

Vendor Spotlight: Weyerbacher Brewing



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Craft breweries and gastropubs have developed quite the following over the years. When it comes to craft beer, Weyerbacher Brewing is a force to be reckoned with. They've been brewing carefully crafted, award winning beer for over 24 years using only the finest ingredients. We spoke with Weyerbacher's New Hope Tap Room Manager, Joey Cooper to learn more about their brewing process and how it all got started.

When was the company founded and how did Weyerbacher get its name?

Dan Weirback and his wife lived in the Lehigh Valley, where he was an avid home brewer. In 1995 there were not a lot of craft breweries in the area. Dan and his wife decided to get into the craft brewing business, as they thought it was exactly what Easton needed! Weyerbacher gets its name from the German version of owner, Dan Weirback's last name.

What brought Weyerbacher to New Hope?

The company was looking to expand for a while, and this location popped up on our radar. We liked the area and it was closer to our Philly Market. We are so excited to be in New Hope!

Why did you choose a jester as your logo?

We went through a rebranding phase in the early 2000's. The jester appeared as art on the Blithering Idiot label and people really took to it. So, we took it on as our company logo.

What type of beer do you offer?

All sorts! We've been around for 24 years now, and produced a lot of different beers. Each year we produce about 15,000 barrels. We started with Belgian style beers, and expanded from there. We have all sorts of varieties available throughout the year.

Do you offer the same beer at all locations?

We typically have about 22 beers on tap at our Easton location. In addition to those, we also have guest taps for local wines and ciders, which is great for customers who are gluten free. At our New Hope location we have four beers on tap, but we are looking to expand that and add more lines in the coming months!

How often do you add new brews in addition to your regular offerings?

We have seasonal beers, as well as year round beers. We use a pilot system, a small brew system, to test batches out and see if they work or not. We do a lot of variations, and are constantly trying new things. Some beer will get released in Easton, some will come out here to Ferry Market. We test the beer out, then see if they will become a permanent offering.

How do you come up with new beers?

Weyerbacher as a company is very collaborative. We have a head brewer, and a management team who all share ideas. They brainstorm things they've seen or flavors they think will go well together. We also do a lot of beer mixing at the Easton location, where we will mix two beers together, which sometimes inspires ideas. Our team is always interested in collaborating, and working together on new ideas, which helps to develop new ideas.

How do you name your beer?

It's similar to how we come up with new beers, it a collaborative process amongst team members. We have a shared spreadsheet where we share ideas and vote on the ones we like.

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Sometimes it will relate to the beer, and other times it's totally random.

Please tell us about the brewing process.

It's a long process, but to summarize, it involves four main ingredients: water, malt/grains, hops, and yeast. You extract the sugars from the malts to create wort, which is a sugar water. Next it goes into the kettle where it is boiled, then you add hops. At this point, we will add any added ingredients such as raspberry for our Riserva or pumpkin for our Imperial Pumpkin. We never use synthetic flavors or extracts, it's always real ingredients. Then it goes through the whirlpool to take out larger particles. After, we begin fermentation, where we add the yeast. It will go into the cellar for one to four weeks, depending on the style of beer.

Where do you source your ingredients?

Our grains are from the United States and our hops are from the Pacific Northwest or New Zealand.

Which beer is the most popular?

Merry Monks, Blithering Idiot, and Imperial Pumpkin are three of our most popular.

Which beer is your favorite?

That's the fun thing about working with craft beer, it's always changing. It depends on a lot of factors, the season, if you're drinking it on its own, or if it's paired with food. You can also cook with craft beer to add some awesome flavors to your food. Our Pumpkin can be added to a chili recipe for a great fall favorite!

What is the difference between beer found in cans, bottles or on tap?

The market seems to be going more towards cans, so we've been following that. Quality products should be able to hold up in all three!

Is there a proper way one should taste beer?

When it comes to our flights, they are meant to be drank in order. If possible, we recommend drinking from a glass rather than a bottle or a can. You want to be able to use all of your senses, a bottle or a can would block your nose more so than something like a cup or even a mason jar. You want to be able to smell it, that's

essential to the tasting process. The temperature is also important, you should let the beer warm up a bit first before tasting, it brings out more of the flavors.

You have worked with many of the vendors at Ferry Market to do food and beer pairings.

How do you decide what pairs well together?

We do a lot of taste testing, and will sample different food and beer combinations to see what works best. We're very fortunate to have so many passionate vendors here in the market who love what they do.

What sets Weyerbacher apart from other local craft breweries?

We've been in business for 24 years now. Our diverse product line speaks for itself. To make a good, high quality beer, the ingredients are important. We make sure not to use any synthetic flavors in our beers. Plus, our team is so passionate. We love craft beer, and what we do. I think the team has a lot to do with it. I think that the passion our team has for the craft transfers into some amazing brews we create!

What can we expect in the future of Weyerbacher?

MORE BEER! June marks our 24th anniversary. We will be releasing our 24 RD anniversary beer (Yes we meant 24RD) in mid-July. It is a tradition of ours to release a new beer for our anniversary each year. In addition to the anniversary beer, we are always working on the pilot system beers for some new creations. I'm currently working on putting together some events here in the market for our New Hope community. We've paired up with some local community partners to offer poetry slams, Yappy Hours (happy hour where we donate a portion of the sales to local animal shelters), as well as various pairings with our friends in the market. In the coming years, we are looking to continue to expand to new locations.

Sip your way into summer with one of Weyerbacher Brewing's perfectly crafted beers. They've always got something new brewing. Don't forget to keep an eye on social media for updates and events at Weyerbacher Tap Room in New Hope Ferry Market!