



RED EARTH BREWERS

BREW NEWS YOU CAN USE

SINCE 2010

FEBRUARY 2024

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Happy Hour:



CORE 4 BREWING CO.

Thursday, Feb. 1, 2024

6:30-9PM

Monthly Meeting:



405 BREWING COMPANY - NORMAN

Tuesday, Feb. 20, 2024

7:00-9:00 PM

BOTY/CMOTY GO BLIND



2024 is set to be an exciting year for Red Earth Brewers. And our newest announcement is set to build that excitement to a crescendo at the 2024 REB Christmas Party.

In an effort to create increased competition, and a little mystery, the REB Board has decided to make this year's points for REB Brewer of the Year and the Tom Challis Club Member of the Year "blind" to the membership.

This change will still allow each individual to see their accumulated points but ONLY their points. Members will no longer be able to see where they are in the rankings. This change will allow the winners for 2024 to be a true surprise announcement at the Annual Christmas Party.

As members enter their points, they will receive a confirmation email that will show the approved submission as well as their total accumulated points.

So good luck to EVERYONE! Let's get excited for 2024!



Hot Off The Prez

Hello Red Earthers!

February is here already and it seems like it was just Christmas. What a fast and furious year this is already shaping up to be!

I recently had the opportunity to attend the Craft Brewers Association of Oklahoma's 2024 Craft Brewers Summit at the Oklahoma City Zoo.

The CBAO certainly has their fingers on the pulse of the craft beer industry within our state and it was a delight to spend time with many of our states brewers and business owners.

Many of the topics discussed also have relevance for the REB organization and membership. During the legislative session we were privy to many new changes coming down from the state capital that will be impactful, not only to our brewery partners, but to the club itself when participating in pouring events.

As we are all aware, serving underaged individuals at ANY event is illegal. Even if the organizers are checking identification at the gates, it is still the responsibility of YOU the SERVER to ultimately determine if you believe someone is old enough to be served.

An event wristband is NOT an ID so many event coordinators will be doing away with wristbands and handstamps at festivals and pouring events. This leaves more of the onus

on the pourers. So when in doubt, PLEASE PLEASE check ID's!

A new state initiative called **2 Much 2 Lose (2M2L)** is targeting communities throughout the state: aiming to decrease underage drinking by decreasing youth access to alcohol through



retail and social sources. Including pouring events.

One of the most important aspects about 2M2L is the fact that these operations are being done with the cooperation of local law enforcement agencies: including

OKCPD and the Oklahoma County Sheriff.

While ABLE handles most violations of the law through an administrative process; local law enforcement agencies will be handling these violations through a criminal process. Simply put: if you get busted by the sheriff you are very likely to find yourself in court.

As such, Red Earth Brewers is committed to always be diligent about being a law-abiding partner within our community. Maintaining compliance with the law and being a positive influence are vital ways our club can have a role in keeping today's vulnerable youth safe.

So next time you are participating in a pouring event, please don't hesitate to ask for an ID. It's not only your right; it's the law!



POTTER DELIVERS ON EVENTS PANEL



REB's very own Events Coordinator, **Andrea Potter**, served as a panelist for the 2024 Craft Brewers Summit breakout session titled: **"Outside Events: Yes? No? Making Them Count"**.

Andrea's experience working for **Stonecloud Brewing** helping to collaborate and work their outside events has given her some unique insights in what it takes to pull off a successful event. Her work has also had a direct impact for REB as well.

This informative session focused on how to get the most 'bang for your buck' when choosing the best events in which to participate.

As more and more organizations look to craft breweries and homebrewers to help them raise money for their organizations, it becomes more important for REB to determine what we should say YES to. Just some of the factors that come into play include: festival attendance, distance, stipend offerings, and simply asking the question: What is our organization passionate about and how does the event align with the REB's goals?

Also serving on the panel were: **Amber Hinkle**, Executive Director for CBAO; **Larry Foster**, The Nook Brewing; and **Lacy Richards**, Nothing's Left Brewing.



Don't Forget To Visit Our Merch Store!

Now that Christmas and the holidays are over; you can spend some money on yourself again!

Go to reearthbrewers.com and click on **MERCH** in the menu to find all of the newest goodies!

A percentage of each purchase comes back directly to the club!



COMPETITION CORNER!

GALENTINE'S DAY COMP OPENS FEB. 14

Ok ladies, you asked for it; you got it! Get your kettles ready for the 2024 Galentine's Day Brewing Competition. Find yourself a Galentine's partner, or 2 or 3, and set a brew day between February 14th and March 20th to get your brews prepared in time for the April meeting.

How it works: pick your team, decide on a recipe, set a brew day and get your beers ready! All beer categories and styles are open to team choice. This is mainly a competition for REB's female club members, however, feel free to add one of the guys to your team if you so desire.

Many members have offered up time and brew systems for your teams to use. Simply let us know if you need help finding a place to host your brew day.

Beers turned in at the April meeting will be judged by a member's choice tasting ballot. Special prizes will be awarded for the top 3 brews submitted.



High Plains Competitions 2024:

Club	Competition
Kansas City Bier Meisters	KCBM (February)
Iowa Brewers Union	IBU Open (February)
Red Earth Brewers	Spring Brew Off (May)
ZZ Hops	Dogg Dayzz (September)
Lincoln Lagers	Sower's Cup (October)
Prairie Home Companions	Hoppy Halloween (October)
Fellowship of Oklahoma Ale Makers	FOAM Cup (November)
St. Louis Brews	Happy Holidays (December)