

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

Introduction Since I entered Wynkoop's Beerdrinker of the Year contest last year my world of beer had progressed in many ways. During the last year I have taught more beer classes, moved my original class to the college's new Culinary Institute and continued my beer related travels. This is perfect timing as I feel that beer and food pairing is becoming widely popular. Teaching beer at a culinary school allows me to educate people that will be working at a variety of culinary venues in all aspects of beer. Most importantly in the area of beer and food. This way they know about the variety of beer out there and how they pair with foods. There are more beer dinners and other events than ever; as different places try the idea they need employees that know craft beer. I also emphasize these events should be fun; we are enjoying beer and food and not being too serious about it. As I have said many times; good beer can lead to many things. By spreading the word on my beer classes I have opened the door to other classes and workshops. A large local hotel has a small culinary program and wanted to add beer to the curriculum. I held a beer and food pairing class there which helped my quest to get the original class moved to the culinary institute and led to a beer lecture at a local botanical garden. Some of this is happening because of social media and some is old fashioned marketing. I have become a marketer, of sorts, for craft beer and the different classes I am involved in. It is one thing to get classes scheduled; then the students have to find out about it and sign up for the class. I have posted flyers around town, left postcards at many different local beer bars and talked up the various classes I continue to improve my classes and am always getting new knowledge. When I get a question that I don't know the exact answer for I will research it and get the correct answer. Once that has happened the fact is remembered forever. I now have a monthly e-mail blast for my classes and local craft beer news and events. Last year, 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 changing that all the time.

I hereby submit my candidacy for the 2011 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. The beer and food pairing idea is a great thing and I now teach it and live it too. With some of the more complex beers I see that food really adds to the enjoyment. There are some great pairings and many more to be discovered. It takes time but people eventually will agree, with me, that it isn't all just about the alcohol (ABV) when drinking craft beer. The higher gravity beers are more complex and make great pairings possible. You can drink a lot of

any beer; why not enjoy these beers with interesting foods and not get so full that it isn't as enjoyable? As long as it is a tasty craft beer it is good no matter the ABV. I have really been enjoying teaching about craft 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 host all are very inclusive. I want to spread the word to everyone not just a small special group. At beer tastings we enjoy the beer and drink it. These events are fun and not too serious. Craft beer has become quite popular. No matter when or where I talk about beer people are interested. I might be at my local pub, which has many craft beers available, and see someone looking at the beer menu and not knowing what to get. I will strike up a conversation and usually am able to help them find a beer they like. Getting them a sample or two can help too. Sometimes I give out my beer card and many people show interest in the various beer 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 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 seemingly unending. Some of those original beers probably weren't even close to what we consider beer now. But we had to start somewhere and then advance forward; something we continue to do today. As craft beer brewing and the associated industry continue to advance modern society will too!

Craft Beer Experiences

I have visited over 220 Brewpubs, Breweries, Beer Bars and Stores in the last sixteen years. In this section I will list the 2011 visits with a short comment about each. This year I attended more beer dinners and other food related events. Full reviews are at: <http://goodbeerlarry.com/reviews/2011/>

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 beer class got several attendees from my flyers there.

Brew it and they will come – Field of beers Jupiter, FL. South Florida's premier beer event limited to 350 people. In the dugouts and by home plate 16 chefs collaborated with 16 brewers on beer and food pairings.

Jupiter Craft Brewers Festival – The fifth 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.

Tequesta Brewing Co. – Tequesta, FL – Best new Florida brewery in 2011. Good beer and atmosphere; growlers available. Food from the Corner Store restaurant; serving natural and organic foods.

Shipyard Emporium - Winter Park, FL – Great reunion place with good beers and food. All the Shipyard brews are there along with a few brewed locally. Some great pairings could be done here.

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. Local brewers had a stand of their own with some fine ales. Several surprise beers were there.

The Local - Coral Gables, FL. A great new craft beer bar / gastropub; they had a Dogfish beer dinner in June and have other regular events. Beer and Food pairings are well done and I have enjoyed them several times.

The Brick Store Pub - Decatur, GA - In a 100 + year old building it is a classic beer bar with an all Belgian beer upstairs. I had lunch and tried some good beers. My beerdrinker 2011 shirt was seen and appreciated here.

Maine Breweries. - On my trip to Maine I visited six or more beer venues. They include: The Lost Bear a classic beer bar, Atlantic Brewing brewers of local brews in Bar Harbor, Sebago Brewing and Gritty McDuff's in historic Portland. Jack Russell's Brewpub and King Eider's pub were enjoyed too.

Southern Appalachian Brewing - Hendersonville, NC - A very cool brewery owned and run by a local couple. They have 4 beers in the tasting room and growlers to go. Food: Bring your own or order nearby.

Biltmore Culinary Academy – Coral Gables, FL The BCA wanted to add craft beer to the program. I held a class that was well received.

Fairchild Tropical Gardens – Miami, FL At the annual Edible Garden festival the beer garden area was new. In the tent next door I spoke about beer history and brewing; then directed people to the beer samples.

Miami Culinary Institute – Miami, FL I teach Craft Beer at this college. The college has been created with enthusiasts and industry workers in mind. Beer is new here and the curriculum will be expanded as needed.

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 tasty beers and enjoy them. The addition of food pairings simply made everything better. My job is to introduce new people to craft beer and to advance current drinkers to new beers and further enjoyment of those beers. Thanks for your consideration for the Beerdrinker of the Year award and I look forward to seeing everyone on February 25, 2012. My home pub is. Titanic Brewing, listed above, and my shirt size is XL