

# JERSEY SHORE FOODIE

## Beach Haus Brewery

*A Little Bit of the Jersey Shore in Every Bottle*



courtesy of Beach Haus Brewery

**Left: Beach Haus Brewery in Belmar.**

**Below: A flight of beer.**

When it comes to Jersey Shore stories, there is no better example of the American Dream come true than the story found at Belmar's Beach Haus Brewery. What started ten years ago as an idea to craft the quintessential Jersey Shore beer between high school friends and Jersey Shore natives John "Merk" Merklin and Brian Ciriaco has evolved into a thriving shore icon.

The site of Beach Haus Brewery alone is rich with Jersey Shore history as it was home to the legendary Freedman's Bakery for sixty-four years. Beach Haus Brewery co-owner and co-founder John Merklin explained how it was important to him and his partners that the legacy of old was not erased but instead blended into the brewery, which opened its doors in spring 2015. "We kept the building intact and wanted a transformation, not a renovation," Merklin said.

The tap room in particular, which is on the Brewery's second floor, boasts much of the former bakery's legacy as its wooden tables were crafted using reclaimed wood from the

original rafters, while the refinished wood floor is Freedman's original floor. Local artist Corey Hudson designed and crafted the custom Beach Haus Brewery sign that adorns the bar area in the tap room using reclaimed wood taken from the original structure.

As Beach Haus Brewery celebrates ten years of business in 2017, the Jersey Shore has been the backbone

of the operation since day one. "We wanted to make a beer that reflected the attitudes and style of the folks that live here, with that Jersey Shore feeling in every bottle," Merklin said.

Both Merklin and Ciriaco have a passion for craft beer. As that passion turned into a purpose, they started East Coast Brewery in 2007 with the intention of creating the perfect Jersey Shore beer. Thus, Beach Haus Classic American Pilsner was born. Over the past ten years, their operation has grown from a tiny garage-based brewery producing one beer, the original Beach Haus Classic American Pilsner, to contract brewing and distribution out of a small Point Pleasant Beach office with four different types of beer, to the current full-service brewery featuring on-site brewing and bottling of thirteen various types of beer and counting.

Beach Haus Brewery's atmosphere

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courtesy of Beach Haus Brewery



## Beach Haus Brewery's Seasonal & Year-Round Brews

*With plans to unveil eight additional brews in 2017, check Beach Haus Brewery's website and Facebook page for official, new brew announcements.*

**Beach Haus Classic American Pilsner:** A refreshing and distinctive light lager made with both native American and German grains and hops, along with Maize which gives it a distinctive sweetness. Hop varieties: Mt. Hood and Horizon. Malt varieties: A selection including Pilsen and Vienna malt. Available year-round in 12 oz. bottles, sixtel kegs, and half kegs.

**Beach Haus Parade Day Irish Coffee Stout:** Blended with hand-picked roast by a local coffee roaster after fermentation, this blissful blend is mixed with hints of cocoa and a soft, almost minty finish. Hop varieties: Horizon and Polaris. Malt varieties: blend including Pale Ale, Munich, Black, Carafa. Available January - March in 750ml bottles and sixtel kegs.

**Beach Haus Winter Rental Black Lager:** A combination of traditional Bavarian lagers with generous amounts of dark roasted malts. Hop varieties: Blend of American hops including Horizon and Mt. Hood. Malt varieties: a selection including Pilsen, Munich, Roasted Barley, Chocolate. Available October - February in 12 oz. bottles, sixtel kegs, and half kegs.

**Beach Haus Hopbahn Double IPA:** A deep rich mahogany brew underneath a crown of tan bubbles with a sweet and fruity aroma and a lingering hop bitterness. Hop varieties: Blend including Columbus, Horizon, and Comet; dry hopped with Comet. Malt varieties: A selection including Pilsen, Caramel, and Caramel Vienne. Available year round in 12 oz. bottles, sixtel kegs, and half kegs.

**Beach Haus Herb's Rye American Wheat Beer:** An American wheat brew with the right combination of zest, semi-sweet and spice from lightly kilned rye malt. Herb's Rye is a tribute to Herb Freedman, the man and the rye bread he made with such passion. Hop varieties: Horizon. Malt varieties: Pilsen, Wheat, and Rye Malt. Available March - October 12 oz. bottles, sixtel kegs, and half kegs.

**Beach Haus Toast Black IPA:** A unique hybrid blend combining the deep, dark smooth black ale with aromas of pine, black currant, and cedar wood resulting in a truly distinctive flavor. Hop varieties: Columbus, Horizon; Dry hopped with Galena and Horizon. Malt varieties: A selection of Pilsen, Vienna, Cara Pils and Caramel malt. Available March - October in 12 oz. bottles, sixtel kegs, and half kegs.

**Beach Haus Kick Back Ale:** An American Pale Ale with more body, a caramel richness, and a balance more towards malt than hops. Hop varieties: Blend of American hops including Horizon, Summit; Dry hopped with Summit. Malt varieties: A selection of malts including

Cara Pils, Munich, and Caramel. Available August - December in 750ml bottles, sixtel kegs, and half kegs.

**Beach Haus Station 2 Station Porter:** A welcoming and warming brew with hearty maltiness, a bold body and front roasted sweetness. Hop varieties: A North American blend including Target. Malt varieties: A blend of malts including Pale Ale, Munich, Victory, and Chocolate. Available September - February in 750ml bottles, sixtel kegs, and half kegs.

**Beach Haus Cruiser IPA:** Brewed with a strong malt backbone, India Pale Ale fans enjoy this classic brew with bursts of floral hop aroma, citrus hop flavor, and incredible balance. Hop varieties: Horizon, Galena, Falconers Flight; Dry hopped with Galena. Malt varieties: A selection including Pilsen, Victory, Caramel, Munich, and Special Roast. Seasonal availability January - December in 12 oz. bottles, sixtel kegs, and half kegs.

**Beach Haus Pumtobberfest Pumpkin-spiced Märzen:** An autumnal lager with all the rich smoothness of a traditional Märzen, delicately spiced to taste brewed with traditional old-world lagering techniques. Hop varieties: Polaris and Mt Hood. Malt varieties: A blend including Pilsen and Munich. Available August - November in 750ml bottles, sixtel kegs, and half kegs.

**Beach Haus Machine Session IPA:** This IPA burns bright with juicy, citrusy hop flavor and can be consumed with mechanical consistency due to its lower alcohol presence. Hop varieties: Blend of American hops Galena leaf, and Comet. Malt varieties: A selection including Pilsen, Honey, Acidulated malt. Seasonal availability January - December in 12 oz. bottles, sixtel kegs, and half kegs.

**Beach Haus Krampus Spiced Ale:** The most limited of limited releases, Krampus is a welcome visitor to any holiday home with its blend of spices (including Ginger, Nutmeg, and Allspice), fruitiness, and malt. Hop varieties: Horizon. Malt varieties: A blend including Caramel, Vienna and Pilsen. Available October - January in 750ml bottles, sixtel kegs, and half kegs.

**Beach Haus High Side Blonde Ale:** This clean brew pours with cascades of fine, bright white bubbles that introduce a nose of soft bread sweetness then balanced by a subdued hop presence. Hop varieties: Horizon. Malt varieties: A selection of Pilsen, Vienna, Cara pils and Caramel. Available March - October in 12 oz. bottles, sixtel kegs, and half kegs.

is welcoming and bright, rain or shine. Guided and self-tours are available according to their daily schedule, which varies by season and is updated daily on the Brewery's Facebook page. Tour participants must be twenty-one years of age or older or accompanied by an adult.

Tours allow guests to see the facilities and the process firsthand that transforms the malt, hops, and grain into the beer contained in each bottle and keg manufactured on site. The brew process begins with mill grains stored in 1,100 pound sacks mixed with water in the mash tun on the upper level to create wort, which is



Jill Ocone

*Inside the grist tank, starch is separated from the husk of the malt. The crushed, malted grain is then mixed with water in the mash tun; the resulting sugary liquid, called wort, is then transferred to the boil kettle.*

then transferred to the boil kettles on the first floor. Hops are added to the boiling wort in thirty barrel vessels (which hold 930 gallons each), and the resulting hopper wort is then pumped into a fermenter where yeast is added. The yeast is what converts the sugars to alcohol and carbon dioxide, which transforms into beer. The beer ferments for about three weeks and then is bottled or kegged right on site.

Tours conclude in the second floor tap room, where guests can purchase beer that was produced on





courtesy of Beach Haus Brewery

**Inside the fermentation tanks, yeast is added to the hopped wort, which converts sugars to alcohol and carbon dioxide, transforming the wort into beer. After three weeks of fermentation, kegs and bottles are filled directly from the fermenter and are ready to be enjoyed by consumers.**

site by the pint or flight. Packaged goods and growlers are also available. Beach Haus Brewery does not offer a food menu, but guests are welcome to bring their own food to enjoy; there are a number of food merchants within walking distance. The brewery's party room is available for private events such as weddings, birthday parties, office parties, anniversaries, and other social get-togethers.

One of the most popular features of Beach Haus Brewery is their "test department" batches. These are exclusively announced on their Facebook page and occur every other week or so. Merklin said, "Having an actual brewery allows us to launch new products continually, which is what the market demands. Folks can try something new, a potentially lifetime exclusive beer because we may never produce it again. The customers become our test bed, and we have immediate feedback whether they enjoyed it or not, what they like about it, and more." Customers play a pivotal role in whether or not a test batch becomes a new Beach Haus legendary brew in the making.

Weather permitting, guests can sit outdoors on the tap room's deck to enjoy their pint and companions with the ocean in the distance. The first floor store offers a variety of

merchandise for sale including hoodies, hats, gift cards, and T-shirts, which is Beach Haus' biggest selling item, second only to glassware.

Beach Haus Brewery supports Belmar and the surrounding communities through volunteer work and donations to school, club, athletic, and organization fund raisers when they can. "I'm really proud that from day one we were involved with the MS Coast to Coast Bike Ride. When Sandy happened, we donated \$1 from every case of beer to the Hurricane Sandy New Jersey Relief Fund started

by Mary Pat Christie. We depend on local support so we support local as much as we can," Merklin said.

2017 will be another monumental year for Beach Haus Brewery. "We are planning a big event to celebrate ten years over Memorial Day weekend, when we plan to have five or six new beers on tap," Merklin said. He hinted that there will be a major announcement coming sometime this spring with regards to expanding the Beach Haus footprint along the Eastern seaboard. Looking ahead to summer, Beach Haus Brewery will host special events with special beers over Fourth of July and will celebrate Salt Water Day on the second Saturday in August, in addition to other seasonal festivities.

Upon looking back at the last ten years, Merklin said that even though it's a tough industry and hard work, he wouldn't change a thing. "There's never a day I don't want to go into work, and I love everything about the industry."

The hours and effort it takes to make Beach Haus successful are worth it when Merklin hears unsolicited praise of one of their brews. "I love going to a place where people don't know who I am, and I'm sitting there eating my meal and I hear people order a Beach Haus to try, and then they say great things. That

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**Guests can purchase beer that was produced on site by the pint or flight in the tap room.**

Jill Ocone



## Where To Find Beach Haus Beer

Please visit [www.beachhausbeer.com](http://www.beachhausbeer.com) for an up-to-date list of locations.

### Monmouth County

**Aberdeen:** The Court Jester, Strathmore Lanes  
**Asbury Park:** Lush, Johnny Mac House of Spirit, Bond Street, Brickwall Tavern & Dining Room, Ivan and Andy's Prime, The Saint, Asbury Lanes, Anchor's Bend,  
**Belmar:** Hanley's Liquors, Anchor Tavern, 10th Avenue Burrito Co., Bar Anticipation  
**Brielle:** Rella's Tavern, Brielle Ale House, Grieco's Soda Depot, Sand Bar Restaurant, Jonathan Ron Liquors  
**Eatontown:** Buffalo Wild Wings  
**Fair Haven:** Nauvoo Grill Club  
**Farmingdale:** Woody's Roadside Tavern, Italian Delights & Spirits  
**Freehold:** The Cabin, Park Ave. Bistro  
**Hazlet:** Wine Academy, Bethany Wines & Liquors  
**Highlands:** The Chubby Pickle, Windansea  
**Holmdel:** Best Market  
**Howell:** Ramtown Liquors, Spirits Unlimited, Applebee's, The Chapter House  
**Keyport:** Bayside Bar & Grill  
**Long Branch:** The Draft House, Tony's Tomato Pies, The Court Jester  
**Loch Arbor:** McGillicuddy's Lakeside Taphouse  
**Manalapan:** Wegmans, Applebee's, Knob Hill Country Lanes  
**Manasquan:** Reef & Barrel, Edgar's Pub, Four Winds Restaurant and Bar, Spirit of '76 Wines, Osprey Nightclub, Harpoon Willy's  
**Marlboro:** Cambridge Liquors & Wine Shoppe  
**Middletown:** Spirits Unlimited (Route 9), Applebee's, Eli Cannon's Tap Room, Taino Smokehouse  
**Neptune City:** Kelly's Corner Tavern  
**Neptune:** Pete & Elda's, Max's Beer, Wine & Liquor, East Coast Cookery, Brick House Tavern + Tap  
**Ocean:** Main Street USA, Applebee's, Ocean Wine & Spirits, Wegmans, Cobblestone Wine & Spirits  
**Ocean Grove:** Clancy's Tavern  
**Red Bank:** Spirits Unlimited, Whole Foods Market  
**Sea Bright:** The Liquor Store  
**Sea Girt:** Harrigan's Pub  
**Spring Lake Heights:** CJ's Tavern, The Porch Bar & Grill, The Mill  
**Spring Lake:** Spring Lake Taphouse,  
**Wall:** Jonathan Ron Liquors, Applebee's, Wine King  
**Wanamassa:** Foodtown Liquors

### Ocean County

**Barnegat:** Doyle's Pour House  
**Bayville:** Spirits Unlimited, Acme Draft House  
**Beach Haven:** Murphy's Marketplace  
**Brick:** Buy-Rite, Wine World, Tuscany Restaurant & Bar, Windward Tavern, Lenape Liquors, Spirits Unlimited (Route 70), Spirits Unlimited (Brick Boulevard), Applebee's, Buffalo Wild Wings, Quaker Steak & Lube, Brickhouse Bar & Grille, Forbes Liquors  
**Forked River:** Applebee's  
**Harvey Cedars:** Plantation Restaurant  
**Long Beach Township:** Nardi's Tavern  
**Lakehurst:** Alba's Pub/Tipperary Pub  
**Lakewood:** Longhorn Steakhouse, Wine Academy  
**Lavallette:** Lavallette Liquors, Lavallette Yacht Club, The Crab's Claw Inn, Cornerstone Liquors  
**Manahawkin:** Buy Rite  
**Manchester:** Applebee's, Charlie's Pizzeria & Pub  
**Ocean Gate:** Anchor Inn  
**Point Pleasant:** The Shore House, Spirits Unlimited (Route 88), Gerard's  
**Point Pleasant Beach:** Jack Baker's Wharfside, Martell's Tiki Bar, Boardwalk Bar & Grill, Liquor Chain, Frankie's Bar & Grill, Amendment 21, Europa South, 709 Point Beach, Clark's Landing, Wine Point, A & P Liquor Store, The Spot PBQ  
**Seaside Heights:** Captain Hook's Bar, JR's Ocean Grill, Spicy Cantina, TC's Liquor Locker II, Beachcomber Bar & Grill, Surf Liquors, Sawmill  
**Seaside Park:** White Oak Liquor Shop, Seaside Park Yacht Club, Blue Front Liquors, Bum Rogers  
**Ship Bottom:** Gateway Lounge & Liquors, Tiki Joe's — Joe Pops, Lang's Liquors  
**Surf City:** Anchor Wine & Spirits  
**Toms River:** Buy-Rite, McIntyre's Pub, Super Buy-Rite (Route 9), Spirits Unlimited (Fischer Boulevard), Spirits Unlimited (Route 37), Applebee's (Hooper Avenue), Spirits Unlimited (Lakewood Road), Anthony's Wine & Liquors, Social 37, Buffalo Wild Wings, Mellow Mushroom, Baker's Water Street Bar & Grille  
**Tuckerton:** Pine Bay Liquors  
**Waretown:** Makay's Buy-Rite, Lighthouse Tavern



makes me forget all of the negatives, and thankfully, that happens often enough."

Merklin is confident that Beach Haus Brewery's place in the ever-growing craft beer market will continue to expand and strengthen. "We've already proven our success with our laid-back Jersey Shore approach, and it's only going to get better."

In addition to partners and co-founders Merklin and Ciriaco, there are several other key Beach Haus Brewery figures who were born to brew at the Jersey Shore, including partner Chris McCallion, Brew Master Tom Przyborowski, Regional Sales Manager John "JP" Mullaney, Retail and Tap Room Manager Matt Knehr, and Brew Master Assistant Dylan Kohan. Each of the twenty-six employees adds their own individual anecdote to Beach Haus Brewery's Jersey Shore story.



A sampling of some of Beach Haus Brewery's beers.

Whether you are a local or a visitor, take time to relax and enjoy the laid-back Jersey Shore lifestyle at the beach born Beach Haus Brewery. Let their brews weave their own tale through your 2017 summer story and beyond.

—Jill Ocone

Beach Haus Brewery is located at 801 Main Street in Belmar. For more information, call (732) 202-7782 or email: [info@beachhausbeer.com](mailto:info@beachhausbeer.com). Or visit: [www.beachhausbeer.com](http://www.beachhausbeer.com); Facebook: [facebook.com/beachhausbrewery](https://facebook.com/beachhausbrewery); Instagram and Twitter: @beachhausbeer.

Off-season hours (from September 6 - May 18) for tours, the tap room, and retail purchases are Mon. - Thurs. 12:00 PM - 8:00 PM; Fri. - Sat. 12:00 PM - 10:00 PM; Sun. 12:00 PM - 6:00 PM. Check the website and Facebook for their summer hours, test brew tastings, and special events.