



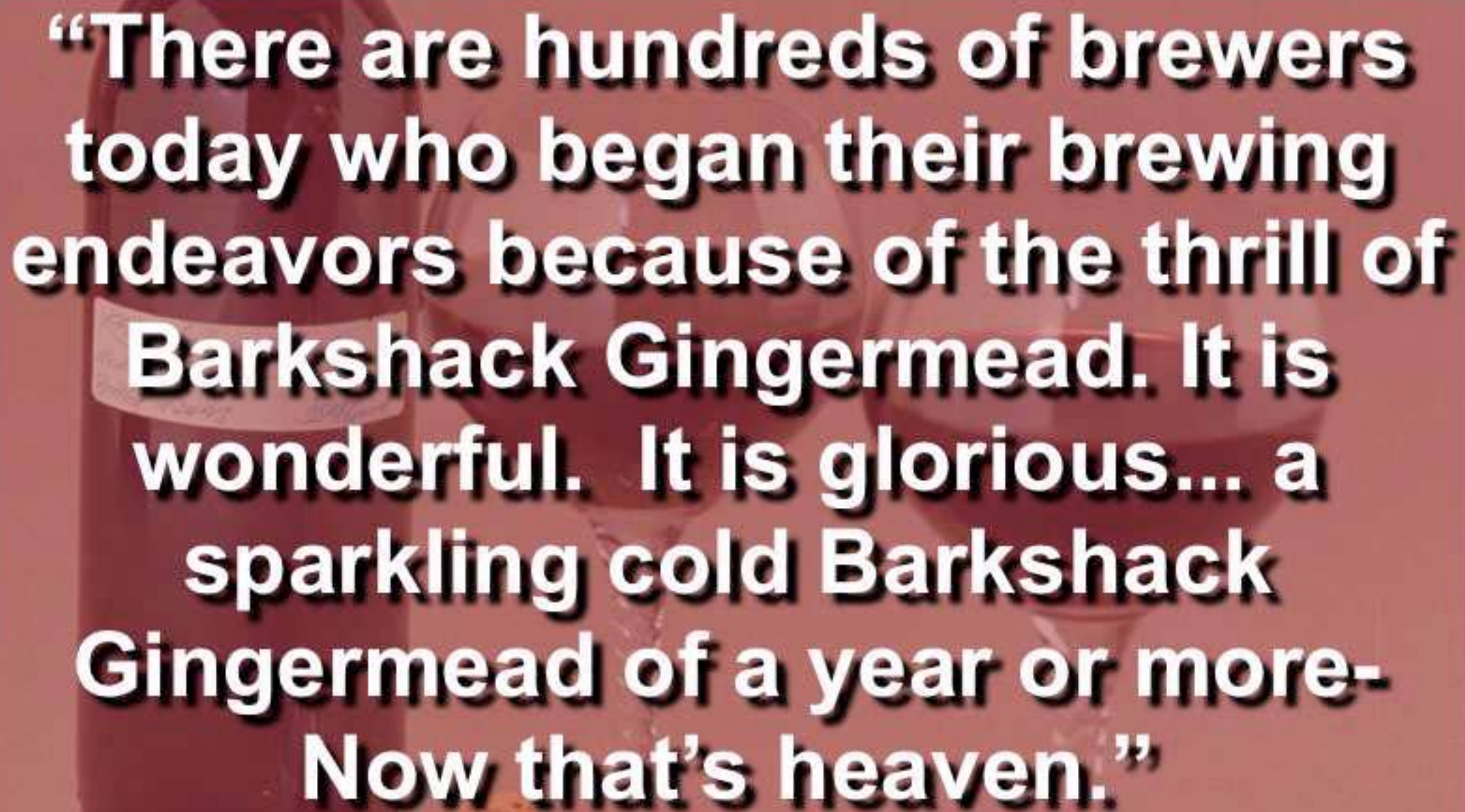
Creating Balance

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A photograph of a bottle of Barkshack Gingermead and two glasses of the beverage. The bottle is on the left, and the glasses are on the right. The background is a light, neutral color. The text is overlaid on a semi-transparent red background.

“There are hundreds of brewers today who began their brewing endeavors because of the thrill of Barkshack Gingermead. It is wonderful. It is glorious... a sparkling cold Barkshack Gingermead of a year or more- Now that’s heaven.”

**TCJoHB, 1984
Charlie Papazian**



A Motivational Speaker...



“Call Your Mother”



Balance





Balance

- Equality or Evenness
- Harmony

A close-up, high-angle photograph of a large quantity of fresh raspberries. The berries are a vibrant reddish-orange color and are densely packed, filling the entire frame. The lighting is bright, highlighting the texture of the individual drupelets on each berry.

Balance

- Stability

- Proportionality



Balance

- Pleasant Equilibrium

Life in Balance

Family

Work

Recreation

**(Fly fishing, Orchard, Mead,
Beer, Wine, Whisky,
Music, Fitness, Politics,
Internet, Fly fishing)**

A close-up photograph of a hand holding a small white bowl filled with bright red grapes. The background is slightly blurred, showing more greenery and red fruit. A semi-transparent blue rectangular box is overlaid on the center of the image, containing white and yellow text.

Balance

**Expectation + Dogma +
Predilection (Mental Rigidity)**

vs.

**Open Mindedness
and Creativity**

A close-up photograph of a hand holding a small, light-colored bowl filled with fresh, purple grapes. The background is slightly blurred, showing green leaves and clusters of red cherries. A semi-transparent blue rectangular box is overlaid on the center of the image, containing text.

Balance

The Right Mead

The Right Food



Balance: Mead

- Body**
- Sweetness**
- Tannin**



Balance: Mead

- Acidity

- Fruitiness



Balance: Mead
- Spiciness
- Heat (Capsaicin)

A lush garden scene with various plants and flowers, overlaid with a green banner containing text. The background shows a variety of green foliage, including what appears to be a large bush or tree with dense leaves and small red berries. The lighting is bright, suggesting a sunny day. The green banner is semi-transparent and contains the text in a bold, white, sans-serif font.

**Mild Fruit, Mild Spices
Mild Honey**

Mild Fruit:

Apples, Strawberries, Peaches

Mild Spices:

Herbs - Chamomile, Rose petals

Mild Honey

Clover, Orange Blossom



**Medium Bodied Fruit,
Medium Spices =
Medium Bodied Honey**

Medium Bodied Fruit:

Plums, Raspberries, Prickly Pear

Medium Spices:

Baking Spices

Medium Bodied Honey

**Tupelo, Raspberry Blossom,
Alfalfa**

A lush garden scene with various plants and flowers, overlaid with a green text box. The text box contains the following text:

**Bold Fruit, Hot or
Aggressive Spices=
Full Bodied Honey**

Bold Fruit:

**Currants, Black Raspberries,
Blackberries, Sour Citrus**

Aggressive Spices:

Peppers, Clove, Fresh Ginger

Full Bodied Honey:

**Blackberry Blossom, Down-
Unders, Buckwheat**

A close-up photograph of a person's hands holding a white ceramic bowl with a blue floral pattern. The bowl is filled with fresh fruit, including a large quantity of purple grapes and a few red cherry tomatoes. The background is a soft-focus green, suggesting more foliage and fruit. A semi-transparent blue rectangular box is overlaid on the center of the image, containing the text 'Balance Science with Artistry' in white and yellow fonts.

Balance
Science
with
Artistry

A close-up photograph of a hand holding a small, light-colored ceramic bowl filled with fresh, purple grapes. The background is slightly blurred, showing green leaves and a cluster of red cherries. A semi-transparent blue rectangular box is overlaid on the center of the image, containing white and yellow text.

Balance

**Industrial Production
with
Artisanal Production**

A photograph of two men in a market stall. The man on the left is wearing a brown leather jacket and glasses, looking towards the other man. The man on the right is wearing a brown beanie and a grey jacket, looking down at something. In the foreground, there are several baskets of produce, including yellow lemons, red apples, and a wooden bucket. The background shows shelves with more produce and a brick wall. A large blue semi-transparent box with white text is overlaid on the center of the image.

**Great Wine
is made
in the Vineyard**



-What Affects Quality?
**- How Far are You
Willing to Go?**
-Chance vs. Control

- 
- A stack of sliced cantaloupes on a wooden surface. The slices are arranged in a fan-like pattern, showing the green rind and the orange-red flesh. The background is a dark wooden surface.
- Honey Selection**
 - Fruit/Spice Sourcing**
 - Recipe Formulation**
 - Yeast Selection**
 - Must Handling**



**-Fruit/Spice
Sourcing
-Recipe
Formulation**



Fruit Sourcing:

- Grow Your Own**
- Purchase Fresh**
- Purchase Frozen**
- Concentrates**

A wooden cutting board with several sliced apples and a knife. The text is overlaid on the image.

Grow Your Own =
Control
Varieties
Fertilization
Irrigation Levels
Crop Density/Yield
Ripeness
Fruit Handling



Balance

- Compulsion / Inertia

“Nature abhors a vacuum,
but humans love the couch.”



Balance

Desire for perfection vs.

Need for immediate gratification



**Great Fruit for
Meadmakers to Grow:**

- Annuals (Melons)**
- Berries**
- Currants/Gooseberries**
- Cherries (?)**
- Stone Fruits**
- Pomes**



Berries:

Raspberries

Blackberries

Strawberries

Lots of Bang for Investment :

Low Space Demand

Relatively Low Care



Currants/Gooseberries:

High to very high acidity

Some tannin

Stunning flavor impact



Stone Fruits

Medium to Long Growing Season

Higher Yields

Bear Early

Trees are Not as Long Lived

Difficult Mead



Cherries

Short Growing Season

Medium Yields

Bear Early

Tarts Not Widely Commercially Available

Excellent Mead

Pomes

Down:

Long(est) Growing Season

Slow to Bear

Difficult to Manage in Must

Up:

Alluring

Huge Spectrum of Varieties

Best Varieties Are Not

Commercially Available

A close-up photograph of several ripe blueberries on a branch with green leaves. The blueberries are dark blue with a slight white bloom. The background is a soft-focus green.

Sources of High Quality Stock:

<http://www.cumminsnursery.com>

<http://www.starkbros.com/index.jsp>



**Purchase Fresh
Control
Varieties?
Ripeness?
Fruit Handling?**

MI PACKING CO., INC.



Buying Fresh

Get as Close to Source as Possible

U-Pick

Growers at Farm Markets

Buddy Up:

NAFEX

Local Extension



Frozen Fruit

Bulk vs. IQF

Just say “No” to “5+1”

[http://www.ams.usda.gov/howtobuy/
canned.htm](http://www.ams.usda.gov/howtobuy/canned.htm)

[http://www.michiganbalatoncherries.com/
ordering.htm](http://www.michiganbalatoncherries.com/ordering.htm)



Recipe Formulation

Large Amounts of Fruit

3-5+ Pounds/Gallon

100% Juice Musts?

Fruit in Primary

Freezing/Crushing

Chris Frey's Raspberry:

**11/4/07 Cold brewed - 1 gallon raspberry honey,
3 gallons water
3 packs 71B-1122**

**11/5/07 Added 2 packs EC 1118 - 1st DAP &
nutrient feed - stirred**

**11/7/07 Added ½ gallon raspberry
honey and 8 pounds raspberries**

12/1/07 Racked gravity 1.007

12/5/07 Added 1 pound of raspberry honey

12/7/07 Added 1 qt. fermenting orange blossom honey

1/5/08 - FG 1.008

**3/6/08 - added another quart orange blossom honey that was having
a hard time getting under 1.050**

6/14/08 Racked to keg - 1.010

The Heart of Darkness:

18 lbs honey

18 lbs pitted Morello tart cherries

15 lbs red Raspberries

4 lbs Crushed Black Curants

Water to 6+ gallons

**15 grams Lalvin 71B-1122 (Narbonne) rehydrated
w/GoFerm**

.5 tsp DAP & .25 tsp Fermaid K/day 4 days

Rack to secondary after 21-28 days

Secondary 3-12 months

The Statement Cherry Mead:

18 lbs honey

35 lbs pitted Morello tart cherries

Water to 6+ gallons

**15 grams Lalvin 71B-1122 (Narbonne) rehydrated
w/GoFerm**

.5 tsp DAP & .25 tsp Fermaid K/day 4 days

Rack to secondary after 21-28 days

Secondary 3-12 months

Spices:

Delicate with
Dry/Delicate

Moderate with Medium
Bold with Sweet

HAWTHORN
BERRIES

2 oz. - \$1.99
1 lb. - \$12.50

HIBISCUS
FLOWERS

1 lb. - \$12.50

ROSEMARY
FLOWERS

\$1.99

2 oz. - \$1.99
1 lb. - \$12.50

ROSEMARY
LEAVES

2 oz. - \$1.99
1 lb. - \$12.50

HYSSOP

2 oz. - \$1.99
1 lb. - \$12.50

Hawthorn

This vitamin...
the Food and Drug Administration...
product is...
date of production...
100.000.000



Spices & Heat:

Phenylalanine

Capsaicin

CHILI PEPPERS
Cascabel
2 oz. - \$2.99
8 oz. - \$9.00
1 lb. - \$18.00

CHILI PEPPERS
Chili de Arbol
2 oz. - \$2.99
8 oz. - \$8.50
1 lb. - \$16.00

CHILI PEPPERS
Guañilo
2 oz. - \$3.99
8 oz. - \$7.00
1 lb. - \$14.00

CHILI PEPPERS
Cayenne Red
2 oz. - \$3.99
8 oz. - \$7.00
1 lb. - \$14.00

CHILI PEPPERS
Serrano
2 oz. - \$3.99
8 oz. - \$7.00
1 lb. - \$14.00

CHILI PEPPERS
Poblano
2 oz. - \$3.99
8 oz. - \$7.00
1 lb. - \$14.00

CHILI PEPPERS
Ancho
2 oz. - \$2.99
8 oz. - \$8.50
1 lb. - \$16.00

4,000
Heat Units

20,000
Heat Units

35,000
Heat Units

45,000
Heat Units

55,000
Heat Units

65,000
Heat Units

75,000
Heat Units

85,000
Heat Units

95,000
Heat Units

CHILI PEPPERS
Ancho
2 oz. - \$2.99
8 oz. - \$8.50
1 lb. - \$16.00

CHILI PEPPERS
New Mexico
4 oz. - \$2.99
8 oz. - \$5.00
1 lb. - \$10.00

CHILI PEPPERS
Guajillo
2 oz. - \$3.99
8 oz. - \$7.00
1 lb. - \$14.00

CHILI PEPPERS
Cayenne Red
2 oz. - \$3.99
8 oz. - \$7.00
1 lb. - \$14.00

CHILI PEPPERS
Serrano
2 oz. - \$3.99
8 oz. - \$7.00
1 lb. - \$14.00

CHILI PEPPERS
Poblano
2 oz. - \$3.99
8 oz. - \$7.00
1 lb. - \$14.00



Spices

Price vs. Quality





The Tina Louise:

18 lbs Honey

3 lbs Grated Fresh Organic Ginger

Water to 5.25 gallons

15 Grams Lalvin 71B-1122

Rehydration and

96 hour nutrient protocol

Mead and Food

- **Traditional or Mild Metheglin with Spicy**
- **Sweet with Salty or Spicy**
- **Fruity with Sharp or Bitter**

A photograph of a wooden cutting board. On the board, there is a whole peach on the left, a peach slice in the center, and a utility knife on the right. The knife's handle has the text 'CUTTING CO., INC.' visible. The background is a warm, orange-toned image of a peach and a leaf.

**“Nothing ever gets done
unless it’s done
by a fanatic.”**

Martin Sheen



Talking, Drinking and Signing Books

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