

How to Make a Beer and Have it Sold in Four Bars

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Jim Barr, Esq. was born and raised in Bergenfield, New Jersey, near the George Washington Bridge. He attended public schools and served in the US Army for two years as a Military Police Sentry Dog Handler. After his honorable discharge, he attended Montclair State College (now University) and received his Bachelor of Science degree in chemistry and mathematics. He worked as a chemist for 10 years at a small pharmaceutical company and attended Rutgers School of Law at night. He then worked as a patent lawyer for W. R. Grace and Company for eight years and retired in 2016 from Johnson & Johnson after 20 years of service. At present, he is co-owner of Van Lieus Brewing Company in Perkasio, Pennsylvania.

How to Make a Beer and Have it Sold in Four Bars

Abstract

This paper is a static version of my slide presentation made to Lair No. 3 of the Rascals, Rogues, and Rapsallions on March 11, 2023. It is an account of my response to Rogue Challenge No. 16, namely, “Get a beer named after the RR&R to be sold in at least four bars.”

Slide 1

How to Make a Beer and Have it Sold in Four Bars

Easy way

- Locate a contract brewer
- Develop a recipe
- Have them make and keg the beer
- Obtain a license to distribute beer
- Sell kegs to at least four bars

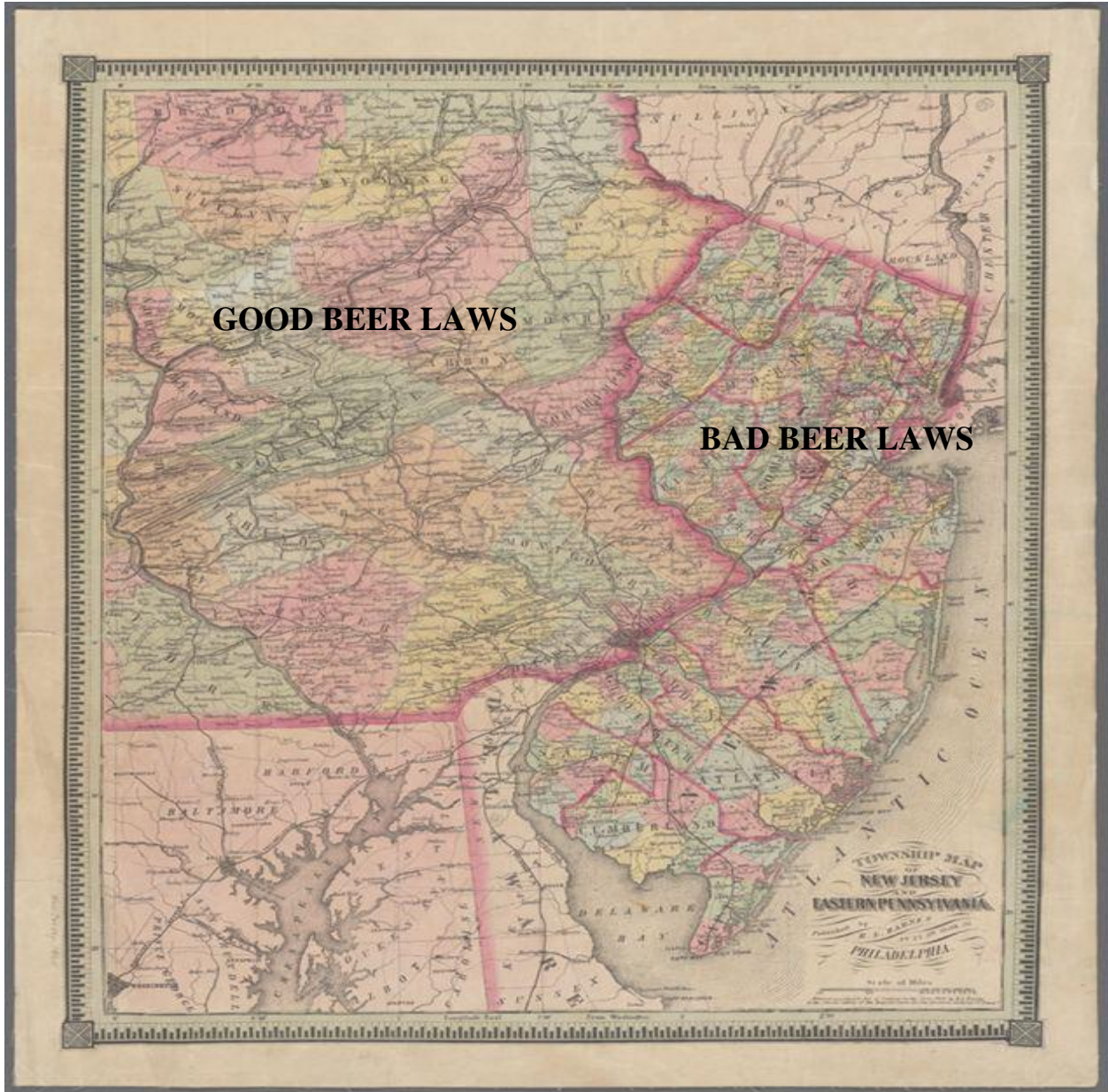
Hard way

- Open a craft micro-brewery
- Leverage your retirement savings to the max
- Obtain a license from every known federal and state agency
- Sell kegs to at least four bars

(I chose the hard way)

Slide 2

Where to Locate the Brewery



Slide 3

Getting Started

1. Develop a business plan with a budget.
2. Find a property zoned industrial, manufacturing, and retail. Loopnet:
commercial properties for sale or lease.
 - a. Southern Bucks County – Bristol
 - b. South Central Bucks County – Morrisville
 - c. South Central Bucks County – Holland Township
 - d. North Central Bucks County – Bedminster Township
 - e. Northern Bucks County – Easton
3. Finally found a suitable property in Perkasie, Penna.

Slide 4

1. Find and hire an architect.
2. Talk to other brewery owners.
 - a. Conclave – Flemington, New Jersey.
 - b. Odd Bird – Stockton, New Jersey.
3. Architect provides two or three layout options.
4. Finalize blueprints.

Slide 5

1. Find contractors
 - a. Send blueprints to three contractors for competitive bids
 - b. Every bid was five times over our budget
2. Resize the project and budget
3. Hire contractor with revised budget





















































How to Make Rascals, Rogues, and RapsCALLION Beer

Hazy, DIPA New England Style

Batch size: 5 gallons

Brewhouse efficiency: 75%

OG: 1.070

FG: 1.013

ABV: 7.6%

Malt/Grain Bill:

15.5 lb 2-row

0.5 lb Weyermann Carafoam

0.5 lb Simpsons Caramalt

Hops Schedule:

1 oz. Mosaic 5 min left in boil

1 oz. Mosaic at whirlpool

6 oz. Citra at dry hop

6 oz. Mosaic at dry hop

Yeast:

Kveik Voss

Mash at 154 F for 60 min or until conversion is complete. Vorlauf until runnings are clear then begin runoff into kettle.

Sparge and top up as necessary to collect 7 gallons of wort. Boil for 60 minutes, adding hops according to schedule.

After boil, stir or recirculate to create a vortex; after wort temperature has dropped to 190 F, add whirlpool hops and steep for 10 minutes.

Chill to 90 F, aerate and pitch yeast. Ferment at 90 – 100 F until terminal gravity, then cool to 55 F.

After 1-2 days, rack beer off the yeast (or dump from conical) and add dry hops. After 3 days, crash to 33 F for 2 days then package and carbonate.

Rascals, Rogues, and RapsCALLION™ beer available at

- JT Bankers, Sellersville, Penna.
- Plumsteadville Inn, Plumsteadville, Penna.
- Doylestown Maennerchor Society, Doylestown, Penna.
- Van Lieus Brewing Company, Perkasie, Penna.

