

ISN'T IT
TIME YOU
DRANK
A BEER
OF YOUR
OWN?



BREW IT UP! PERSONAL BREWERY

Offering Hands-on Brewing Fun Since 1996



WWW.BREWITUP.COM
916-441-3000



Welcome to The Personal Brewery at Brew It Up!

Founded in 1996 in Davis and relocated to Sacramento in 2003, Brew It Up! offers one of the most dynamic brewery-restaurant operations anywhere in the world. With 22 house-brewed ales, lagers and exotic styles on tap, an award winning dining menu, and full bar, Brew It Up! has come a long way since it's early days as a Personal Brewery.

The Personal Brewery continues to provide the foundation for a unique and fun brewery experience. The Personal Brewery defines itself with personalized service, brewmaster assistance and brewery fresh flavor in every ale or lager crafted by our customers.

Brewing your own beer is both fun and productive. You and your fellow brewers will not only enjoy the process, you'll come away with a better understanding of the beer making and ultimately take home great tasting beer.



Glossary of Terms ~ Basic Brewing

Beer Style - Ales: from the Orange Blossom Blonde to the Czar's Tar Russian Imperial Stout, you will find nearly every combination of aroma, flavor, color and bitterness in the world of ales. Ales are typically fermented at warm temperatures, from 67 to 72 degrees and can be ready to drink in 10 to 20 days.

Beer Style - Lagers: as light as an "American Lager" and as dark as the rich and flavorful Doppelbock. The Lager family includes Pilsners, Marzen, Vienna, Oktoberfest Styles and Bocks. Lagers ferment at a lower temperature than ales, using a yeast strain that is best suited to 56 to 58 degree fermentation; they also require a conditioning period of 10 to 30 days between fermentation and bottling. Most lagers are ready to bottle and drink 4 to 6 weeks after brewing.

Malt - malt is the cereal grain ingredient (barley, wheat or rye) that provides the color, body and fermentable sugar for your beer. Malt Extracts syrups provide an efficient means of controlling the quantity of fermentable sugars in small batch brewing.

Hops - the aromatic flowers of the hops vine provide both bitterness and aroma to your beer. Careful selection of variety, quantity and timing of the hops addition enables brewers to control these key flavor characteristics.

Yeast - these single cell organisms convert fermentable sugars into alcohol, while also contributing to the flavor of your beer.

Frequently Asked Questions

1) How much beer can I make?

1 batch (kettle) yields 12.4 gallons of beer = 72 x 22oz bottles or approx. 132 x 12oz bottles

2) Can I bring some friends?

YES. Eating, Drinking & Brewing are all more fun with friends. A group of 4 to 10 per batch is recommended.

Remember: 12.4 gallons is a lot of beer. Bring some friends to help you brew and then share the beer so that everybody takes home a case or two. Splitting each batch between 3 to 6 households is ideal.

3) What types of beers are available?

We have recipes for nearly every beer style known. We've been testing, developing and perfecting recipes for over 14 years. Tell us what you want and we'll help you make it. A handful of exotic beers and specialty beers such as wheat beers and Belgian styles do require advance notice of 72 hours, however most are available daily.

4) Do I bottle my own beer?

YES - most customers go with 22oz bottles, but 12oz, 16oz and 1.0 liter bottles may be available as well.

Bottling your beer is part of the process. Bottling each batch only requires 1 to 3 people and can be accomplished in about 90 minutes when you use 22oz bottles.

Part of the fun of bottling: getting that first taste of your incredibly fresh beer!

5) What if I want to put my beer in a keg?

No problem. Kegging your beer and serving it on draft for a party or in a refrigerated draft beer system is a great way to eliminate the bottling process and cost of bottles, as well as keep the beer tasting brewery fresh all the way through to the last glass. If you want to keg your personal brew, just ask our brewers for some recommendations on obtaining draft system equipment and kegs.

6) How long will my beer stay fresh?

Beer is perishable! Small batch ales and lagers do not fare well when they are stored warm...REFRIGERATE YOUR BEER! Properly stored (cool/cold), your beer should have a life span of 3 months. Though it is fun to think of taking home several cases of beer...**Don't commit to more than you can easily enjoy or store properly.** Besides being fun, this is one more reason to brew with friends - split the batch and enjoy every bottle!

7) Can I customize my recipe?

YES - Of course, it is your beer. Our brewing assistants are familiar with dozen of beer styles and are also ready & willing to help you create a recipe that is truly your own.

8) How much does it cost?

With about 5 hours of personalized service each time you brew, cellar management throughout fermentation & conditioning and the opportunity to brew & bottle a customized product of your choice, you might expect the beer you make to cost 2 or 3 times that of similar store-bought beers.

NOT THE CASE: You can brew, bottle and label your custom ale or lager for just a fraction more than it would cost to buy similar beers from other brewers. When you become a frequent brewer and take advantage of our PRO-BREWER (save \$25!) or FREQUENT BREWER (earn a free brew) discounts, brewing your own beer becomes much less expensive than buying good beer at the store, and more fun!

First Time Brewer's Bottom line ~ brew, bottles and custom labels for about \$260 (\$3.60^{+tax}/22oz bottle)

Repeat Brewer Bottom Line ~ re-use your bottles, skip the labels, brew for about \$180^{+tax} (\$2.50/22oz)

9) Can we eat & drink while brewing?

DURING BREWING - YES: there is plenty of downtime while brewing to enjoy the food & brews.

During Bottling - Maybe: during bottling the key focus is putting your beer in the bottles so you are encouraged to dine before or after your bottling appointment.

10) How long does the process take?

Brewing takes about 3 hours; the beer is ready to bottle/drink in 2 to 6 weeks depending on what you make and bottling takes about 90 minutes.

Express Brews

Great beer in your fermentor with as little as 90 minutes of brew time.

These "extract" and "mini-mash" brews utilize a brewing process that is fast and efficient. From arrival to pump-out, your brewing time can be 90 minutes or less!

Cascade Pale Ale...	\$160	Dublin Pub Stout...	\$162
Hoppin' India Pale Ale...	\$164	Bavarian Pilsner...	\$160
Orange Blossom Blonde...	\$170	Bouncing Czech Golden Pilsner...	\$168
Rockin' Red Ale...	\$168	Octoberfest Gold...	\$168
Honey Amber...	\$170	Helles Bock...	\$178
Double Diamond Porter...	\$162		

Red & Brown Ales offer a diverse range of flavors that suit the tastes of many beer drinkers. These beers utilize specially toasted and "caramel" malts that provide unique brown, copper and red colors as well as toasted or sweet malt flavors to the beer. The range of hop flavor and bitterness is from smooth & mild to bitter & very aromatic.

Irish Amber...	\$166
Big Valley Red...	\$172
Churchill's E.S.B...	\$172
Celebration Amber...	\$184
Scotch Ale...	\$180
Dare Devil Red Ale...	\$190
Nutty Brown...	\$166
Black Mask Brown Ale...	\$172

Reds & Browns

Pale Ales

The Pale Ale style was originally popularized by Sierra Nevada Pale Ale from Chico, Ca. This style now ranges from mildly hoppy and light bodied to bitter, aggressively hopped and full of toasted and pale malt flavor. The Pale and Blonde Ales featured here include classic English styles as well as ales typical of American and West Coast brewers.

Midsummer Dream Ale...	\$162
Dave's Buxom Blonde...	\$162
Green Label Pale Ale...	\$172
Beracuda Pale Ale...	\$172
Engine #2 Pale Ale...	\$176
India Pale Ale...	\$188
Tradewinds IPA...	\$184

"Hefe Weizen" has become a catchall phrase to describe many wheat beer styles - most of them unfiltered and cloudy with a healthy dose of yeast present in the beer.

Most important in determining the unique flavor & aroma in wheat beers is the yeast used to ferment the beer.

Be sure to consider both the recipe and the yeast that your beer will ferment with.

- #1010: American. Dry, smooth, crisp, thirst quenching.
- #3333: German. Subtle with a tart, crisp & fruity profile
- #3068: Weihenstephan. Classic German wheat style with dry palate, fruity banana & clove aroma/flavor
- #3638: Bavarian. Complex fruit with banana, apples, and clove
- #3942 Belgian: Apple, bubble gum and plum like aromas with a dry but fruity finish.

Golden Weizen...	\$164
Volks-Weizen...	\$168
Dunkel Weizen...	\$174
Amber Weizen...	\$174
Belgian Wheat...	\$170
Wit Dream...	\$176
Weizen-Bock...	\$200

Wheat Beers a.k.a. "Weizens"

To brew any of these wheat beers you must provide 72 hours notice in order to propagate the yeast for your beer.

Porters & Stouts

Ranging from very dark brown to midnight-black, these richly flavored ales are brewed with caramel, toasted, roasted and black malts. Hoppiness is typically low to medium. Though dark in color, porters and stouts can be remarkably light bodied and refreshing. Their real strength as a group comes in with full bodied and richly flavored beers.

Nitro Porter...	\$170
Mac's Dry Stout...	\$170
Smoked Porter...	\$178
Oatmeal Stout #2...	\$178
Logan's Loudmouth Stout...	\$182
Brigg's XX-tra Stout...	\$188
Vanilla Cream Stout...	\$180
Starthistle Honey Porter...	\$210

Boost Your Brew!

At Brew It Up! you are welcome to customize your recipe in any way you like.

Add a some extra malt extract or honey for a bump up in alcohol and malt or honey flavor.

Pump up the hop aroma and flavor with an extra slug of "dry hops" in the fermenter.

Add some fruit extract or holiday spices to differentiate your beer from the next guy's.

Add Hops in the Kettle OR Add Dry hops: 2oz of your choice of hops for just \$10

Add Malt Extract ~ 1.0 liter of Brewer's Adjunct or Malt Extract for \$18.00
(yields approximately .75% boost in alcohol by volume)

Add Honey ~ 1.0 liter of varietal Starthistle or Orange Blossom Honey for \$30.00

Add Flavor Extract ~ \$14.00
(Apricot, Raspberry, Cherry, Hazelnut, Vanilla, & Peach, Blackberry & others - advance notice may be required)

Pilsner

Crisp and refreshing with light to medium malt flavor. Straw to golden in color and generally light bodied, pilsners can feature a refreshing hoppy bitterness, flavor and aroma imparted by Czech Saaz and noble German hop varieties.

Nordendorf Lager...	\$174
Czech Pilsner...	\$182
Brew It Up! Pilsner...	\$174
Japanese Pilsner...	\$182

This group of beers represents several classic beer styles of both American and German descent. The group includes the Munich beer styles Helles (golden), Dunkel (Dark) and Schwarz (black), as well as the malty Oktoberfest styles and unique "hybrid" beers like Kolsch and Calif. Common.

Classic Amer. Lager...	\$160	Oktoberfest Lager...	\$182
Ladder #2 Lager...	\$166	Schwarz-Bier...	\$178
Hallertauer Lager...	\$174	<u>Hybrid Beer Styles</u>	
Honey Lager...	\$178	Kolsch...	\$170
Marzen...	\$174	Old Dussel...	\$174
Vienna Lager...	\$174	California Common...	\$174
Munoz Negra...	\$178	(The hybrid beers require 72 hrs notice for yeast propagation)	

Lager Beer Styles

Bocks

In their simplest format, Bock beers are the malt-monsters of all the lager beers. Ranging from 7% to 11% alcohol by volume, these recipes typically have very low hopping rates in order to showcase the malt flavor of the beer. Smooth yet complex flavor and a hint of malty sweetness makes these beers a popular group for most beer drinkers!

Dunkel Bock...	\$210
E'Laminator Dopple-Bock...	\$225
Mai Bock...	\$210
Weizen Bock...	\$210
(please provide 4 days notice for the Weizen yeast propagation)	

Big Beers with Bold Flavors. The beers that qualify for "Exotic" or "Imperial" classification have high alcohol, complex flavors and often require specialty yeasts or additional aging in order to achieve the desired flavor and aroma.

While more expensive than the other brews, these recipes provide the greatest value in terms of long-term shelf life, quantity and intensity of flavor and overall strength.

(Note: 72 Hour prior notice may be required for these)

Czar's Tar Imperial Stout...	\$230
'Doon's Grog...	\$220
Sky Diver Barleywine...	\$230
Holiday Red Ale...	\$220
BIUI Grande Reserve...	\$230
3 Amigos Belgian Tripple...	\$220
Belgian Dubbel...	\$220
Captain Ron's Double IPA...	\$240
Imperial Pilsner...	\$240

Exotics & Imperials

Bottles & Labels

How do you want to take home your "Freshest Beer in the Valley": 22oz or 12oz bottles? Draft options and specialty bottles available upon request. **Rinse, save & reuse your bottles!**

22oz Bottles: 6 cases/\$80
1 case/\$14 OR \$1.25/btl
12oz Long-necks = \$17/case
Labels = \$3.00 per sheet of 6

Isn't it time you drank a beer of your own?

Extraordinary food...outstanding customer service
and of course..Hands on brewing fun!

The Personal Brewery at Brew It Up! sets our restaurant and brewery apart from other "brew pubs".
ONLY AT BREW IT UP! PERSONAL BREWERY & GRILL...you get to fire up one of our brew kettles to make your own beer.

With the help of our Brewers, you can create nearly any style of beer you like. Reserve your brew party today!



Frequently Asked Questions...and Answers:

- 1) Is the beer good? Absolutely. Guaranteed! We've been doing this for 12 years, and we're pretty good at it.
- 2) How long does brewing take? 2 to 3 hours for brewing... Then back again for about 90 minutes to bottle. But really, you eat, drink & have fun while you're here, so does it matter?
- 3) What kind of beer can I make? Just about anything you like. We have recipes for every known beer style!

Brewing Hours

**Wed., Thurs., & Friday 2pm - 7pm

Saturday 11am - 7pm

Sunday 11am - 4pm

Note - Start Times Listed Above, Plan On 2 To 3 Hours For Brewing Your Beer **Wed. Thurs. Friday Happy Hour ~ Save 20% when you start your brew before 3:30pm



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