

Strata: Payless Liquors, March Blogs, 3.17.22

Pitch 1

Title: 5 Fun Facts About Guinness Beer

Since the mid 18th century, Arthur Guinness and his heirs have guided the Guinness Brewery while honing their craft.

Their expertise in beer brewing is known and appreciated in 150 countries, and they currently produce over 20 world-class beers. Inspired by the pioneering spirit of the founder, Arthur Guinness, and the batches of legendary stout created over 200 years ago at the original Brewery, the always enterprising brewers of today at Guinness carry on the tradition but evolve their lines of beer through their innovation and experimentation. As they put it, their greatest work is yet to come, never resting on their laurels.

Below you'll find five fun facts about Guinness Beer. Sláinte!

1. Guinness Beer Is the World's First Nitro Beer.

Michal Ash (1927-2016), who joined Guinness in 1951, was a mathematician turned brewer. He thought serving Guinness Beer in draught and adding nitrogen would transform the beer. Draught Guinness's famous "surge and settle effect" was created by Ash's "Easy Serve" system, which is why Guinness is the world's first nitro beer.

2. Guinness Beer Won the Queen's Award for Technological Achievement.

In 1991, Britons voted Guinness's Rocket Widget, the top invention of the past 40 years, beating the internet in the voting!

Not surprisingly, the original widget was patented in Ireland by Guinness. and Guinness's ingenious, world-famous device delivers the draught experience in a can. When the beer can ring is pulled open, Guinness's widget (a nitrogen-filled capsule) releases a surge of bubbles when opening the can, resulting in Guinness's unmistakably smooth beer.

3. Guinness's Bubbles Sink Because of The Shape of the Pint Glass

A pint glass is designed wider at the top than the bottom. The ingenuity of this design influences the head formation. A Guinness poured down the side of a pint glass creates a circulatory pattern. This pour pattern drags bubbles to the bottom of the glass, and the glass design allows more space, so bubbles rise from the middle instead of the side, resulting in a creamy head.

4. The Perfect Pint of Guinness Pours in 119.5 Seconds.

If you want to enjoy the perfect pint of Guinness, you'll need to be patient! Because you'll need to wait almost two minutes between the first and second pour for the beer to settle. According to Guinness, achieving the ideal Guinness pint takes 119.5 seconds. Some things are truly worth the wait! If you'd like to know more about how to pour the perfect pint of Guinness, you'll find a fact sheet on the Guinness website.

5. Guinness Had Originally Leased Its Brewery in Dublin for 9000 Years.

At St. James's Gate in Dublin, Arthur Guinness started his business brewing beer in 1759 by locking in an annual rent of 45 British pounds sterling after paying an initial 100 British pounds sterling for the next 9000 years. The lease for the property, which was s a four-acre, dormant brewery before Arthur Guinness's use, was voided when the property was purchased by the company and expanded its brewing operation to 50 acres.

We hope you found these five fun facts about Guinness Beer entertaining and educational.

And now reward yourself with a Guinness for getting a bit smarter!

[Pre-order and pick up from our store!](#)

Sources:

<https://www.guinness.com/en-us/our-craft/michael-ash/>

<https://www.guinness.com/en-us/our-craft/guinness-draught-can-ball/>

https://www.guinness-storehouse.com/content/pdf/factsheets/factsheet_pdf_11.pdf

<https://www.guinness.com/en-us/our-craft/art-of-brewing-guinness/>

<https://www.guinness.com/en-us/our-story/>

<https://www.mentalfloss.com/article/69224/slainte-16-delicious-facts-about-guinness>

<https://payless-liquors.com/>

Pitch 2

Title: Why It's Good to be Bitter: Why You Should Add Bitters to Your Cocktails

No bartender's utility belt would be complete without bitters. But they seem to be a mystery to most of us, so we're here to help make the mysterious bitter a more familiar ingredient in your cocktail-making playbook.

The Return of the bitters!

Bitters have returned thanks to the emergence of craft cocktails over the last decade! These potent and, of course, bitter liquids are essential to crafting many drinks correctly and, as an extra, may make an upset stomach feel better. Lately, bitter makers have been on a roll. They've been reviving recipes that history has forgotten and creating flavors including Sriracha, fig, and barbecue.

From Where Did Bitters Return?

Before all but disappearing at the turn of the 20th century, bitters hit their high point in the 1800s. And prohibition was the end of the line for bitter makers except for Angostura. Before bitters became familiar to Americans, Europeans used bitters as medicine for a long time. And there's evidence dating to around 7,000 B.C. that someone in China concocted a mix of grapes, rice, honey, and hawthorn berry, which tastes horrid. Strictly speaking, it was a drinkable bitter known as an amaro.

What Are Bitters And How Should I Use Them?

- In short, they're boozy flavored extracts made by infusing pieces of plants in alcohol.
- Bitters can get their flavors from barks, berries, flowers, roots, and other plant stuff.
- Think of using them as you would use salt with food.

Like salt does with food, bitters help emphasize the flavors of cocktails while including their own taste.

What are Amari?

- In Italian, amaro means bitter.
- The plural of amaro is Amari.
- Amari are used as mixers or drunk out of the bottle.

Some Amari you may be familiar with are Branca, Campari, Cynar, Fernet Branca, and Pimm's No. 1.

How Do I Tell the Difference Between Bitters and Amari?

We can say that while Amari are drinkable, we treat bitters like a seasoning. But a more straightforward way to tell them apart is that Amari comes in large bottles and is meant to be drunk, while bitters come in small bottles and are used in the same way that salt is used to enhance and add to the flavors of food.

Bitter Categories

There are a lot of bitters and so many flavors that it's hard to categorize them, but here's a general list.

- Aromatic
- Citrus
- Herbal
- Nut

Which Bitters Should I Keep on Hand?

A good starting kit of bitters would include an aromatic, a citrus, and something fun like lavender or chocolate.

Go-to Brands of Bitters

- Angostura
- Fee Brothers
- Peychaud's
- Regan's Orange No. 6.

You might want to try other players in the bitters market. Germany produces the Bitter Truth, London's got Bob's Bitters, while America's got Bittermens of New Orleans and Bitter Cube hails from Milwaukee.

Do bitters ever go stale?

It's a long shot that bitters will go bad before you use them. Simply keep them stashed in the dark of your liquor cabinet, and they should keep for up to five years. On the other hand, Bittermen's of New Orleans claims five years is the low end of how long they'll last.

Cocktails Made with Bitters to Try at home.

- Pink Gin Pink
- Whiskey and Bitters
- Old Fashioned
- Sazerac
- Martini
- Manhattan
- The Sawyer

We hope you found our bitters primer helpful.

Order your cocktail Ingredients today, and don't forget the bitters! [Pre-order and pick up from our store!](#)

Sources:

<https://www.epicurious.com/ingredients/what-are-bitters-and-how-to-use-them-cocktails-article>

<https://www.foodandwine.com/cocktails-spirits/bitters/8-ultra-simple-cocktails-made-booze-bitters-and-not-much-else>

Pitch 3

Title: Jameson: A Rich Irish History

Jameson Whiskey has been making one of the most popular Irish Whiskeys for a long time. Learn about the who, what, where, when, and how of Jameson Irish Whiskey. And we bet that the next time you're enjoying this smooth Irish Whiskey, you'll appreciate it for more than its smooth taste.

Jameson's Whiskey: A Long, Proud History in Ireland

In 1786 after stepping off a boat landing in Ireland, John Jameson, a Scotsman, became General Manager of The Steins Family Bow Street Distillery located on Bow Street in Dublin's Smithfield area. The distillery opened for business in 1780, and by 1805 Jameson wholly owned and then expanded the distillery. In 1810, the Whiskey's name was changed to The John Jameson and Sons Irish Whiskey Company, or for short, Jameson's Irish Whiskey.

Jameson's, One of the Biggest Distilleries in the World, Falls on Hard Times

By the 19th century, Jamesons became Ireland's biggest distillery and one of the world's largest. However, hard times fell on the distiller during the 20th century after Ireland's independence from Britain was declared. Increased tariffs during the trade war with Britain made exporting to one of the distillery's biggest markets costly. Additionally, Jameson's largest market, America, was cut off

because of prohibition. On the bright side, Scotland's Whiskey boom surged because of low-cost exports to Canada, which opened the door to smuggling whiskey to America.

Four Factors That Make Irish Whiskey Different

1. It's History.

- While confirmation is impossible, the story is that the distillation process was introduced to Ireland by St. Patrick.
- Around 1000 AD, after returning to Ireland from traveling the Mediterranean, monks acquired the knowledge of perfume distillation, and they brought it with them.
- It's popularly assumed that whiskey had its start during the middle ages, either in Ireland or Scotland.
- In 1608 Bushmills was the first whiskey distillery allowed in the British Isles.
- Ireland had over 30 influential Irish Whiskey producing distilleries by the 1890s.

2. The Way It's Spelled

Near the end of the 19th century, convention dictated that Irish (and Americans) produced "whiskey" while the Scots (and Canadians) manufactured "whisky ." According to John Ayto, author of the Gluttons Dictionary, the spelling distinction was more market-driven than linguistic. Additionally, Whiskey is a derivative of the Irish word meaning "water of life."

3. Aging, Alcohol Volume, Grain Mix, and Location

Irish whiskey must:

- Be aged for three years, at least.
- Contain minimum alcohol by volume (ABV) of 40%.
- Grain must be 50% barley, at least, with the remainder being wheat, rye, or regular barley.
- Must be distilled and aged on the Isle of Ireland, as per the Whiskey Conservancy.

4. The Specialized Production Process of Irish Whiskey.

Here's a highlighted overview of the extensive process of distilling Irish whiskey.

- Malting and Fermentation.
- Washing and Distillation.
- Aroma (perfume) created by storage barrels.

Also, before entering the barrels to age, Irish whiskey is distilled three times, while Scotch whiskey is distilled twice before being barreled.

Four Different Types of Irish Whiskeys

1. Single Malt Irish Whiskey
2. Pot Still Irish Whiskey
3. Grain Irish Whiskey
4. Blended Irish Whiskey

10 Need to Try Irish Whiskey Cocktails

While the smoothness of Irish Whiskey makes it perfect for sipping neat, don't overlook it as the ideal whiskey for mixing a delicious drink. Experience the versatility of Irish Whiskey by trying these drinks.

- McGlashan
- Good Cork
- Psycho Killer
- Brotherhood
- The Nose to Cocktail
- Irish Blonde
- Irish Coffee
- Irish Old Fashioned
- Dubliner
- Emerald
-

You can get the recipes for these Irish Whiskey drinks and more by visiting this article: [20 Irish Whiskey Cocktails to Try Right Now](#).

Can't wait to try them? Make sure that you get everything you need to make 'em! [Pre-order and pick up from our store!](#)

Sources:

<https://www.jamesonwhiskey.com/en-EN/ourwhiskeys/group/other-family-members>

<https://dodublin.ie/jamesoncombo/history-of-jameson>

<https://www.whiskyflavour.com/blog/what-makes-irish-whiskey-different/>

<https://www.liquor.com/slideshows/irish-whiskey-cocktails/>

Pitch 4

Title: Oberon Day: One Step Closer to Spring

Every spring, just as the return of the butterflies and bumblebees mark the first signs of the return of spring, so does the return of Bell's Brewery's Oberon beer. The day of the beer's release is called Oberon Day and is celebrated at Bell's breweries in Michigan and beyond. This year, Oberon day is held on March 21.

Keep reading to learn about Bell's Brewery and how to celebrate Oberon day from wherever you are on March 21, 2022.

About Bell's Brewery

For more than three decades, Bell's has been making a variety of one-of-a-kind, artisanal beers, and as a result, Bells' breweries have become a preeminent Great Lakes Regional and further.

The Brewery was the first in Michigan to sell beer by the glass and open an onsite pub. Bell's beer is distributed to 43 states, and their two breweries feature an unparalleled beer garden, a space for concerts, and a taproom and are operated with environmental sustainability in mind. Bell's takes pride in their beer and breweries and in an equitable, inclusionary workplace that encourages diversity, individualism, and a business environment that nurtures diverse ideas among their 500 plus employees. In short, Bell's is craft beer on a mission.

Some Historical Perspective

After arriving in Kalamazoo, Michigan, to attend Kalamazoo College, Larry Bell started humbly homebrewing beer in his basement in the early 1980s. In 1983, in Downtown Kalamazoo, Larry opened a homebrew supply shop.

As word spread about his beer, people requested more samples. Larry responded by opening the Kalamazoo Brewing Co, started brewing beer commercially in a 15-gallon soup pot, and his brewing company sold its first beer on September 19, 1985.

A timeline:

- 1985: Bell's first brew beer was Amber Ale.
- 1900: By installing a 2-barrel brew system, Bell's increases brewing capacity.
- 1995; Bell's debuted their Beer Garden. An outdoor space near the Eccentric Café.
- 2000: Comstock Township, Michigan, becomes the home of Bell's main Brewery.
- 2005: The Comstock Brewery expands.
- 2010: Oarsman Ale and The Oracle were first brewed; Larry Bell takes home the Brewers Association Recognition Award
- 2015: Improvements at the Comstock Brewery: A waster water treatment facility called "the Cube" comes online. The Quality lab upgrades its technology game to measure water quality and analyze beer DNA.
- 2020: Bell's commitment to equity, diversity, and inclusion strengthens through implementing multiple initiatives.

You can see a more detailed timeline by visiting: <https://bellsbeer.com/history/>

Celebrate Spring. Celebrate Oberon Day.

This year on March 21, 2022. Bell's Brewery releases their renowned seasonal wheat beer Bell's Oberon and celebrates the release of the beer and being one step closer to spring by celebrating Oberon day at their breweries in Michigan.

If you can't make it to Michigan on March 21s, it's no big deal! You can join the party from a distance with some friends! If you'd like to make any time adjustments to synchronize with the celebrations at the Michigan breweries, they start at 11:00 am EDT (GMT-4)

Celebrate Oberon Day Like They Do at Bell's Brewery!

Here's the essentials:

- A group of friends.

- Bell's Oberon and a variety of other Bell's beers.
- Food. Make sure you include brats with mustard and sauerkraut.
- Music.

Make sure you're prepared for Oberon day by stocking up on Bell's Oberon! [Pre-order and pick up from our store!](#)

Sources:

<https://bellsbeer.com/event/oberon-day/>

<https://www.freep.com/story/entertainment/nightlife/2022/02/02/oberon-day-2022-bells-brewery-march-21/9312992002/>

<https://www.hopculture.com/oberon-bells-brewery-michigan-spring-beer/>

<https://beerconnoisseur.com/review/oberon-ale>