



**SOUTH SHORE BEER AGENT**

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# **Talking Points and FAQs**

## Tell me about your Nut Brown Ale.

- 5.78% ABV.
- 16.4 IBU.
- Wins awards year after year. In 2017, it won the “Glendale Cup”, the best of show award at the Wisconsin Beer Lovers Festival in Milwaukee, WI.
- Don’t be intimidated by the rich walnut color.
- This beer is really not heavy.
- Very smooth with no bitterness
- A warming, feel good, unaggressive, nut-like flavor and aroma.
- This is an English Mild style.
- Our nut brown is lower carbonated than what you would find in an American craft beer, but higher than a low-carbonated English cask-conditioned ale or real ale.
- Our “flagship” brew.
- Social drink and goes great with all types of food.
- No actual nuts-biscuit malt

## Tell me about your Northern Lights Cream Ale.

- 4.7% ABV.
- 10.8 IBU.
- “ALE BREWED WITH HERBS” a blend of lavender and wood betony is added into the beer after fermentation.
- These herbs enliven your senses with a unique and refreshing taste.
- Combines the features of a lager, crisp and smooth, with the best of an ale, fruity and complex, into one beer.
- We’ve also added 5% oatmeal and 16% white wheat for a round, smooth flavor and mouthfeel.
- There is a very slight hop presence.
- Tell me about your Inland Sea Pilsener.
- 6.0% ABV.
- 19.8 IBU.
- This golden beer is refreshing, boldly crisp, full-bodied, yet not overwhelmingly bitter.
- Locally harvested honey adds that delicate touch of sweetness that balances very nicely with American hop cultivars developed from traditional European and Germanic lineage.
- This product is fermented with a german lager yeast and allowed to lager several weeks before it is packaged.
- Pilsener can be spelled a few different ways: Pilsener, Pilsner, and Pils. South Shore spells it Pilsener which is a European way of spelling it. Giving homage to the where the root of this style originates. It differentiates our pilsener from the American interpretation (like Miller Lite). Ours is more true to the original style.



## Tell me about your Rhoades' Scholar Stout.

- 6.3% ABV.
- 35.5 IBU
- English Stout
- Less roastiness, than an Irish style stout.
- A tribute to its' designer, Allen Rhoades, a fellow brewer who captured a blue ribbon at the Western Washington State Fair when it was entered as a homebrew.
- Rich and hearty, not thick and overpowering, comes complete with a creamy head.
- Chocolate and crystal malts along with roasted barley combine to create the wonderful flavor.
- Compliments desserts well.
- Try one in place of a cup of coffee.

## Tell me about your WPA.

- 6.8% ABV
- 55 IBU.
- American style IPA. It's a Midwest IPA!
- Uses all WI grown hops.
- Our exceptional quality standards apply to these hops and complement the same standards we have for our base malt.
- The honey we use comes from our beekeepers in Mason.
- The WI grown varieties used are Nuggets, Cascade, and Centennial.
- Hops aromas and flavors are intricate, spicy, complex fruity-sweet overtones, not citrusy.
- A hands-down favorite in our Washburn Taphouse.
- The newest addition to our bottled for retail sale line-up, began distributing in spring 2018.

## What makes South Shore Brewery unique or different from the competition?

- All of the beers brewed here use base malt grown here in Ashland and Bayfield Counties.
- This is no longer true although we strive to be as local as possible in purchase of our ingredients.
- We've been brewing since 1995. We've had time to work out the kinks and refine our beers into winners.
- We're two generations of brewers now, Bo & Joe.

## Who brews South Shore beer?

- Justin Bohn (pronounced BON), head brewer.
- Francois "Joe" Bélanger (pronounced buh-LAN-zhay), brewer. Bo's son.
- Bo Bélanger (pronounced buh-LAN-zhay), the original head brewer and current president/owner of South Shore Brewery, Inc. EVERYONE in the beer world knows Bo.



**We brew in two locations, Ashland and Washburn, on Chequamegon Bay (shə-WAH-mə-gan) on the southern shore of Lake Superior in northern Wisconsin.**

Ashland Brewery:

- 6 taps of South Shore beer.
- Our Ashland brewery operates in the historic downtown building along with the Deep Water Grille and The Alley (food!)
- In April of 2000, a fire in our original home, The Depot, forced the South Shore Brewery to brew elsewhere until we found the current building on Ashland's Main Street.
- The brewery has gone through multiple expansions over the years.

Washburn Brewery & Taphouse:

- 8 taps of South Shore Beer only.
- No food available, but it's BYOF: Bring Your Own Food.
- Began moving into the space in 2016.
- We were not willing to give up our fresh water resource by moving away.
- Formerly the "Super Bowl" bowling alley.
- Renovations included a 15 barrel brewhouse.
- Initial fermentation capacity of 4000+ barrels annually.
- More effective packaging, product handling and distribution capabilities. We only bottle in Washburn now.



# Where does South Shore distribute?

Lori has a map and we can get locations of the warehouses.

