PRE-COLONIAL

NATIVE AMERICAN CHICHA, PULQUE...
OTHER FERMENTABLE SUGARS
AGAVE, CACAO, HONEY
FOAM WAS FREQUENT COMPONENT
USED IN FEASTS AND POLITICS
EARLY FERMENTATION

TWISTED HORN’S

EARTH & SKYE CIDER
COLONISTS DRANK -- A LOT

INCLUDED CHILDREN

IMMEDIATE CONSUMPTION

ALE/SMLALL OR TABLE BEER

CIDER OR CIDERKIN

REGIONAL VARIANTS BASED ON HOME COUNTRY (FRANCE, ENGLAND, HOLLAND)

FIRST COMMERCIAL BREWERY IN AMERICAS (NEW MANHATTAN, 1612)
“ANYTHING BUT WATER”

TAINTED WATER SOURCES IN EUROPE

ON BOARD THE SHIPS

RUM TRIANGLE
  BRITISH GOVERNMENT
  WEST INDIES MOLASSES>NEW ENGLAND RUM>AFRICAN SLAVES

ONCE ESTABLISHED
  WHISKEY AND VARIOUS DRINKS SUCH AS PUNCHES, CORDIALS, ETC.
  ALCOHOL WAS ENCOURAGED AT SOCIAL AND POLITICAL OCCASIONS
COLONIAL

ATARAXIA ALEWORKS’

GREAT DELIVERER PORTER
NOT YOUR MODERN BEER

BREWING KNOWLEDGE
  METHODOLOGY
  REINHEITGESBOT

BREWING PRACTICE
  LOCAL INGREDIENTS
  SPRUCE TIPS
  CORN (MAIZE) AND/OR RICE
  DID NOT HAVE THE 'CORRECT' HOPS
  LIMITED TECHNOLOGY

As A speeckie or present drinke which travailers may make for themselves, (ex tempore) when they are distressed for want of good Beer or Ale at their Inn.

Take a quart of good water, put thereto five or six spoonfuls of good Aqua coposita, which is strong of the Annis seeds, & one ounce of Sugar with a branch of Rosemarie, brew them a pretie while out of one pot into another, and then is your drink prepared. Or if you leave out Sugar it will be pleasing enough. I have bene crediblie enformed, that diverse persons in this kind of drinke have been allyled.
ALCOHOL’S IMPORTANCE

HEALTH & NUTRITION
SOCIALY-APPROVED REFRESHMENT
BARTER AND TRADE
GOVERNMENT INCOME

STAMP ACTS BY BRITAIN ENCOURAGED RUM CONSUMPTION

FEDERAL TAXATION
1791—WHISKEY REBELLION
1810—DISTILLED SPIRITS SOLD 4X THE RATE OF BEER

EARLY DRYS & WETS

1790
DR. BENJAMIN RUSH
“AN INQUIRY INTO THE EFFECTS OF SPIRITUOUS LIQUORS ON THE HUMAN BODY : TO WHICH IS ADDED, A MORAL AND PHYSICAL THERMOMETER”
HTTPS://ARCHIVE.ORG/DETAILS/2569022R.NLM.NIH.GOV/PAGE/N15/MODE/2UP

1815
JOSEPH COPPINGER
HEALTH AND ECONOMIC BENEFITS OF BEER
ARGUED FOR A NATIONAL BREWERY
SOLICITED PRESIDENTS JEFFERSON AND MADISON

THE AMERICAN PRACTICAL BREWER AND TANNER
IN WHICH IS EXHIBITED THE WHOLE PROCESS OF BREWING WITHOUT BOILING.
BREWING STRONG BEER WITH THE EXTRACT ONLY OF THE HOP, LEAVING OUT THE SUBSTANCE.
A SIMPLE METHOD OF GIVING NEW BEER ALL THE QUALITIES OF AGE, THEREBY FITTING IT FOR THE BOTTLE BEFORE IT IS THREE WEEKS OLD.
A SIMPLE METHOD OF PREVENTING BEER BURSTING THE BOTTLE.
AN ECONOMICAL MODE OF CONSTRUCTING VATS ABOVE GROUND, POSsessING THE TEMPERATURE OF THE BEST CELLARS AND THUS RENDERED FIREPROOF.
AN ECONOMICAL MODE BY WHICH EVERY HOUSEKEEPER MAY BREW HIS OWN BEER.
A METHOD OF BREWING GOOD BEER FROM BRAN AND SHORTS, AND OF PRESERVING IT.
MID-1800S

EPPIG BREWING’S

VIENNA LAGER
MORE BEER, LESS RUM

STYLES
- MID-19TH CENTURY, AN INFLUX OF GERMAN BREWERS INTRODUCED LAGER BREWING
- BARLEY-BASED BEERS BECAME MORE WIDESPREAD

REFRIGERATION
- FIRST REFRIGERATED BREWING IN US SOMETIME AFTER 1850 AND WELL-ESTABLISHED BY 1900
- TRANSPORTATION INFRASTRUCTURE BROADENED MARKET

BEER CONSUMPTION
- 1850 WAS ONE GALLON PER CAPITA, BY 1900 WAS 24 GALLONS

WHISKEY ALSO UNDERCUT RUM
AMERICAN LAGERS

INTRODUCTION OF NECESSARY YEAST
LIMITED BY GEOGRAPHY
LIMITED BY TECHNOLOGY
DESCRIBED AS MORE FLAVORFUL
NOT BOUND BY REINHEITSGBOT
AVERAGE ABV HAS VARIED OVER TIME

The San Diego Evening Tribune 9-29-1906, p. 7
LAGER’S COMPETITION

BAGBY BEER’S
CREAM ALE

PLUS...STEAM BEER
CREAM ALES

“DEVELOPED TO COMPETE WITH LAGERS”

GAINED POPULARITY FOR HAVING MORE FLAVOR AND BODY

Daily Richmond Whig & Public Advertiser.
24 Jan. 1835.

While the officers of Lowell were pouring out a lot of liquors, a few days since, in obedience to judicial orders, a cask of cream ale exploded, and sent forth a furious stream upon the assembled multitude. Many lookers-on got more than they bargained for.

New York Daily Times. 24 Sep. 1852
STEAM BEERS

STEAM BEER
- DEVELOPED IN CALIFORNIA
- GOLD RUSH DEMAND FOR BEER
- 27 STEAM BREWERIES IN SAN FRANCISCO
- LOST POPULARITY BY 1900

ANCHOR STEAM BREWERY
- CLOSED JULY 1959
- REVIVED 1960
- FRITZ MAYTAG TOOK OVER 1965
WHAT REINHEITSGEBOT?

SUSPECT AND POISONOUS INGREDIENTS

1902—THE POISON SQUAD

1906—FEDERAL LAW PROHIBITING ADULTERATED FOOD, DRINKS, AND DRUGS

THIS IS NOT THE ONLY LEGISLATION TO IMPACT BEER...

“We have German enemies across the water. We have German enemies in this country, too. And the worst of all our German enemies, the most treacherous, the most menacing, are Pabst, Schlitz, Blatz and Miller.”

- John Strange, Prohibitionist and Lt. Gov. of Wisconsin

https://www.nationalww2museum.org/war/articles/how-world-war-ii-saved-american-beer-brewing
“THE NOBLE EXPERIMENT”

ATHLETIC BREWING’S

UPSIDE DAWN GOLDEN ALE
PROHIBITION

GERMAN-RUN BREWERIES RECOVERING FROM WWI
ALL FERMENTED MALT LIQUOR
DE-ALCOHOLIZED
DESTROYED
MAXIMUM .5%
WINE DID NOT HAVE SAME RESTRICTIONS
APPROXIMATELY 100 PERMITTED BREWERIES

Annual Report of the Commissioner of Patents. 1916
Https://books.google.com
ALTERNATIVE PRODUCTS
- MALT SYRUP/POWDER
- CHEESE AND ICE CREAM
- ICE
- INDUSTRIAL ALCOHOL

BOOTLEGGERS
- HARD LIQUOR
- EVIDENCE DISPOSAL
END OF “THE NOBLE EXPERIMENT”

3.2% ABV (NOT CALIFORNIA!)
NATIONAL BREWERY COUNT GREW TO 750
BIG BEER IMMEDIATELY STEPPED UP
  COMPETITION LED TO HEAVY ADVERTISING
  HIGH DEMAND LED TO SHORTCUTS
  COVERED UP BY SERVING COLD
ABV SLOWLY CLIMBED TO 4.6%
HOME BREWING WAS ILLEGAL

Beer Bottle Demand
 Starts 24-Hour Work

SEATTLE, Wash., March 18 (I.N.S.) — An order for 1,000,000 beer bottles was received today by the Northwestern Glass company here. E. S. Campbell, president of the firm announced. The purchaser is the Columbia Breweries, Inc., of Tacoma.

San Diego Union March 19, 1933
JUST WHEN THINGS GET BETTER

THE GREAT DEPRESSION
IMPACT OF WORLD WAR II
ANTI-GERMAN SENTIMENT (AGAIN)
NATIONAL ‘ECONOMIZING’
  INGREDIENT AND PACKAGING SHORTAGES
  MANPOWER SHORTAGES
  SCHIZOPHRENIC ATTITUDE OF MILITARY LEADERSHIP

THE SURVIVORS

POST-WWII ABV RANGED FROM 4.0-4.3 ALTHOUGH 2% WAS REPORTED
MALT LIQUOR LED SALES

NATIONAL BRANDS ADVERTISED
QUALITY CONTROL
FLAVOR CONSISTENCY

LOCAL BRANDS HAD TO COMPETE BASED ON PRICE

BREWERY COUNT DROPPED TO 450 DUE TO CONSOLIDATION
MID-20TH CENTURY

LOW-CALORIE BEER

COORS LIGHT
BLAME IT ON SAN DIEGO

MILLER LIGHT WAS FIRST

MAY 1978—COORS LIGHT TESTED IN SAN DIEGO

OTHER MARKETS WERE DENVER AND CORPUS CHRISTI

MAY 1980—COORS’ HERMAN JOSEPH 1868

GROWING MARKET FOR SUPER PREMIUM BEER

SCHLITZ’S ERLANGER IS ALSO TEST MARKETED IN SD

Coors Light Rockets To No. 1 In S.D. Area

October 1978

January 1979
1980S RECESSION

CONSUMPTION RATES GREW
FAVORED LOWER-PRICED BEVERAGES
HARD LIQUOR LOST GROUND TO WINE AND BEER
HOMEBREWING RENAISSANCE
WINE MAKING SUPPLY SHOPS ADDED BREWING
CA LEGISLATIVE REVISION ALLOWED BREWPUBS
INVENTIVE AND REVIVAL STYLES

“The complete winemaking & beermaking shop
22 PLS, Verona Road, Wineland Hills, CA. Phone: 425-940-8181.
3.6 lb Malt Syrup, Light or Dark (1 lb Dry Malt)
1 cup Corn Sugar (May be omitted)
3 oz Hops (Cascade, Hallertau, Mt, St. Benedicts, any delicate variety)
2 lbs Light malt (Prefer at 35-40 degrees) (1 tsp at 50-55 degrees)
1 tsp Corn Sugar or Dry Malt for printing
DOMESTIC LAGER (Bohemian)

Brewchive®
https://archives.csusm.edu/brewchive/record/2.
EARLY 21ST CENTURY

CALIFORNIA WILD ALE’S

2020: IT’S BEEN A VERY SOUR YEAR
MODERN IPAS, SOURS, AND REVIVALS--OH MY!

VARIETY IN HOPS, ADJUNCTS, COLLABORATIONS

BIG BEER
  CONTINUES ECONOMIZING ON INGREDIENTS
  BUYS INTO THE CRAFT BEER SCENE

TECHNOLOGY IMPROVEMENTS

CHANGES IN LEGISLATION
  TAX REVENUE
  COVID-DRIVEN
SUMMING UP

+NEED AND DESIRE
+BARRIERS AND CHALLENGES
+LOCAL MATERIALS AND TECHNOLOGIES
+AMERICAN INGENUITY

--------------------------------------------

=BEER IN ALL ITS GLORIOUS STYLES THE US IS KNOWN FOR
BOTTOMS UP!

ANDY FOR CONSULTING ON THE BEERS YOU HAVE SAMPLED
TWISTER HORN FOR THE RAFFLE GROWLER
POURERS FOR KEEPING UP!
AND OF COURSE, ALL OF YOU!
GEORGE WASHINGTON’S SMALL BEER

TRANSCRIPTION

HTTPS://WWW.MOUNTVERNON.ORG/LIBRARY/
DIGITALHISTORY/DIGITAL-ENCYCLOPEDIA/ARTICLE/
RECIPE-FOR-SMALL-BEER/

THIS PAGE IMAGE

PAGE 94 HTTP://ARCHIVES.NYPL.ORG/MSS/23122
SELECTED REFERENCES

• “JOSEPH COPPINGER TO THOMAS JEFFERSON, 6 APRIL 1815,” FOUNDERS ONLINE, NATIONAL ARCHIVES, HTTPS://FOUNDERS.ARCHIVES.GOV/DOCUMENTS/JEFFERSON/03-08-02-0321-0001. [ORIGINAL SOURCE: THE PAPERS OF THOMAS JEFFERSON, RETIREMENT SERIES, VOL. 8, 1 OCTOBER 1814 TO 31 AUGUST 1815, ED. J. JEFFERSON LOONEY. PRINCETON: PRINCETON UNIVERSITY PRESS, 2011, PP. 409–412.]


• DESALLE, ROB AND IAN TATTERSALL, “A NATURAL HISTORY OF BEER” 2019, NEW HAVEN: YALE UP


• WNDLER, JOHN A. “BREWERS AND BOTTLERS OF CALIFORNIA 1860 TO 1919” 2007. DENVER: OUTSKIRTS PRESS. [SEEMS UNAWARE OF EARLY SAN DIEGO BREWERIES]