



Mark Marnell's Beer Blog

High Point Brewing

Discovering Bavaria in Butler NJ

June 2015

BREW STATS

History: Incorporated 1994, Construction Spring 1996, First Batch Brewed Late 1996, First keg shipped to Andy's Corner Bar in Bogata NJ Late 1996

System Size: 15 BBL (effective 19 BBL) Brew House, 3 15 and 6 30 BBL Fermenters, 2 30 BBL Brite Tanks, in 2014, By July 2015 will add 1 additional 45 BBL Fermenter and a 45 BBL Horizontal Brite Tank, Automated Keg Filler

Founders Owners: Greg Zaccardi, currently 16 Share Holders

Brew Crew:

Head Brewer: Greg Zaccardi initially, now CEO, Current Head Brewer Preston Blazin, Asst Brewer Steve Mobis, Cellar Man James Sattler

Production Stats:

Initial Approx. Barrel (bbl) Output 1996: 200 bbls, 2014 4000 bbls
Projected bbl Output 2015 post expansion 5000 bbls

Packaging: Sixtels, Halfs, Growlers, 12 oz Bottles (for 4 of the beers) and upon request Quarters

Distribution: NY from Saugerties to NYC,LI, all of NJ and Eastern PA from Reading over to Philadelphia and the Jersey Line via Manhattan Beer, High Grade Beverage, Ritchie Paige and Nash Distributors

Biggest Selling Beer- Blonde Hefe-Weizen

Brewery's Movie - Sound of Music

Brewery Theme Song - Ein Prosit

Greg's favorite Craft beer - Augustiner Bräu's Edelstoff



Brewery -Left, Brewery Sign Top Right, Entrance Door Bottom Right

Bringing A Bit of Bavaria to Butler NJ



Founder Greg Zaccardi between the Fermenters

Drinking a Wheat Beer at High Point Brewing was always on my beer bucket list. It is no longer. I dropped off Kathy at Newark Airport and traveled Rtes 24 and 287 till I hit this old brick factory building in Butler NJ. As I sat at the little bar in the small taproom, I reminisced about the first beer I had under their Flagship brand name of Ramstein. It was the Blonde, a classically made Bavarian Hefeweizen. I remember how the very first few sips, of the beer appropriately named after a German City that houses an American Air Force base, barraged my olfactories with clusters of malty ester bombs, blowing the lid off my palate with authority. It was the

late 1990s at one of the first few Hudson Valley Beer and Food Festivals at the Culinary Institute of America in Hyde Park NY. This Blonde, like a few others in my life, stirred up good memories and this time it brought me back to my travels to Bavaria and München. At that time, I was a member of the Hudson Valley Home Brewers Club that spawned the founders of the festival, and I remember asking some of the other members, "How is it possible to make German Wheat beers in the US as well as the Germans or maybe even better than most German examples? It turns out that founder and brewer Greg Zaccardi, an Italian kid from NJ had completed



Taproom Bar

an apprenticeship in Southern Germany and did indeed learn from the masters long enough to become a master himself. Way back in 1996, before Craft was cool, he took a chance and opened a Bavarian based Wheat Brewery in America. It was the only Weizen-centric Brewery since the Volstead act dedicated solely to the production of authentic German wheat beers. At a time when wheats were not that popular, he decided to double down and import all of the ingredients from the Motherland. For us "Weiz" Guys who had access to his beers, we no longer had to seek out stale imported bottles from Germany, brew our own or travel to Europe. As good

fate would have it, I was able to find his beers in NY stores and continued to be able to taste his beers each year at an "all NY Beer" Festival called TapsmNY. The "all NY" beer thing comes with one exception; one NJ Brewery named High Point. Having attended all of the Hudson Valley (region) Beer and Food Festival each year, when it was opened up and converted to an all NY Festival, he was grandfathered in. That explains how you can get an incredibly authentic Bavarian Wheat Beer from Butler NJ, made with all ingredients imported from Germany at an all NY Beer Festival.

An Italian conquers Germany



Founder, President, Chief Brewing Officer, and Craft Beer Visionary - Greg Zaccardi

When Greg Zaccardi was attending the University of California in Santa Cruz, the west coast craft beer scene was all a boil. Between chemistry labs, he homebrewed his way through college and upon graduation in 1989, he landed an R&D Chemist position with IBM in Nutley back in his home state of NJ. After 6 months there, he grew tired of the windowless lab and secured a job with the EPA on the chemical investigation and enforcement side of things. He joined the NYC Homebrewers Club, became its president,

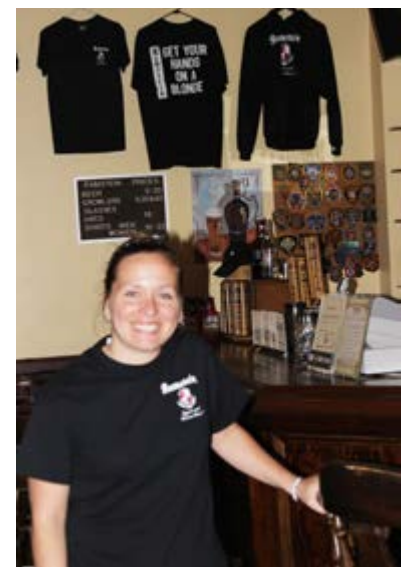
became a certified beer judge and as fate would have it, one night in Charlie Brown's Steakhouse, met a German foreign exchange student named Simone who was a girlfriend of a friend's girlfriend. He would ultimately marry her, marrying into a family with 300 years of German brewing experience. It was on a trip with her through Bavaria that he discovered the whole other world of German Wheat Beers. That prompted him to take a leave of absence

from his government job, incorporate his brewery, complete an apprenticeship at Edelweissbrauerei in Durren, Germany, leave his EPA job of 7 years, execute his business plan and open his C Corp that now has 16 share holders. He has since moved on from Brewer to President and now employs 4 other people. Preston Blazin is the Head Brewer, a homebrewer and former volunteer at Cricket Hill Brewery who completed Siebel's International Program

with three months of brew studies spent in Germany. Steve Mobis is the Asst Brewer, a homebrewing Economics graduate of Rutgers University who is now going back to study beer at Siebel Institute of Technology with their online program. James Sattler is the Cellarman and has been for over two years and Greg's administrative and office assistant is Kait Hasher.



Asst Brewer Steve Mobis, Head Brewer Preston Blazin



Kait Hasher - Administrative Asst.

Ramstein Beer, From 200 BBLs to 5000 BBLs and another expansion



Hot Liquor Tank and 15 BBL Brewhouse

Incorporated in 1994, High Point has been rolling out the barrels since the latter part of 1996. The name is a nod to the highest NJ town it almost opened in and a nod to Bavaria's highest point of Mount Zugspitze, also the highest peak in Germany. The Brewery encompasses 6000 square feet of brew space and 1000 square feet of office space in an adjacent building. It has a 15 BBL Brewhouse that can effectively pump out 19 BBLs with 3 15 BBL and 6 30 BBL Fermenters, 2 30 BBL Horizontal Brite Tanks,

an automated bottling line and an automated keg filler. By the end of July he will add an additional 45 BBL Fermenter and a 45 BBL Horizontal Brite Tank that should bring production to 5000 BBLs by the end of 2015. There is also talk of a Taproom expansion as well. This place boasts many visits by the late and great Michael Jackson who realized years ago how great the beer was as he pointed out in some of his books. Throughout the year, they roll out the kegs in the form of sixtels and halves along with 12



15 and 30 BBL Fermenters

oz bottles of German Wheats and Lagers, throughout all of NJ, in NY from Saugerties down to NYC and Long Island and in Eastern Pennsylvania from Reading over to Philadelphia and the Jersey Line. There are also several contract beers that are made here for Boaks, Bolero Snort and Trap Rock with an Amber made for Charlie Brown's and an English Pale Ale made for a local restaurant as a house beer. The taproom is open Monday through Friday from 3 to 7

pm and on Saturday from 1 to 5 pm where you can sample 12 oz glasses in house for 4 bucks or get growlers, six-packs and merchandise to go. There is also a Prosit Society you can join with a membership card that gets you a customized 2 liter growler, 10% off all merchandise, gift cards and brewery rentals, half price draft beer on Tuesdays and Wednesdays, and for Seasonals, Barrel Aged and One Off Specialties, special Drop Off Fill Service and 3 day advance access to each that includes a free draft.



Automated Bottler



Horizontal Brite Tanks

Wonderland of American Wheats

Biers on Tap

FLIGHTS \$7

	Growlers / Glass		
	1 Liter	2 Liter	12 oz
DOUBLE PLATINUM BLONDE	8	15	4
AMBER LAGER	6	11	4
IMPERIAL PILSNER	8	15	4
MAI BOX HOWARD	8	15	4



These world class beers are made with imported German barley and wheat malts, under strict adherence to the Rheinheitsgebot or the German Beer Purity Law of 1516. The Weissbiers and Weizens are made with a Weihenstephan yeast strain and are hopped with all German Noble Hop varieties including Hallertauer Mittelfrüh, Tettnanger and Perle. The Lagers are made with an Augustiner yeast and are hopped with German Noble Hops and Saaz hops grown in the Czech Republic and imported from Germany. For the one-offs that they do to keep things exciting, they have been known to use recently developed German hops like Hull

Melon with a Cascades pedigree cultivated by the Hull Hop Research Institute with melon and strawberry like character and Mandarina Bavaria with tangerine like character.

The biggest selling Ramstein beer is their flagship, 2 time TapsmNY Gold Medal and 1 time Bronze Medal winning, traditional and bold, ester rich, 5.5% unfiltered Blonde Hefe-Weizen. The other year round staples include 5.5% Dunkel Hefe Weizen made with chocolate malt and Tettnanger hops that Michael Jackson once called one of the highest ranking beers of the World in its class, 7% TapsmNY Gold Medal winning

Double Platinum Blonde Weissbock that in 2013 was ranked 58th out of 101 best US beers in Men's Journal Magazine, 15th on Beer Advocates Best Hefeweizens of the World and called the best beer made in NJ on FirstWeFeast.com in its feature article, "The United States of Beer: The Best Brew from Each of the 50 States.", 7% heavily hopped Imperial Pilsner, 5% Northern Hills Amber Lager and 3.5% sessionable Golden Helles Lager made with pilsner malts and 25 IBUs of Saaz hops.

They also roll out the barrels of some great seasonals like the 7% TapsmNY Silver Medal winning Maibock that

was listed as the 81st best beer in the world out of 100 in the Nov. 2014 Issue of Men's Journal Magazine, and once earned a 100 point rating in Rate Beer, 6% Summer Bock made with German pale barley and the authentically flavored 6% Oktoberfest. For bigger beers, there are: 9.5% Winter Wheat Doppelbock that in the words of Michael Jackson is "powerfully enveloping, deep and complex", 13.5% dark and Rare Eisbock (the 9.5% Polar Platinum Eisbock version of their Double Platinum) and 9.5% Barley Wine, aged for 8 weeks and made with American Cascade and German Mandarina Bavaria.





My 2 Ounces: World Class Authentic German Beers Made in America

Is it the water from the nearby spring fed reservoir, the imported German ingredients, the equipment, the fastidious process tweaks, the authentic German training in a Brewery with the same Edelweiss name as a flowery song title in Rogers and Hammerstein's "Sound of Music" or is it the synergy from all of them combined? Move over Bavaria, whatever it is, these beers are the real deal, world class German wheat beers and lagers made right here in America that are as good, if not better to some, than the Deutschland varieties. With all of the ingredients either imported or originated from German sources, you do get the Butler version of authentic Bavarian beers, brewed and bottled right here in the bountiful Garden State. The only American ingredient is the water and it may just be the factor that kicks the beers up

and over the superior flavor threshold. When Greg Zaccardi opened his brewery, there were only a handful of other breweries open in NJ at the time and one of them was Anheuser Busch. He melded the old world with the new and coaxed out the Lederhosen crowd with Jersey Oktoberfests. He promoted all wheat beers when it was a big gamble and eventually introduced his lagers too. He had his finger on the pulse of the Craft Beer World long before its explosion. He survived perils of running a C Corp. and survived the highly restrictive NJ Brewery laws powered by liquor licenses that were worth hundreds of thousands of dollars and lobbyists who protected them. He survived for 16 years until he finally received some relief with the passage of the new law

in 2012 that finally allowed him to sell more beer on premises instead of just handing out free 4 oz samples. He survived because he made World Class German Beers, both Wheats and Lagers. With each sip I take, I am transplanted back to beloved Bavaria with the projector in my head playing a surge of flashbacks of the many fond memories of the quaffing, the laughing, the liters swaying, the oompahs playing, and the vocals pinning at the highest possible decibel levels. I raise my glass and say Ein Prosit! to him for making this beer. Right here in Butler NJ, I think I found an American Wonderland of Wheat. As I sip the yeast and the malt combos, I realize that Bavaria has always been known for its cars and its wheat biers. You know, cars like BMWs and wheats like the ones made by

the oldest Brewery in the World, Weihestephan. Come to think of it, since Greg uses Weihestephan's yeast, there is at least a chance that he could possibly be making the best wheat beers in the world right here in Butler NJ in a "Limited" sized Brewery called High Point.

For those of us who like his beer, I guess we have to thank Greg's wife Simone. She is the reason that Greg has a beer for each season. She introduced him to these German beers, through her family of Brewers, when she brought him home. She is the reason that in Butler, not Bonn, Bamberg or Bavaria, Greg rolls out the barrels to the tune of 500 gallons a day, of some of the best German Beers you will ever taste. "Danke Schoen"



Greg with my Craft Beer Crossword Puzzle Book available in the Taproom



Cases of the Blonde Awaiting Distribution



Half Keg