

President's Message

Hello Gerst 57 chapter members and friends!

I would like to thank those who attended our Music City Madness this past weekend (March 7) and tell those who could not make it, WE MISSED YOU!

The show was great even though attendance was down a bit from previous years. However, there were lot's of good deals made, plus great people, free food, and plenty of beer. I'd like to give a special thanks to Tom Bates for hosting the show at his Museum of Beverage Containers and Advertising.

We are planning to make next year's Music City Madness bigger and better! I hope see everyone again next year.

Be sure to check out our new website – www.brewedindixie.com. It is a work in progress, but we have lots pictures from previous shows, member's collections, and chapter newsletters available.

Cheers!

Shawn #30174

Right: Shawn welcomes collectors to this year's Music City Madness Brewery Collectibles Show

Shawn Cunningham #30174



Chapter President, Shawn Cunningham (#30174)



2009 Gerst 57 Chapter Officers

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Music City Madness 2009



The Music City Madness Brewery Collectibles Show trade floor at the Museum of Beverage Containers and Advertising

We had a great Music City Madness brewery collectibles show this year. Since we didn't have a show in 2008, we wanted to make our 2009 show a special event. And with Tom Bates hosting the show at the Museum of Beverage Containers and Advertising, it certainly was!

Music City Madness 2009 started by the Gerst 57 chapter hosting a gathering at Blackstone Restaurant and Brewery the Friday evening before the show. This was a great opportunity for some of the folks from out of town to get acclimated to some local beer after checking into their hotels. Thanks to Blackstone for hosting the event and always being a friend of the Chapter.

Tom Bates' museum was an excellent environment to have the show. He had plenty of room on the trade floor and free tables. Although our attendance was a bit down because we didn't heavily advertise the show, we still had visitors from 8 states (Alabama, Georgia, Illinois, Kentucky, Michigan, Ohio, Tennessee and Wisconsin).

The Music City Madness show coordinators were Shawn Cunningham, Tom Bates, and Scott Mertie. They all did a great job



Even the spouses always seem to have a fun time at Music City Madness!



Hank Estes (#784 from Cincinnati Ohio) poses with Scott Mertie and Shawn Cunningham



Although Jim McCluskey (#21552 from Aworth GA) arrived late to the show, he was still able to enjoy catching up with friends and trading for a few new cans

coordinating the show and making everyone feel welcome. Grilled hot dogs, pretzels, chips, and plenty beer was available for all to enjoy. The hot Italian peppers were a hit!

One of the highlights was Hank Estes celebrating his 100th different BCCA chapter sponsored event. What an accomplishment! Hank has even attended a chapter show in Anchorage Alaska! Way to go Hank!!!!

Plenty of items were donated for the raffle, which was held at the end of the show. Everyone that purchased tickets seemed to walk away with something good to add to their collection. After the show, the group had their annual dinner at the Gerst Haus restaurant. German food and Gerst Amber was plentiful!

The chapter is going to work hard at advertising and promoting next year's show, which is always held the first Saturday in March. We may go back to hosting a Friday night pub crawl and brewery tour at some of Nashville's local brewpubs and micro-breweries.



Shawn Cunningham grilled up hotdogs, which made a great snack for everyone during the show

Beer Styles of Spring

by Scott Mertie #28310

To many people, the holidays are over and they are waiting out the next few winter months for spring. To the beer lover, the next few months represent two great brewing traditions that historically portray some important religious events. Who would think that Lent and a Patron Saint would go hand-in-hand with two distinct styles of beer and celebrated by millions world-wide?

The Birth of Bock

Lent, which begins on Ash Wednesday and is recognized for six weeks until Easter, traditionally has been a time of fasting. Most readers are well aware on the religious aspects of this time and are wondering what in the heck does this have to do with beer?

We all know about celebrations related to Mardi Gras, which lead to major eating, drinking and general partying on Fat Tuesday, which was the traditional feast prior to fasting during Lent.

During the Middle Ages, Bavarians were very particular about fasting and followed the Roman Catholic guidelines, which meant no solid foods during this six-week period of Lent. But they could enjoy beer! Actually beer was consumed regularly because it was more sanitary than water, and contained some vitamins from the grains and yeast. At his time, the church chartered most town breweries, and the local monks were the brewmasters.

By the early 1600's, it was discovered that breweries in the small town of Einbeck, located in northern German, were brewing a type of beer that was heavier with much higher malt content. Einbeck brewers had been exporting their beer for centuries to places further north such as Norway and Sweden. Once the Bavarian monks found out about this style of beer they adopted it as their own because of the nutritional value that the dark and malty beer from the North contained, which would help subsidize their bodies of essential vitamins while fasting.



It is believed that the name “bock” became a loosely translated slang term for this type of dark beer that originated in Einbeck. Others believe that this style of beer, adopted by the monks in Munich and the rest of Bavaria, was named for its strong and hearty character. The German word for the male goat, which has always been viewed by Germans (particularly in the alpine region) as a powerful animal, is bock. This is why we regularly see the goat associated with bock beer advertisements.

Lucky for Saint Patrick

Do visions of shamrocks, leprechauns, luck-of-the-Irish, and of course, green beer, fill your head with planning your St. Patrick's Day celebration? Unfortunately for Maewyn (later changed to Patrick) Succat, his life started in an ill-fated manner, rather than with Irish Luck and partying as his namesake holiday is now associated with.

Born in Britain in the late 4th Century, Patrick was seized by bandits when he was only 16 years old and taken to Ireland where he was enslaved by an Irish landowner. During this difficult time, Patrick found strength in religion and later claimed that God gave him the strength and the means to escape after six long years of captivity.

Patrick's escape was a long journey by foot and ship, but he finally found his way back to England and immediately began studying religion for the next few decades. Shortly after being ordained as a priest, Patrick had another call from God: “to spread the good word of Christianity to the people of Ireland”. Patrick spent the next 35 years preaching in Ireland, where he educated the pagans and baptized hundreds of thousands of Irishmen.

A shamrock was used as a symbol in Patrick's teachings. The three leaves of the shamrock represented the Father, the Son, and the Holy Spirit, all joined together by the stem. Patrick died on March 17, 460 AD, which is now celebrated as St. Patrick's Day in Ireland, and the rest of the world. Ireland later adopted Dry Stout, as its national drink, which is now commonly referred to as Irish Stout.

For an interesting spin on a traditional St. Patty's stout this year, try an *Irish Car Bomb*. This Irish concoction consists of a shot of Bailey's Irish Cream with a floater of Jameson Irish whiskey. The shot is then dropped into a pint of dry stout and “chugged”. It tastes just like a milk shake!



Scott's Travels

by Scott Mertie #28310

Many of you may remember that I often included articles in previous issues of *The Southern Brews* about various brewpubs I visited throughout the country while traveling for work. Well, I recently visited two BCCA members' homes and thought I should start a similar feature on their collections in our newsletters.

The past few weeks took me to Don Johnston's house in Lima, Ohio and Matt Parker's home just outside of Augusta, Georgia.

Don and his wife Helen have been active in the hobby for many years. Don focuses his collection on cans and breweriana from the Old Dutch brand, as well as items from other North-East Ohio breweries. Helen also has an extensive coaster collection, consisting of thousands of beer mats!

Their collection is displayed nicely in several rooms in his basement, along with a very nice bar for entertaining. During my visit, Don offered my colleague and I several different beers from the Great Lakes Brewing Company., which we en-

joyed while viewing his collection.

In addition to collecting breweriana, Don and Helen enjoy traveling to various shows and brewpubs throughout the country. They have visited over 1,700 breweries and brewpubs to date! (note that there are currently only about 1,400 breweries in existence in the US today).

Matt has a beautiful collection of steel cans consisting of cones and flats to various pull tabs. Being born in Cleveland, he collects a number of items from there, but also has a number of items from Georgia's Atlantic Brewing Company (see lithographs pictured below to the right).

I appreciate the hospitality of Don and Helen Johnston, as well as Matt Parker. I am going to make a conscious effort to visit more collectors while I travel. I would encourage all of you to use your BCCA roster and look up other collectors as you travel.



Above: BCCA Member, Don Johnston (#7367) pours a bottle of porter from the Great Lakes Brewing Co. at his bar in his Lima, OH home.

Below: BCCA Member, Matt Parker (#31054), shows off a very nice example of a Gold Bond Special Beer flat top (USBC 71-25) from the Cleveland-Sandusky Brewing Company



Above: Two lithographs in Matt Parker's collection from the Atlantic Brewing Company

Left: Matt Parker's collection is displayed nicely in a spare room on the main floor of his house.





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BCCA Chapter 119 is Back in Tennessee!



I want to first start out with an apology to our loyal chapter members. This is the first newsletter we have issued in two years. I am

personally responsible for this lack of chapter communication. I have been taking on new responsibilities with my Firm and have been traveling more than usual the past few years. Although this has been very good for my professional career, it has pulled me away from my duties as an officer of our chapter. For that, I apologize.

Many of you have probably noticed that our chapter's name changed from *Goldcrest 51* to *Gerst 57*. There were several reasons for this change:

First, Shawn Cunningham and I discussed our chapter name and decided that since the chapter is based in Middle TN, it should be named after a Nashville beer (Gerst) rather than a Memphis beer (Goldcrest). With this change, we also freed up the goldcrest51.com website and offered it to Kenn Flemmons to use in promoting his Tennessee Brewing Company collection and book about the brewery.

Second, we thought we would give the chapter a "fresh start" since we have not had much activity the past few years. What better way to do this than start with a new name? We also have a new website: www.brewedindixie.com (named after the popular advertising slogan used by Gerst). We temporarily had a website at gerstbeer.com, but I was recently approached by the owners

of the Gerst Haus and asked if they could use it. I graciously signed the domain over to them (since they owned the trademark).

So, with these few changes, we are still the same chapter with many of the same people that have been members for years. We appreciate your support and look forward to seeing everyone at future events. Please do not hesitate to forward me any contributions to our quarterly newsletter or stop by and visit when in town.

Prost!

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