



January 2020 Newsletter

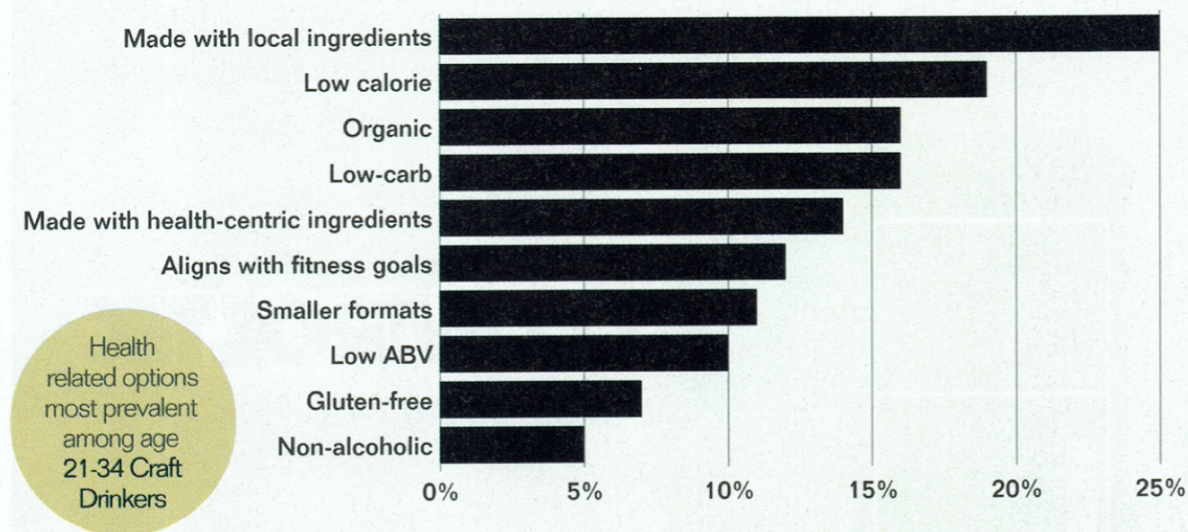
~Consumers Prefer Beer Made with Local Ingredients

The Brewer's Association Craft Insights Panel recently published the results of a survey of 21 – 34-year-old craft drinkers and asked them “Which of the following mindful drinking choices are you more interested in now compared to a few years ago when it comes to consuming craft beer?”

Figure 1:

Consumers looking beyond flavor when it comes to mindful drinking

Q: Which of the following mindful drinking choices are you more interested in now compared to a few years ago when it comes to consuming craft beer?



Sources: Brewers Association Craft Beer Insights Panel (CIP) conducted online by The Harris Poll/Nielsen in May 2019.

Consumers are clearly looking for beer made with local ingredients. As craft beer drinkers become more and more savvy, they are asking where their favorite breweries are sourcing their ingredients. With the vast majority of established southern brewers importing their malt from other parts of the world, Riverbend presents an opportunity to differentiate your brewery. The marketing gurus keep telling us that millennials value authenticity when making purchasing decisions. This seems to go hand in hand with the findings here. How many of the breweries in your area are using local malts? How many are telling their customers?

~Custom Mixed Super Sacks

We can help you save time by building custom super sacks to your specifications. Let us blend a super sack to match the grain bill for your recipe to save time in milling. For example, imagine that you have an ESB that includes the following grain bill: 700lbs of Southern Select, 600lbs of Vienna, and 100lbs of Light Munich. We can build a single super sack with this grain bill.



If you are interested, please give me a call to discuss. We ask for at least 48 hours to build your order. Also, if you are using grains of varying sizes, this will not work. Example: Mixing 2-Row, 6-Row, and/or Malted Wheat.

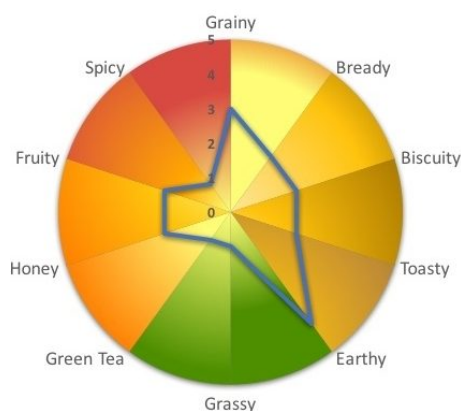
~Ingredient Spotlight: Cumberland Corn Malt~

Cracking the code of malting corn was an exciting challenge for us. What began as a distillery customer request, quickly consumed our production team. After months of trial and error we arrived at the appropriate steep regime, germination duration, and kilning recipe. Each step is dramatically different than our typical barley recipes. The result is a distinctive product that gives brewers and distillers another Southern-grown ingredient to explore.

Since releasing our Cumberland Corn Malt last summer, we have been blown away by the response from brewers and distillers. Interest in malted corn has exceeded all expectations. Why do brewers love it? Brewers can mill, right through their roller mill, with no need to cereal mash. While the malting process does not create a substantial amount of diastatic power or additional extract, it does unlock serious flavor. Brewers should take care to mash our corn at the appropriate temperature to maximize extract potential. For best results, you will want to get a good crush and grain in slow with your strike water set at 185F. After that, a typical single infusion mash schedule should be sufficient.

Our process concentrates the naturally sweet, creamy flavor and adds a touch of earthy spice. A number of our brewery customers have told us that they have been able to reduce the volume of corn in their recipes (versus the volume of flaked corn, which is most frequently used).

Our distilling customers have been raving about Cumberland Corn Malt and the unique character it imparts on their spirit – much earthier than raw corn. For distillers that lauter their mash and do not have a cereal cooker, our corn malt eliminates the need to cereal mash. Cumberland Corn Malt is a non-GMO Dent Corn that we source from Tennessee. We hope to share new, heirloom varieties of corn with you in the future.



~What's Brewing? Featuring Brent Manning~

The recipe below was inspired by a talk from Charlie Papazian. He gave the keynote address at this year's NC CBC in Winston-Salem that was filled with great brewing stories from around the globe. After his talk, an attendee asked him about his latest brew day. His response? A classic Pilsner brewed with Barbe Rouge hops! While I didn't get a chance to sample it, the combination sounded like a great idea to me. From a strict style guideline perspective, this one falls in the Classic American Pilsner category. Corn sweetness is noteworthy, but not overwhelming. Hop character is pronounced compared the lighter American lagers.

Let this one lager throughout February and have it ready for that first warm(ish) day in March when everyone heads out for a bike ride.

Golden Hour Pale Lager

Grain Bill:

*80% Riverbend Base Camp
20% Riverbend Cumberland Corn Malt*

Mash at 152F for 60 minutes.

Target O.G. 1.051

Color: 3.5 SRM

Hop/Spice Schedule:

Barbe Rouge @ 60 min (~25 IBU)

Barbe Rouge @ 5 min (~5 IBU)

<https://crosbyhops.com/shop-hops/hop-catalog/barbe-rouge>

Yeast:

WLP840 American Lager Yeast

Ferment @ 52F. Lager for 4-6 weeks.

For best results, you'll want to get a good crush and grain in slow with your strike water set at 185F. After that, a typical single infusion mash schedule should be sufficient.

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~Come out for a Visit~

With activity slowing down in the brewhouse, now is a great time to visit our facility in Asheville. We are here Monday – Friday from 8am – 5pm and would love to show you around. Tours generally take about an hour. Come out and see how we make the magic happen!



~About Riverbend Malt~

Riverbend Malt House, founded in 2010 and headquartered in Asheville, NC, is one of the original craft malting facilities in the US. Utilizing grain sourced from local, family owned farmers, Riverbend malt fuels high quality, unique beverages produced by hundreds of North America's finest craft breweries and distilleries. For a Product Catalog or Pricing, please reach out to matt@riverbendmalt.com. We offer same day shipping on orders received before Noon, Monday – Thursday. Pre-Milling is available for an additional charge and additional lead time.

Cheers!

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