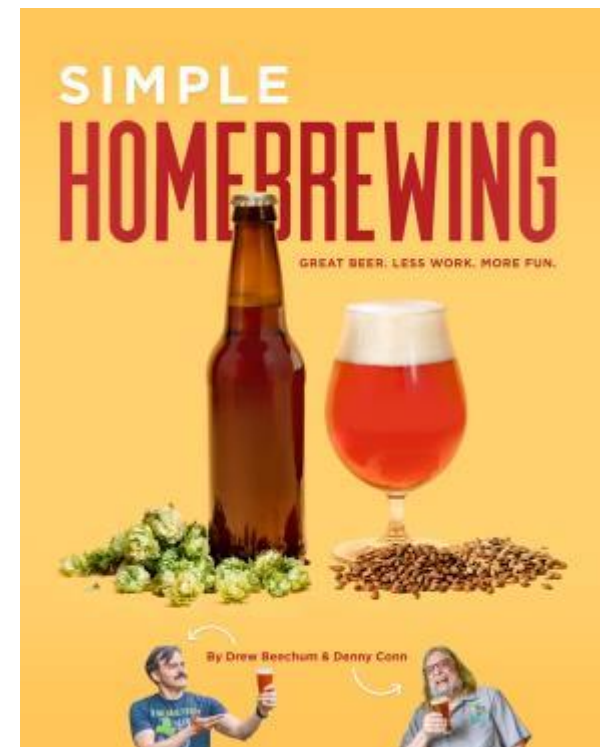
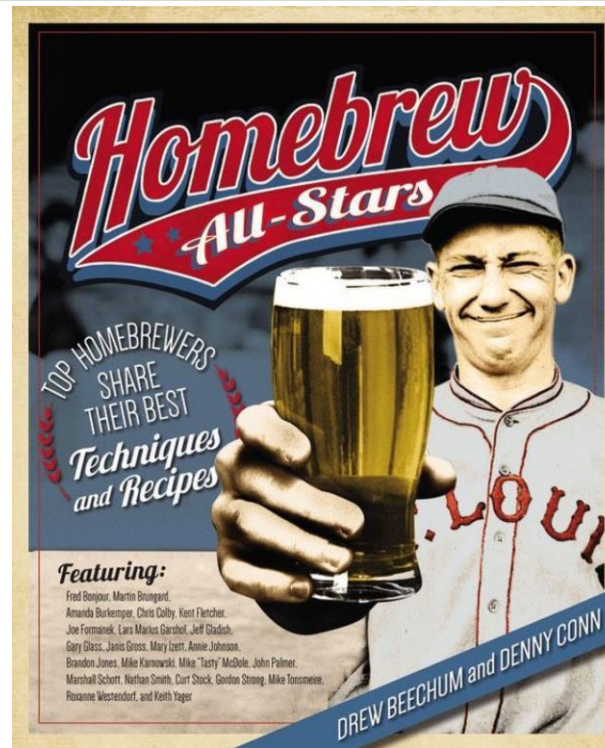
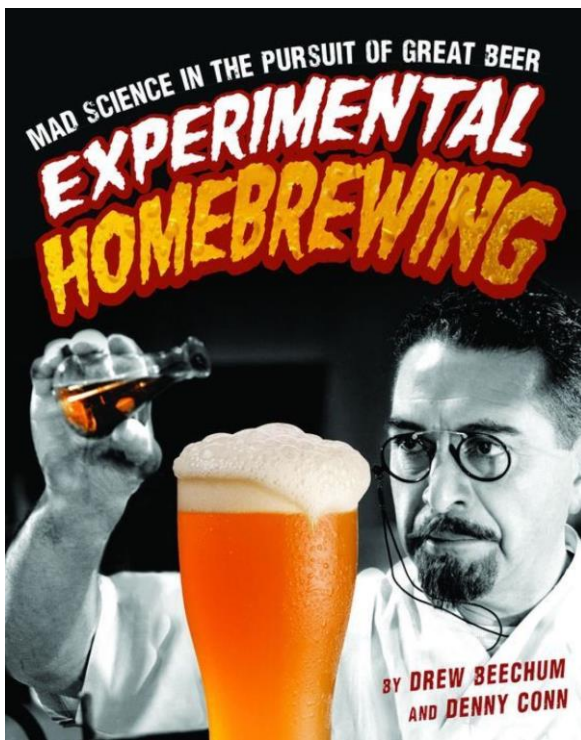


Simple Homebrewing

Great Beer, Less Work, More Fun





Time To Get the Commercial out of the Way

We Have “Issues” – It Happens After Nearly 40 Years of Steaming Hop Facials

Three Most Recent Books – Experimental Homebrewing, Homebrew All-Stars, and Simple Homebrewing

EXPERIMENTAL BREWING



We're not done yet!

PODCASTS

Experimental Brewing

The Brew Files



Fermentation is Entropy, Captured

It's natural, it's happening, it's up to us to control it.



We have a problem...

We tend to overthink the living bejesus out of it.





This is how we started

Roughly 15,000 year old grinding gear.

Zagros Mountains in Iran

Be More Like The Goat

Seriously, he's having fun

Yes, that's a Bock he's having



What Do We Mean By Simplicity

- Denny's Brewing Mantra

“Brew the best beer possible
with the least amount of work possible
while having the most fun possible.”

- What “Simplicity” means is definitely very, very personal.

Why Do We Care?

■ Let's Talk The Market

- Retailers – Sales are down.
 - 2015 Sales down 4% from 2014
 - Even Worse For Older Shops (5+%)

■ Demographics

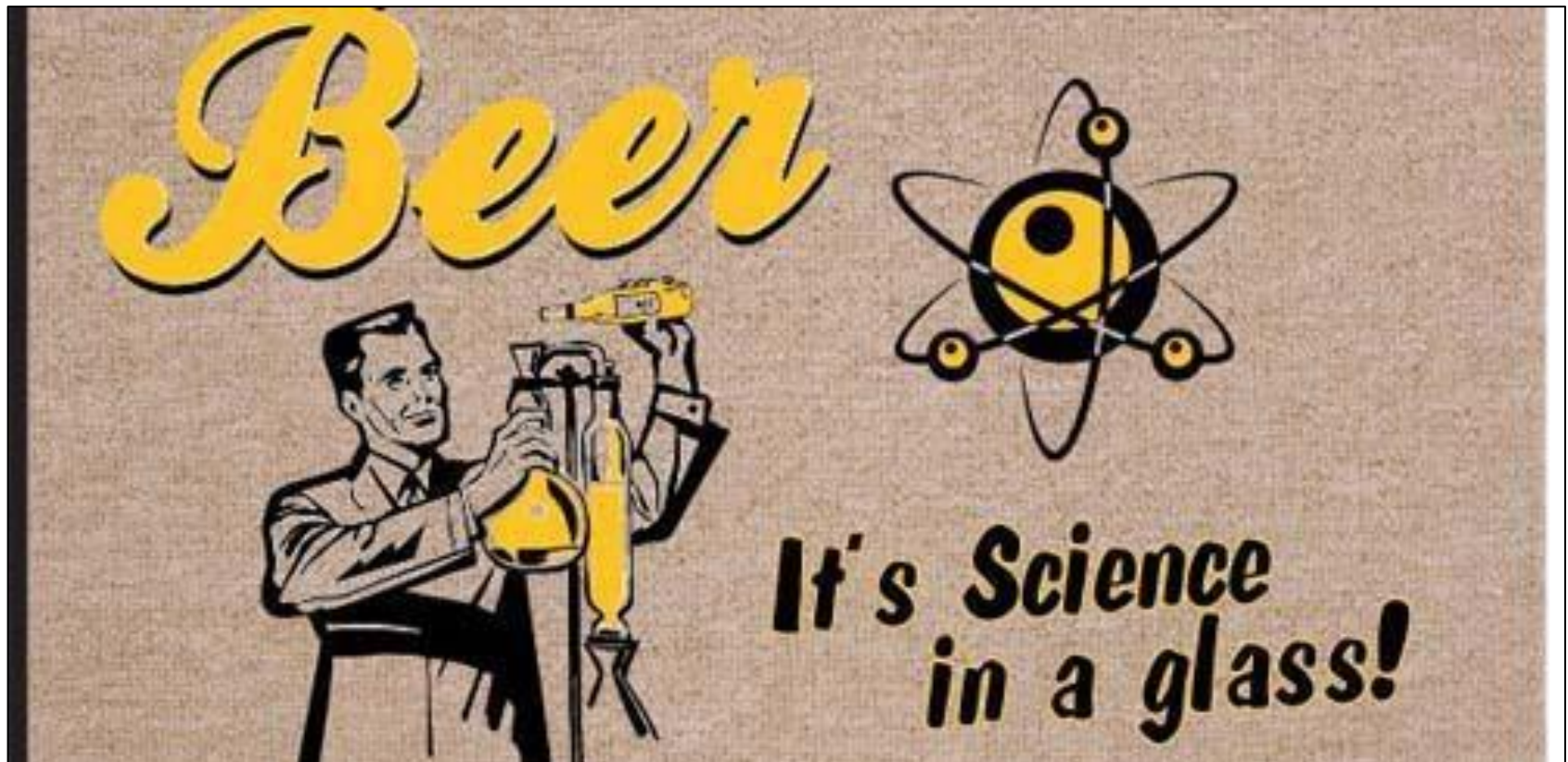
- Newer brewers ≠ “Homebrew 4 Lyfe”
- Homebrewing is one aspect of Maker Lifestyle (RIP Maker Studios)
- Increased involvement in kid's lives means less time for hobbies

■ This means simpler processes / ingredients / etc

- Small batch
- Automation
- Weeding out unnecessary steps

Here's Our 2 Reasons

- Simpler Techniques means I'm more likely to brew
 - How many of you still bottle?
- Simpler Recipes tend to taste better says Drew
 - Not saying complex recipes can't... just saying
 - Denny's not so sure about that



Science Allows For Simplicity

aka how to get away with murder in the brewery

Experimentally it seems:

- Yeast Vitality Matters the Most
- It takes quality ingredients to make quality beer – don't waste your brewing time with less than the best you can get
- Water Chemistry impacts tasters
- Fermentation temps – some what
- Mash temps – meh
- All the fiddly things we do – they're fun.

Inertially Speaking

- Inertia kills brewing days – so many of ours at least
- The easier things are, the more likely you are to brew
- Do everything to smooth the path to brew day
- Preset Your Brew Day
 - Water Set
 - Yeast Started
 - Grains milled
 - Everything Cleaned
- Checklist
 - Incredibly valuable!
- Lastly, hold off on the drinking

But I Like My Complicated Method!



Simplicity in Technique

Look for Alternatives to Traditional Processes

- Fly Sparging? Fuhgeddaboutit!
- Batch Sparging is faster and easier
- Actually, why sparge at all?

Small Batch Brewing

- Could have knocked us over with a feather
- Less Space Intensive
- Less Expensive (Different gear too)
- More friendly – physically (aka less weight)
- More friendly – psychically (aka less stress)
 - Easier to Experiment
- Brew in a Bag perfect for this

Extract

- Extract Beer Sucks... or do extract brewers?
- We know the answer.
- Extract makes excellent beer, as long as you respect what it does
- This was a “Drew Pissing Off the World” Special
 - Kettle Soured Rye and Pils Extract Beer with ECY Bug Country
 - Made with the leftover water from my HLT and about 10 minutes of work.
 - Was it the best beer ever - no



Extract Berliner Roggen

5.0G at 1.044, 5.2%ABV, 2 IBUS

Malt

3.3 lbs Briess Pilsen Light LME

3.3 lbs Briess Rye LME

Hops

0.125 oz Magnum 12.0% 15 minutes

Yeast/Bugs

ECY Bug County / US-05

Mix extract with 4.5G of 130-140F water. Top to 5G and cool to 110F

Pitch ECY and flood kettle with CO2* and wrap top with plastic. Keep warm for 3 days.

Bring to boil for 15 minutes with hops, chill and pitch yeast.



Brew in a Bag

Seriously – does it get any easier?

How many BIAB?

How many even did anything else?

Remember at one point Batch Sparging was heresy

Photo stolen from the AHA



Fast'n'Easy Brewing

- Look around your kitchen for things you can use for brewing
- Make use of your existing pots, pans, spoons, measuring tools
- A great excuse to splurge in a ThermoPen for both brewing and cooking!



20 Minute Brewday

- Believe it or not, a 20 minute mash and a 20 minute boil work!
- Increase your bittering hops by 50%
 - This is a great place to use your brewing software!
- Using BIAB and doing a small sparge, expect about 75% efficiency
 - That's what we got in our trials
 - With BIAB, you can crush very fine
- No sparge gets you almost exactly the same efficiency

Simple High Tech



Trading \$\$ for Simplicity

- All in one systems make your life easy
- Minimal set up and cleaning time
- Can be used indoors
- Varying levels of automation – chose what works for you
- The brewer makes the beer-the equipment just helps

Case in Point

- Neither of us have time to brew
 - Drew has a full time job, Denny's retired and therefore has no time
- Using these systems gives us the freedom to brew and do other things
 - Like a podcast
 - Or a book
 - Or something that actually pays the mortgage

Simple Yeast

Aka the key to every great beer

Liquid or Dry

- Dry yeast is easier to work with
 - No starters or aeration (most of the time)
 - It's ready when you are
 - Now, apparently, you don't need to rehydrate
- Lack of variety, but that's changing
 - Saison!
 - W-34/70 nearly makes everything
 - Kveik
- Liquid = more variety and more effort
- Starters and aeration usually necessary – Simplify!
- Canned wort – the ultimate convenience

Simple Yeast Starters

- The “Shaken Not Stirred” Method – no yeast calculators or stir plates needed!
- Same thing we did in the past, but with a twist
- Put 1 qt. of 1.035ish wort in a gallon container
- SHAKE it til the container is full of foam (don’t use foam control!)
- Pitch your liquid yeast into it
- Pitch the entire thing at high krausen into your batch

Simple Water

The Method

- Use a good water calculator – we both like Bru'n water
- Pick a profile based on beer color and flavor, not location
- Adjust minerals to get the flavor profile you want
- After you see what that does to pH, adjust pH
- Sulfate:Chloride ratio is a good indicator, but absolute numbers matter more

Too Much? The Simplest Thing

- Learn what your water does well.
- Stick to it (It's the traditional way)
- Do At Least ONE Thing

REMOVE THE
CHLORINE/CHLORAMINE

- We use Campden/Potassium Metabisulfite

Simplicity in Recipe Design

Templates

- Don't reinvent the wheel
- We all have recipes that we know work.
- When faced with a new challenge we can either choose to build from scratch or revise what we know.
- Example – Pale Ale.

Drew's Template – Basic Pale

5.5G, 1.054 OG, 7SRM, 32 IBUs

Malt

10 lbs Pale Malt

1 lbs Munich

0.5 lbs Crystal 60L

Hops

0.6 oz CTZ 12%AA 60 minutes

0.6 oz Centennial 7.8%AA 10 minutes

0.6 oz Cascade 4.4%AA Steep 20 minutes

1.0 oz Cascade Dry Hop 7 Days



Last Thoughts

- Focus on the Clearest Path to Beer that Satisfies You
- Clear the Mental Roadblocks to Brewing
- Revisit Your Process to Find Simplicity
- Key on:
 - Sanitation
 - Yeast Health
 - Water Quality
 - Fermentation Temperature
- The Biggest Way to Make Brewing Simple?
 - Brew Often to Build Memory

A photograph of four hands holding large, condensation-covered beer mugs filled with golden beer and thick white foam. The mugs are being held up in a toast against a solid purple background. The word "Questions?" is written in large, white, sans-serif font across the center of the image.

Questions?