



# Club Events

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# Club Events

How to keep them coming back







OR

Eliminating the dreaded SPU\*

\*Spousal Permission Unit

# What Events Can Do

## Teach

-  Styles
-  Technique
-  Creativity
-  Judging
-  Alternate Fermentations
-  Flavors, Flaws & Ingredients

## Spread the Word

## Trade & Share

## Compete

## Push the Limits

## Fundraisers

### Charity

### Fund Other Club Events!

## FUN!

### Involve Everyone

# Name That Beer - Small Groups!

- 🍷 Small Group (12 or less is best)
  - 🍷 Organizer picks 6-10 beers
    - 🍷 Select Classic Examples
  - 🍷 Pour beer in numbered cups & pass out to group
    - 🍷 Have steward pour in a separate room!
  - 🍷 Give group list with beer names
  - 🍷 Each person tries to match the numbered beer with the name.
  - 🍷 “Winner” is the one who gets the most right!

# Match the Beer in the Cup with the right Beer Name!

 1 \_\_\_\_\_

 2 \_\_\_\_\_

 3 \_\_\_\_\_

 4 \_\_\_\_\_

 5 \_\_\_\_\_

 6 \_\_\_\_\_


 7 \_\_\_\_\_

 8 \_\_\_\_\_

 A Victory Hop Devil

 B Bitburger

 C Paulaner Hefe-weizen

 D Mendocino Black Hawk Stout

 E Dogfish Head 90 Minute IPA












 F Bell's Porter

 G Great Lakes Dortmunder Gold

 H Chimay Cinq Cents

# Name That Beer - Large Groups

## Large Groups

-  Organizer picks 5-6 beers
  -  Select Classic Examples
-  Pass out 1 beer at a time
  -  Stewards pour into pitchers in separate room
-  For each beer, competitors write down:
  -  Ale or Lager (1 point)
  -  Base Style (1 point)
  -  Sub-Category (1 point)
  -  Name that Beer! (2 points)
-  Winner - the person with the most points!
  -  Prizes - the leftover bottles (and bragging rights)!

# 1<sup>st</sup> Beer

 Ale or Lager?

 Base Style/Category?

 Sub-Category?

 Name That Beer!

# 1<sup>st</sup> Beer

🍺 Ale or Lager?

🍺 Lager

🍺 Base Style/Category?

🍺 Pilsner

🍺 Sub-Category?

🍺 Bohemian Pilsner

🍺 Name That Beer!

🍺 Gordon Biersch Czech Lager



# Other Beer Style Events

 Style Talks


 Tastings Sessions

 Vertical Tasting within a category

 A range of commercial examples

 Club member versions

 BJCP Study Courses

 Don't forget the exams, too!

# Competitions


- 🍺 The old standby's
  - 🍺 Open competitions
  - 🍺 Club only competitions - internal & AHA Club Only
- 🍺 Fun, and a bit different - examples:
  - 🍺 British Beer Fest (British Styles only)
  - 🍺 Women Brewers competition
  - 🍺 Style or time of year focused
    - 🍺 Oktoberfest, Bockfest
  - 🍺 Mead Only Competitions
  - 🍺 Millennium Challenge (All beer must be 1.100 OG or higher!)
  - 🍺 Low Gravity Challenge (Under 1.0?? Gravity)
  - 🍺 Competitions within Competitions
    - 🍺 Club challenges
  - 🍺 Keg Only Competitions
    - 🍺 Shameless advertising - Beer & Sweat\*!  
Largest Homebrew Competition - \* by volume






# Competitions: Challenge Me!

## Fixed Recipe & Iron Brewer Variations






### Standard Fixed Recipe

-  Everyone brews the same style from a “kit”.
-  Consider all-grain AND extract “flights” to allow new brewers to compete, too.

### Iron Brewer On-Site Challenge

-  Individuals or teams arrive ready to brew.
-  Ingredients disclosed & provided, brewing occurs that day
-  May include “special ingredient” and/or time limit.

### Iron Brewer Creativity Challenge

-  Entrants must specify yeast prior to learning grain bill & special ingredient!
-  Grain Bill revealed. Brewer may “modify” the ingredients as long as they start with specified grains. Hops are brewers choice.
-  Special ingredient pulled out of a hat - 5-6 options, *last one out* is the special ingredient. Recent Examples: Mustard seed, cinnamon sticks
-  6 months to brew (or re-brew). Brewer can enter more than 1 beer as long as yeast/grain bill/special ingredient is the same.
-  Must use ALL of the ingredients. Batch size is brewers choice.

# Iron Brewer - One Version

## BOCK & LAGERS

### General BOCK Iron Brewer Rules:

- Brew day is at a location large enough to accommodate all teams.
- Teams consist of 2 brewers.
- Teams must provide their own yeast.
- Teams can bring as many different yeast strains as they wish. (Driving to the local shop to get a smack pack is also allowed).
- Teams must brew from the box of ingredients provided.
- Teams don't have to use all the ingredients provided.
- Teams have to provide a style & recipe for the beer they are brewing within 1 hour of opening their ingredient kits. This is the style the beer will be judged as and can not be changed.
- Local city water can be filtered at the team's discretion.
- Teams do not have a minimum or maximum volume requirement.
- Each team must submit a six pack for judging.
- Contest winners are announced a mutually agreed upon time & location when folks from both clubs get together.

The cost of the ingredients kit are paid for by the teams.

We started out doing a pretty straight forward "Iron Mash" contest as it was outlined in the Spring 2004 issue of Zymurgy. After the first year we hooked up with the LAGERS in Louisville to put together our kits of ingredients and to judge our beers. We do the same for them but we keep the contests separate. We don't judge any of the LAGERS' beers verses ours. They are 2 separate contests with complementary infrastructures.

- One rule: Let the people in charge of organizing the event determine the specific rules. BOCK does not tell the LAGERS how to judge our beer nor do they influence our judging of their beers.



# Iron Brewer – Another Version

## The Iron Brewer 2006

### Rules and Grain Bill

The Iron Brewer will test your recipe and brewing skills to the max!

1. You must use the yeast you specified when you registered and *only* this yeast.
2. You must use **ALL** of the grain listed below, and **only** this grain.
3. You must use **ALL** of the “special ingredient” revealed at the January meeting.
4. You can use **any** hops you choose, in any quantity.
5. You may brew **any quantity** you desire with this grain bill. In effect, you can choose your starting gravity.
6. Judging will take place at the July meeting, July 21<sup>st</sup>.
7. When you check your beer in for judging you must select a **base style**, and you must provide a **written copy of your recipe** (including brewing details).
8. Irish moss, clarifying agents, water treatments, rice hulls (for sparging) and priming sugar (for bottling **ONLY**, not to supplement the recipe) may be used.
9. **No additional ingredients** may be used in brewing this beer.
10. Entry cost is \$5. Want to try even more? You can enter a second beer (*MUST use the same yeast for second entry*) for an additional \$2.

The grain bill is:

- 7 lbs. PILSNER malt
- 3 lb. WHEAT malt (MUST be MALTED wheat)
- 4 oz. TOASTED Malt – either Biscuit or Victory

Special Ingredient: **Mustard Seed** (any style/color)

Quantity: **1 ounce**

My Yeast: \_\_\_\_\_

# Let the kids in on the act!

## SODA Score Sheet\*

Entry Number: \_\_\_\_\_ Flight Number: \_\_\_\_\_  
Soda Flavor: \_\_\_\_\_  
Judge Name: \_\_\_\_\_ Judge Qualifications (Age): \_\_\_\_\_

**Category** **Score**  
Write in comments for each of the categories, then rate the soda for that category using the faces. Circle 1 face for each category

**Aroma** (Does it smell like the flavor? Does the smell make you want to drink some?)

☺ 5      ☹ 3      ☹ 1

**Appearance** (Color, bubbles, foamy head for root beer & cream sodas.)

☺ 5      ☹ 3      ☹ 1

**Flavor** (does it taste the way it should, is there enough flavor?)

☺ 10      ☹ 5      ☹ 3

**Sweetness** (Is the sweetness right for this flavor?)

☺ 5      ☹ 3      ☹ 1

**Mouth Feel & Carbonation** (Does it tingle on your tongue?, Is it creamy or watery? How's the burp factor? How fizzy is it?)

☺ 5      ☹ 3      ☹ 1

**Drinkability** (How much of this could you drink? How much do you like it?)

☺ 5      ☹ 3      ☹ 1

**Total Score** (Maximum: 40 points)  
(Add up the points for the faces that you circled)



## Consider a SODA category at your next competition!

- 🍺 Kegs, 2-liters or bottles
- 🍺 Kids (only) judge!
- 🍺 Mom's can help little ones fill out the score sheets.
- 🍺 Maximum age - beyond this - have the kids ENTER the soda competition!
- 🍺 Also provides a non-alcohol alternative for the festivities after the competition.

## 2<sup>nd</sup> Beer

 Ale or Lager?

 Base Style/Category?

 Sub-Category?

 Name That Beer!

# 2<sup>nd</sup> Beer

🍺 Ale or Lager?

🍺 Ale

🍺 Base Style/Category?

🍺 Porter

🍺 Sub-Category?

🍺 Robust Porter

🍺 Name That Beer!

🍺 Great Lakes Edmund Fitzgerald



# Brewing Techniques

## 🍺 Brew Outs / Group Brews

🍺 AHA Sponsored

🍺 Club Events

🍺 Everyone brings their stuff to a central location & brews - someone's house, sponsor parking lot, camping area, etc.

🍺 Single brew sessions for teaching & checking out someone else's home set-up

🍺 Add food & family, too!

🍺 Bourbon Barrel Brewing



# Judging

 Any competition!

 Exam Classes

 Meeting topics

 How to fill out a score sheet

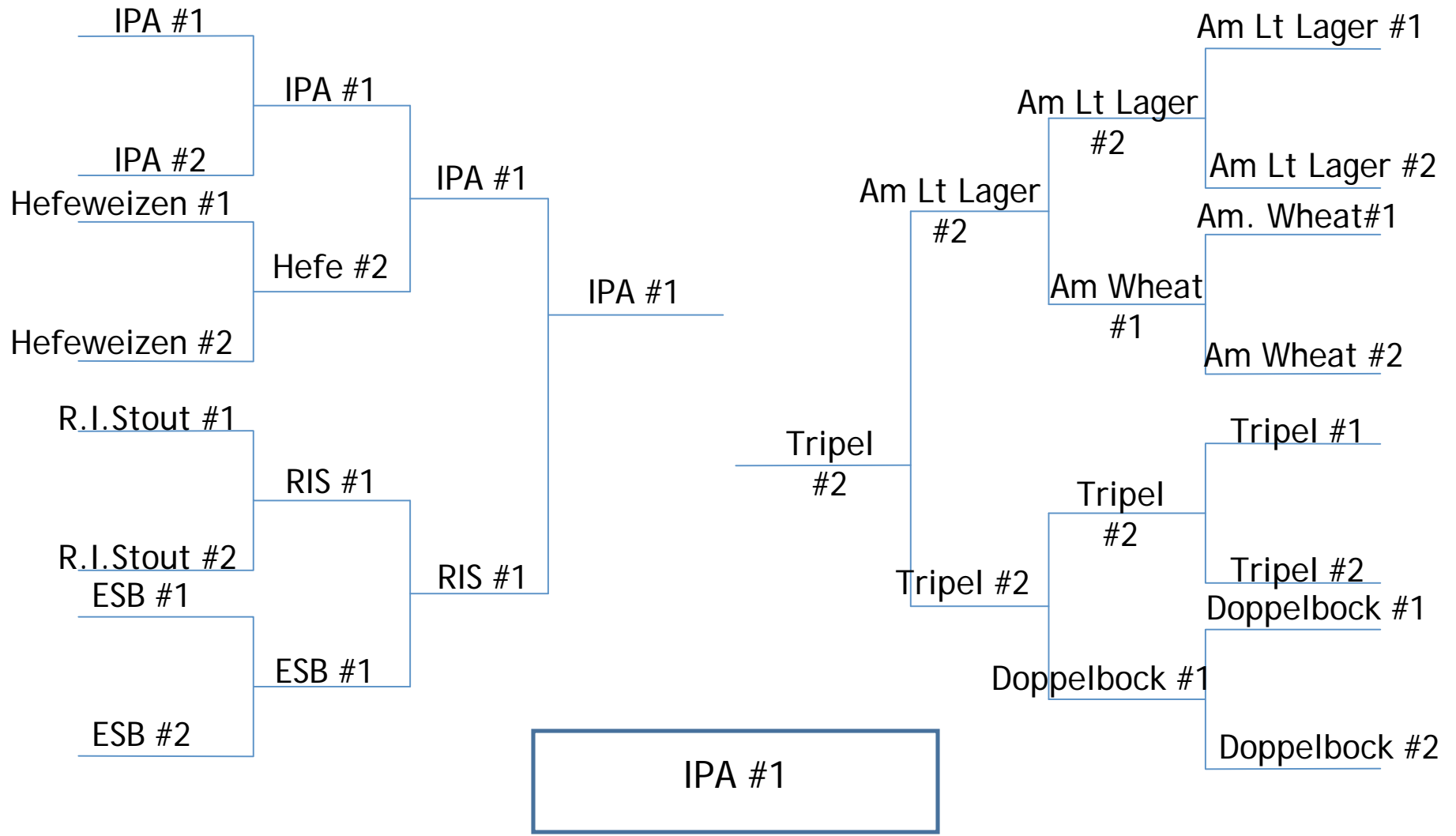
 How to enter your beer for best score

 Judge's Corner at meetings

 Bracket Challenges

 March Beer Madness

# March Beer Madness Example





# Alternate Fermentations

🍷 Mead

🍷 Cider

🍷 Wine

🍷 Play!

🍷 Agave

🍷 Maple

🍷 Molasses

🍷 Others?

🍷 Talks

🍷 Local experts

🍷 Find the local wine club for a combined meeting

🍷 Experiments

🍷 Brew, ferment & taste

🍷 Tours

🍷 Outings

🍷 Cider pressing day at a local orchard


🍷 Winery or Meadery Visit



# Flavors, Ingredients & Flaws

 Hops

 Grains

 Base & Specialty

 Adjuncts

 Yeast

 Spices

 Fruit/Vegetable


 Smoke, Wood, Alcohol

 Off Flavors

 Others??

 Tasting Sessions

 Grains, adjuncts, spices  
- as is

 "Tea" made from grains,  
adjuncts, hops, spices

 Split batches with  
different yeasts or hops.

 Name those Hops?

 Off Flavor Beer Labs

 Brew Sessions

 Split Batches

 Challenges (e.g., Iron Brewer)



# Spread the Word!



## 🍺 Brewing Demonstrations

### 🍺 Local Festivals

- Bockfest<sup>1</sup>
- Medieval Festival<sup>2</sup>
- State Fairs<sup>3</sup>
- Oktoberfest
  - Club Sponsored<sup>4</sup>
  - City/German Association Event<sup>5</sup>
- Harvest Fest<sup>6</sup>

### 🍺 Local Brewery Events

### 🍺 Articles, Podcasts & Presentations

- Presentations for business meeting breaks!<sup>7</sup>

## 🍺 Literature - AHA & Club information

### 🍺 Homebrew shops

### 🍺 Beer & Wine Stores

### 🍺 Beer Friendly Restaurants

### 🍺 Local Brewpubs

### 🍺 Local Festivals & Beer Related Events

1 – Bloatarian Brewing League, Cincinnati, OH

2 - Hogtown Brewers, Gainesville, FL

3 – Multiple Clubs

4 – High Plains Draughters, Oklahoma City

5 – Cincinnati Malt Infusers, Cincinnati, OH

6 – Lehigh Valley Homebrewers, Bethlehem, PA

7 – Maltose Falcons, Los Angeles, CA





# Fund Raising

How do we get enough money to support all this stuff?


## Competitions

-  Cover costs with entry fees!



## Raffles!!

-  At competitions
-  At EVERY meeting
-  At other events
-  PUSH the ticket sales!
  - Donated items from club members, sponsors, etc.

## Volunteer to pour beer at a local event



-  Tips go to the club!
  - Hogtown Brewers/  
Medieval Faire in  
Gainesville, FL

## Sell Stuff at Events!

-  Shirts, Hats, Tasting Glasses.
-  Logo or event based designs.

# Beer & Food

## Pot-luck dinners

-  All food made with beer
-  Option to vote for best dishes
  - Main Dish
  - Side Dish
  - Dessert




## Beer & Food Pairing

-  Chocolate &/or Cheese
-  Beer dinners

## Cook-offs

-  Chili
-  Sausages

## Other Food Stuff

-  Cheese making demonstrations
-  Slow Food links
-  Pig Roast

# Don't Lose Your History!

- 🍷 Celebrate your elders!
  - 🍷 Learn from them
  - 🍷 Keep them involved!

- 🍷 Communicate with Members

- 🍷 Newsletters
  - Archive them!!
- 🍷 Websites
- 🍷 eMail lists



QUAFF  
Outgoing President's  
Thank-You Gift!

# Getting & Keeping Members

- 🍺 Make new members feel welcome at meetings/events.
- 🍺 Mix up your events!
  - 🍺 Old stand-by's & new topics
  - 🍺 Experienced & new brewers
  - 🍺 Brewers & spouse/family
- 🍺 Serve ALL your members!

# FUN!

## 🍺 Bus Trips

- 🍺 Breweries & Brew-Pubs
- 🍺 Bourbon Country
- 🍺 1-Day or Overnight
- 🍺 Others...

## 🍺 Club Wear

- 🍺 Beyond t-shirts & polo shirts!
- 🍺 Fez's, Kilts, Jackets...

## 🍺 Other Stuff

- 🍺 Robert Burns night<sup>1</sup>
- 🍺 Club Buys (cool brews<sup>2</sup>, ingredients, etc.)

## 🍺 Holiday Parties

- 🍺 Bottle Exchange

## 🍺 Campouts<sup>5</sup>

- 🍺 Canoe Trips<sup>6</sup>

## 🍺 Silliness

- 🍺 Secret Ceremonies & Silly Hats<sup>3</sup>
- 🍺 Moustache Competition<sup>4</sup>

## 🍺 Go beyond the brewers!

- 🍺 Make sure some events include family.

## 🍺 Don't Worry - Have a Homebrew!



1 High Plains Draughters, Oklahoma City, OK  
2 Lehigh Valley Brewers, Bethlehem, PA  
3 Bloatarian Brewing League, Cincinnati, OH  
4 Liquid Poets, Northern Colorado  
5 Multiple Clubs  
6 Hogtown Brewers

# What Does Help Look Like?

- 🍷 Not possible to talk about everything in 45 minutes!
- 🍷 Club Events Resource on the AHA Site
  - 🍷 Templates for events
- 🍷 Modify Events to fit YOUR Club's size, experience level and personality!!!
  - 🍷 Club sizes range from a few people to a few hundred people - one size event does NOT fit all!
- 🍷 Conduct the business of the club in separate board meetings.
  - 🍷 Meetings focus on the events and social time.

# Questions & Discussion

