

PUMPKIN BEER: THE KING OF SEASONALS

BY MICHAEL KUDERKA

Nothing moves like seasonal brands, and no season moves beer like the brands associated with the crisp, fall, harvest season. With unique fresh flavors, combined with limited availability, Pumpkin ales and Hop Harvest ales attract a steady flow of customers into your store and ultimately your beer section.

Not as celebrated as Oktoberfest beers, Pumpkin ales have long been associated with America and the fall season. In fact,

Pumpkin Ale recipes date back to Colonial times when pumpkin was used as a unique, seasonally available ingredient with which to brew. Native to North America, pumpkin was actually used by the Colonial brewer in place of malt as a fermentable sugar.

Pumpkin beer was re-popularized with the introduction of Buffalo Bill's Brewery Pumpkin Ale in the late 1980s, and we all know how popular the flavor is today, as each year brewers start the pumpkin beer season earlier and earlier.

25 "MUST HAVE" PUMPKIN ALES

- 1 **UFO Pumpkin** (7.2 SRM, 20 IBU)
Harpoon Brewery - Boston, MA
- 2 **Schlafly Pumpkin Ale** (26.6 SRM, 16 IBU)
- Schlafly Beer - St. Louis, MO
- 3 **Buffalo Bill's Brewery Pumpkin Ale**
- Buffalo Bill's Brewery - Hayward, CA
- 4 **Pumpkin Ale** (20 IBU) - Capt.
Lawrence Brewing - Pleasantville, NY
- 5 **Night Owl Pumpkin Ale** - Elysian
Brewing - Seattle, WA
- 6 **Devious Imperial Pumpkin Ale** -
Fegley's Brew Works - Bethlehem, PA
- 7 **The Fear Imperial Pumpkin Ale** -
Flying Dog Brewery - Frederick, MD
- 8 **The Great Pumpkin** - Heavy Seas
Brewing - Baltimore, MD
- 9 **Pumpkin Lager** (12 SRM, 12 IBU) -
Lakefront Brewery, Inc. - Milwaukee, WI
- 10 **Mr. Pumpkin** (10 IBU) - Mother's
Brewing - Springfield, MO
- 11 **Pumpkick** - New Belgium Brewing -
Fort Collins, CO
- 12 **Ichabod Pumpkin Ale** (26 IBU) -
New Holland Brewing - Holland, MI
- 13 **Post Road Pumpkin Ale** (24 IBU) -
Brooklyn Brewery - Brooklyn, NY
- 14 **Gruntled Pumpkin** - R.J. Rockers
Brewing - Spartanburg, SC
- 15 **Hipp-O-Lantern** - River Horse
Brewing - Lambertville, NJ
- 16 **Pumpkin Patch Ale** (25 IBU) -
Rogue Ales - Newport, OR
- 17 **Fat Jack Double Pumpkin** (35
SRM, 25 IBU) - Boston Beer -
Boston, MA
- 18 **Pumpkinhead Ale** (6 SRM, 18 IBU) -
Shipyard Brewing - Portland, ME
- 19 **Funkin Punkin** (10 IBU) - Short's
Brewing - Bellaire, MI
- 20 **Pumking Ale** - Southern Tier
Brewing - Lakewood, NY
- 21 **Pumpkinfest** - Terrapin Beer -
Athens, GA
- 22 **Punk'n Harvest Ale** (13 SRM, 118 IBU)
- Uinta Brewing - Salt Lake City, UT
- 23 **Whole Hog Pumpkin** (10 IBU) -
Stevens Point Brewery - Stevens
Point, WI
- 24 **Jack 'O Pumpkin Ale** - Williamsburg
AleWerks - Williamsburg, VA
- 25 **Wolaver's Organic Pumpkin Ale** -
Otter Creek Brewing - Middlebury, VT

FEATURED BRAND: HARPOON UFO PUMPKIN

A hazy amber colored beer, smooth, slightly sweet, with flavors of Vienna and Munich malts, earthy pure pumpkin, and hints of spice.

Available: Seasonal
ABV: 5.9 %
IBU: 20
SRM: 7.2



ARE YOU THINKING OUT-OF-THE-BOX?

How innovative is your store at selling beer? We would like to know. If you have promotions that go beyond refilling the cold box, we would like to hear from you and share your "out-of-the-box" thinking with our fellow *Beer Trends* readers.

E-mail me at mkuderka@mcbasset.com with your successful ideas for selling beer, along with your contact information. If we write about your program in our column we will send you a free copy of The 3rd Edition of The Essential Reference of Domestic Brewers and Their Bottled Brands.

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