

# PRODUCT CORNER

ORIGINAL SERIES  
REAL ALE



Someone pops open a couple of bottles of their home brewed beer and pours it into tall generous sized glasses. The beer has a bright golden color, with a strong head. The nose is a pleasant blend of fruit and malt. One sip to acclimatize the taste buds. A long draw and, ahhh yes, the generous mouthfeel and moderately bitter finish that speaks to us unequivocally. And what does it say? "I'm a Real Ale!" It is no wonder that Coopers Real Ale is the best selling beer kit in the United States. Long a part of our Original Series of beer kits, we designed the Real Ale beer kit to be a good example of a Coopers Traditional Ale. Oh, better drink up, he's bringing us another bottle!



# COOPERS Q & A

Your questions answered by Coopers homebrewing experts:

Jeff P. from California sends us this question via email:

Hey Guys, I've been using Coopers beer kits for years. Haven't had a miss yet! But something has always nagged me in the back of my brain. The cans say "makes approximately 23 liters". Now by my calculation, that is about 6 gallons. My carboy is 5 gallons and I've always been instructed to make 5 gallons. So, am I leaving beer on the table?

G'Day Jeff, We sure hope not! Here at Coopers we try to keep our beer in our glass. You do raise an interesting question, though. There are multiple standards used in different parts of the world. Here in Oz we use metric. In Canada and the UK, besides metric, they also use "Imperial" measurements. And of course in California you use standard US measurements. This can lead to some confusion. We design our beer kits with a final outcome in mind and as such we need to prescribe a recommended volume. Coopers beer kits are designed to produce 23 liters, which equals 6.07 US gallons or 5 imperial gallons as this is the most common size fermenter used worldwide. If you have the capability of producing 6 US gallons at a time, that is our recommendation. So, what to do if your carboy only holds 5 US gallons? Make 5 US gallons of beer, of course. What you must keep in mind is that the original gravity of the Coopers beer kit that you make to 5 US gallons will be higher by almost 20%, making your beer a bit stronger and more robust. The hop bitterness will be a bit more pronounced as well. As long as you know this going in, we say "leave your beer in the glass, and enjoy!"

Got a question? Send it to us at [mark@cascadiabrew.com](mailto:mark@cascadiabrew.com)

# HB RETAILER

JON MENDRICK OF MOUNTAIN HOMEBREW  
& WINE SUPPLY • KIRKLAND, WA

I opened Mountain Homebrew & Wine Supply in 2000. Prior to that I managed two successful retail shops. The quality and selection of homebrew products has improved so much from where it was when I began brewing twelve years ago. I can't wait to see where the hobby takes us in the future!

The biggest piece of advice I would impart to a new homebrewer would be to make the process as simple as possible. There's no reason to make your introduction into homebrewing a complicated, rocket science procedure. We include Coopers Beer Kits with every beginner kit that goes out the door. I feel this keeps the customer from feeling overwhelmed and keeps them coming back for their next batch sooner than later. It's in our best interest to keep the customer interested and satisfied. Initial simplicity and high quality through Coopers Beer Kits achieves that goal.

We use Coopers products in most all of our in house recipes and recommend Coopers products for those bringing in their own recipes as well. I firmly believe Coopers products are the highest quality malt products available to the homebrewer today. My customers know they can trust the Coopers brand to produce the best beer possible and a satisfied customer is one who returns to our store again and again!

