



## Vendor Spotlight: Neshaminy Creek Brewing Company

Friday, June 24th, 2020

*Looking for a brewery with something for everyone? You must check out Neshaminy Creek Brewing Company! They have a wide range of amazing craft beers, now sold at Ferry Market New Hope. They've been brewing carefully crafted innovative beer for the past ten years. We spoke with Neshaminy Creek's Croydon Taproom Manager, Allyson Malandra, and co-owner, Steve Capelli, to learn more about their company and new location.*

### **How did Neshaminy Creek get its name?**

Our Brewery is located in Bucks County. The Neshaminy Creek is right here, located just a few hundred feet away.

### **How did the company start?**

Jeremy Meyers had a vision for a brewery, and then he asked Steve Capelli and Rob Jahn to join him in this vision. The company was founded in 2010, but opened its doors, officially, two years later, exactly to the date. They originally started brewing in Jeremy's basement with a five gallon system. Once they moved into our current building, they transitioned to a 15 barrel system, which is a 465 gallon system.

### **Why did you choose to open a location in New Hope Ferry Market?**

We have been looking for ways to expand our brand and business, especially in the middle to upper Bucks County area! New Hope has a vibrant community of both locals and out of towners. It seemed like the perfect opportunity to bring our delicious beers to a new crowd.

### **Where do you get the inspiration for your package design?**

The inspiration for our package labels come from our artist, JP Flexner. He is involved in the process of creating and designing the beer. Then we let him use his imagination to discover different things that he wants to associate with the beer. For example, our seasonal beer, Beach Fuzz, was designed to be a delicious, summer beer that could be enjoyed on the beach. So, JP took this idea, and turned it into the fun and silly design you see on the can. Lots of fun references are hidden throughout each label, just waiting to be discovered.

### **What type of beer do you offer?**

We offer a wide range of beers, including American styles, classic German styles, IPAs, sours, and even more unique or obscure styles. We specialize in and pride ourselves on our German style beer, especially our Lagers.

### **How many locations do you have?**

New Hope will be our third location. Our original taproom and brewery is located in Croydon, PA. In 2017, we opened The Borough Brewhouse, our brewpub in Jenkintown, PA. Now we have New Hope in Ferry Market too!

### **Do you offer the same beer at all locations?**

We offer all of our core beer brands at all locations. For New Hope, we will be offering a limited amount of the beer we have available in Croydon. We usually have about 20 different styles of beer available in Croydon at any time. In Jenkintown, there are some beers that are brewed onsite specifically for that location, so some things that rotate through there are not always available in Croydon.

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

On average, we release a new beer every week or two. We always have at least one release planned every month. However, for most of 2020, we have released one beer every week. To come up with new beers, we will have brainstorming sessions, get ideas from our head brewer, Jason Ranck, or see a trend that interests us and try it out for ourselves.

### **How do you name your beer?**

We also brainstorm together. Right now, it's pretty difficult to name a beer, because most names have been taken. To prevent Trademark violation, you have to find a name that hasn't been used before. Otherwise you might have to change your beer name later on. There are so many beers and breweries, it has become difficult coming up with unique beer names.

### **Please tell us about the brewing process.**

To be honest, this is quite a large and complicated question to answer! There are so many variations and styles that affect the process. Here is the simplest explanation: Malt goes into a tank, where it steeps, just like tea. The starches get converted into sugars. From there, it gets filtered naturally into a kettle. In the kettle, you add all of your flavor hops. From there it goes into the fermenter, that's when the yeast eats the sugar to create alcohol. After that it is carbonated, and then it is sent into a keg, can, or bottle.

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

Breweries choose to package their beer in different ways. The two biggest enemies to beer are 1. Sunlight and 2. Oxygen. Bottling is becoming antiquated for many reasons, especially because bottling lines are very expensive. The bottling process exposes beer to the most potential oxygen and sunlight, hence the reason why almost all beer bottles are dark in color. It is to prevent damage from the sun's UV rays. There are also minimal amounts of oxygen always seeping past the bottle cap. Canning is the next best way, as beer in cans is completely protected from sunlight and oxygen, due to aluminum and a seal. From the brewing process

through the canning process, the beer NEVER sees light, until you open it. This also makes it a super safe packaging option for quality purposes. When people complain about "aluminum taste", that actually isn't possible, because all aluminum cans are lined. Lastly, kegging is best way to protect beer from sunlight or oxygen. When you ask for a beer on "tap" or "draft", it is coming from a keg. Many people prefer beers on tap, as they claim they have a different quality to their carbonation and flavor.

### **Is there a proper way one should taste beer?**

Yes! First, pour the beer into a glass. Pay attention to creating some head on the beer. The head opens up the aroma, hops, and flavor of the beer. Smell that, through your mouth and your nose, and then take a sip. The first sip is never the true flavor, as your taste buds are adjusting. Then take a second sip. This is where you will begin to notice the different flavors from the beer, whether malty and sweet, or hoppy and bitter, etc. Do NOT pour beer into a frozen glass. Beer needs to be a little warmer for flavor and aroma to truly come out.

### **How do you pair beer with food?**

It's the same way you pair wine with food. The goal is to balance out the flavors and create a marriage between the food and drink. If something is on the fatty side, like a hot dog or a brisket, you probably want to pair it with something a little more crisp and bitter. The bitterness will cut through the fat content of the dish, and each will balance each other out. Or if you're going to pair a beer with something sweet, don't want to pair it with something else that is sweet, as both might be a little too much. It's all about finding balance, something that will bring out the flavors of both so that one doesn't overpower the other. For instance, this summer we brewed a beer with Sheetz that was meant to pair well with hot dogs in the summer. We chose to brew a bright and crisp West Coast IPA, that way the clean, bitterness of the hops would shine bright through the fat content of the hot dogs. They help to balance each other out.

### **Which beer is a best seller?**

Overall, our most popular beer is our flagship Double IPA, The Shape of Hops to Come. It is

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an 8.5% ABV American West Coast-style Imperial IPA that has a ton of bitterness with juicy, dank, resinous pine-like and citrus forward hop character. This beer is offered year round.

### **Which beer is your favorite?**

We all have different favorites, but I think right now the Brewery staff as a whole loves the Warehouse Lager. It's our Mexican style lager brewed with 2-Row base malt, flaked maize, Munich malt, and German hops. This beer is a light and refreshing Lager is meant for easy summer drinking! The tasting notes of corn are accentuated with a lime.

### **What sets Neshaminy Creek apart from other local craft breweries?**

What sets us apart is our variety of beer styles. We don't only focus on one particular style of beer over another. We do pride ourselves on our German and Lager styles, but we still make a wide variety of styles, and that's why people love our craft beer. We also take risks from time to time by brewing styles of beer that many other breweries do not take chances with, like a Weizenbock, for instance.

### **What can we expect in the future of Neshaminy Creek?**

A constant evolution. In the wise words of Heraclitus, "The only constant is change." The craft beer world is always changing and evolving, and as a result, so are we.

*Neshaminy Creek Brewing Company is so excited to welcome you to their newest location in the heart of New Hope at Ferry Market! Enjoy a cold beer paired with fabulous food, either inside the market, or out back along the Delaware River. Once you find a beer you love, ask for takeout and get a six pack to go. For the latest updates, follow them on their new Facebook and Instagram at @NeshaminyCreekBrewing\_NewHope.*