

Larry Goeser

craft beer advocate, beer professor and historian

Introduction In 2012, my commitment to craft beer continued to grow. During the last year, I taught classes, hosted beer tastings, planned beer and food pairings and marketed each of these. In my beer related travels, I visited a record number of breweries / brewpubs and beer festivals. I completed the Cicerone Program Certified Beer Server certificate last summer and have created an outline for a class to help others with the exam. It was a great year for craft beer and my activities related to it. I took a home brewing class, at a local college with a brewing program, which has increased my interest in brewing. I now know a group of home brewers and will brew with them to learn more about it. I want to do more brewing; it will be cool to learn and who knows where it will lead. Brewing is a logical next step for me in my craft beer experiences. The most intriguing aspect of brewing is the styles and how each brewer can make the same style and each beer will be different. The guidelines leave enough leeway so nobody is 'wrong'. In my beer travels, I have seen how the same style can be different depending on who is brewing. It will be fun to brew and throw a few of my ideas into the mix. At the culinary school my classes are now an elective so the culinary students can take the class along with the general public. 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. As I have said many times; good beer can lead to many things. Spreading the word on the beer classes has opened the door to other events. A local German kitchen company wanted a German beer themed event. The event was great; there were beers paired with food for a large group. My knowledge of beer really made that event go well. The attendees loved it and management was happy as well. A local nursing home wanted a 'lunch and learn' event with beer paired with dishes cooked with beer. They heard about me through my marketing of the classes. The event went well and they want to do more in the future. I have become a marketer for craft beer and the different events I am involved in. I continue to update my classes and am always learning something new. My monthly e-mail "Beer Blast" is for my classes and local craft beer news and events. I know I can make a living involving my appreciation of craft beer; it's just not full time yet.

I hereby submit my candidacy for the 2012 Beerdrinker of the Year.

Philosophy My philosophy about beer is ever evolving. Years ago it really was all about drinking beer. I progressed into the craft beer era and started enjoying the tastes more and drinking smaller quantities. Beer and food pairing is fun, I teach it and live it. There are some great pairings and many more to be discovered. The higher gravity beers are more complex and make great

pairings possible. I like watching craft beer history happening. Lately, I have been going back and enjoying craft beers that have been around for a while. The market and tastes have changed but sometimes it is nice to enjoy the beers offered 10 years ago. If a brewery opens now the styles can all be the same but they have evolved, over time, and are different. I like the newer recipes and styles but being able to go back is good too. I really enjoy teaching about craft beer and will continue to do whatever I can to help others progress. The trend of the large 'industrial' brewers trying to become 'craft' brewers goes against the original small and local idea of the craft beer movement. I continue to support smaller, local craft breweries.

Beer is a drink 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. Brewery tasting rooms are a great place to taste beers and spread the word. I am there and someone won't know what to get. I will strike up a conversation and usually am able to help them find a beer they like. Getting a sample or two can help also. Sometimes I give out my beer card and many people show interest in the various beer classes and events. This is 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 progress forward; something we continue to do today. As craft beer brewing and the associated industry advances, modern society will too!

Craft Beer Experiences

I have visited over 250 Brewpubs, Breweries, Beer Bars and Stores in the last seventeen years. In this section I will list some of the 2012 visits with a short comment about each. This year I attended more events and hosted several too. Full reviews are at: <http://goodbeerlarry.com/reviews/2012/>

Titanic Brewing – Coral Gables, FL - My "home" brewpub with 6 regular ales and several seasonals on tap.

Brew it, and They will Come - Field of Beers - Jupiter, FL. - South Florida's premier beer event limited to 375 people. In the dugouts and by home plate, 16

chefs collaborated with 16 brewers on beer and food pairings.

Jupiter Craft Brewers Festival – The sixth annual event that has come of age. Many craft brewers and pubs were represented here. All craft beers only.

Tequesta Brewing Co. – Tequesta, FL Good beer and atmosphere; growlers available. Food from a nearby restaurant; serving natural and organic foods.

Redlight Redlight - Orlando, FL – Classic local ‘dive’ bar with a great selection. Hard to find and unusual beers with a great vintage beer list.

Fairchild Tropical Gardens – Miami, FL- At the annual Food & Garden festival I spoke about spring and summer styles to a full tent of interested people.

The Funky Buddha – Boca Raton, FL - Small local pub that is starting to brew. Truly a funky place and beers; apple pie ale, bacon porter and a good IPA.

Due South Brewery – Boynton Beach, FL - The newest local brewery; they have 6 regular beers and are all over town. I attended opening night.

Asheville, NC 3 New Breweries trip. I wanted to see how Oskar Blues, Sierra Nevada and New Belgium breweries were coming along in May. I returned in October: Oskar was getting ready; SNB was building and NBB planning.

Intuition Ale Works – Jacksonville, FL One of the best new breweries in FL. 15 + beers on tap; can sample any. Friendly, knowledgeable tap room staff.

Dunedin Brewery IPA Festival – Dunedin, FL 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.

Beauty is in the Eye of the Beer Holder – Event I planned and carried out at the showroom of a German kitchen company. German food and beer pairings.

California Breweries – I visited 12 breweries on this trip. Highlights: 21st Amendment and the Toronado. Sierra Nevada had a great tour including the hops freezer. The Humboldt area breweries were all fun. N Coast and Anderson Valley. The Holy Grail, Russian River Brewing with Pliny and 18 beers on tap.

FIU Brewers Bash – Event at local college with a brewing program. The festival allows students to get festival experience. Great event to meet brewers.

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. Food and beer pairings really add to the enjoyment of craft beer. 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 23, 2013. My home pub is Titanic Brewing, listed above, and my shirt size is XL