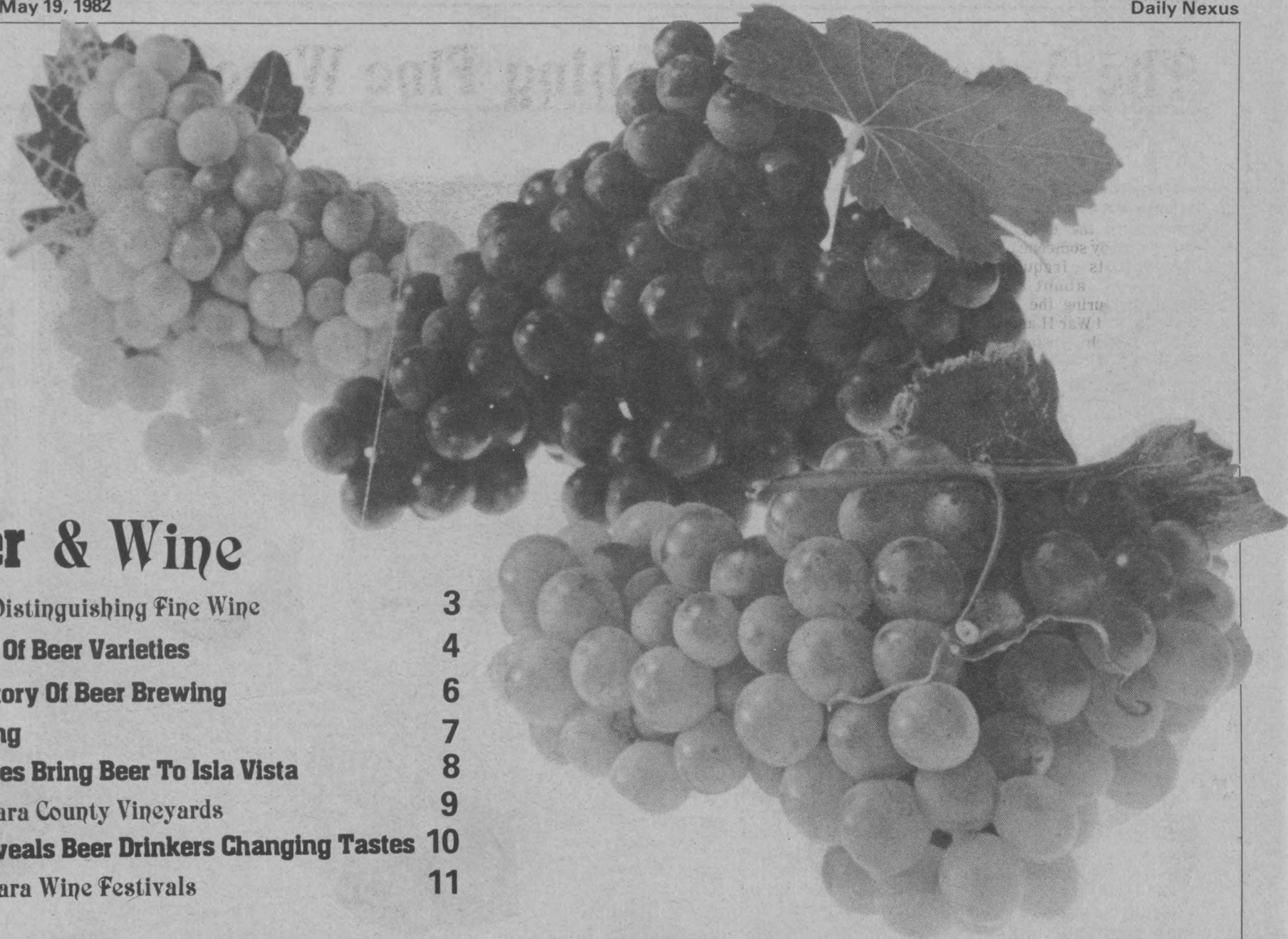


BEER & WINE

A DAILY NEXUS
ADVERTISING SUPPLEMENT
MAY 19, 1982



Beer & Wine

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The Art of Distinguishing Fine Wine

A long time ago an old Italian told me that the finest wines were the ones that were made by someone else. My parents frequently reminisce about San Francisco during the early part of World War II and the little French restaurant. Dinner and a bottle of either Chateaux Margaux or Haut Brion cost only a few dollars, and oh, "what a great dinner." Times sure have changed.

Obviously times have changed, and many bottles have gone by the wayside; but little has changed regarding the very basic definition of what fine wine is. Toward the middle of the 19th century France made into law a definitive proclamation stating that only four vineyards were permitted to possess exclusively the first and finest reputation. In the first century A.D. Pliny the Elder documented the importance of the vine and its care as being the first consideration of making fine wine. Historically, growing fine wine grapes was no mystery.

However, in modern times things have gotten a bit confused. Most producers of wine have come to the conclusion that with the aid of modern technology and the numerous scientific advancements in the area of fermentation science that almost all commercial wine qualifies as "fine wine." No doubt that in a perspective that encompasses the last 500 years, today's vin ordinaire is in many ways superior to the very finest wine available to Thomas Jefferson just 200 years ago. That is not the entire story though; fine wine is much more than the merely well made wine.

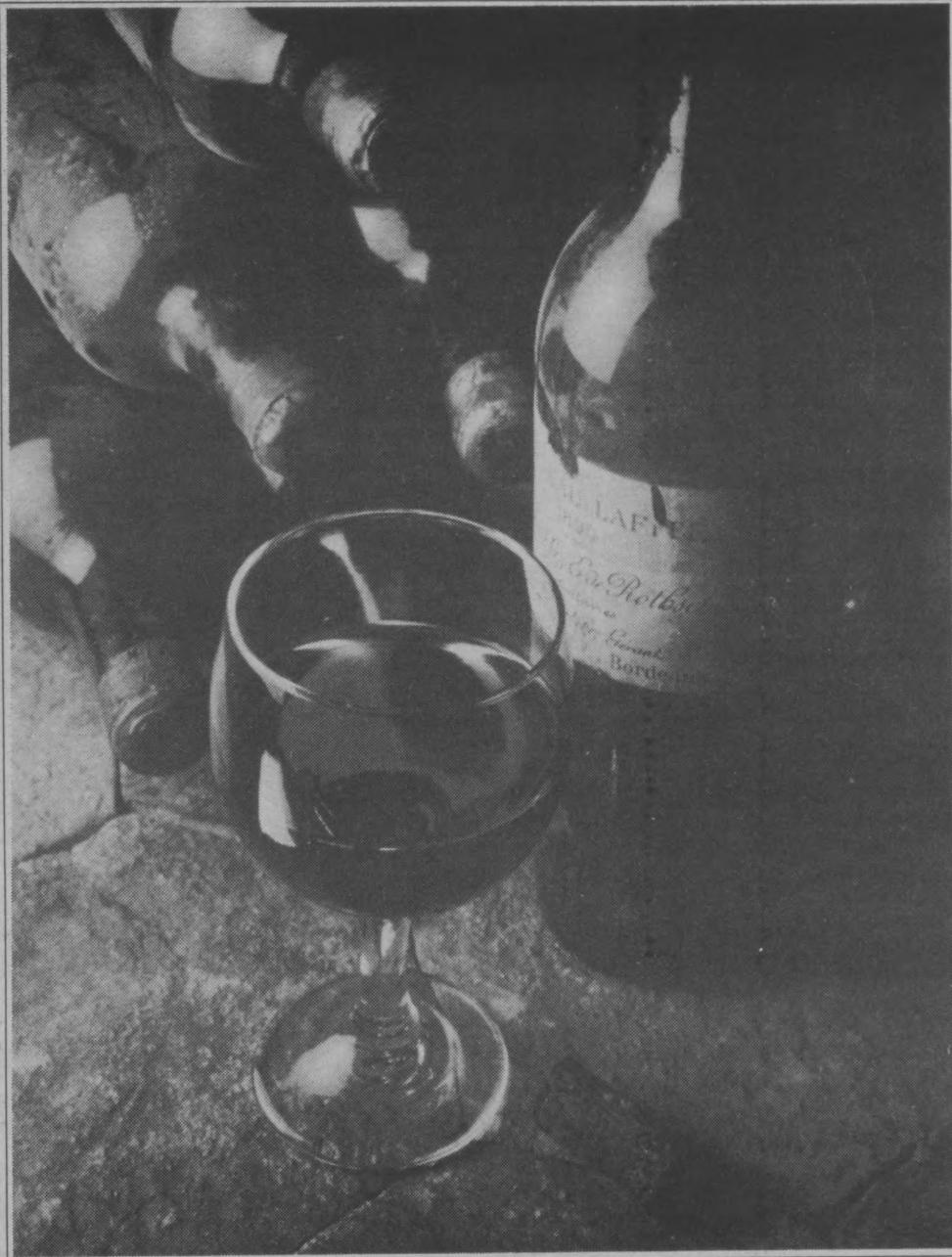
Fine wine begins with the very finest varieties of grapes grown on specially selected sites. The grape variety, or clone, is a specific one, or sometimes several, that produces a wine of special properties, quality and value. The geographic location has been

selected because of the soil, the climate, and in the past because of tradition or because of the civilizing effect that grape growing possesses.

Combined into a mysterious unity these basic elements are the foundation upon which only the very best wines are produced. Today's grape grower often chooses his site for a vineyard strictly using economic or basic agricultural considerations; for example, water or soil fertility, or usefulness for other crops. These are not what make a good vineyard location. Traditionally, vines must be stressed both by the soil and the weather. Geographically, the best vineyards are on soils that can support little else, except maybe olives. Most of the vineyard sites in California are located on land that is both very fertile and located in a climate that is at worst gentle. Furthermore, the grapes grown come from specially treated, disease-resistant stock that have been referred to as "super." These grapes produce prolific quantities of mediocre fruit, that in turn produce copious quantities of commercially "fine wine."

Fine wine can only come from those special vineyards that produce meager quantities of intensely concentrated fruit. The conditions for this qualification are quite simple. Generally fine wine must be the first thought of the grape grower. The grower must not be preoccupied with the quality or tonnage per acre. He is not a farmer, but a winegrower.

Of course, there is more to fine wine than just the fruit, but frankly, not much more. Simply, the finest wines are visually attractive. They draw one's eye. Their color is beautiful, and brilliant clarity follows, quickening the senses. The age and condition of the wine can first be detected through color. With experience the



color value is significant.

Next, the winetaster smells the bouquet, or nose of the wine determining the qualities of its aroma. Bouquet is the first sign of a fine wine. It is the odour created by the wine's development: by the esters and aldehydes formed by slow oxidation. Again, though, experience tells much of what should be known, even the novice should be able to distinguish between an everyday wine and the very special one. Fine wine has a charming character that is

distinguished, and should be particularly memorable. Often it "jumps out of the glass" with a fine scent, a scent that is alluring to the olfactory sense.

The eye tells first, then the nose confirms by noting the aroma and bouquet, confirming the maturity and quality. But it is the palate that finally concludes. Tasting is believing. And a very good bottle of wine should have flavors and nuances that truly test the palate's ability to distinguish the fine from the very fine. Great wines are not always the most obvious ones. Mostly the finer the wine, the finer, the more elegant the flavor. In other words, the flavors in fine wine are very well balanced between the components such as acids, tannin, alcohols and the various fruit extracts.

Between the two elements of fruit and skillful winemaking we come to the conclusion that wine, and other forms of nature's expressions, comes in many manifestations. So many in fact achieve a level of satisfaction with apparent ease. So the next time you would like an experience to remember try to find the subtle qualities in a fine bottle of wine. It will enlighten the senses, excite your intellectual faculties, and try your capacity to reckon with the sublime.

Written by Ransom P. Greenfield of May-fare Wines, Inc.



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A Glossary Of Beer Varieties

Ale (Top-fermented) — Term for top-fermented beers. Usually copper-colored. Aging process usually occurs in both barrel and bottle — thus ale is considered conditioned, not lagered, as are bottom fermented beers. Most beers imported from England are top-fermented ales, porters and stouts, and best served at warmer temperatures than lagers.

Lager (Bottom-fermented) — Generic term for all bottom-fermented beers. Lagering means aging at cool temperatures. Lager beers are aged at the brewery in mass. Lagers generally are light, both in taste and color. Most American beers are lagers and have evolved from the brewing style introduced by German immigrants in the 1800s.

Exports (Bottom-fermented) — The term is most often seen on European beers which, in fact, are not typically exported. Export is a style. These beers tend to be slightly stronger in alcoholic content than Pilsner, but less highly hopped. Higher gravity created by a larger ratio of

malted barley to water, creates a golden sauterne-like hue.

Pilsners (Bottom-fermented) — Pilsner derives its name from the Czechoslovakian city where the style type developed. Pilsner is one of the classic beer styles. Highly hopped, fresh taste with a greenish gold color. Belgium and Luxembourg are famous for their classic pilsners.

Dortmunders (Bottom-fermented) — Beers of the Dortmund style are synonymous with Exports. Geographically they must come from this West German city, which is one of Germany's largest producers, and boasts six major breweries.

Dark Beers (Bottom-fermented) — This is a beer produced with a higher percentage of dark-roasted malted barley than other bottom fermented beers, which makes its color easily distinguishable.

Parisienne Beer (Bottom-fermented) — A pale amber colored beer with a full bodied, creamy taste. Beer of this style was popular in Paris, as the style of the city in the 1800s. Today in France

only the Parisienne style of beer is made with all malted barley.

Trappiste (Top-fermented) — A strong ale produced only by five Trappist monastery breweries entitled by the Belgium government to use the name Trappist. Naturally brewed in a style dating back to the 1100s, these beers are full bodied in taste and burnt amber in color. Uniquely, they are fermented three times during production. (Initial fermentation in fermenting vats, second during cellaring, and third in the bottle).

Gueuze-Lambic/Kriek-Lambic (Spontaneously fermented) — A style of beer

that is unique due to its spontaneous fermenting process which produces a beer with champagne characteristics. These beers are produced only within a 10 mile radius of Brussels. Kriek-Lambic undergoes a second fermentation after the addition of whole black cherries. This beer is red in color, with pink foam.

Brown Ale (Top-fermented) — Brown Ale is style traditional in the northeast of England. It is rich without being filling and is dry with the slightest hint of honey. The beer has a characteristic reddish tone.

Stout (Top-fermented) — Stouts are high gravity beers which are thick in con-

sistency and dark in color. The dark color is attributed to the high degree of roasted-burnt barley used in its brewing. Stouts are very hearty, with a pleasing bitter taste. Styles of stouts include sweet, milk, bitter, and Russian Imperial (a robust brew introduced to Scandinavia during the Czarist Empire).

Wheat Beers (Top-fermented) — A distinct variety of German beer made from 60 percent malted barley and 40 percent wheat. The unique light crisp flavor is attained from the wheat used in its brewing. It is always bottled due to its froth, and in Germany is served with a slice of lemon.

Copper Ale (Top-fermented) — A style produced in Roselare, Belgium. Its name is derived from its burnt copper reddish hue. This ale is aged in oak casks for two years to obtain its beautiful copper color and unique wine-like taste.

Bock (Bottom-fermented) — The name "Bok" is derived from the male goat as illustrated on the Bok Beer labels. Bok is a style of beer brewed traditionally in spring, withstanding the rigors of summer (temperature fluctuations), and in Norway is brewed for merchant vessels year round, as it travels well.

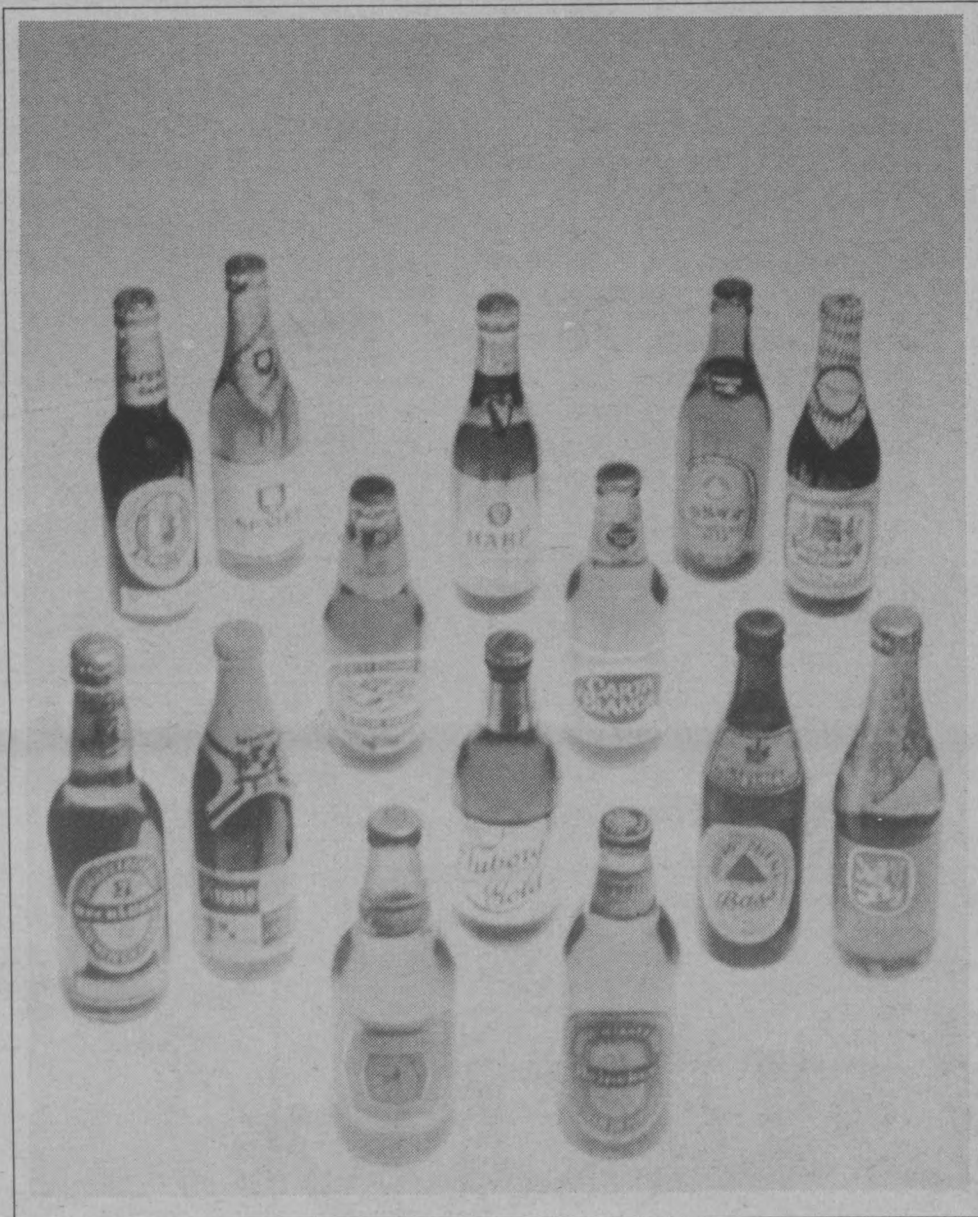
Jule Beer (Bottom-fermented) — A tradition exists in many countries to produce a special beer to be drunk between Christmas and Easter. These beers are usually higher in gravity, stronger and slightly darker than other beers.

Smoked Beers (Bottom-fermented) — This is a dark, Bavarian-style beer produced only in the city of Bamberg. Its dark color and smoky flavor derives from the practice of drying the malt over moist beach wood fires. The smoke from the fires penetrates the barley, and thus the taste carries over into the beer.

Pale Ales (Top-fermented) — Pale Ale is the classic British beer style, and when cask conditioned is sold in the pubs of England as Real Ale. Pale Ale comes from its relation in color to Stouts. The pale ale style was developed after porter and stout were popular.

Traditional Scotch Ale (Top-fermented) — This style known for its strong alcoholic content. It is often called "Wee heavy" in Scotland and "Barley Wine" in England. It is a rich full-flavored ale with a caramel nose and heavily hopped finish. Traditionally coal is used as a fuel source during brewing which stimulates a boiling pattern, and produces an inimitable caramel character.

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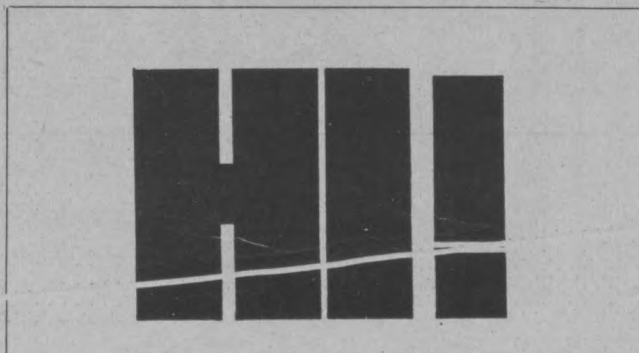
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A Brief History Of Beer Brewing

In Isla Vista, a weekend without beer is like Leg Council without an argument, Anisq' Oyo Park without dogs, or Francisco Torres without stereos. In other words, it just doesn't happen.

But the average patron of the local liquor stores probably knows very little about that six-pack of Coors he is buying for the traditional Saturday night cruise down Del Playa. That yellow and silver can is the end product of an involved brewing process and is the result of a tradition that spans thousands of years and gives Adolph Coors a way to make a living (and a profit).

Beer brewing has become a multi-million dollar international industry, and for many breweries not concerned with making beer cheaply and quickly, it is also a highly individualistic art form that gives each brand of beer a distinctly different taste and quality.

Consuming beer can be an art, too, with a number of definitions: some happily aim for a high ingestion level at a low price, and settle for chug-a-lugging the new generic beer. Others go for taste and sip appreciatively at an Anchor Steam, or admire the head on a chilled glass of Guinness.

Either way, beer drinking is nothing new. Ancient civilizations already called beer brewing an ancient art. The Mesopotamian queen Shu-Bad or Ur used a solid gold straw to sip her beer. A

professor in ancient Egypt admonished a student prone to quaffing: "I am told that you neglect your studies, have a desire for enjoyments, and go from tavern to tavern. Whoever smells of beer (hagu) is repulsive to all; the smell of beer holds people at a distance, it hardens your soul."

Ancient Greeks and Romans, who vastly preferred wine, looked scornfully upon beer as a product of barbarian nations. Pliny could not understand why the Egyptians wasted their skill and labor producing an inferior, waterlike drink.

Beer didn't gain popularity until the Middle Ages, perhaps because monasteries brewed and improved the beer. And in Medieval times, the brewers were always women. Monasteries developed the techniques and alewives did the brewing.

There was also a high level of individual consumption, probably because of a shortage of drinking water. At the court of Henry VIII, ladies in waiting were allowed a gallon of beer for breakfast.

Ale was an important part of the people's daily diet, and consequently the government was very concerned about its quality. British ale "conners" tested the quality of the beer by pouring some on a bench and sitting it in for half an hour with their leather breeches on. If the ale was of poor quality, the

breeches would stick to the bench.

The development of cities saw the growth of large breweries. Better transportation enabled beers from one area to be imported to another. Peter the Great and Catherine the Great of Russia were devotees of English beer from Burton-on-Trent, and received regular shipments from St. Petersburg.

Today, the history of beer is still developing, mainly in the area of new production techniques. But for the most part, beer is still made the same way it was 6000 years ago—by natural fermentation.

Beer's fundamental ingredient is barley malt, which is barley that has been allowed to grow to a certain extent, then is kiln-dried. At the brewery the malt is screened and crushed. Next, it is mixed with water to form the "mash."

During the mashing process, malt enzymes break down the starch to sugar, and malt proteins to simpler nitrogen compounds. Mashing requires careful temperature control and is done in huge round tanks called "mash mixers" or "mash tuns." At some point the malt is supplemented by other grains such as wheat, corn or rice.

When mashing is finished the mash is transferred to a cylindrical draining or "lautering" tank with a false, screened bottom a few inches above the true bottom. Liquid extracts drain

out and are run into a brew kettle.

The liquid in the huge copper or stainless steel brew kettle is called "wort." It is boiled under controlled conditions for two hours, at which point the aromatic hops are added. Flavor, aroma, and bitterness are added to the brew by the hop resins.

The hops are removed once the beer has taken on their flavor. The wort is passed through a "hop jack" to remove the hops and a large amount of the protein, or "trub," precipitated by the boil. From the hop jack the wort proceeds to the "hot wort tank" where the remaining trub is removed by settling. The wort is then cooled, dropping over 150 degrees Fahrenheit in a few seconds.

The wort is removed to fermenting vessels, and along the way yeast is added. Yeast breaks down the sugar in the wort and converts it to alcohol and carbon dioxide. Fermentation usually lasts about seven days. When it is over the yeast is either skimmed off the top if it is a top fermentation (ale) or the beer is pumped off of it if it is a bottom fermentation (lager). At this point the liquid is finally called beer.

After fermentation the beer is placed in primary storage at 32 degrees Fahrenheit for one to three weeks. The beer is filtered and cooled again to 32 degrees and moved to the chilling storage. After 10 to 14 days in secondary storage the beer is "polished" by filtration and transferred to tanks for bottling or "racking" into kegs. After bottling, the filled bottles pass through a "tunnel" pasteurizer, where the temperature of the beer is raised to 140 degrees for 10 minutes, then cooled to room temperature. This improves shelf life. Draught beer is not pasteurized and is sold immediately after being placed in kegs.

Each step in the brewing process varies from brewery to brewery depending on the taste the brewer seeks in his beer. And anyone who has tried even a handful of the wide variety of beers available at most liquor stores knows how much they differ not only in taste, but in appearance, too. All beer can be divided into five

classifications, though: lagers, ales, porters, stouts and bock beers.

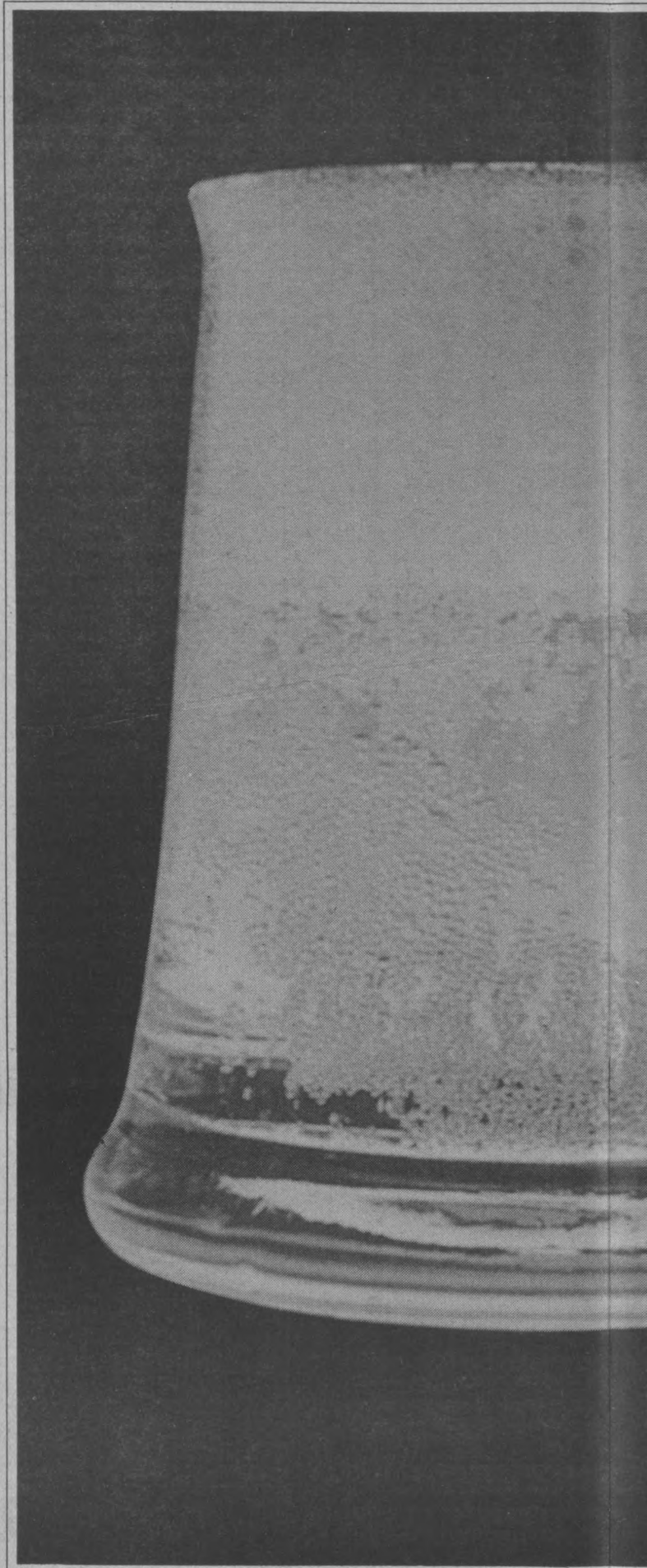
Lager is the most popular variety of beer in the United States. Lager, from the German word *lagern*, to

store, means a beer which has been stocked or stored. Better lagers are stored for up to three months, but some domestics are aged only a week. Alcoholic content of lagers is around 3.2 to 4

percent. And this country alcohol can't must be la porter, or a produced v yeast.

Light lag bodied, stron soft, dry ta during brew when stored value is lost beers are lig Coors, Olym Michelob, an lagers inc Miguel, Hei and Beck's, according to Taster's Gu Urquell, fro and the only Other pilsne to try to reca the import.

Dark lag from the ad Imitation da the addition



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Beer Tasting

As with wine, the consumption of beer has its ritual.

The casual cracking of a can and the guzzling of its contents is fine after mowing the lawn on a hot Saturday afternoon.

But for a studious and comparative sampling of brews, more patient and formalized techniques help heighten appreciation.

If you plan a beer tasting, first rid yourself of the notion that beer is to be poured gently down the tilted side of a tall and tapered Pilsener glass. They're great for TV commercials, but not so hot for capturing the complex nuances in the aroma of a finely crafted beer.

If you plan to use a wine glass, straight up (the curve of its side is designed to trap aromas). Pour the beer with gusto, directly into the bottom and center of the glass, allowing it to roll and froth. That aerates the beer, releasing trapped gases, freeing flavor components and forming the first indication of quality — the head.

The head should be high, firm, well defined, long lasting and composed of small, as opposed to large, bubbles, according to Elizabeth Purser, an executive vice president of Merchant Du Vin of Seattle, which despite its name is establishing itself as a major importer and distributor of a wide selection of boutique imported beers. One of Purser's responsibilities is to conduct tastings to introduce retailers and distributors to new beers the firm is importing.

Contrary to popular opinion, a beer's foamy head shouldn't be snow white, said Purser. Pale golden or creamy tones are preferred. (A white head is an indication that a coloring agent has been added.)

Next, advises Purser, note the clarity of the beer and the size of its bubbles. As with champagne, the smaller the bubbles, the finer the quality of the beer, since tiny bubbles indicate natural carbonation, as opposed to carbonic injection. (Clarity can be tricky. A few beers are intentionally cloudy, owing to yeast left in the bottle to continue fermentation and to impart a distinctive taste.)

By and large, beer should appear bright. Color is determined by style: the lighter lagers come in various shades of yellow and gold, sometimes with a green tint; ales range from gold through amber to reddish-brown; porters and stouts tend to dark browns, and in some instances are nearly black and opaque.

Because the aromas of beer are more subtle and elusive than the bouquets of wine, they should be sniffed heartily, recommends Purser. Attempt to detect the levels of hoppiness and maltiness, and other distinguishing charac-

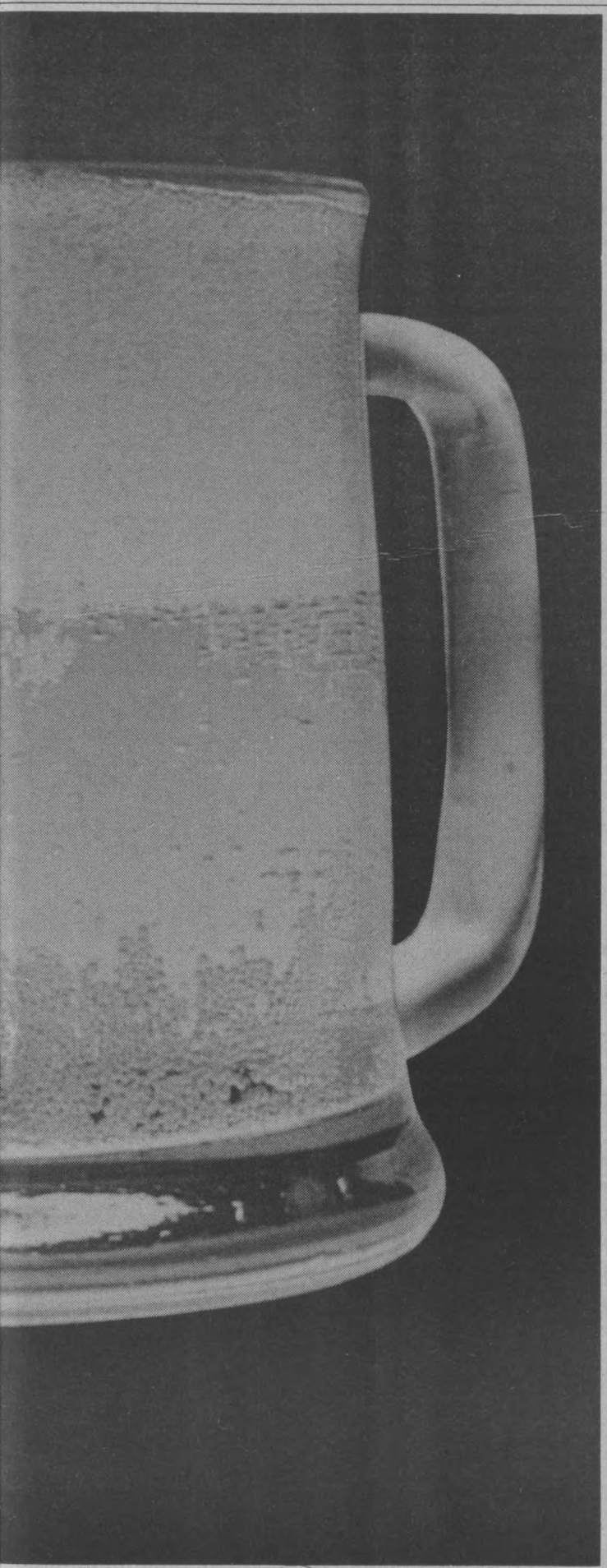
teristics, such as fruitiness. Samuel Smith's Old Brewery Pale Ale, for example, is known for its burnt molasses nose. Vaux Double Maxim Sunderland Brown Ale is somewhat lemony in aroma, Dortmunder Union Pilsener has a pronounced hops nose, Lolland Falsters is distinguished by its malty nose, and so it goes.

Don't look for spit buckets at a beer tasting. The beer not only is to be swallowed, it's to be quaffed, the better to taste and evaluate the hops as the brew washes across the top of the mouth and against the back of the throat. As to a beer's texture, feel for body, thickness and effervescence. As to taste, look for the tang, zest and bitterness of hops and the sweetness of malt.

The most important factor to keep in mind when tasting beer, according to beer connoisseur Michael Jackson, author of the *World Guide to Beer*, is the balance between the malt and the hops.

Finally, note the aftertaste. How does the refreshing bitterness of the hops stand up? Is the wake complex, simple, long, short, acidic, fruity, balanced, offensive?

A final note: Purser recommends that strong cheeses and salty snacks, such as pretzels, be shunned during a tasting. They overpower and distract the tasting buds. She suggests sticking with bread or mild cheeses.



Any malt beverage sold in a country with over five percent alcohol cannot be sold as beer, but is labeled malt liquor, stout, or ale. Lager beer is usually brewed with bottom fermenting

yeast. Lager is pale golden, light and strongly carbonated and has a clean, dry taste. Lagers are filtered before bottling so they won't cloud over, but some nutritional value is lost in the process. Most U.S. lagers are light lagers. Examples are Olympia, Budweiser, Schlitz, Beck's, and Miller. Imported light lagers include Lowenbrau, San Miguel, Heineken, Kirin, Carlsberg, and Beck's. The perfect light lager, according to Michael Weiner's *The World Guide to Beer*, is Pilsener from Pilsen, Czechoslovakia, which is the only true pilsner in the world. Pilsner type beers are brewed to recapture the unique flavor of the original.

Dark lagers receive their color from the addition of roasted barley. Some dark lagers are made from malted barley with caramel coloring or an

extract of roasted barley malt, which is cheaper and less time consuming than caramel coloring. Dark lagers are more aromatic, creamy-headed, and sweeter than light lagers. Examples are San Miguel Dark and Carlsberg Special Dark Lager.

Ale is brewed with more hops and with top fermenting yeast. Ales are more aromatic than lagers, with a more pronounced hop flavor and aroma, more full bodied, with a higher alcoholic content. Ale is the most popular beer in Britain.

Examples include Bass, Pabst Old Tankard, and Ballantine Ale.

Porter and stout are distinctly British concoctions and are varieties of ale. Ale ingredients are used, as well as roasted barley or malt, or barley and various sugars. Color varies from light to dark, but porter is usually lighter in color and less bitter than stout.

Bock is a heavy, dark lager, sweet and hoppy in character. The dark color comes from high colored malts. Dark bock is a traditional Bavarian specialty, and has made Munich's beers famous throughout the world.



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March of Dimes

Legal Battles Bring Beer To Isla Vista

Sun, surf, sand and suds... Beer is an indispensable ingredient in the endless summer lifestyle of many Isla Vistans. Kegless block parties, days at the beach without beer in the cooler, beerless frisbee contests or volleyball games are unimaginable.

Yet beer is not to be taken for granted. Bob Lovgren, proprietor of SOS Beer, recalls a time, less than ten years ago, when Isla Vistans had to journey to Goleta to purchase beer for take-out consumption. The man responsible for bringing beer to Isla Vista is Henry E. (Mike) Schaeffer, former owner of the present SOS premises at 956 Embarcadero del Norte. Schaeffer waged a four-year battle to obtain Isla Vista's first off-sale beer license, investing heroic energy and nearly \$10,000 of his own capital, swimming valiantly upstream against a broad

current of bureaucracy which may have had a murky political undertow.

Isla Vista's former dry status was the result of a state law prohibiting the sale of alcoholic beverages within a 1-mile radius of University of California campuses. Citing well-known exceptions to this statute at Berkeley, UCLA and elsewhere, and noting that the lack of a convenient local outlet did not keep beer out of the area, Shaffer decided that change was due. On May 18, 1970 he took the initial step by posting a boldly-lettered "Notice to engage in the sale of alcoholic beverages," to be followed by a mandatory 30-day period to allow for expression of public opinion to the State Department of Alcoholic Beverage Control.

Schaeffer received the enthusiastic support of the general public, but encountered an outspoken

adversary in then-Sheriff James Webster. Doubtless nursing raw memories of the riots and bank-burning havoc a few months before, Webster equated beer with student violence. His con-

cern with policing problems led him to file an adamant protest to Schaeffer's petition for a license.

Thus began a lengthy chain of appeals and counter-appeals, decisions

and last-minute reversals. The issue received massive publicity, swelling to become a question not merely of beer out of Constitutional rights. For many students, the beer issue

symbolized confrontation with the Establishment. A KIST radio editorial, broadcast November 23, 1970 asserted: "...looking at police blotter reports of a couple of 15-years standing, nothing can quite convince us that citizens in Goleta or Santa Barbara are any more uniquely qualified to drink beer than the legal-age residents of Isla Vista. After all, we do ask them to vote in our elections and join our armies."

Not surprisingly, Schaeffer's image as a crusader for brew lent him a certain folk-heroic renown among Isla Vista's student population. More surprising is the fact that he also garnered the approbation of most of the Establishment. Sheriff Webster retired; his successor, John Carpenter, was elected largely on a platform of "no opposition to beer in I.V.," and officially withdrew departmental opposition to Schaeffer's application in January of 1971. Local merchants, the IVCC, Third District Supervisor Dan Grant, university officials, even Alan Hoey, manager of the recently-burned Bank of America branch were united in their support of Schaeffer, many of them giving favorable testimony at ABC hearings.

In fact, it was difficult to pinpoint the source of the opposition. Why did the ABC repeatedly thwart Schaeffer's campaigning with tangled litigation? The mystery provoked dark mutterings of pressure being applied in high places. It was tempting to interpret the ABC's attitudes as an oblique form of punishment for uprisings and destruction in the community's past.

Early on, Schaeffer had declared he would fight the case to the Supreme Court if necessary. Eventually, he had to pursue this course of action. Frustration and disappointment at the State Supreme Court's final "no" ruling, handed down in July of 1972, were shared by nearly everyone.

Even so, Schaeffer refused to concede defeat. Displaying his by now legendary determination, he declared: "Basically, I just hate to lose. I'm stubborn as Hell, and I'll take it all the way to the Supreme Court again if I have to!"

After waiting exactly the requisite one year and one day after the 1972 refusal, he submitted a new request for a conditional Beer and Wine license. This time, the process took only four months, and at long last, on October 18, 1973, Mike Schaeffer won his laurels for sheer perseverance: the license was his. Schaeffer opened his establishment shortly afterward.

Schaeffer now resides in Fresno, but is fondly remembered by long-time locals, many of whom celebrate "Mike Schaeffer Day" each year. His spunky charm, energy and candor are apparent even over the telephone, as we discovered during a recent conversation. Mike was generous in sharing humorous anecdotes and very clear memories of his struggle.

(Please turn to p. 12A)



You know, Maecenas, as well as I, that, if you trust old Cratinus, no poem can please long, nor live, which are written by water-drinkers.

-Horace (65-8 B.C.)

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Santa Barbara County Vineyards

Although commercial production of wine in Santa Barbara County is more recent than in some parts of the state, growing conditions for grapes in this region are close to ideal, and wines made from them have achieved an enviable reputation in a few short years. Much of the vine growing area is cooled every afternoon by breezes flowing from the Pacific Ocean. Temperate climate helps conserve the acids which give wine its crispness, liveliness, and interest.

Rancho Sisquoc is situated in one of the coolest areas in the county, and although only about 200 of the total of 36,000 acres are planted to vines, the vineyards are well respected and grapes are purchased by many northern California wineries. Harold Pfeiffer, the ranch manager, began making experimental lots of wine in 1972, and by 1977 about 1,500 cases a year were being produced in the small stone and redwood winery. Cabernet Sauvignon, Franken and White Riesling wines are to be supplemented by Sauvignon Blanc and Merlot later this year. Visitors are welcome daily except Sunday from 10 a.m. to 4 p.m., but are requested to call (805) 937-3616 for an appointment. The entrance to the Ranch is marked by the Foxen Chapel built in 1875, which stands on a bluff just east of the road.

The Santa Ynez Valley Winery, founded in 1976, is due to the efforts and vision of three valley families, the Bettencourts, the Davidges, and the Branders. One hundred acres are planted to vines adjacent to the winery where they benefit from well-drained soil and the moderating effect of the nearby river. Another 40 acres are planted to vines near Los Olivos. Cabernet Sauvignon, White Riesling, Chardonnay, Sauvignon Blanc, and Gewurztraminer are among the wines produced. New buildings and areas for barrel aging will allow increased production, while consolidation of some of the varieties into traditional French blends will reduce the number of different wines produced. The winery is located at 365 North Refugio Road in Santa Ynez. Appointments to visit the winery may be made by calling (805) 688-8381.

Vega Vineyards is a project of Bill Mosby, who planted Gewurztraminer and White Riesling in 1972 on the historic Rancho de la Vega in Buellton. A restored century-old barn and adobe ranch house are serving as tasting room and winery. Visitors are asked to call in advance (805) 688-2415.

The Firestone Vineyard was planted in 1973 to approximately 60 acres of Chardonnay, 30 acres of Gewurztraminer, the same amount of Sauvignon Blanc and Pinot Noir, 60 acres of White Riesling, 70 of Cabernet Sauvignon and 20 of Merlot. Firestone does not plan to use grapes other than those grown on winery land, and because of the effort to limit quantity in favor of quality, production will be limited to about 70,000 cases annually. Vines grow on deep, gravelly limestone soil

in a location cooled by ocean breezes during the growing season. The winery and vineyard operations are managed by A. Brooks Firestone who is an equal

partner with his father Leonard K. Firestone and Suntory Company of Japan. Wines are made under the direction of Alison Green. The winery is open to

visitors from 10 a.m.-4 p.m. daily except Sunday.

Sanford and Benedict Winery on Santa Rosa Rd. west of Buellton is planted to Pinot Noir, Cabernet

Sauvignon, Merlot, and White Riesling on land which slopes down to the Santa Ynez River. Lunched amid high hopes that the stated objectives would make it a

premier quality winery, the wines thus far have not met initial anticipations, and have met with little critical acclaim. Visitors are asked

(Please turn to p. 12A)

TWO OF THE NICEST, SWEETEST GUYS EVER TO PLAY FOOTBALL ON DRINKIN' DOWN BEER AND EATIN' UP QUARTERBACKS

by Bubba Smith and Dick Butkus

BUBBA: Now that we're not playin' football anymore, we spend more time poppin' tops off cans of Lite Beer from Miller than poppin' quarterbacks.

DICK: But our favorite topic of conversation over a couple of Lite Beers is still the art of playin' defense.

BUBBA: Yeah. The bigger we were, the harder they fell.

DICK: Very true. Being big helps give you presence. What I call *winning through intimidation*.

BUBBA: But you also have to play smart. Like watching the guy in front of you for a tip. Sometimes the position of a guard's feet'll tell you where he's gonna go once the ball is hiked. Feet can tell you a lot. I guess that's why shoes have tongues.

DICK: But smart guys remember they're on a team. Work with a partner. Try to draw players, so maybe *he* can get through. This technique also works well when you want to get a Lite Beer

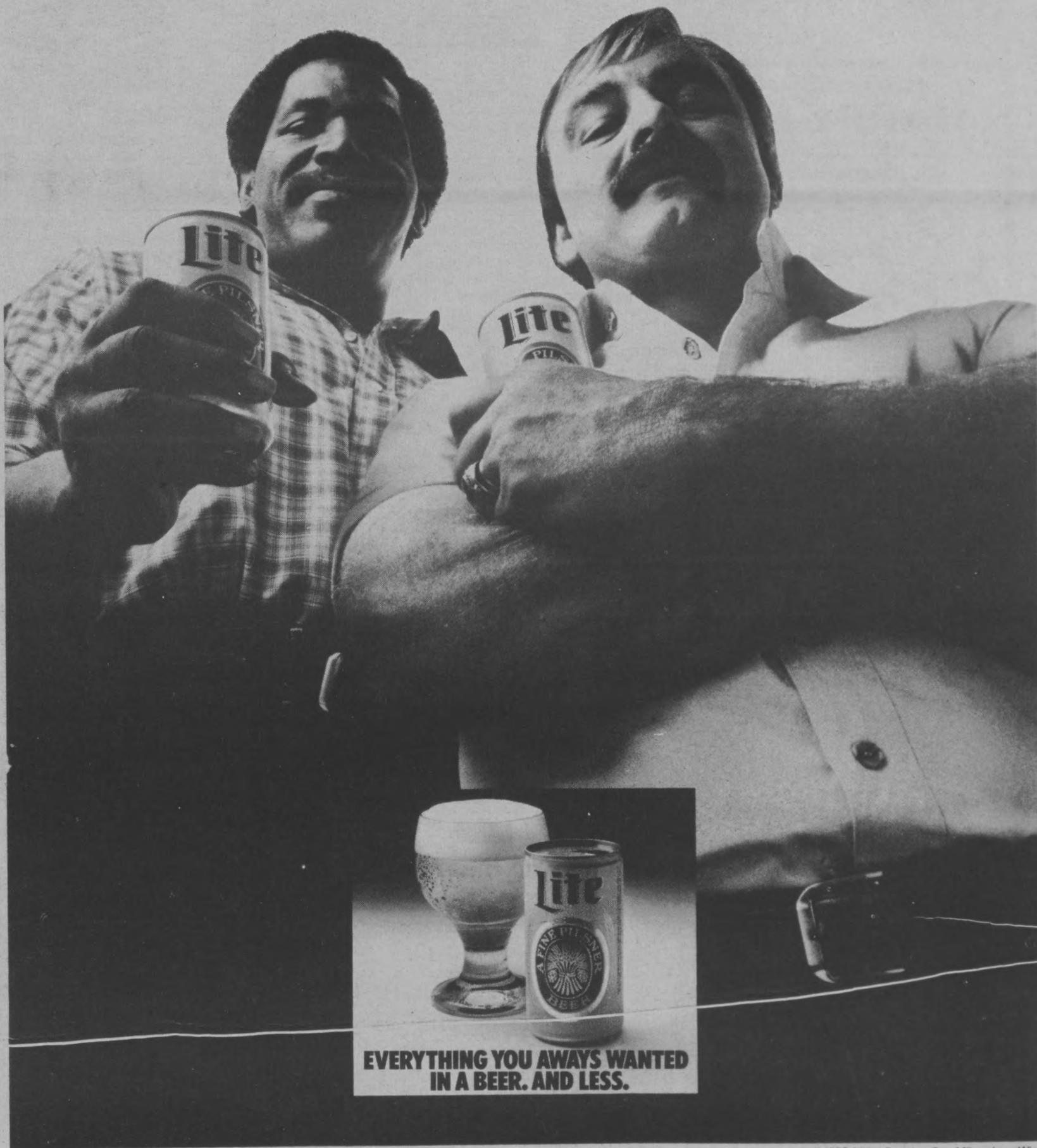
in a crowded bar.

BUBBA: And drinkin' Lite Beer is one of the *smartest* things you can do. Because Lite's less fillin', so it won't slow you down.

DICK: Sure. And even though we're not playin' anymore, after years of eatin' up quarterbacks, it's nice to relax with the great taste of Lite Beer.

BUBBA: You might say we've gone from being heavy hitters to Lite drinkers. Right, Mr. Butkus?

DICK: Right, Mr. Smith.



EVERYTHING YOU ALWAYS WANTED
IN A BEER. AND LESS.

Survey Reveals Changing Tastes Of Drinkers

Molson Golden

It's no secret that college students are active beer drinkers. But just how active they are may be something of a surprise.

According to a national survey of 1,175 college students nationwide, 79 percent of those responding now consider themselves to be regular beer drinkers. Among college-age Americans who do not attend school, the total is only 57 percent.

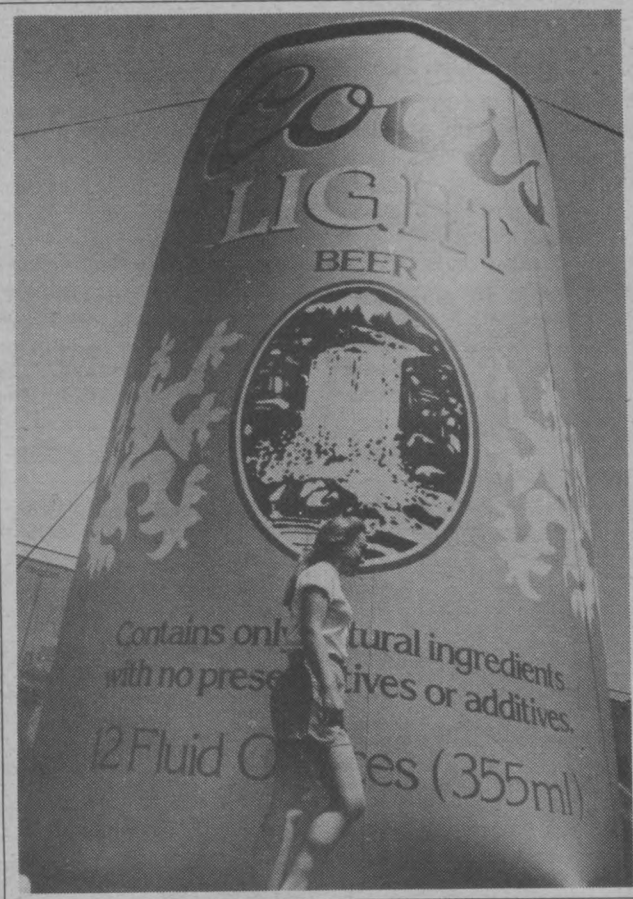
The survey, part of the third annual Campus Monitor Series, was conducted by CASS Students Advertising to determine purchasing trends and changing tastes among college students. The organization questioned men and women on 67 regionally-balanced campuses around the country.

Molson Golden, the premium Canadian brand, was voted the most popular import beer by college students. Budweiser and Miller shared the top spot for preferred domestic brews.

Beer consumption among students averaged 50 ounces per week, a slight drop when compared with previous years. However, CASS' research shows an increase in the number of women (60 percent) who now consider themselves regular beer drinkers.

In other areas touched on by the random sampling of the nation's 12 million college students, peanut butter was reported to be a favorite staple. One-third of the surveyed students eat peanut butter six or more times a month, with creamy style winning out over chunky by 59 percent to 42 percent, respectively. Skippy was the most popular brand on campus.

Not surprisingly, college students consume their fair share of aspirins and other pain relievers. Of the various brands purchased, Tylenol proved to be the most popular.



Budweiser

Budweiser Light, the new light beer from Anheuser-Busch, Inc., was introduced to consumers in Southern California in April this year, it was announced by August A. Busch III, chairman and president, Anheuser-Busch Companies, Inc.

Packaged in silver-labeled bottles and cans reminiscent of its famed namesake, Budweiser Light was test marketed in nine metropolitan areas: Charlotte, N.C.; Mobile-Pensacola; Little Rock; Dallas-Fort Worth; San Antonio; Waco; Amarillo; Tucson, and Omaha. Test marketing began April 30 last year.

"It was a thorough, conservative test; we wouldn't have put the Budweiser name on the line under any other circumstances," Busch said, adding: "The test market results convinced us that Anheuser-Busch can capture a much larger share of the light beer market with Budweiser Light, with the business coming from competition, not the company's existing product line."

Busch, a certified brewmaster, described Budweiser Light as "a light-bodied beer with a distinctively clean taste. It is brewed differently and tastes different from all of our other beers, including our two existing light beer brands," he said.

Busch observed that the light beer category is the industry's fastest growing segment, with sales increasing almost 14 percent in 1981. Further, he said, four currently available brands represent approximately 88 percent of all sales. Finally, once a consumer turns to light beer, it is taste more than anything else that influences his or her choice of a light beer.

"All of these considerations make us confident of the potential for Budweiser Light," he said.

Yukon Gold

From his Los Angeles-based Berman Imports, Berman — the man who introduced the world's most successful coffee liqueur, Mexico's Kahlua, and Holland's Heineken beer to the American palate — imports and markets a discriminating, and naturally higher priced, line of beers, such as the Angel Beer and Ales, a steamed beer from England where the brewers can trace their hops back to the Pilgrim Fathers.

Berman's Angels retail for around \$8.00 a six pack and are currently being snapped up along the East Coast, with California and the West Coast being readied for next month.

Berman is also bringing in a premium Canadian beer, brewed in British Columbia, labeled Yukon Gold. His company is uncapping this product, via a big marketing and advertising push, all along the West Coast during January.

And in the wings is Berman's most unusual brew yet — a corked top beer that is "naturally fermented" called Chimay, made by a group of monks in Belgium. A very select product, this carries the heady price tag of \$9.00 a six pack.

But Jules Berman, an acknowledged expert in the wines and spirits area, has found that beer drinkers are moving from blue collars to white collars.

"One of the major breweries recently completed a survey that confirmed our statistics," he reports. "They found that chief executives in the major companies in America drink and stock up on beer. The martini business is in a decline — wine, and now beer, is on the upturn."

"Over 75 percent of the top executives surveyed by the brewery admitted drinking beer on a regular basis and well (Please turn to p. 12A)

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Santa Barbara Festival Attracts Wine Lovers

Third Annual Santa Barbara County Wine Festival

Santa Barbara County's Third Annual Wine Festival, a benefit for Friendship Center, will take place on Sunday, May 30, 1982 between noon and 5 p.m. at the Earl Warren Showgrounds in Santa Barbara.

As befits the celebration of Santa Barbara's Bicentennial, this event will have an expanded format of activities of interest to wine lovers. Santa Barbara County's finest wineries will participate, including Ballard Canyon, Carey Cellars, Firestone, Los

prominent winery people, including Dick Graff of Chalona and Edna Valley Wineries; Gary Eberly, recently of Estrella Rive Winery; Dave Caparone, of Caparone Winery; Alan Russell from Firestone Winery will all contribute their thoughts. Rich Sanford and Tony Austin will disclose plans of their new winery ventures. This distinguished gathering will be chaired by the well-known author and wine aficionado, Clifton Fadiman.

The event will raise funds for the Friendship Senior Day Care Center, a non-

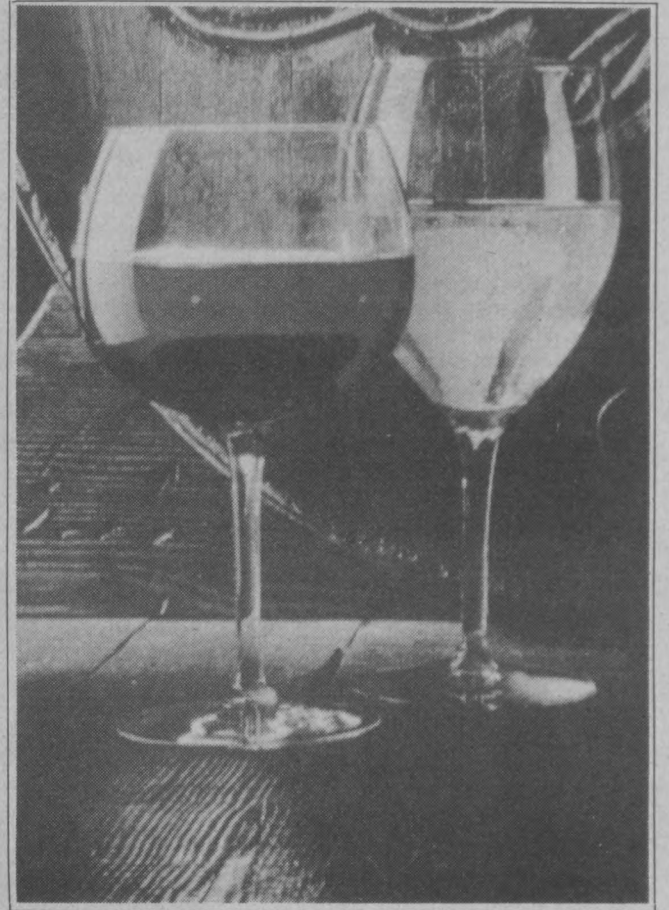
profit, tax-exempt agency which provides social contacts, stimulating activities, and balanced meals for frail or handicapped seniors who might otherwise need to be confined to nursing homes. In addition, other public service groups have been invited to participate and provide information about their activities. These include Classical Radio of Santa

Barbara, which is engaged in establishing a non-commercial classical music FM station in the area, The American Institute of Wine and Food, a newly established organization bringing together those who are interested in all facets of fine wine and food, and RSVP, the Retired Senior Volunteer Program, which will display and offer crafts made by local seniors.

A tax-deductible donation of \$12.50 per person, if tickets are purchased in advance, or \$15 per person at the door, will allow wine enthusiasts to enjoy superb

price of admission. In addition an etched souvenir wine glass will be given to each ticket holder, and valuable door prizes given away.

Entertainment will be provided by Luis Goena's Balkan Folk Dancers, The Greenwood Players recorder ensemble, and Hobie Baker's Marionettes. Tickets are available at all participating wineries; at RSVP, 520 Chapala St., Santa Barbara, Brinks Vintage Shop in La Cumbre Plaza; May Fare at 2801 De La Vina; and The Wine Cask in El Paseo; Ace's Liquors



Vineros, Sanford Winery, Santa Barbara Winery, Ross-Keller, and the Santa Ynez Valley Winery.

For the first time wineries from other areas which make wines from grapes purchased from this county's vineyards have been invited. Those presenting wines include Hoffman Mountain Ranch, Caparone, Edna Valley, Estrella River, Karly, Kirigin, Lawrence, Mastantuono, Ranchita Oaks, and York Mountain wineries. This expanded group of participants will allow those attending the festival an opportunity to sample what takes place when various winemakers can make wines from grapes grown under the excellent conditions found in Santa Barbara County vineyard areas.

A Symposium featuring

wines from Santa Barbara County grown grapes, fine cheeses from the Olympia Cheese Co., Sausages by Schirmer's, some of the "best French bread outside of Paris" from Les Belles Miches, Armenian Cracker Bread from the Valley Bakery, Pates created by Bite-a-Delight Gourmet Cookies & Foods, fresh fruits and veggies from Tri-County Produce...all included in the

at Chapala and Figueroa; and the Village Cheese Shop in Montecito Village. They may also be obtained by writing Friendship Center, 83 Eucalyptus Ln., Santa Barbara, CA 93108.



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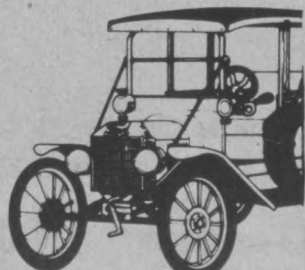
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A History Of Beer

(Continued from p. 8A)

Q: You obviously expended extraordinary energy in all this. Why did you go to such extremes?

A: I guess part of it comes from my background in the Marine Corps - I can't be backed into a corner and not

Wine

(Continued from p. 10A)

to phone before visiting the winery. (805) 688-8314.

Zaca Mesa Winery is part of the 1,500 acre Zaca Mesa Ranch. First plantings were made in 1973, and vines now cover some 200 acres. Pinot Noir, Zinfandel, White Riesling, Chardonnay, and Cabernet Sauvignon are the grapes grown. The Winery building, completed in 1978 has storage capacity for about 15,000 cases annually. Visitors are welcome, but it is best to phone ahead for an appointment (805) 688-3310.

Midway between Solvang and Los Olivos on Alamo Pintado Road (1711) are the J. Carey Cellars. Founded in 1978, the vineyards consist of Cabernet Sauvignon, Merlot, Chardonnay and Sauvignon Blanc planted on approximately 45 acres. Visitors are welcome from 10 a.m.-4 p.m. Tuesday through Sunday. Rick Langoria is the winemaker.

Los Vineros Winery is located on the western fringe of the city of Santa Maria. It is owned by various vineyards and wine growers in the Santa Maria and Santa Ynez Valley district. Built in 1981, that year also witnessed the first crush. Kurt Lorenzi is the winemaker, and produces Chenin Blanc, Pinot Noir Cabernet Sauvignon in both white and red versions, Chardonnay, and Sauvignon Blanc. Capacity at present is around 20,000 cases, and is expected to grow to 50,000 cases. A Tasting Room is under construction and is expected to be open in June with hours from 10 a.m.-4 p.m. on weekdays, and by appointment. Phone (805) 928-5917.

Yukon

(Continued from p. 9A)

over half of them admitted stocking the office and boardroom cabinets with the more expensive imported brands."

Berman, who has been a leader in the liquor business since 1933 and now imports over 30 wines, beers and liquors into the U.S., feels that 1982 will see a new image for beer in the U.S.

"It is not only beginning at the boardroom and upper tax bracket levels," he says. "But we note that the college market is becoming more discriminating. A large percentage of our Yukon Gold promotion and advertising will be directed at the college market.

"This is not the era of the beer bust, the chug-a-lug and the guzzler. Today's college students are really interested in exactly what they are drinking."

Where will beer go in the 1980's? "Down a lot more discriminating throats," predicts Berman.

fight. I've got to believe I'm right, but I will fight.

Q: Was it a question of students' rights in your eyes?

A: Yes. A while back I wrote to Sheriff Carpenter, asking if the beer had been a source of problems, I didn't want to do that - to cause problems in the community.

He wrote back - a really nice letter - saying that the presence of beer hadn't caused a single problem since. He thanked me for supporting the students, for

letting them show some responsibility. And the students respected me - we got along very well. Even during the bank burning, a wooden fence that I had wasn't touched.

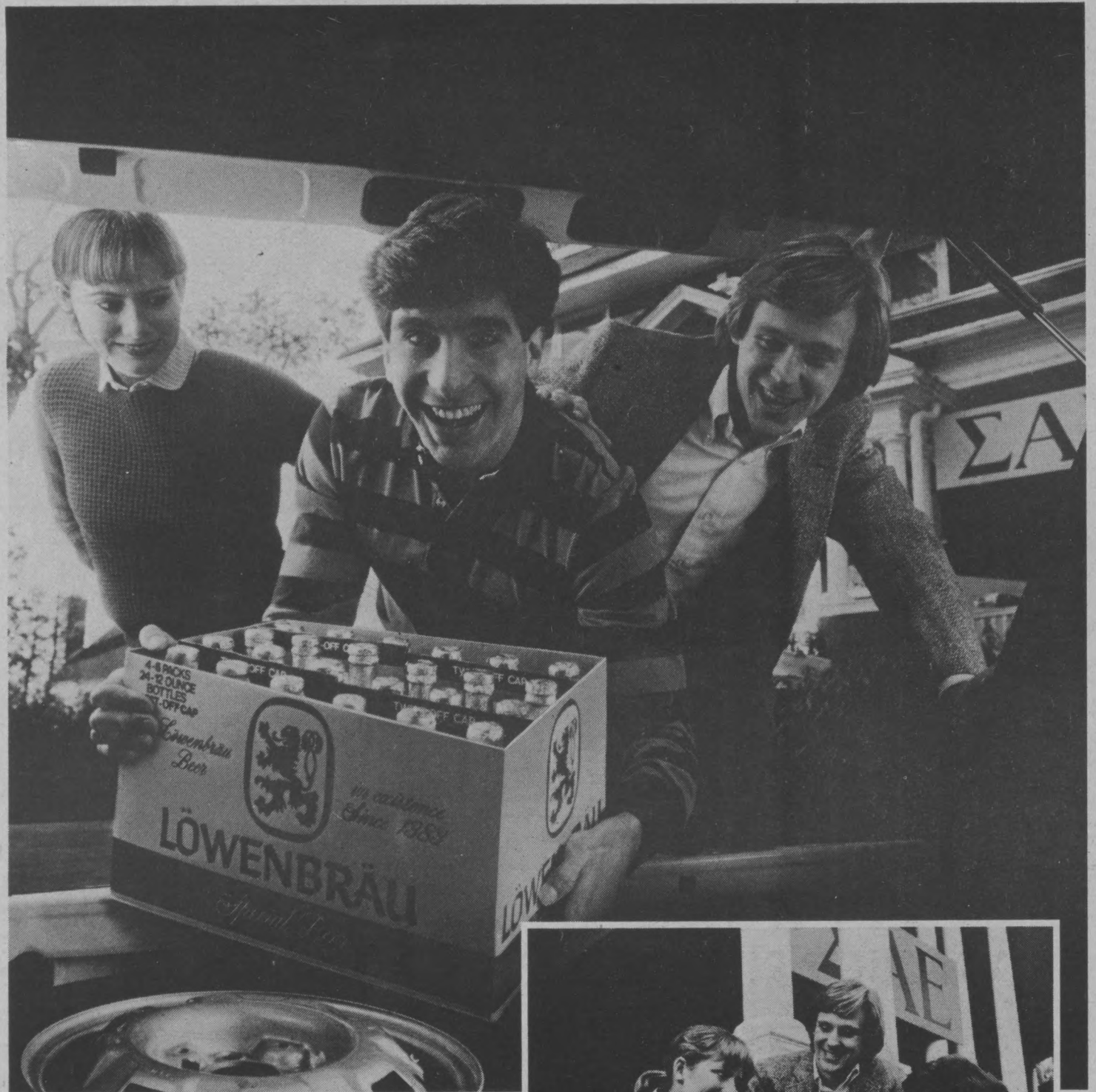
Schaeffer was also asked what insight he has as to the ABC's underlying motives in banning beer from I.V. with such zeal. He replied that this is still a mystery to him. At one point, a member of the ABC Board was forced to admit, "I just can't find anything wrong with you,

and I don't understand why you shouldn't have that license!"

Today, history buffs and researchers of sociological trivia would be delighted by a series of yellowed, micenibbled newspaper clippings on view at SOS Beer, which record the tale of Mike Schaeffer's amazing stamina and ultimate triumph. As for the rest of us, it would be a fitting tribute to toast the health of Mike Schaeffer with the next round of beer we enjoy.



When a good friend borrows your car, the tank may not come back full. But the trunk does.



When you get paid back with interest like this, it sort of makes you wish he'd borrow things more often.

Open up a few cold ones and toast a guy who really knows how to return a favor.

Tonight, let it be Löwenbräu.



Löwenbräu. Here's to good friends.

© 1982 Beer Brewed by Miller Brewing Co., Milwaukee, Wis.