



Country club members may not be drinking higher quantities of beer than in the past, but they are drinking it more frequently and on more occasions at clubs across the country.

Interviews with club managers and beverage people indicate the image of beer as something Joe Six-Pack picks up on the way home from the shop to fall asleep with in front of the tube after dinner is an image of the past. Beer is becoming popular for more and more country club activities. There are several reasons for this.

With younger members at some clubs and more emphasis on family activities, some clubs have taken on a more informal atmosphere. Club managers have told *GOLFDOM* gourmet dining with its accompanying wines and cocktails is not always strictly the rule anymore. Some members are more budget-conscious than before, and beer fits in with that attitude from a cost standpoint. But it is more than the cost; there is just as much status today to order a fine, imported or American premium beer with dinner as there has been in the past with ordering the right wine.

Also, tennis is becoming a factor at more and more clubs, and it is a fact that tennis players drink more beer to quench their thirst after a fast set. And this gets back to the younger element at clubs. Younger people play tennis, are dressed more casually, and managers have had to make concessions at some clubs with the addition of steak and brew-type rooms to cater to this crowd. There are other ideas as to how beer can become more than just something managers can have on hand; how it can become something that adds another dimension to club activities through proper handling and promotion.

"At my club there is really not that much difference in the amount of beer today and what I sold in the past," Angelo Di Candilo, manager at Squire Golf Club, Ambler, Pa., told *GOLFDOM*. "We handle bottles and not draft, and there is a big swing to Michelob and other premium beers. I think this is because of the taste and nothing else. Sure country club people can afford

to pay more for beer, but I am convinced it is because it tastes good.

"We also do a lot of business in import beers like Lowenbrau and Heineken, a lot of Heineken," he said. "Most clubs I have been in contact with get a lot of call for the foreign beers; it probably has something to do with the mystique of a foreign beer, but I still think it comes back to taste here too. These people are not heavy beer drinkers, but they like a beer that tastes good."

Di Candilo's ideas stack up well against the prevailing beer story across the country. A recent report shows Americans are drinking premium-price imported beers from around the world with greater frequency than ever before. This was shown by the near 43 million gallons that was imported to the United States last year, a 22 percent gain over the previous year. Heineken imported from Holland by Van Munching & Co., New York, paces the market. The company has about 35 percent of the imported-beer market. Its chief competition, Lowenbrau, and some 30 other German beers account for a 22 percent share. Of that total, Lowenbrau is estimated to have 14 percent.

According to an industry source, Holland beer (with Heineken accounting for 98 percent) has outstripped its German competition by a wide margin over the last six years. For example, Holland beer imports rose from 7.6 million gallons in 1971 to more than 12.3 million last year, whereas German beers' volume of 9.6 million gallons in 1971 dipped to 9.5 million last year. German beers' market share, according to the source, dropped from 27 percent to 22 percent over the past two years. Meanwhile, Canadian beer imports jumped from 15 percent in 1973 to over 20 percent last year.

On the home front, another study has shown that beer drinkers continue to favor the big brewers despite the higher prices for their premium brands. Last year, the five largest beer companies wound up with over 64 percent of the total brewing industry barrelage, up from over 50 percent in 1968, over 55 percent in 1972 and almost 60 percent in 1973. The study went on to report

the top five will have 80 percent of the market by 1980 and 95 percent by 1985.

The top five recently were: Anheuser-Busch, 24 percent; Schlitz, 16.1 percent; Pabst, 10.1 percent; Coors, 8.5 percent; and Miller Brewing, 7.2 percent. While the continuing domination of the beer market dollar by the larger companies is not too surprising, their ability to compete for it against smaller companies in the economic climate of the past two years is somewhat striking, the report said. For some time, it was thought beer drinkers might be "trading down" to lower-priced brands of small or regional brewers.

"At my former club we used to have Michelob on draft in chilled mugs and we would go through three half-kegs a week," Di Candilo said. "I think the informal atmosphere of most of today's clubs dictates somewhat of a move to beer. There are more family activities, less of the formal dining type of thing that goes with wine. Also, tennis is getting bigger, and the tennis player likes beer. Beef and ale rooms are becoming popular at some clubs. We even used to have draft beer on the course at rest stations at my former club, and we sold an awful lot of beer."

People do seem to be drinking more beer now, according to Charles M. Knisley, general manager of West Shore Country Club, Camp Hill, Pa. He handles both bottles and draft at his club; 11 brands in bottles, two brands of draft. In imported beers, he offers Heineken, Wurzbarger and Labatt.

"But I really think that the American brands are the most popular here and at many clubs," Knisley said. "We sell more Budweiser here than anything else. Beer is becoming more popular now, there is no doubt about it. We have a younger membership here, and they prefer it. Maybe the price has something to do with it."

Knisley organizes an annual Oktoberfest that naturally centers around beer as a focal point. He gets special display barrels of wood to cover the metal kegs to give the event an authentic flavor. He goes to New York City to buy about 10 different brands of sausage to add to

the affair, and he says it is one of the most popular parties of the year. He is also thinking of adding a steak and brew room for the younger members, and schedules barbecue cookouts with beer often in the summer.

"Yes, I think beer is definitely a country club drink," Dick Ray, manager at Lochmoor Country Club in North Fort Myers, Fla., told GOLFDOM. "We sell quite a bit of beer here. Our sales are increasing, but that might be because our membership is expanding rapidly also. We carry both bottles and draft, eight different brands in bottles and Michelob and Busch on draft; Budweiser and Michelob are our biggest sellers in bottles. "We have a bottle of each kind of beer we sell on a shelf behind the bar, and we get a lot of call for each of them; but we still sell mostly tap beer," he said. "We do carry Heineken, there are a few guys who like to drink it, but I really do most of my business in American beers. I think there definitely are more steak-and-beer-type menus at clubs around the country now, and think more tennis courts and pools at clubs has a lot to do with it. It is more of an informal atmosphere, and beer just goes over well in this type of situation. For example, I simmer hot dogs in beer as a luncheon special once in awhile and it goes over very well. I get quality meat hot dogs, and the beer adds a good flavor to them. It is a little thing, but it is a nice touch."

Edward Lyon, manager at Oceanside Country Club, Ormond Beach, Fla., said: "I can't say my members are drinking more beer than they did in the past, but I do think they are drinking it more often. I have found that tennis players are very big on pitchers of beer after a few sets of tennis. We sell a lot of beer that way.

"With younger members at many clubs, not mine particularly, they are making less money and beer fits into their budget better. I also think that because of the informal atmosphere at many clubs, beer fits in more and more. We have not done too much in the steak and ale department, but we do have our GTSB nights a couple of times dur-

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ing the season. A number of members come and play nine holes of golf, some play tennis, then we have steak and beer, and that is Golf, Tennis, Steak and Beer.

"We do not do much else with beer at this particular club, but I will say one more thing — no club should be without a portable beer box. All it is is a rolling unit with a place for the beer keg, a compressed air tank and a cover. It plugs into the nearest outlet to keep the beer cold, and you just put in a new keg when the beer runs out. They retail for about \$1,000, but any beer distributor can tell you where to get one for half of that cost."

There are many different kinds of what is generically called beer, the knowledge of which might help a club manager plan a special event built around a brew other than what their members might be able to find at the corner delicatessen:

- **Beer** is a brewed and fermented beverage made from a malted barley and other starchy cereals, flavored with hops.

- **Ale** is an aromatic malt of malt and cereal brew, usually fuller-bodied and more bitter than beer. Ale is fermented at a higher temperature than beer and the yeast remains at the top of the brew.

- **Stout** is a very dark ale with a strong malt flavor, a sweet taste, and strong hop character.

- **Porter** is a type of ale having a rich and very heavy foam. Very dark malt is used to give a high extract. It is sweeter and less hoppy than regular ale. It is brewed like stout but is not quite as strong.

- **Lager** is a bright, clear, light-bodied beer, which is sparkling and effervescent, brewed from a malt — and in some cases prepared cereals such as corn grits or cracked rice — hops and water. The resultant "wort" is fermented and "lagered" (stored) for aging and sedimentation. After this period it is "krausened" or carbonated. All American beers are the lager type.

- **Pilsner** is a term employed universally upon labels of light beers around the world. The original and

most famous is the Pilsner Urquell from Pilsen, Bohemia. The intent of the brewer labeling his beer pilsner is to convey the impression that his beer is similar to that of Pilsen. All are bright, light, lagered beers.

- **Bock beer** is a special brew of heavy beer, usually somewhat darker and sweeter than regular beer, which is prepared in the winter for use in the spring. Bock Beer Day is supposed to herald the arrival of spring in Europe. The bock beer season usually last about six weeks.

- **Malt liquor** is a beer that varies considerably among brands. Some are light, pale champagne color, others rather dark; some are quite hoppy, others only mildly so. Their essential characteristic, however, is a higher alcoholic content than most other beers.

- **Sweet beer** is a combination of a beer with a fruit juice — lemon, lime, grape — to give a sweeter drink. In some cases these beverages have a higher alcoholic content than that of lager beers.

- **Sake** is a refermented brew of a high alcoholic content produced in Japan from rice.

Experts in the beer industry said the three cardinal points of beer service are cleanliness, temperature and pressure.

They say beer is one of the most delicate and perishable products a country club restaurant handles. It is highly susceptible to extraneous odors, to wild bacteria ever-present in the air and to strong light. It should be stored in a spotless room, which is well-ventilated, in which no other produces are stored, and where a constant temperature of 40° F. may be maintained. The dispensing equipment should be checked and thoroughly cleaned as often as possible, at least once a week.

One of the main causes for flat beer is the American tendency to serve it too cold, one industry source told GOLFDOM. The ideal temperature is 45° F. for beer and 50° F for ale, although it is customary to chill as low as 40° F for lager and 45° F. for ale. Do not chill

below 40° F.; and the nearer the beer is to 45° F., the better it will taste. Imported beers should be served at 48 to 50° F., and English ale or Irish stout should be served at 55° F. Too cold a beer will be flat and cloudy. If it is too warm, the gas will break away from the liquid and you will get too much gas.

If an even flow of beer is desired from the tap, the pressure must be carefully watched and controlled. As some of the natural pressure of the carbonic acid gas is bound to be lost between the time the bar is opened and the last glass of beer is drawn, additional pressure must be supplied. Some people prefer air and others carbon dioxide. Logic points to carbon dioxide, though at first glance it may appear to be more expensive. It insures a more even supply of gas from the first to the last glass and eliminates the possibility of foul air being drawn into the system, as may happen when air pressure is used. Bottled beer should be stored in a dark, cool place. It is extremely sensitive to light and could take on a strange odor and flavor. □

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