



The Lost Abbey



For Sinners and Saints Alike



My Background

Started home-brewing in 1995 college

First professional brewing job in 1996

Pizza Port Solana Beach 1996-2006

Port Brewing and The Lost Abbey

2006-Present

Director of Brewery Operations

Lots of experimental brewing much of it process driven or Flavor derived.

Ingredients 5-10

- A brewing philosophy
- Focused on experimentation, tradition and evolution
- Flavor Driven Beers
- Process oriented
- New World Possibilities for Old World Styles



Famous Last Words

- “The German’s
Are Idiots!”

From TommeArthur.com

German Purity Order

- Wholly Restrictive and limiting
- The tighty whities of brewing
- Antiquated system regulating practices
- Borders on Censorship
- Crushes creativity
- New beer?
- 1516 vs. >8000 years of ingredients- Who do you trust?

1516

- Barley (now allows for malted wheat)
- Water
- Hops
- Yeast (not originally included)= Pasteur
- Doesn't allow for spices, herbs, fruits or other fermentable sugars.
- Very anti homebrewing and craft brewing.
- The Box?

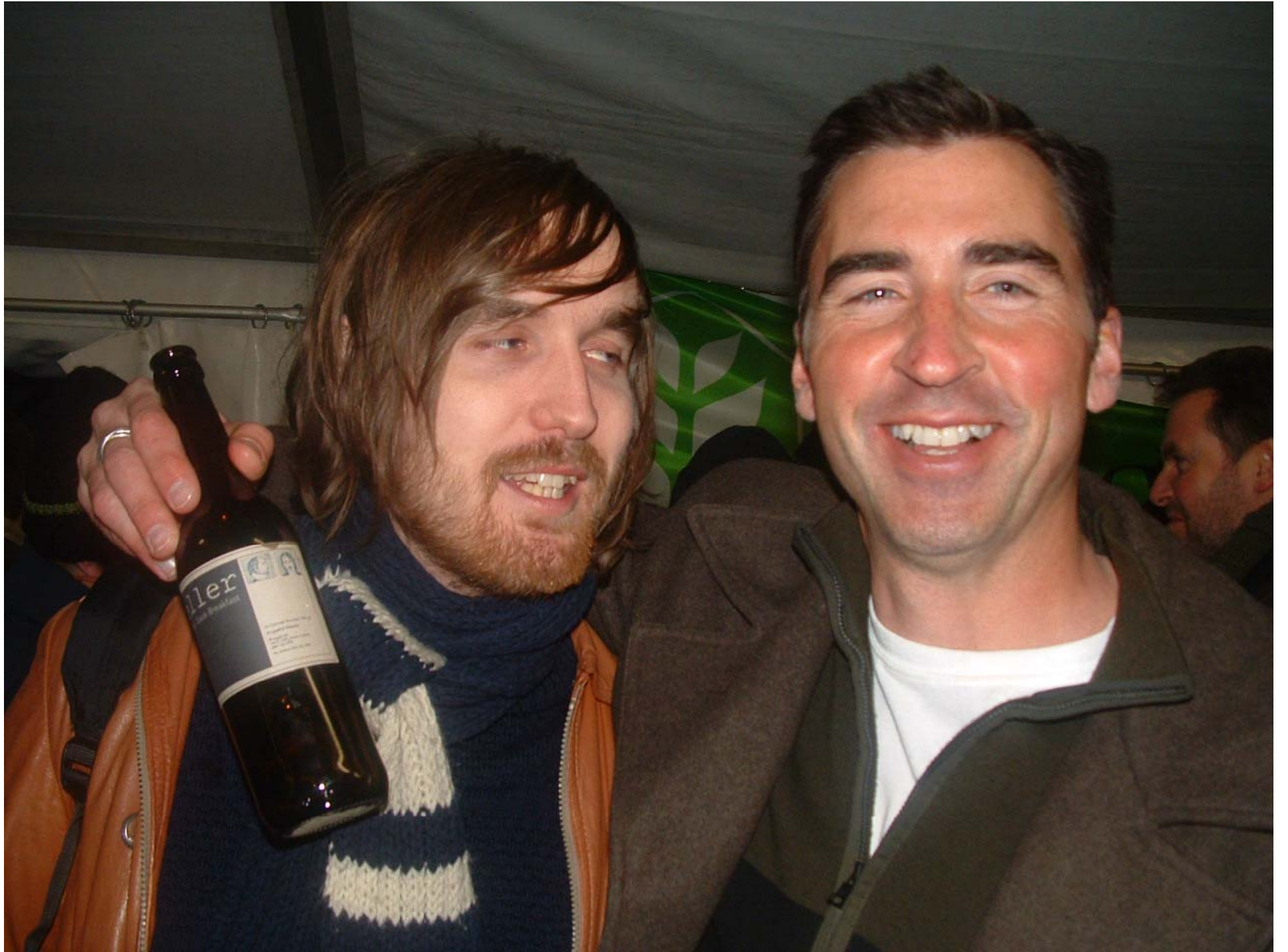
Historical Brewing

- Lambic= Still spontaneously fermented
- Sahti= With Juniper sprigs
- Chicha= Corn based and spit
- Historical Recreations= Dogfish Theobroma, Chateau Jiahu and Midas Touch
- Anchor Brewing= Ninkasi Ale

A Propaganda Campaign

- “The Mind is a terrible thing to waste...”

Famous 1980's Anti Drug Propaganda from my youth



Brother Levonian Saison

- The Mind at work= Ingredient # 5
- Saison styled beer- Dave's Recipe
- Question of Fidelity
- Twists and turns? Flavor Opportunities
- New Spices- Tamarind
- New Additions- Fresh Mandarin Orange Peels= Juicy Notes
- *Brettanomyces Bruxellensis*.



Bugs and things that Fester

Time= Ingredient # 6

Flavors need time to mesh

Bugs need time to do their
business

Fresh beer is good...

Aged beer is better!

Time is literally something
you can taste in our beers.

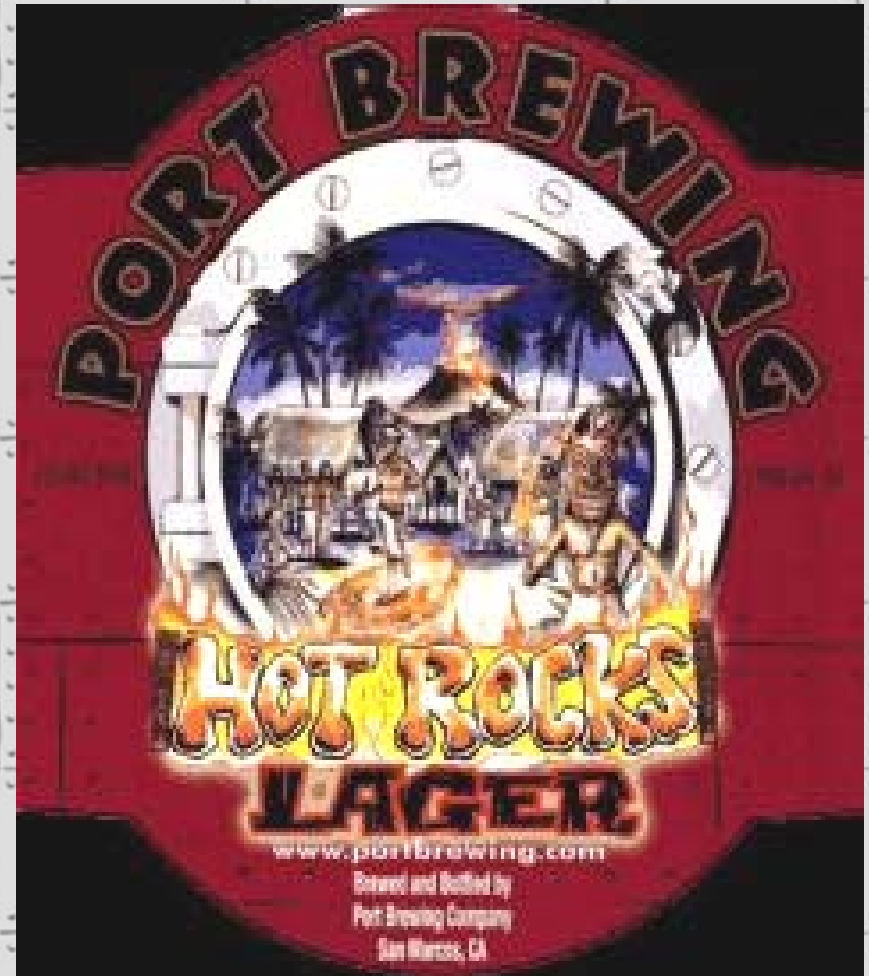
It's part of our Terrior.

Beer Can Improve with Age



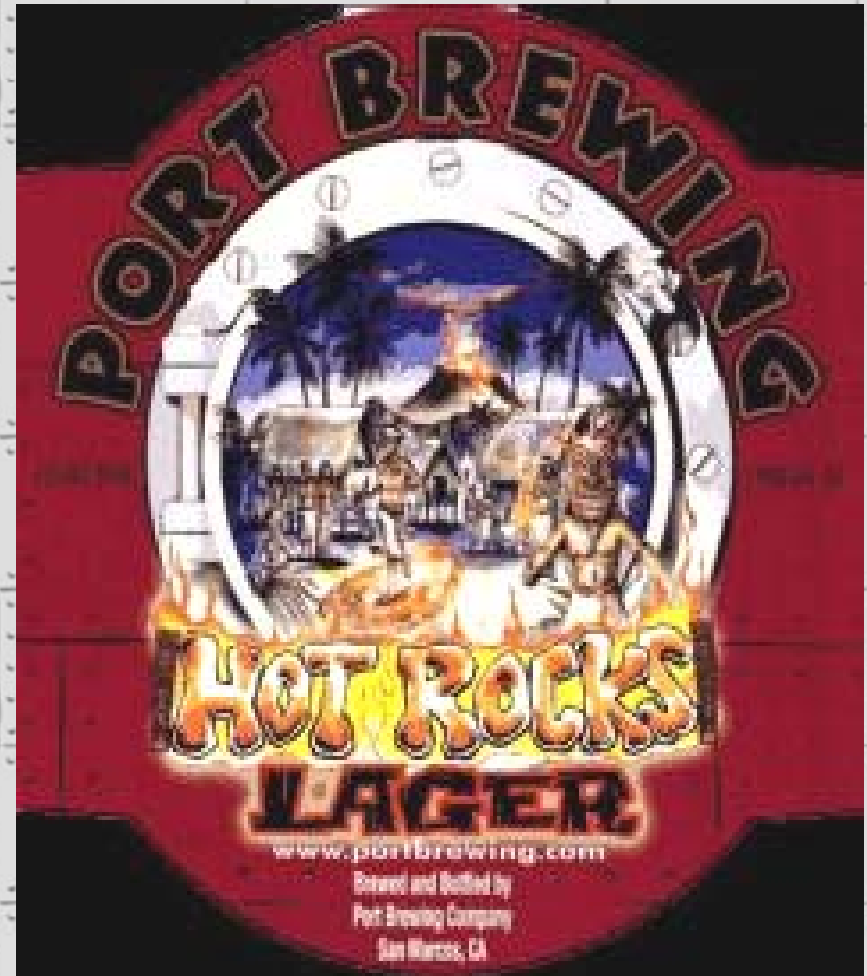
When in doubt Collaborate

- Ingredient # 7= Collaboration
- Collaborate with other brewers, comfort zones?
- New knowledge
- Peter Brouckaert, Hildegaard, Dirk Naudts, Tonya Cornett, Sam, Vinnie, Rob and Adam



Hot Rocks Lager

Bend Brewing and
Port Brewing Both
German Malts= Rich
Malty drier than Bock
Stein Beer tradition
Super Heated Black
Granite Rocks Post
Boil
Abbey Ales,
Barleywine, Non
Germanic Traditions









Ingredient # 8= Philosophy



The Lost Abbey Artistic Impression



Flavor Gains

- Ingredient # 9= Techniques we have developed for our beers
- Caramelized Fruit
- Alters the chemical structure of the sugars
- Inspired by cooks





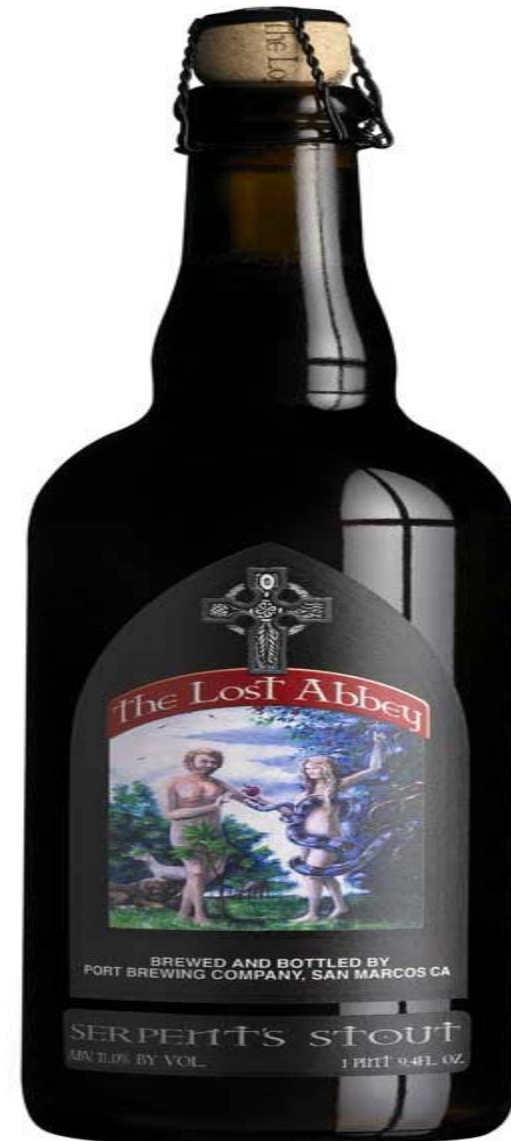
Oak @ The Lost Abbey

- Currently our barrel program housing over 500 oak barrels.
- Mix of Brandy, Bourbon and French Oak
- Spirited gain vs. Neutral Aging
- Microbial Disposition
- 6- 10 Oak Beers



Oak as an Ingredient

- Ingredient #10= Oak
- Desire to explore flavors from oak fermentation.
- Portion of the beer is barrel fermented at the same time traditional fermentation occurs.
- Blended back at packaging time
- Massive beer- Double Mash





Hop 15

- Originally brewed at for the 15th Anniversary of Pizza Port Solana Beach
- Silver Medal 2003, 05
- Bronze Medal 2008
- Alpha King Winner 2004, 2008
- 15 Different Hop Varieties



Port Brewing Seasonal Beers

- Older Viscosity
- High Tide Fresh Hop IPA
- Santa's Little Helper Imperial Stout
- Midnight Sessions Black Lager
- Anniversary Ale
- Spring Seasonal
- Panzer Pilsner



Panzer Imperial Pilsner

- Late Fall Season.
- True Lager beer
- Brewed in July 2008
- Unfiltered.
- Stone= 120 Cases
- 200 Cases total produced



Santa's Little Helper

- Christmas Seasonal each year.
- Solana Beach 1997
- Every year since then. Affectionately Dubbed Satan's Little Hangover
- Black vs. Brown Santa
- Label redesign



The Lost Abbey

- A brand produced by Port Brewing
- Differential price point and branding
- Movement away from Beach Centric surf theme
- Better beer lists and locations= Upsaleable
- Major Commitment to small scale batches of “Inspired Beers for Sinners and Saints Alike.”
- We are not a volume based business= no Six Pack bottles of our beers.
- Hopefully appealing to the “more sophisticated imbibers?”

The Lost Abbey Impression

New Brand needs
visual impact

Bottle, Label, Cork,
Hood wire are the
sum of all the parts

Overriding impression
is based on artistic
aesthetic

Front, Back & Liquid



The Lost Abbey Brand

- Ownership & Control
- Religious Themes
- Cork Finished 375 ml & 750 Euro Bottles
- 3 Piece “Arched Label”
- Celtic Cross for our brand image
- Pagan Symbol
- For Sinners & Saints Alike



The Lost Abbey Art Project

- All labels are original commissioned art
- Same Artist as our Port Brewing labels
- Phases and change
- Pastoral and Bucolic
- Beauty & Inspiration
- History and Allegory
- Sick and Twisted

