

JUST A BEER NEWSLETTER



BREWERY 99

Monthly News

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BREW NEWS

THE IPA: A BRIEF HISTORICAL MYTH BUSTER

Americans love the India Pale Ale (IPA), the more hops the better. According to UNTAPPD, the highest rated beer in 2022 was the New England IPA. For years our customers begged for us to make an IPA here at Brewery 99, and in 2021 we gave the people what they wanted with our Dipper DIPA (double IPA, which means "double" the hops). Americans have obsessed over IPAs since the 1990's, but where did this beer style come from? Why is it so popular? These are questions I ask myself as a brewer at Brewery 99. So, I did a little digging.

We've all heard a version of the story of how the India Pale Ale (IPA) came about. I was told that the IPA was established by the English who were shipping beer to India in the late 1700's and early 1800's. According to legend, the beer would go stale or sour during the long journey, typically 3-4 months by sea. To prevent this from happening, an English brewer named George Hodgson from Bow Brewery in London started adding large amounts of hops to his higher alcohol pale ale to prevent spoilage. (Hops act as a preservative by inhibiting spoilage bacteria during a beer's shelf life.) The "Pale Ale of India" was created. Now, the validity of this story came into question as I did more research.

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THE IPA: A BRIEF HISTORICAL MYTH BUSTER, CONTINUED

The truth is, that beer was being shipped successfully all over the world at the beginning of the 18th century, and could survive easily in a cask for a year or more without the additional hops. Also, there was no scientific evidence that supported the theory that more hops were needed to be added to beers that were traveling to warmer climates.

It turns out that Bow Brewery's close proximity to the East India Company's docks (where most trading with India occurred) and excellent marketing skills led to the mass production of George Hodgson's "Pale Ale for India". The lighter beer became a hot commodity in India compared to the darker, heavier, full-bodied beers. The popularity of this beer ultimately led to higher prices and more breweries brewing the same style in hopes of entering the new market. It wasn't until 1835 that this beer style was named "India Pale Ale".

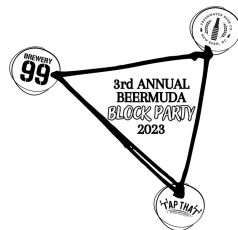
Now, as you take a sip of your Brewery 99 Dipper DIPA think about this brief retelling of how the IPA came about. If you would like to read more, there are several resources available such as: *IPA: Brewing Techniques, Recipes and the Evolution of INDIA PALE ALE* by Mitch Steele and *Hops and Glory: One Man's Search for the Beer That Built the British Empire* by Pete Brown. There is a plethora of information from using a Google search as well, but as always, check your sources!

Cornell, M. (2018, April 19). The Truth About the Origins of IPA. The Beer Connoisseur. Retrieved January 30, 2023, from <https://beerconnoisseur.com/articles/truth-about-origins-ipa>

Untappd. (2022, December 15). The top 10 highest-average rated beer styles of 2022. Untappd. Retrieved January 30, 2023, from <https://untappd.com/blog/the-top-10-highest-average-rated-beer-styles-of-2022/1564>

Article written by Danielle Shaw

NEW ON TAP



BEERMUDA BLOCK PARTY

Join us on Saturday, **May 6, 2023** for the 3rd Annual Beermuda Block Party. We will be hosting our 2nd Slow Bike Race. There is a \$5 registration fee and all proceeds will go directly to Habitat for Humanity! Sign-up online at www.brewery99.com or visit us in the taproom



APRIL 2023

- April 1: All About Churros
1 Year Anniversary Party!
- April 5: Tanja's Hella Fat
- April 14: LIVE Music with
the Mad Fiddler
- April 29: Bokanina's Pacific
Island Fusion

****Oysters every Wednesday**
****CSA Pick-up every Thursday**

**Check social media platforms and website for weekly updates

