



**Packing
Crazy
Mouth-feel**

Briefs

**Non-beer tour
of Asheville canceled**

**Local government
watchdog group not sure
if County Commissioner
meeting or brewery
corporate shareholder
meeting underway**



**Kid Cope
with
Arnold**

Arnold Crapacan is a Korean War veteran
and member of the Woodfin Lion's Club

Dear Arnold,

My daughter is two years old and has
had a protruding navel that our fam-
ily doctor says is an umbilical hernia.
We are being told to see a surgeon, but
would like to know as much about this
as possible, and the likelihood of finding
non-surgical remedies.

— Kelly

Dear Kelly,

That's gross. Can't you just push
it in? You people write me about the
weirdest things. This is an advice col-
umn on kids not some freak-fest where
I get to hear about the nasty stuff
wrong with your kids. Try some duct
tape or something, who knows. Jesus,
you people make me sick.

The Asheville Disclaimer is parody/satire.

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So you want to run a microbrewery...

Having visited some of WNC's microbreweries
and gotten really soused, perhaps you think that
you, too, could run a successful brewery. Likely
you're dead wrong and a little hungover, but if
you've gotten the bug (perhaps from unsanitary
tap lines at the brewery), here are a few things
to remember before "climbing Mount Micro,"
which is like, a zillion times more challenging
than the expression makes it sound:

1. Love Beer. That's right, love it. Not
just when you've got a tummy full of al-
cohol-induced courage and new prescrip-
tion beer goggles. Not just when you're
the wittiest and most charming drunk
since Dean Martin shot back a bourbon.
When you walk across the sticky floor at
2 a.m., and that "morning-after-keg-par-
ty" stench hits you, grab a mop and fight
through it. This is your life!

2. Be independently wealthy. From those
big, shiny steel vats to the thirty coats of
polyurethane on that beautiful oak bar, this
thing's going to cost a mint. It's going to
make the US mint look like an after-din-
ner mint. You can't go into a bank in your
flip-flops and say, "I wanna make beer for
a living — can I have a loan?" Right? Just
have lots of money, somehow.



**3. Hire the brewmaster from an-
other microbrewery.** You're think-
ing "How hard can it be?" Tell you
what — make a batch of beer just
like the "Beer for Dummies" book
says, take a drink, and then take a
picture of the face you make. This
is a 2000-year-old craft: Don't kick
yourself, don't try to re-invent the
wheel. Just take a look at the "icky-
face picture," pick up the phone and
offer your competitor's brewmaster
double what he's making.

4. Roll with the punches. That's
Showbiz. Most new businesses fail.
Most new breweries fail spectacu-
larly. If it doesn't work out, maybe
Amsterdam needs a new hash den.
Bottoms up, and Good Luck!

Brewery PR dept. to relocate to Asheville; brewery to remain outside of Asheville

STAFF REPORTS — A major American
brewery is rumored to be relocating a
large portion of its public relations de-
partment to Asheville, taking Asheville
to the next level when it comes to major
American craft beer publicity.

"A major American brewery is ru-
mored to be relocating a large portion
of its public relations department to
Asheville," said Mayor Terry Bellamy
in an unprepared, off-the-cuff comment.
"This will take Asheville to the next level
when it comes to major American craft
beer publicity."

While not yet announcing which major
American brewery's publicity department
is in talks to talk about itself moving to
Asheville, city officials have been spurred
to drum up anticipation and encourage
guessing and excitement among local
consumers.

"According to a recent press release,
the mystery brewer's publicity depart-
ment -- which we've met and received
free T-shirts and letterhead from -- will be
issuing a future press release on this mat-
ter," said council member Jan Davis.

The brewery's publicity department
will be renting a cubicle which will be
manned by a temp worker whose pres-
ence will qualify the brewer to receive
large tax reimbursements from the city,
while full-time brewery workers will re-
main in the brewery's current location
and telecommute to Asheville.

According to city council members who
have spoken with brewery executives, the
brewery promises to build telecommuting
lanes around the city in order to assist its
public relations employees in their efforts
to herald the new telecommuting lanes
the brewery will build around the city.

TOUR A BREWERY!

Whether you're
looking for Por-
ters, Pale Ales or
Stouts, Western
North Carolina has
become a land of
the micro-brewer-
ies. You might be
wondering, "Can
I see one of these
micro breweries?"



Yes, you can, if you have the ability to listen
to lengthy explanations about how the beer
is made.

Sure, during your visit, you might think
to yourself, "Just serve me the beer and stop
talking," but if you listen closely you can
learn what their beer tastes like, if it's an "as-
sertive" beer or if it has "coffee" overtones
and blah blah blah. That way, you can be in-
spired to go home and brew up a batch of yak
piss for your friends and family.

If learning and listening isn't really your
thing, there are plenty of bars that brew their
own beer. Go to one of those, point to a ran-
dom tap on the wall and say, 'Make beer go
in glass now.'

Beer Definitions

HIGH-GRAVITY BEER — A beer that in-
creases the gravitational pull of the Earth,
causing drinkers to feel the need to lay down.
The high gravity from these beers has been
known to cause vomiting, slurred speech and
feelings of confusion in the morning.

MICROBREWERY — an extremely tiny
brewery that can fit on the head of a pin.

AFTERTASTE — The palate sensation that
occurs after the beer has been swallowed or
after the beer 're-emerges' later that evening.

DUNKLEWEIZEN — A funny German word
for something. Probably a doughnut.

QUAFF — To drink deeply. Past-tense of
queef. "We quaffed a few beers last night. Do
you want to queef some beers today?"

MOUTH-FEEL — We're not really allowed to
talk about that.

MICRO-PUKING — Puking discreetly into
one's own mouth. Then smugly discussing
with others the various attributes and qualities
of the flavor.