

TRAVEL EDITION

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# The *P*ioneer Connoisseur®

**BOB LEGGETT**

*The Cultural Exchange  
of Craft*

GRAND RAPIDS  
BEER CITY, USA

ESTONIAN ALES OF  
PÕHJALA

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May/June 2016  
Issue 24



# MAGAZINE RATES - 2017

**Total Audience:** **155,000**

75,000 Premium Members – paid & opt-in  
80,000 social media

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<b><u>Premium Readers</u></b>	<b><u>Monthly</u></b>	<b><u>Annually</u></b>
<i>Editorial eNewsletters - Daily</i> The Magazine: A full story delivered 5x per week Industry News: Mondays, Official Beer Review: Fridays	650,000 opened emails	7,800,000 opened emails
<i>Premium Web Magazine</i> BeerConnoisseur.com	10,000 article pages read	120,000 article pages read
<i>Magazine Issue Downloads (PDF)</i>	3,000	36,000
<i>Digital Magazine (Flip-Style) - Device Downloads</i> Amazon, Barnes & Noble, Zinio, Magzter, Flipster, EBSCO (Public Libraries), iTunes, Google Play	4,000	48,000
<b><u>Total Readers:</u></b>	<b><u>677,000</u></b>	<b><u>8,004,000</u></b>

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## **ADVERTISING RATE**

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File Type: *video, image, html, pixels, iFrame, other.*

Placement: *Only ad on page.*

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In addition, your ad will run for the impressions included with your \$40/m rate in the following sequence. 1<sup>st</sup> at BeerConnoisseur.com and 2<sup>nd</sup> in the daily editorial eNewsletters. Ads are exclusive on the page.

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### Overview

Our managing editor will collaborate with you to develop a mutually agreed upon story line. He will then assign the story to a BC approved journalist or it will be written in-house by the BC Editorial Dept. The completed story will then be submitted to you for final approval.

### Magazine Placement

The story will be added to the magazine edition's Table of Contents as a non-sponsored feature. It's position relative to other editorial will be determined for appropriateness by the BC editorial department.



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## Brewing With: Gabe Fletcher

Anchorage Brewing Company's new brewery reflects the artistry of the man who built it.

08/24/2015 | By: Phil Farrell



Anchorage Brewing Co. Founder Gabe Fletcher (Photo Courtesy of Anchorage Brewing)



Our writer caught up with Gabe Fletcher, a longtime participant in the Alaskan brewing scene, shortly after the official opening of his beautiful new brewery – a celebration of reclaimed wood where visitors can literally get a hands-on experience in the tasting room. It's more like a "tasting area" that flows into the fermentation room, which opens into the brewing equipment area, bottling line and very soon into a beer garden.

Fletcher's own path is similar to many craft brewers who have worked every job and held every title. What set him apart are his skills as a wood, metal and concrete artist; he has also painted some of his own labels. Fletcher's unique barley creations certainly qualify as works of art.



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# EDITORIAL eNEWSLETTERS

## Overview

The Beer Connoisseur publishes daily editorial eNewsletters. Five times per week, we deliver one full magazine article or one full magazine review of a world-class rated beer or cider. We also deliver Industry News on Mondays and the Official Beer Review, a compilation of the latest reviews from the week, on Fridays.


Our eNewsletter program has replaced our print magazine that published and mailed to homes and businesses from June 2009 to August 2015.

With an average **monthly open rate of 650,000 emails**, today we are delivering more content to more readers than ever in the history of the publication.

With an **annual readership of over 8 million**, today *The Beer Connoisseur* is one of the highest read beer publications worldwide.

## Advertising Placement

With interest of delivering the best reading experience for our audience and maintaining the highest exposure for our advertisers, we allow only one large 300x600 advertisement per email. This mimics a full page experience comparable to the former print magazine.



**Rudi Gheysier, Rodbach Brewermeister for over 20 years, contemplates the vessel through which he communes with the world.** (Photo Credit: Brewmaster Rodbach)

### THE ART OF COOPERING - PART II

#### Foeders: The Barrel's Big Brother

By: Jim Dykstra | Issue 26



Last time, we looked at what it takes to be a cooper – years of training, an intense attention to detail and a well-trained sensory toolkit amongst many other skills. But becoming a cooper is just the first step if you want to build a foeder. Though it is more commonly found in the winemaking world, foeders have a celebrated brewing tradition, championed by legendary European brewers such as Rodbach, Brewery Boon and Leffmans, to name a few.

#### What is a foeder?

A foeder (pronounced food-er), in its simplest form, is a large barrel. When exactly it becomes a foeder rather than just an oversized barrel is somewhat discretionary, but the line is often drawn at 600 liters, which is around 160 gallons, or roughly three times the size of the average oak barrel.

Foeders are also distinguished by the lengths required to construct them. As we mentioned in Part I, foeders require a speciality trained team of foeders, which works together to complete the construction over a period of weeks, or even months, depending on the size of the vessel. The world's largest foeder belongs to the brewers of the aperitif Byrrh, in France. Though no longer operative, it once held up to 1 million liters, and required 200 trees over the course of 18 years to complete.

The time such a process takes leads to a special relationship between foeders (often's Note: In France, foeder is written as "foeder") and the vessels they birth, and the amount of detail required demands more than what is asked of a standard cooper. As described in Dick Castwell and Peter Bruckner's luminous tome, *Wood & Beer*, the process is "more akin to artisanal construction than manufacture."




*The shape of a foeder may trend towards oval or more cylindrical than the standard barrel shape. Some may even come with ornamental touches.*

The obvious difference in size makes for a number of differences in foeder construction. Most notably, foeder usually have runways, allowing for access to the staves. This can make cleaning the inside a bit more comfortable, but it also means that staves must be sawn short, which can reduce the structural integrity of the vessel.

In fact, all staves for foeders must be sawn, rather than split, due to their size. Splitting wood is a more painstaking and less efficient process, but it preserves the radial grain of the wood, making for a much sturdier vessel. Therefore, in foeder-making, extra care must be taken to preserve the grain and avoid knots. Aside from the necessary foeders are also far more likely to have other bells and whistles, such as permanently mounted spigot lids, which can speed a variety of cleaning and preservative solutions within the foeder as needed. The shape of a foeder may trend towards oval or more cylindrical than the standard barrel shape, as they are generally immovable and kept upright. Some may even come with ornamental touches.

"Foeder construction involves contemplation and patience in a kind of communion with the wood and the task at hand," Castwell writes. "A scaffolding is erected that encircles the work in progress and allows access by the foeders... In various foeder works around France we saw artisans with tools and chisels in hand, vainly smoothing the channels for a runway, monitoring interior tanning, or disassembling a 13,206-gallon foeder bound for an Italian customer, each foeder taking exactly the right way to do it all. A typical foederie will turn out perhaps 200 tanks a year, compared with the spaws of tens of thousands – even hundreds of thousands, in some cases, of smaller barrels produced by their outworking cooperages. Cranes and forklifts are needed to move them along the planes of their construction, as well as out the door once completed, a far cry from the benevolently dismissive roll along the way of the individual barrel."

As Castwell suggests, the movement of a foeder is a serious undertaking, and can be disastrous if not done with great care. Weeks of labor and thousands of dollars can be undone with a heavy hand. Often, foeders will have to be disassembled just to make it in the door, only to be painstakingly reassembled inside, as was the case for Anchorage Brewing Company's Gable Fletcher.




*This foeder appears to be on its way out the door. Rolling a vessel of such size would likely require significant repair upon reaching its destination, though it*

### Placement: 300 x 600

As supply for runways demand. Similar to the used-barrel market, craft brewers have historically bought foeders secondhand, most commonly from visitors who require fresh foeders for their wine. On the visitor will exchange a used foeder for a fresh one from the foederie for a discounted cost. The foederie can then resell the used foeder to a brewer for a premium, as the well-used nature a used vessel impacts are often preferable to brewers.

One of a growing number of exceptions to the secondhand rule is Asheville's Wicked Wood, whose Funkatorium is the East's first and best sour and funk-only taproom. Foeder and head brewer Walt Dickenson bought his first foeder from a California winery, with less than satisfactory results. Since, he has resolved only to buy new foeders, choosing to purchase from Nadalé, a French cooperage.




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The Perfect Purée



**Asheville-based Wicked Wood's Funkatorium, the funky jewel of the Southeast.** (Photo Credit: Wicked Wood)

Despite the added shipping costs, American buyers often preferred European cooperages for their expertise and heritage. After all, they are the progenitors of the craft. But America has recently become home to its own foederie, and while there are cooperages in the U.S. that can maintain and repair, St. Louis-based Foeder Crafters of America is the first of its kind.


The yankee foederie America was founded by Justin Saffell and Matt Walters, who have been crafting foeders from American White Oak for about two years, with vessels ranging in size from seven to 250 barrels, at a cost of \$6,900 to \$43,000 respectively. Though that may seem exorbitant, their prices are an estimated 20 percent cheaper than European competition, even without shipping cost.

So what does it mean to acquire a foeder? The cost of a foeder is just one of many considerations due to the large investment of resources and risk involved. One must understand the most intimate vagaries of the wood-aging process, and how they will differ from a barrel to a foeder. They must also have a firm grasp on the maturation and blending processes of foeder beer, as it can quickly turn for worse – or better. Lastly, a brewer in possession of a foeder must know at least basic barrel maintenance, which becomes increasingly complicated as the size of the vessel increases, although not entirely different. Basically, anyone interested in acquiring a foeder should experiment with a standard barrel first; there's just too much at stake.

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**New Belgium's wood cellar manager Lauren Salazar keeps a detailed log of each beer inside the brewery's 64 foeders – how they taste, their maturity level, and what they may blend with.** (Photo Credit: New Belgium)

Stay tuned for Part III, in which we'll discuss how barrels are made from tree to stave.



**Jim Dykstra**  
Jim, Editor, has called *The Beer Connoisseur* home since September 2014. He received his bachelor's degree in Journalism from Kansas State University, and when not writing or copy editing for BC, he divides his time between exposing love, humor and professional empathy by riding the rhythmic waves of weightlifting, mobility and Ultimate Frisbee.  
That's not to mention he professes to be the Best Beers Ale for enthusiasts. Foeders Brewed Since for muscle recovery, and is not afraid to wear a denim dress shirt when the need arises.

Read more [here](#).



#### COMMUNICATIONS PREFERENCES

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**\$1.15 per word - gross**

## Overview

Our managing editor will collaborate with you to develop a mutually agreed upon story line. He will then assign the story to a BC approved journalist to research, conduct interviews and compose the feature. The story will be submitted to our Managing Editor for editing and fact checking. The completed story will then be submitted to you for final approval.

## Artwork

Supporting imagery supplied by you at no cost.

Stock photography supplied by BC will be billed at cost + 20%.

Professional photography may be contracted and art directed at cost + 30%.

## Magazine Placement

The final story will be added to the edition's editorial and to the Table of Contents. It's position relative to other editorial will be determined for appropriateness by the BC editorial department.

The *Beer* Connoisseur Premium WebMagazine


MAGAZINE BEER REVIEW INDUSTRY & PEOPLE FOOD & TRAVEL BEER & TRENDS STORE

EDUCATION BREWERY TOURS BEST-OF NEWS BLOGS NETWORK COMMUNITY EVENTS

### Jameson Caskmates

Caskmates Brings Whiskey And Stout Back Together Again

11/04/2015 | By [Jonathan Ingram](#)




It's not an unusual practice for people to round out the potency, inspiration and fire of whiskey with beer. From the classic shot of whiskey and a beer chaser sometimes favored by drinkers to distillers using ex-beer barrels to add a soft, ale-like vignette to their whiskey, the idea has been around.

But a microbrewery and distillery within 12 miles of each other in Cork, Ireland have come up with a new and engaging approach. Shane Long, the head brewer at Franciscan Well Brewery created an imperial stout conditioned in barrels previously used to age Jameson Irish Whiskey. The barrels were then returned to Dave Quinn at Jameson Distillery, where Jameson was added back into the barrels.


The result is what has been branded Caskmates and an entirely new approach to whiskey, which in this case includes a touch of hops in the aftertaste. Not only is the triple-distilled whiskey smooth with its nose of fruit, there are notes of cocoa and a touch of coffee roastiness followed by a faint aftertaste of hops.

Both the Premium Stout of Franciscan Well and the follow-up of Caskmates were well received in Ireland. The whiskey is already in distribution in the U.S. and Jameson is encouraging the future arrival of the Premium Stout to the U.S. as well.

"Beer and whiskey go well together," said Patrick Caulfield, the senior brand manager of Jameson, "but the beauty of this whiskey is that it wasn't planned out from a long term perspective. It really was down to a close relationship between Dave and Shane that it became something we needed to bring to our consumers."



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Shane Long, head brewer at Franciscan Well, and Dave Quinn, Head of Whiskey Science at Jameson enjoy a glass of Caskmates.

On the other hand, Jameson has long been using a variety of barrels to create its whiskeys. "We age Jameson whiskeys in port, sherry and bourbon barrels," said Caulfield, "but the beer barrel was born out of a conversation."

Caulfield himself is from Dublin and is now working in New York, which gives him a unique perspective on the discovery trend in both the beer and spirits market. "Today's world is all about people discovering something different and new," he said. "It allows Jameson to do something relevant. It's amazing since I arrived in the U.S. four years ago just how much people's sense of discovery and the repertoire of brands, whether it's whiskey or beer, has evolved massively."

1 2 3 4 next last

# MISSION

## *Discover the World of Beer™*

Delve into the world's premier beer magazine as it explores beer culture both in America and abroad. As you may already know, the beer industry continues to grow at an exciting pace. After years of swirling, sniffing, and spitting at wine tastings, the public is discovering another way to enliven and tantalize the taste buds. Craft beers continue to find their place with some of the most intricate and delectable creations of our time.

Beer has also earned itself a place at the dinner table and it is now taking the lead in the culinary world as the finest accompaniment to the world's best cuisine. Finer dining establishments are featuring beer stewards and Cicerones who guide trendsetters to pair entrées with the proper beers.

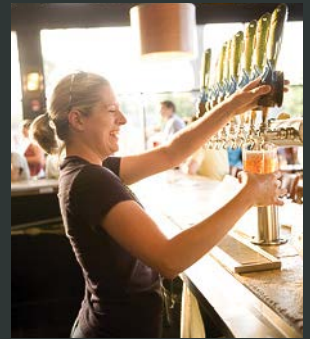
*The Beer Connoisseur*® is the leading authority of this world-wide phenomenon, with a goal of delivering the message to those who have yet to embrace this rich lifestyle.

The reader will find magazine articles and unique online content on craft beers and those who brew them. You may also expect in-depth beer reviews, the best in dining, cooking with recipes, international travel articles, brewery tours, industry personalities, up-close beer-style studies, culture, trends and more.

We hope you enjoy!



Mr. Lynn Davis  
Founder & Publisher



# THE READERS

# THE READERS

*The Beer Connoisseur*® readers are as diverse as the beer they seek-out. They can be categorized as the: **Beer Intrigued General Public, Beer Connoisseurs** and **Industry Influencers**.

## **BEER INTRIGUED GENERAL PUBLIC**

Contributing to over 50% of our readership, this class is described as being craft beer novices and have taken notice of the ever-growing craft beer movement. They are aware of the increased market share and are thirsty for knowledge and direction. They are highly impressionable and *The Beer Connoisseur*® is typically their only source of information on beer. They are the general public aged 28-48, 60% male, 40% female with an estimated average AHHI of \$80,000.

## **BEER ENTHUSIASTS**

This active group of readers constitutes 30% of our subscribers. The trend setters of the craft beer movement, they are typically young professionals, appreciate gourmet foods, enjoy adventure and travel, are informed of the latest technology and have an appreciation for all things craft. They are 25-38 years old with an average income of \$65,000.

## **INDUSTRY INFLUENCERS**

This group includes 20% of our following and are beer, restaurant and food industry professionals that use the magazine and its content as a resource. Bar & restaurant managers, servers, chefs, Cicerones, Sommeliers, retailers and more, use the information to help them make recommendations and educate their clientele. Establishments display the magazine for patrons to read. Beer distributors and industry managers educate their sales forces and stay up to date on consumer trends.

Premium Members	75,000
Frequency	6x
Impressions / Issue	1,300,000
Paid / Opt-in	100%

\*As of June 1, 2017

## **Gender / Marital**

Male	67%
Female	33%
Married	53%

## **\*Age**

< 25	15%
26-35	45%
36-50	25%
51+	15%
Media Age	36 Years

## **\*Household Income**

\$151k+	17%
\$126-150k	13%
\$101-125k	10%
\$76-100k	19%
\$51-75k	24%
\$31-50k	11%
\$0-30k	7%
Median HHI	\$85,000

## **Education & Occupation**

Advanced Education+	15%
College Degree+	61%
Attended College	80%

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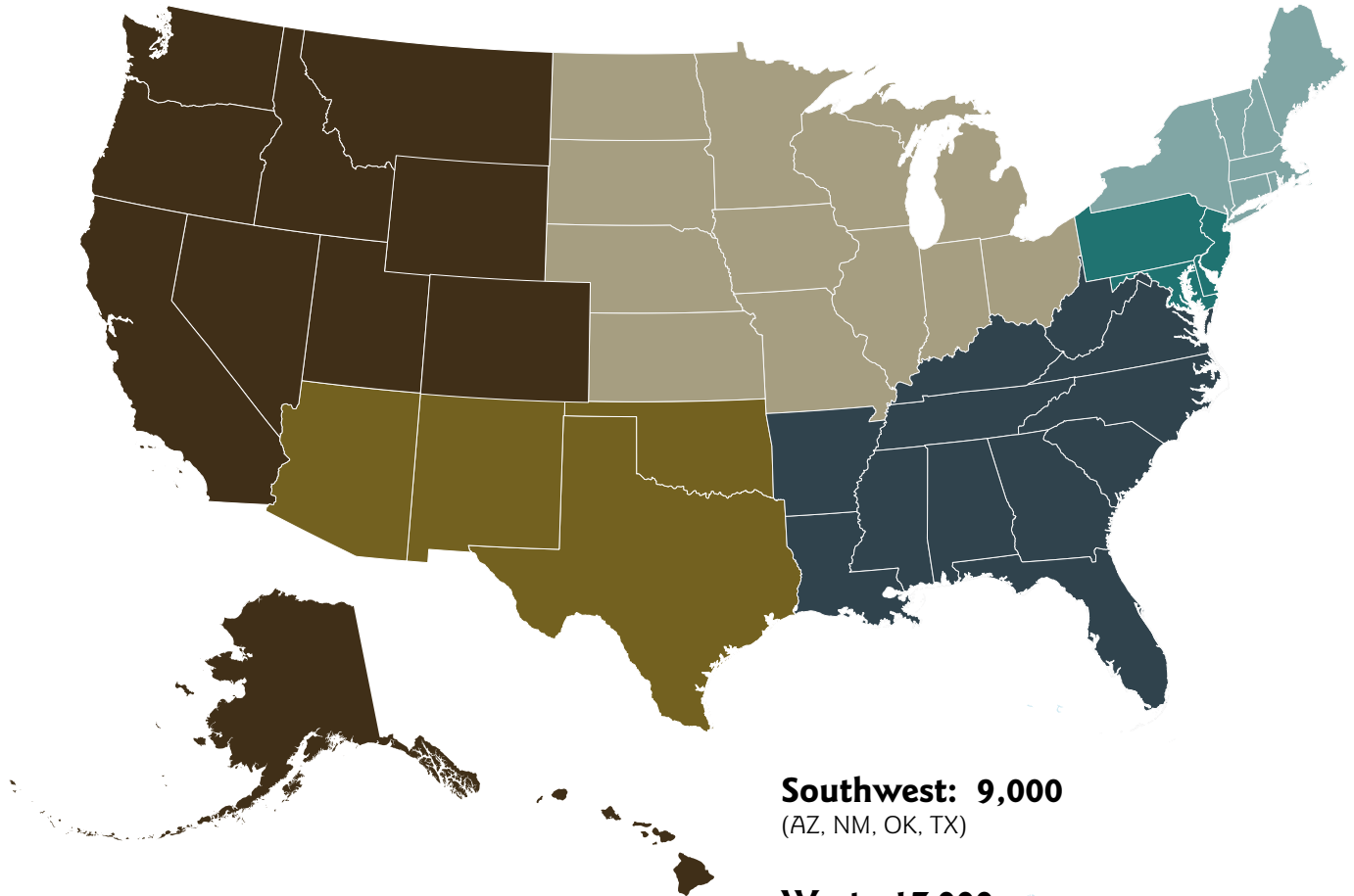
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**Mid-Atlantic: 13,000**

(DC, DE, MD, NJ, NY, PA)

**Midwest: 10,000**

(IA, IL, IN, KS, MI, MN, MO, ND, NE, OH, SD, WI)

**New England: 11,000**

(CT, MA, ME, NH, RI, VT)

**South: 12,000**

(AL, AR, FL, GA, KY, LA, MS, NC, SC, TN, VA, WV)

**Southwest: 9,000**

(AZ, NM, OK, TX)

**West: 17,000**

(AK, CA, CO, HI, ID, MT, NV, OR, UT, WA, WY)

**\*Paid & Opt-In Audience: 75,000**

**United States: 52,000**

**Canada: 1,700**

**Europe: 600**

**Other World: 700**

\*Proprietary data

\*\* Numbers rounded to nearest 100 or 1,000

\*\*\* Updated June 1, 2016

**The Beer**  
**Connoisseur**  
MAGAZINE

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Issue 2, Spring 2010



**BEER GOES  
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# AWARDS & RECOGNITIONS

# AWARDS & RECOGNITIONS

**2012** – North American Guild of Beer Writers awarded Martin Thibault "Best Magazine Writing" for his "Top Secret - The Farmhouse Brewing Traditions of Lithuania" in the Summer Issue #11.

**2012** – Awarded 3rd Place in the Red Bull Soap Box Race in Atlanta, GA in front of 50,000 spectators.

**2011** – Received unsolicited television coverage on Bill Maher's HBO Comedy Show, Real Time with Bill. "As seen on Real Time with Bill Maher Show 9/16/11".

**2010** – Awarded the "Award Excellence" for its Spring 2010 issue by The Printing Industry Association of Georgia.

**2009** – Awarded the "Best of Category" for its inaugural 2009 issue by the Printing Industry Association of Georgia.

**2009** – Winner of the Red Bull Soap Box Race in Atlanta, GA. The magazine received widespread local coverage, Southeast regional television exposure on FOX SPORTS SOUTH and national coverage on ESPN's Top 10 Plays of the Week.

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