

Larry Goeser your 'go to' guy for good beer!

Introduction Two years ago I entered Wynkoop's Beerdrinker of the year contest. Things have really changed for me, beer wise. Now the earlier resume seems dated and the beer related events have progressed immensely. Most of my beer experiences were at brewpubs and mainly about drinking new beers and camaraderie with good friends. Now, many events are about different beers and learning more about them. The man impetus behind this has been my teaching Beer 101 at the local college. As I have said many times; good beer can lead to many things. I was taking a class in social media marketing and the instructor saw my Good Beer Larry website and said that I would be a natural for instructor of a beer class they were considering creating. He gave my business card to the office and nothing happened for months. The marketing class ended and he told me that things work slowly at the college; just wait and see. I got a call several months later and got the job. Creating a new class is tough for the college but even more challenging for me to create the curriculum and make the class up from scratch. I thought I had lots of beer knowledge but found out that teaching requires almost complete knowledge of the entire subject. I spent many hours creating each of six classes which consist of a lecture section and a beer tasting for each class. Since the class I have become much more of a teacher about beer than I ever thought possible. The Good Beer Larry website has been updated and improved. I created a card for the 'business' and have an e-mail newsletter about local beer events. I now do beer tastings for local bars and restaurants and private parties. In the earlier resume I wondered if I could make a living involving my enjoyment of beer. The answer is yes; just not full time yet. I'm working on that every day.

I hereby submit my candidacy for the 2010 Beerdrinker of the year.

Philosophy My philosophy about beer is ever evolving. Years ago it really was all about drinking beer; too many sometimes. I progressed into the craft beer era and started enjoying the tastes more and drinking smaller quantities. Now I still enjoy beer but try to spread the word about all the new beers and styles that are coming to Florida. Being on the teaching side of things has been great; I talk and inform about beer and the 'class' learns and gets to try a few. I have really been enjoying teaching about beer and will continue to do whatever I can to help others progress as I have.

Beer has always been for the regular folks; none of the uppity snobby stuff for us. The events I have been hosting all are very inclusive. I want to spread the word to everyone not just a small special group. Currently craft

beer has become quite popular. No matter when or where I talk about beer people are interested. I might be at the local market, which has many craft beers available, and see someone looking at all the beer and maybe not knowing what to get. I will strike up a conversation and usually am able to help them as well as make a new friend. I give out my beer cards and many people want to come to the tastings and classes. I consider this easy as I have good beer knowledge and they want it.

Beer has its place and role in history and the rise of civilization. From Mesopotamia in ancient times where brewing started through the middle ages up to modern times beer has been there. As civilizations advanced so did beer. (Or is it the other way around?) As barley cultivation spread so did brewing beer. Beer making was established commercially and hops were introduced into the brewing process. As these events occurred the surrounding societies advanced as well. The cities were growing and visitors could get local beer and foodstuffs. The German beer purity law of 1516 was the first food safety law. Louis Pasteur discovered the cause of beer spoilage and a methodology for preventing spoilage. This advanced all food and drink greatly; modern beer bottling developed as a result of these discoveries. Brewing survived Prohibition and is now in a renaissance that is seemly unending. As beer brewing and its associated industry continue to advance, hopefully, modern society will too!

Craft Beer Experiences

I have visited over 200 Brewpubs, Breweries, Beer Bars and Stores in the last fifteen years. In this section I will list only the 2010 visits with a short comment about each. My brewpub visits are usually with friends and we typically order a sampler tray to try all a pub's beers then get pints of favored beers. The other places vary depending on the venue or event. Full reviews can be viewed on <http://goodbeerlarry.com/reviews2010/>

Titanic Brewing – Coral Gables, FL My “home” brewpub with 6 regular ales and several seasonals on tap Titanic has proven most beneficial to my Good Beer Larry events. The class got several attendees and many have come to my tastings.

Brew it and they will come – Field of beers Jupiter, FL. South Florida's premier beer event limited to 300 people. In the dugouts and by home plate 12 chefs collaborated with 12 brewers on beer and food pairings.

Jupiter Craft Brewers Festival – The fourth annual event that has come of age. Many brewers and pubs were represented here. Music plays in the background as people enjoy the many craft beers now in Florida. I met someone who wanted a private beer tasting at a spring training game.

Swamphead Brewery – Gainesville, FL – I got a private tour and tasting at this new Florida brewery. The tasting room was just some taps on the wall; self-service! This has changed, I'm sure. They are making some great beers; 10 – 10 – 10 double IPA really rocks. Now trying oak aging.

Bruisin' Ales.- Asheville, NC. This is one of the best beer stores anywhere. I

don't make this claim lightly as I have been to many. Great selection with many I can't get in Florida. I visited in the spring and fall, coming away with boxes of beer both times. I still have a few and will use some for New Year's eve. The owner, Jason, is a great beer guy and will stock anything he can get in. (Why don't all beer stores do this?) It's a small place with a Big selection. Bruisin' Ales is a Mecca in the Eastern Mecca of beer; Asheville, NC.

The Brew Garden – Clearwater, FL – A great 'Belgian' bar with 24 all good beers on tap. I have known the owner for years from his beer store. We traded beers that the other didn't have. A fun place. The Tampa bay area has the best beer scene in Florida by far.

The World of Beer Clearwater, FL –Tampa's first real beer store; they always have something new. They have over 600 available; many now in Miami so I don't get the quantities as I did in the past.

Dunedin Brewery IPA Festival – Dunedin, FL This is a small local brewery and their events are the best. If you are a hop head then this one's for you. There are 25 IPAs and other bitter beers for the event. The first hour and a half each tap handle is covered so no one knows what they are drinking. This is really cool as you have to trust your tastes not labels or marketing campaigns. It was fun to try to identify the mystery beers. I got 5 out of 12 tried; this was a good showing some got none! .

Sarasota Brewing – Sarasota, FL. One of the first brewpubs in Florida; they have their beers as well as a few guests. I like the place but it could use an update. Great food; try the Shark Bites if visiting.

Craft Beer Expo – St Pete, FL An event that is growing each year. They have seminars on varied beer related subjects. There was something on sour beers as well as beer and cheese tastings. A good event that is trying to move up in the now crowded Tampa Bay beer scene.

Smoke't BBQ – Coral Gables, FL This is where I am having tastings once a month. They have an extensive list of bottled beers as well as 12 taps. The owner is trying to make it a place that people will think of for good beer and I am doing everything I can to make that happen. The tastings are popular and attendance is growing each month. I send e-mail blasts for each event.

Miami Dade College – Miami, FL I teach Beer 101 at this college. The college has a good reputation for having classes that people are interested in as well as up to date. The next class is scheduled for March 2011. This experience has been instrumental in my beer life improvement.

Conclusion

In conclusion I think that we all are better off with craft beer as a part of our lives. Most craft beer drinkers are good people who want to drink a few and enjoy life. My job is to introduce new people to craft beer so they too can enjoy it. Thanks for your consideration for the beer*drinker* of the year award and I look forward to seeing everyone on February 26, 2011. My home pub is. Titanic Brewing, listed above, and my shirt size is XL