

## Sponsored BA Collab Hour Q&A: A Journey Through IPA

Q: I would like to hear about the estate-brewed strong, hoppy ales, sometimes called October beer, as it relates to IPA. It seems there's debate between the old IPA narrative about India and the estate beers. A follow up on the October beer history is that I'd heard that estate breweries didn't have to pay excise taxes, which lead to higher ABVs for October ales, while the malt tax caused a reduction in ABV on the commercial side.

A: [61m 41s] I don't think it's fair to say that IPA comes directly from October beers, but they undoubtedly had an influence on IPA just in the conventions described earlier – they were strong and highly hopped. It's a good point you make about taxes though. I'll be frank and say that I am not too sure whether it's because they were subject to lower taxes that they had higher ABVs. One thing we should take into account is as that they were aged for 2-3 years, they really needed the higher ABV to survive.

-

Q: The yeast that you mentioned (Brand name) – is that only available in the United Kingdom or is that available in the U.S. as well?

A: [64m 3s] All the commercial yeast I referred to are available in the U.S., including the Verdant IPA which we've literally just launched in the past couple of weeks. You can go to our website to see all of the brands available in the U.S.: <https://www.lallemandbrewing.com/en/united-states/>

-

Q: What IPA in the U.S. do you believe to be the most similar to the original IPA? (Original like Bow Brewery or Burtons)

A: [65m 2s] I'm sure there are probably many that touch on the conventions, but I'm going to be relatively lazy and just cite Sierra Nevada Pale Ale. It's a great example of the ABV, decent levels of bitterness, and that clean, dry finish. Those West Coast styles are probably closest in general. Of course, though, there was huge diversity in the historical styles.