

A Preview of the Hilltown Brewfest

Mark your calendars, folks! Hilltown Brewfest 2010 will be held in New Salem on Saturday, September 11. Last year's brewfest raised nearly \$3,000 for the New Salem and Wendell Fire Departments. This year, we'll sample even more beer and other craft beverages, including area wines.

Speaking of tastings, this Thursday, March 4, from 4:30-6:30, sample beverages from Berkshire Brewing Co. and Still River Winery, along with four spirits from the Berkshires' first legal distillery since Prohibition. As a delicious bonus, this tasting will be catered by Harvest & Home Food Co.

Our deli & grill remains open daily, but Fridays are again our exclusive pizza night. View our pizza, deli & grill menu, find out about tastings and other events, and sign up for e-news at www.newsalemgeneralstore.com.

Rick

Rick Oliver, Proprietor

News & Events

Beer, Wine, Spirit & Hors d'Oeuvres Tasting
Thursday, March 4
4:30-6:30 p.m.

Sample a variety of Berkshire Brewing Co. brews, Berkshire Mountain Distillers' rum, gin, vodka and corn whiskey, and Still River's Apple Ice Wine. **Plus**, don't miss remarkable vegetarian, vegan, and raw appetizers served by the chefs of Harvest & Home Food Co.



Local Vendor Spotlight:

Gary Bogoff, Berkshire Brewing Co.



'Get a couple of strangers together and after a pint they're not strangers anymore.'

By John DeWitt

This month we explore finer points of craft brewing with Gary Bogoff, the co-founder (*at left with partner Chris Lall*) of Berkshire Brewing Co.

Q: How did you and Chris get started? What's your philosophy?

A: We were hobbyist home brewers. We got together and started brewing a lot of 10 gallon batches and our friends encouraged us to keep on going. In 1994, we opened up BBC in South Deerfield, where we're still located. Our philosophy is that it's all about the beer, and beer is nothing without people. Get a couple of strangers together and after a pint they're not strangers any more. It's a social beverage.

Q: How do you keep loyalty with so many craft beer choices?

A: Number one, we don't expect to be everyone's favorite beer; we are happy to be in your top 5 or top 10. It really depends on the time of year and personal taste. We do 16 different beers and try to cover the beer spectrum with something for everybody in many different styles. We're still a small batch brewer, 20 to 25 barrels at a time; we still hand-deliver 95% of our beer through our own distribution operation.

Q: What makes a great beverage? What are your proudest accomplishments?

A: When you describe a beer, you really can't say that you like it; I think you should say the beer tastes like this or that so other people can see what you're tasting and determine what they like. My partner and I have never entered our beers in beer judging – because we find it subjective vs. objective. One thing we're really proud of: we started off with two of us in 1994, and now we're over 40 people. There are a lot of people helping to make this project work.

