

# MALT OF THE EARTH

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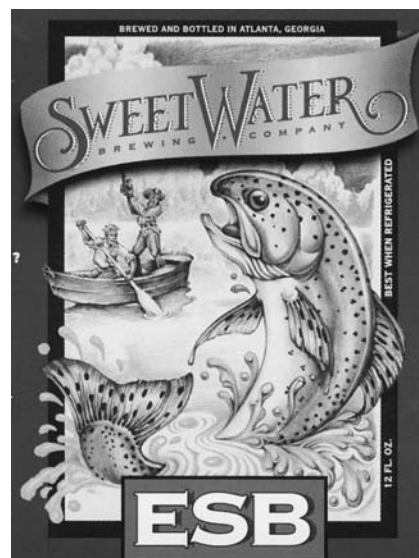
MICROBREWED BEER OF THE MONTH CLUB

## SWEETWATER BREWING COMPANY

You got your 3 friends that are all equally passionate about quality beer. You got your business plan, some start up cashola, and BAM! ...you've got your grassroots microbrewery producing some fine beers. The first thing the lads that founded Sweetwater did was to move halfway across the country from Colorado to Atlanta.

Why would three good friends make such a sacrifice? Well, the answer is two-fold. First, Colorado continues to be the top market in the country for microbrewed beers. It leads the country in many brewing categories, including most breweries per capita, most number of individual beers available for sale and most barrels of beer produced annually. Bottom line? Barriers to entry, Baby. So it's off to "Hot-Lanta" where educating the general populace on the finer points of freshly brewed craft beer are slightly more challenging...But there are that many more to convert!

The Sweetwater Brewery officially opened on February 17th, 1997 and quickly began winning over the taste buds of beer lovers all over Georgia. For anyone in the brewing industry, this came as no surprise. Fredrick Bensch, Sweetwater's master brewer, had repeatedly proven himself at the Oasis Brewery, Rockies Brewery, Mile High Brewing Company and at the Marin Brewing Company. If you aren't familiar with these breweries, they are some of the more respected breweries in the country. Marin holds literally dozens of Gold Medals from the Great American Beer Festival. Kevin McNerney, Sweetwater's head brewer, had already turned heads brewing for Rockies Brewery, Avery Brewing Company and Mammoth Brewing Company. And Matt Patterson, the final piece in the puzzle, had helped put Breckenridge Brewery on the map as their Western Regional Sales Manager. With their combined knowledge of the brewing industry, this was a brewery



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## GREENSHIELDS BREWING COMPANY

Greenshields Brewery & Pub is among the oldest brewpub operations east of the Mississippi. It was founded by Gary Greenshields, a native of Oklahoma, who has over 25 years of experience in the beer and beverage industry.

Gary started out in late 1987 researching brewpubs throughout the U.S and Canada and finally decided to start up the business following a month-long pub-crawl through England and Scotland. Believing that it is better to visit snow than to live in it, Gary limited his search for a location to the nice weather states of Kentucky, Virginia and North Carolina. Raleigh's Old City Market seemed to offer the right ambiance and so Gary and his wife moved from Winston-Salem in early 1989 to build their dream.

Operations kicked off in the summer of 1989 in a 200 seat restaurant in Raleigh's historic Old City Market building, where the beer was brewed in a new 10 barrel "old English" style brew house designed and commissioned by Michael Lewis. The 1989 facilities proved too small to satisfy Raleigh's taste for hand-crafted beer, so in 1993 an expansion of both the restaurant and the brewery began. When all was said and done, another 200 seats were added while keeping with the cozy English manor house decor style.

The expanded brewery is built around a 25-hectoliter brew house constructed by the notable Kaspar-Schulz, a German company that has been in the business since 1677. Brewing operations are directed by German brewmaster Thomas Kunzmann, who has over 20 years of training and experience. With three years of training to become a brewer and a malter, an additional two years in practical, and another two years to get his Brewmaster and Maltmaster Degrees, it's not hard to see that Thomas is

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