



The Guild Bulletin

4th Quarter, 2005

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President's Report

I find it hard to believe another year has passed, but here we are with the last bulletin of 2005. The Guild has been extremely active and productive and I'm proud of what we've accomplished. The ironic part of progress is that the more we accomplish, the more we whet our appetite for new projects. Besides a successful festival and our regular marketing efforts, we have initiated several new projects including the development of point-of-sale, the addition of two new events in 2006 and improved regular communications.

New Challenges

Besides increasing the quality and quantity of our promotional efforts, we've also been faced with the challenge of monitoring and communicating governmental and legislative information to members. As we prepared ourselves for that task, we saw a flurry of activity following the Supreme Court ruling on the direct shipment of wine that has thrust alcohol regulations on manufacturers, distribution rights, franchise law and consumer choices into the industry spotlight.

As an organization, we have historically stayed away from politics and government. In order to work on unity, we've focused on common ground, and used it as a path to come together and trumpet what we all care for and believe in; Michigan-brewed beer.

Times are changing however, and I believe it is time for the Michigan Brewers Guild to recognize its place as the voice for Michigan Breweries and develop its legislative structure. The Brewers Association, a national association in place to promote and protect craft-brewing in America, believes that state guilds are the "First line of defense" for state regulatory issues involving beer. Charlie Papazian has stated on numerous occasions that the Brewers Association is counting on state guilds such as ours to provide information and leadership to avoid threatening or restrictive legislation.

To this end, the board is developing the structure for a Legislative Committee. In our December board meeting, we will discuss the process, procedures and responsibilities put to that committee. We intend to present this topic and structure to membership for review, discussion and vote at our annual meeting on January 5th.

ALL IN

That's right ALL IN. We've joined forces with MBAA - Michigan to put on the greatest Winter Conference and Annual Meeting ever. We've worked hard to provide education, value and fun for you and your brewery colleagues at this event. This is also our best opportunity to hear from membership on important issues. Stay tuned for more information and registration materials - but whatever you do, don't miss it! To start it all off, we're also hoping to launch the first annual Michigan Brewers Celebrity Poker Showdown on the Wednesday of the conference, so mark your calendars and consider yourselves ALL IN.

Beer Briefs

2006 Winter Conference speakers announced.

The Business of Beer

Finding Your Voice - Legislative Awareness – Jamie Floyd (Oregon Brewers Guild, Steelhead Brewery)
 Conversation vs. Communication – Dean Gemmill (Black Lab Five)
 America's Craft Breweries: Reaching The Next Level – Ray Daniels (Brewers Association)
 The Marriage of Beer and Food – Tim Coohan (Hathaway House)

Flavor Panel

Dr. Gary Spedding (Brewing and Distilling Analytical Services)

Technical Presentations

Practical Water Applications – Dave Radzanowski (Radzan Associates)
 Wood-aged Beers – Todd Ashman (Brewers Supply Group)
 Cask Beer Production: A Practical and Realistic Approach – Damian McConn (Summit Brewing Company)
 An Engineering Approach to Optimal Draft Dispense – Jamie Jurado (The Gambrinus Co./ MBAA)

Dinner Speakers

M.B.A.A. Welcome – Alec Mull (Capital Draft Service / MBAA)
 Michigan Brewers Guild Welcome – Fred Bueltmann
 Keynote Address – Charlie Papazian

Getting beer a place at the table.

Promoting the marriage of beer and food has been a long-time effort at the Guild. Now we're introducing a new marketing effort - Pints & Plates - designed to promote the combination of craft beer and great food. Our goal is to develop Pints & Plates into a program that helps our members market their own beer and food events. Be sure to check out the Guild website to get the most up-to-date information on this program.



Michigan. The Great Beer State.

You'll be seeing our new tag line in a lot more places in the coming months, as our new Point-of-Sale materials move into production and distribution. We're looking forward to working with our distribution, retail and on-premise partners to make more consumers aware of the quality and diversity of Michigan brewing.

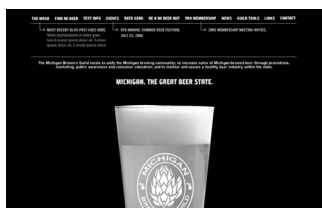


Enthusiast Beer Tours offer an inside look at craft brewing.

Are you a Michigan Beer Nut? If you've joined the ranks of the Michigan Brewers Guild as an Enthusiast member - a Michigan Beer Nut - or you're considering it, we have good news. Each month, official Michigan Beer Nuts will be invited to sign up for a special tour at a selected Michigan brewery. These events go beyond the typical peek-and-drink tours, giving brewing aficionados a deeper understanding of the craft process and the individual approaches of our member breweries. It's another great benefit of Enthusiast membership.

Our website is getting a makeover.

Our new website launched December 5th at www.michiganbrewersguild.org. Along with many other improvements, our new site features a revamped directory and a blog with the latest news and an opportunity for beer lovers to weigh in with comments.



Upcoming Events

The Michigan Brewers Guild and Master Brewers-MI Winter Conference and Annual Meetings

January 4-6, 2006

[Amway Grand Plaza Hotel](#), Grand Rapids, MI

Education, understanding, camaraderie, a sense of community - and plenty of great beer. Our winter conference is a forum that allows brewers, trade members and enthusiasts to share information and ideas about Michigan beer. Official business will include the Michigan Brewers Guild Annual Meeting & Election and the MBAA District Michigan General Meeting.

Top speakers, including [Charlie Papazian](#), Ray Daniels, Jaime Jurado, Dave Radzanowski and many others will discuss a wide range of topics, including barrel-aged beer, cask beer and communications that create stronger relationships between your customers and your products. Tasting panels will also be a highlight of the event.

But all business just wouldn't be right when the brewing community gathers. So attendees can also look forward to a few diversions. Like a Michigan Brewers Celebrity Poker Tournament (pending the requisite legal wrangling) on Wednesday from 4-8 PM. Wednesday Happy Hours from 3-8 PM during the event registration. A Michigan Beer pub crawl on Wednesday from 8 PM to 12 AM - designed to ensure that pleasant Thursday morning wake-up call.

Thursday wraps up with the Gala Brewers Dinner, featuring Charlie Papazian, keynote speaker, and a delightfully prepared meal paired with Michigan beers. Friday includes breakfast and hosted brewery tours in the Grand Rapids area. The Full Conference package includes the Wednesday reception, Thursday breakfast/lunch/happy hour and the Friday breakfast followed by the tours. The Brewers Beer Dinner on Thursday evening is also included in the Full Conference package. The member price is \$99 - non-member cost is \$150. Member pricing applies to all tiers of Michigan Brewers Guild Members and all chapters of the MBAA.

A la carte packages are also available. Conference only, without the Gala Brewers Dinner (but who really wants to miss a beer dinner), will be \$60 for members and \$95 for non-members. The price to attend the Brewers Dinner only is \$65 for members and \$75 for non-members. For complete event information and registration, visit www.michiganbrewersguild.org or contact Shan Lau-Parkins at 517-327-5004.

Michigan Brewers Guild Winter Beer Festival

February 25, 2006

Turner Street and Grand River in Old Town, Lansing, MI

It's time to mock winter and celebrate beer. Here at the Brewers Guild, we decided our state's beer enthusiasts needed an event to help get them through the long Michigan winter. Our Winter Beer Festival will feature barrel-aged beers, cask beers, and big beers of all styles from your favorite Michigan breweries - the kind of beer that takes the chill off a February day. Complete festival details will be available on our web site. Tickets will go on sale December 1st.



Michigan breweries at The Great American Beer Festival.

The Great American Beer Festival is the biggest national event in brewing – many Guild members were at the event. Congratulations to the following breweries that earned recognition in Denver.

The Royal Oak Brewery

Royal Oak Red
Gold, Scottish-Style Ale

Big Rock Chop House

Got Rocks Russian
Bronze, Imperial Stout

Jolly Pumpkin Artisan Ales

Oro de Calabaza
Bronze, Belgian-and French-Style Ale

Redwood Brewing Co.

Darth's Dark Lager
Bronze, American-Style Dark Lager

Rochester Mills Beer Co.

Sacrilicious Stout
Bronze, Classic Irish-Style Dry Stout

Pending Legislation

Wine Growers and Wholesalers Reach Compromise on Wine Legislation House Bill 4959, sponsored by Representative Chris Ward-R (Brighton), and Senate Bill 625, sponsored by Senator Michelle McManus (R-Traverse City), are the bills under consideration by the Michigan Legislature that would affect the wine and brewing industry in Michigan.

These legislative proposals were introduced by the respective parties because of the United States Supreme Court case on May 16, 2005, in which the U.S. Supreme Court struck down, 5-4, Michigan's law requiring all out-of-state alcohol to be sold through distributors, ruling that the law impedes interstate commerce and discriminates against out-of-state wineries by making direct sales impractical from an economic standpoint and giving an unfair advantage to in state wineries.

So, after months of haggling, state wineries and wholesalers reached a compromise that both parties are happy with and makes few changes that effects the brewing industry and on November 30th, the Michigan Senate Committee on Economic Development unanimously passed substitute language that dramatically changed the original version of HB 4959 and SB 625.

The substitutes will allow wineries to keep their tasting rooms open, which was prohibited in the original bill. The substitutes also allow in-state and out-of-state wineries to ship up to 1,500 cases of wine a year. The original bill would have prohibited in-state and out of state wineries from shipping to consumers, a provision that wineries said would put small in-state wineries out of business.

How the Legislation Affects Brewers

The bill would add direct shippers to the Code's classes of vendors that may sell alcoholic liquors at retail. The bill would refer to "direct shipper where wine may be sold and shipped directly to a Michigan resident 21 years of age or older for consumption off the licensed premises for personal use only".

The current vendor classes include micro brewers where beer produced by the micro brewer may be sold to a consumer for consumption on or off the brewery premises. The bill would add to this class, brewers selling less than 200,000 barrels of beer per year.

Presently, a brewer may not be licensed as a specially designated merchant (SDM), but the Code makes an exception for brewers who manufacture less than 200,000 barrels per year. The bill would delete that exception. (An SDM is a person licensed to sell beer and/or wine at retail for off-premises consumption.)

Status: 3rd reading on the floor of the Michigan Senate.

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