassador to the Court of St James 1999.

For twenty years they been proud to deliver imaginative freshly prepared food, with daily specials served both lunchtime and evenings including our legendary Sunday lunches. Using organic, locally produced or sourced ingredients in our food where possible.

Funky quirky and sometimes surprising this multi award winning company has gained a unparalleled reputation for quality and service. And for its warm welcome extended to everyone.

They support independent micro breweries where possible (see beer part of their site). Constantly changing guest beers; even fanatical about making sure the beers are stored and served as appropriate.

They hold regular expert beer tastings - which are informative and fun. They can also organise private beer tastings for groups of friends of colleagues

They have featured in Time our Best Bars and pubs since 1993/4

This July they are staging their largest ever celebration of Belgian Beer.

Running between Monday 21st to 27 July each night there will be will at least one event at either venue

[the dove pubs website](#)

AMAZING BEER ON THE WAY!

There will be a very special selection of beers arriving at Beermerchants.com. There are limited cases available.

THINK DANISH!

CORPORATE GIFTING

We have had a number of inquiries about

These are great fun beers, a party, a different flavour in every way from "beer"... Chill, drink and smile... that's what these beers are for....

2 Boon Framboise
2 Boon Kriek
1 Floris Apple
1 Floris Fram
1 Floris Nink
1 Floris Passion
1 Floris Mango
2 Fruli Cranberry
2 Fruli Strawberry
1 Lindemans Cassis
1 Lindemans Framboise
1 Lindemans Kriek
1 Lindemans Peche
1 Mongozo banana
1 Mongozo Coconut
1 Mort Subite Kriek 25cl

1 BM Glass

+ 1 free Beer Merchants glass

£31.00

Best drunk with food, and fun company and just chilled... outrageous colours, and possibly the most fun of all the beers...

A little bird told me that Lindemans Cassis is great for soaking oak chips in when you BBQ!! I'd rather drink it myself.



[Click here to find out more](#)

CAMBRIDGE BEER FESTIVAL REVIEW

I made the long trek from Kent to Cambridge - to Jesus Green, to see the cows and the bicycles. After a few hours on the motorway and then doing my best to avoid said cyclists I arrived, gasping for a beer. Meeting my friend Ian (of [Pubsandbeer.co.uk](#) fame - more of that next month) - I was promptly told to sit down, shut up and get a beer, or in different order I think? Anyway, off I went fighting to the bar. Was this Reading all over again? Bars deep with people, beer flowing, and lots of laughter. The Oakhams Black Hole Porter a superb hoppy dark ale, followed by the Oblivion made the evening. A great fest again. The pictures will be on our flickr page, and a video on our Youtube page. Will be back next year.

corporate gifts - please feel free to call.

NEXT MONTH: GREAT DANES - BEERS ON THE WAY

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<http://www.beermerchants.com>

"The church is near, but the road is icy. The bar is far away, but I will walk carefully." -**Russian proverb**

Colin, Louise, Don, James, Julie, Anthony, Noel, Ronnie and Phil.



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