

Froth

Froth is the publication of the Brewers of Central Kentucky (B.O.C.K.): a non-profit organization dedicated to homebrewing.

2002 B.O.C.K. Officers

Primary Fermenter:

Mark Schentrup

Secondary Fermenter:

Bill Caldwell

Tertiary Fermenter/Web Master:

Randy Alexander

Keeper Of The Cash:

Tony Aiken

Scribe:

Paul Moss

How to contact B.O.C.K.

Brewers of Central Kentucky
2390 Sullivan Lane
Frankfort, KY 40601
E-mail randya@qx.net
Internet
<http://hbd.org/bock>

To submit something for Froth, call Paul at 859-484-2349 or submit by email to: mosslanding@kyk.net

BUNGEE JUMPERS DON'T DRINK LIGHT BEER

You probably knew this about yourself, but a new study by Scarborough Research indicates all kind of people drink different kinds of beer. The research was intended to identify promotional opportunities for advertisers, and seemed particularly interested in looking beyond stereotypes.

Here are some of the things the survey in the nation's 75 largest markets found:

- Those who engage in Xtreme sports (bungee jumping, skysurfing, etc.) are 107% more likely to drink imported beer than the average person. Who wants to destroy the "jump-off-the-face-of-the-earth" image with light beer?
- Golfers and hunters display a dear preference for domestic light beer, choosing it 64% more often than the norm.
- Wine drinkers engage in a wide variety of sports and entertainment activities, not just the fine-arts-related pastimes that stereotypes suggest.
- Those who attended R&B/rap/hip-hop concerts are 94% more likely than the average person to drink champagne or sparkling wine.
- Snow skiers are 89% more likely than the norm to consume red wine and premium beer.
- People who go to the symphony not only drink red and white wines, but also prefer premium beers.
- Those who attend Indy Racing/ARL events consume all types of beer, yet surprisingly they indexed well above the norm for blush or rose wine consumption.

Upcoming Events

Next Meeting: Wednesday **May 8th** at Alltech located at the meeting of Versailles road and Maxwell street. This meeting will feature a dub compenion of members home brews. Entries should be the equivalent of at least 3x12oz bottles. Winner to be submitted to Beer and Sweat 2002.

Spring Brew Off: Saturday **May 18th** at Alltech. Alltech will provide 5 gallons of wort and its up to you on which speciality grains and hops you wish to add. Lets make it a good turnout!

Party Time in Frankfort Saturday **June 1st** .. see page 3 for invite.

Bungee Jumpers cont from p1

- CART racing event attendees enjoy domestic regular beer and imported beer, but they are even bigger fans of champagne or sparkling wine (87% more likely than the norm to consume it).
- Comedy club goers are more willing than the norm to spring for higher-priced beverages such as champagne and sparkling wine, imported beer, premium beer and wine that costs more than \$10 per bottle.
- Nearly 50% of the people who consumed inexpensive beer in the past 30 days were between the ages of 21 and 34. In addition, over 63% of drinkers of inexpensive beer are men. Furthermore, the study revealed that more than 47% of inexpensive beer drinkers like to garden, about 42% enjoy swimming and more than 56% walk for exercise.

Now back to the bungee jumping, how do you think they do that without spilling any beer?

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Irish pub at Home?
If you miss that pub atmosphere checkout this website
www.Keenmacpubs.com/home.htm

Humor

A truck driver hauling a tractor trailer load of computers from the factory decides to stop in Sunnyvale for a beer. After parking his rig he approaches a bar and sees a big sign on the door saying:

"NERDS NOT ALLOWED - ENTER AT YOUR OWN RISK"

He goes in and sits down. The bartender comes over to him, sniffs, says he smells sorta nerdy, and asks him what he does for a living. The truck driver says he drives a truck, and the smell is just from the computers he is hauling. The bartender says OK, truck drivers are not nerds, and serves him a beer.

As he is sipping his beer, a skinny guy walks in with tape around the corners of his glasses, a pocket protector with twelve kinds of pens and pencils, and a belt at least a foot too long. The bartender, without saying a word, pulls out a shotgun and blows the guy away.

Startled, the truck driver asks him why he did that. The bartender said, "Don't worry. The nerds are over populating Silicon Valley, and are in season now. You don't even need a hunting licence.

So the truck driver finishes his beer, gets back in his truck, and heads back onto the freeway. Suddenly, he veers to avoid an accident and the load shifts. The back door breaks open and computers spill out all over the freeway. He jumps out and sees a crowd already forming, grabbing up the computers. They are all engineers, accountants (CPAs) and programmers wearing the nerdiest clothes he has ever seen.

He can't let them steal his whole load. So remembering what happened in the bar, he pulls out his shotgun and starts blasting away, killing several of them instantly. A highway patrol officer comes zooming up and jumps out of the car screaming at him to stop.

The truck driver said, "What's wrong? I thought nerds were in season?"

"Yes they are," said the patrolman, "But you can't bait 'em."

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Bottomless beer mug?

APR 4, 2002 - Scientists develop glass that signals when it needs more beer

A team of scientists in Cambridge, Mass., have developed a glassware system that signals when you are ready for a refill. When empty, the glass sends an electronic cry for more beer, New Scientist magazine reported Thursday.

The iGlassware system from Mitsubishi Electric Research Laboratories tags each glass electronically with a microchip linked to a thin radio-frequency coil inside its dishwasher-safe base. A coating of a clear, conducting material makes the glass behave like a capacitor, allowing it to measure how much you have drunk.

That information is transmitted to a receiver in your table. From the receiver coil, information can be sent back to palmtop devices carried by waiters or to a display behind the bar in a pub.

Ronald Cole, an expert in hotel and restaurant management at the University of Delaware, said the system could prove valuable in restaurants. Diners like to have their glasses kept topped up, he said, and the technology addresses one of their "pet peeves."

!Party proclaimed!

!Friends invited!

Whereas, Mark L. Roberts will shortly
achieve the age of 48 years; and

Whereas, Kentucky is one of the 48
contiguous states and celebrates its birthday
June 2; and

Whereas, both are reason to celebrate (not
to mention spring, camaraderie, victuals
and beverage);

Now therefore be it resolved, that you
are invited to the Great 48 Statehood Homebrew Potluck Party of
2002; and

Be it further resolved, that you should come to the residence of
Mark L. and Betty Beshoar at 2390 Sullivan Lane, Frankfort,
Kentucky, at 6:00 p.m. on Saturday, June 2; and

Furthermore, you should bring a dish, a beverage to
enjoy (homebrew encouraged), a musical instrument
(if inclined to play), and a desire to
engage in conversation.



For directions, call (502) 227-2695.

This ever happen to you?

A guy goes into a classy bar. The bar has a dress code, and the maitre d' demands he wear a tie. Discouraged, the guy goes to his car to sulk when inspiration strikes: He's got jumper cables in the trunk! So he wraps them around his neck, sort of like a string tie (a bulky string tie to be sure) and returns to the bar. The maitre d' is reluctant, but says to the guy, "Okay, you're a pretty resourceful fellow, you can come in... but just don't start anything"!



Brewers of Central Kentucky
P O Box 300
Millersburg KY 40348