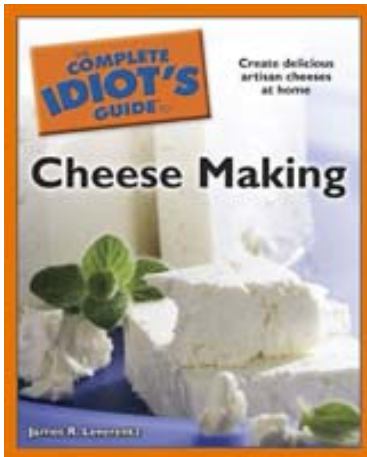


Fermentorship

Keeping you up-to-date with all that is happening at Leeners.

ISSUE: 10 VOLUME: 03



Coming May 4th

We have a release date! All of us at Leeners are eagerly anticipating the spring release of *The Complete Idiots Guide to Cheesemaking* written by our own Jim Leverentz. The book will be available in our store and at leeners.com as well as other outlets nationwide beginning May 4, 2010.

Visit leeners.com now and follow the link to request a copy of the book. Also watch your mail for special incentives and offers related to this awesome event.

Also available at Leeners, our complete line of cheese-making kits and supplies. Our Mozzarella Cheese Kit will make one pound of fresh American style Mozzarella cheese in one hour. The Soft Cheese kit will help you to create a variety of soft spreadable cheeses such as cr me fraiche. Our Hard Cheese kit is for cheddar style cheeses and our Deluxe Cheese kit will make all of the above and more.

German Wines

German wine differs from wines of other countries in that it is light, lively, and fruity, thanks to Germany's unique climatic and geological conditions.

With the exception of Saale-Unstrut and Sachsen in the east, the wine-growing regions are concentrated in the south and southwestern part of Germany. They are among the most northerly wine regions in the world and straddle the border between the humid Gulf Stream climate of the west and the dry Continental climate of the east. The long growing season and moderate summer temperatures bring forth filigree wines that are relatively low in alcohol.

Vintage 2000 marked the advent of "Classic" and "Selection" – terms meant to simplify matters for consumers. Classic wines enable everyone to easily find uncomplicated, dry varietal wines for everyday enjoyment – reliable taste and quality at an affordable price. Selection wines

are premium quality, dry varietals available in limited quantities and priced accordingly.

Winemakers in all German wine-growing regions can produce these wines, provided the wines are above average in quality, harmoniously dry in taste, and made from a traditional grape variety, such as Riesling, Silvaner, Rivaner or a Burgunder (Pinot).



Get ready for a summer of refreshing white wines made in the German style with a 12% discount on selected white wine kits.

Wine	Sale Price
Gewurztraminer	
Vintner's Reserve	\$58.92 save \$8
Selection Premium	\$94.12 save \$12
Selection Estate	\$132.84 save \$18
Liebfraumilch	
Vintner's Reserve	\$55.40 save \$7
Selection Premium	\$84.44 save \$11
Muller Thurgau	
World Vineyard	\$65.08 save \$8
Selection Premium	\$97.64 save \$13
Piesporter	
Vintner's Reserve	\$55.40 save \$7
Selection Premium	\$90.60 save \$12
Riesling	
Vintner's Reserve	\$51.88 save \$7
World Vineyard	\$65.08 save \$8
Selection Premium	\$87.96 save \$12
Selection Estate	\$129.32 save \$17

New Wine Book

Kit Winemaking \$14.95

Illustrated Beginner's Guide to Making Wines from Concentrate
By: Daniel Pambianchi

Daniel is founder and CEO of Cadenza Wines Inc. and best-selling author. His new book, *Kit Winemaking*, will provide you with step-by-step instructions on how to make wines of unparalleled quality, often surpassing those made from grapes, and some commercial wines.



This book also describes the most common winemaking problems, how to resolve them and how to avoid them in the first place.

March is Women's History Month

When Beer Was "Woman's Work"

In honor of Women's History Month, I want to talk a little bit about a time when brewing beer was "woman's work". The historic record of female brewers starts in ancient Egypt with a written law making it illegal for men to make or sell beer. Women were the brewers and bar owners and were subject to strict rules of operation. Some infractions were punishable by death.

During the Middle Ages, drinking beer was more common than drinking water, even for children. The reason was simple; people who drank water often became sick while those who chose "small" beer remained healthy. The reason was in the necessary boiling of the wort (brewing) which destroyed pathogens in polluted water. Boiling is cooking and in the Dark Ages cooking was the job of women. A woman who made beer was called a brewster; when men took over, the reference was changed to brewer.

Modern brewing evolved as a household chore of necessity. As it is with cooks (some are better than others) it was with brewsters. Those that produced better brews found that by brewing a little extra they could add the household income. Increased demand provided employment for family members, but women were at the center of brewing operations. From carrying the water to selling the finished beer, women brewed most of the beer consumed in the 13th and 14th centuries.

A Few Modern Day Professional Brewsters

Carol Stoudt, President and Brewmaster of *Stoudt's Brewing Company* in Adamstown, PA.

Jenny Talley, Head Brewer at three *Squatters Brewpubs* in Utah.

Teri Fahrendorf, who after 17 years as an award winning Head Brewer at *Steelhead Brewing* in Oregon completed a 15,000 mile American brewing adventure from coast to coast and back again, and wrote a blog about the trip.
www.roadbrewer.blogspot.com/

Tonya Cornett of *Bend Brewing Co.* in Bend Ore. is the first woman brewer to win the prestigious brewmaster award sponsored by the Brewer's Association, a craft-brewing industry group.

Brewing became so profitable and prestigious that men eventually took notice and moved in on the trade. One reason given is that women lacked the physical strength needed to operate large-scale brewing. I'm not so sure that biology had anything to do with women leaving brewing. Economic opportunity sometimes fogs over the better side of human nature. Brewsters were given a nasty reputation. Writings from this time period portray brewsters as "filthy workers who produced polluted beer" and cheated their customers. A culture of hatred and distrust of women became rampant. I haven't found anything that depicts male brewers in this fashion.

In the modern world, the honorable brewster has made a well deserved comeback. More than a few micro and mini breweries are owned and operated by women across America. Most importantly, female homebrewers have returned brewing to its kitchen roots. Better yet, they are teaching their craft of brewing to their sons.



Brew now for Oktoberfest

BB German Oktoberfest

\$35.99 save \$3.99

March is the perfect time to start your Oktoberfest brew. It is tradition that this is the last beer of the brewing season. It is ready just in time to kick off the next brewing season. This beer is amber in color with a nice blend of Munich malt and crystal grains. It has a medium-bodied, malty finish with a distinct hop flavor. This kit includes a lager yeast that will also perform well at ale fermentation temperatures.



Oktober 'Fakts'

One of the signs of fall for us beer drinkers is the beginning of Oktoberfest! This festive celebration began in October of 1810 as a celebration of the marriage of Prince Ludwig of Bavaria (crowned as King Ludwig I) to Princess Therese of Saxony-Hildburghausen.

Although major amounts of beer were had at the very first Oktoberfest, the event was initially built around its horse race and state agricultural show.

The link between beer and Oktoberfest didn't really happen until 1818, when food and beer stands were introduced to the festival. There's confusion as to the origin of the style; it mostly likely came about hundreds of years ago, before refrigeration and before the first Oktoberfestbier.

Beers brewed during the winter were kept in cold storage (lagered) all summer so that they did not spoil. The label Märzen (March) signified beers brewed during the last months of spring. These beers were then consumed over the summer months when brewing was impossible due to the hot weather and bacterial infections.

St. Patrick's Day

St. Patrick's Day is celebrated on March 17, his religious feast day and the anniversary of his death in the fifth century. The Irish have observed this day as a religious holiday for over a thousand years.

On St. Patrick's Day, which falls during the Christian season of Lent, Irish families would traditionally attend church in the morning and celebrate in the afternoon. Lenten prohibitions against the consumption of meat were waived and people would dance, drink, and feast—on the traditional meal of Irish bacon and cabbage. Irish bacon is similar to pancetta; the Italian cured meat made from pork belly. With our **Bacon Curing Kit** you can make your own bacon and Italian pancetta for your celebrations. These days the traditional Irish meal for St. Patrick's Day is Corned Beef and Cabbage. You can make your own lean and delicious corned beef and pastrami with our **Corned Beef and Pastrami Kit**. You will be enjoying the best corned beef and pastrami sandwiches you have ever eaten in as little time as one week. The kit includes all the curing salts, spices, tools, and instructions to prepare up to 10 lbs. of brisket.



Corned Beef & Cabbage

- 2 lb. raw corned beef
- 1 head cabbage
- 4 red potatoes
- 6 large carrots
- 2 large onions
- 1 clove whole
- 2 Tablespoons butter
- 1 teaspoon minced garlic



1. After cooking a homemade raw corned beef, remove all but 2 cups of the cooking liquid.
2. Core cabbage and cut into quarters. If a large cabbage is used, cut into eighths. Cabbage pieces should be twice as big as the potatoes. Place cut cabbage sections in the reserved liquid. Wash potatoes and poke three or four times with a fork. Place potatoes on top of the cabbage.
3. Trim and peel carrots. Cut carrots into 3 inch pieces. If they are large, cut thick pieces in half so that all pieces are about the same size. Place carrots on top of potatoes.
4. Peel onions and cut into quarters. Stick 1 whole clove into an onion quarter. Place onions on top of the carrots. Sprinkle minced garlic, salt and pepper over the onions. Add 2 bottles of Harp Lager or other pale lager beer; then fill with water until carrots are covered. Onions should remain above the liquid. Add the butter. Place on the stove and bring to a boil. Reduce heat, cover and slow simmer until carrots are cooked.
5. Stir the whole pot and add salt and pepper to taste. Place the corned beef in the pot and stir again. Let pot return to a simmer then turn off the heat and let stand covered for 10 minutes.

Corned Beef & Pastrami Kit \$29.95

Make your own lean and delicious corned beef and pastrami with our You-Make-Kit Brand Corned Beef and Pastrami making kit. This kit and fresh beef brisket from the supermarket are all you need. We tried many recipes and methods of making corned beef and found that the traditional brine method produces the best corned beef and pastrami. You will be enjoying the best corned beef and pastrami sandwiches you have ever eaten in as little time as one week. The kit includes all the curing salts, spices, tools, and instructions to prepare up to 10 lbs. of brisket.

Bacon Curing Kit \$19.95

This You-Make-Kit™ Brand kit will teach you to prepare four classic styles of cured pork which are universally recognized by their distinctive, mouth watering aroma when they are cooked. You will learn to make Maple Smoked Country Style Slab Bacon, Canadian Style Bacon, traditional Pea meal Bacon and Italian Pancetta. The Kit Includes: recipe booklet, Mortons tender quick, dried juniper berries, whole bay leaf, coarse black pepper, butchers twine, maple wood chips and plastic curing bags.



New Products

Brewer's Best® Maibock Recipe Kit \$47.95

IBU's: 25-35 | OG:1.064-1.072 | Color: Deep Gold | ABV%:6.3%-7.4%

This seasonal lager is a classic representation of the style - a golden, strong Bock with a distinct hop character. Ample Pilsner malt is complimented by Vienna and Munich giving this rich lager a full, malty mouth feel. German Hallertau provides a distinct noble hop aroma and the specially selected lager yeast produces a traditional clean lager profile.



Auto-Siphon Clamp \$3.55

Available now...the long-awaited Auto-Siphon clamp. This new product will clamp right onto your auto-siphon making a more secure and easy transfer.

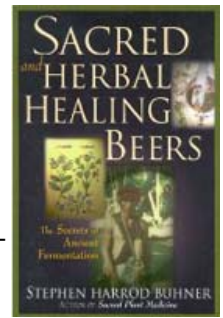


The Carboy Cleaner \$29.95

The exclusively designed cleaning pads are made of a 100% non-woven viscose material specially processed using air-spun technology. This makes the Carboy Cleaner cleaning pads super absorbent, lint free, strong, yet soft enough that it will not scratch any fine surface.

Sacred and Herbal Healing Beers \$22.95

Get a great education on brewing with herbs. The author's beautiful and provocative exploration of the sacredness and folklore of ancient fermentation is revealed through 200 plants and hive products. Includes 120 recipes for ancient and indigenous beers and meads from 31 countries and six continents--and the most complete evaluation of honey ever published.



Get Twisted this Summer

Coming in April: *Strawberry Margarita and Mojito*

This April Winexpert will introduce an exciting and delicious new addition to the Island Mist family. Twisted Mist makes 30 bottles of the world's first ready-to-drink cocktails. Twisted Mist produces 12% alcohol by volume giving the kick you expect, along with great taste, authentic flavors and a smooth finish.



Twisted Mist wine cocktail kits are just \$79.95 each and include labels.

Twisted Mist will only be around for the summer so [reserve yours now!](#)

Leeners Events

Leeners will be out and about this spring. Please join us at the following:

Our Valley Cooks Food Expo and Recipe Challenge March 6th: in Boardman, Ohio. We will be having Mozzarella cheese making demonstrations throughout the day. You can also register to win a free autographed copy of Jim's book, ***The Complete Idiot's Guide to Cheese Making*** due out May 4th. Visit www.ourvalleycooks.com for more information.

Beer Brewing Demonstration: Tuesday April 20th. At the Twinsburg Public Library, 10050 Ravenna Road beginning at 7pm. Jim will show you the ins and outs of extract brewing.

Mozzarella Cheese Demonstration: Thursday April 29th at the Stow Public library, 3512 Darrow Road Stow, OH 44224 beginning at 7pm. Watch how a gallon of store bought milk magically turns into a pound of fresh mozzarella cheese.