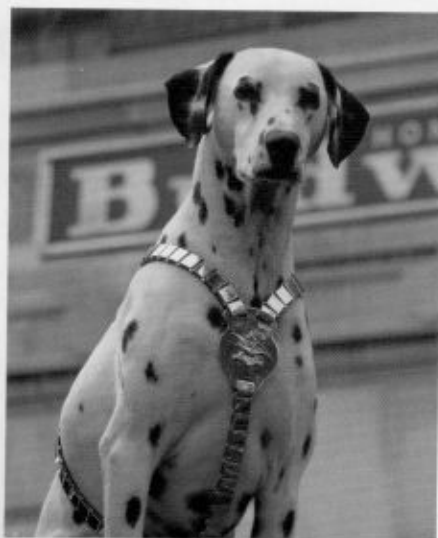




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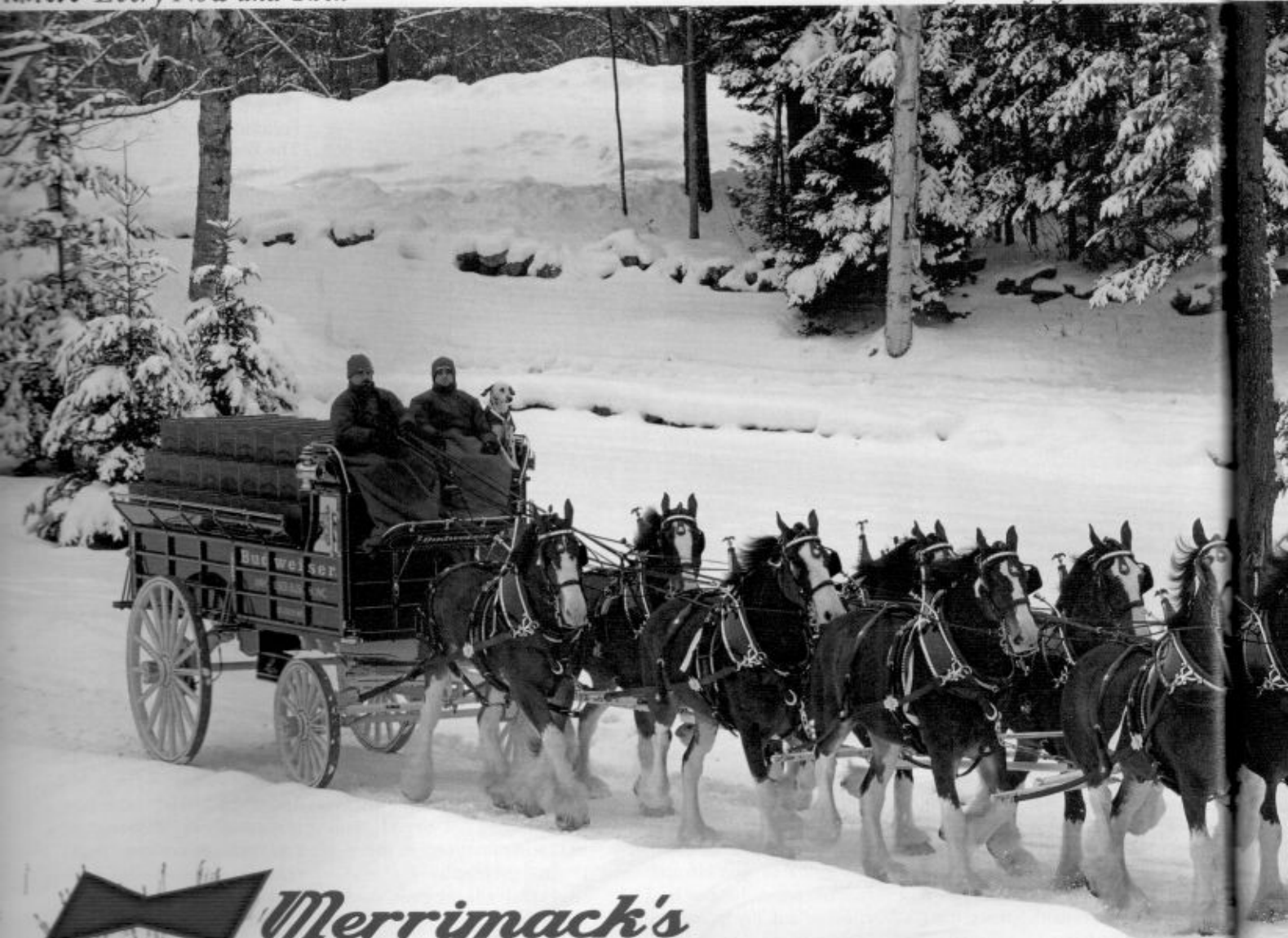
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Dan Houde photo



### On the cover:

King Pine Ski Area at Purity Spring Resort in Madison is steeped in family tradition—it's run by a family, for families. For over 50 years, the Hoyt family has made it their job to ensure that your ski vacations are effortless and fantastic! See page 12.



## Merrimack's Anheuser-Busch Brewery Tours Clydesdales & Beverages



Merrimack is home to the Budweiser beer brewhouse, part of the Anheuser-Busch family, and produces over 5.2 million barrels of beer a year.

The Merrimack plant is open daily and offers 90-minute tours year round except for January to May when tours are offered Thursday to Monday. The tour is ADA

New Hampshire towns of Candia, Dunbarton, Goffstown, Hudson, and five people from Tilton who were making a day of visiting several New Hampshire breweries, as well as a couple visiting from Rhode Island.

The tour starts in the high-ceilinged lobby of a small German-looking hamlet. You can learn all about the Anheuser-Busch history through a

Shock Top End of the World Midnight Wheat. It is Budweiser's salute to the Mayan's end of the world prediction for December 21, 2012. Anheuser-Busch wanted the public to enjoy it, so brought this beer out before the doomsday clock ran out, according to the tour guide.

Out in the courtyard, the tour guide gives a brief and entertaining history of how Anheuser-

**The tours are great for all ages. Adults appreciate the beer-making process while the kids are in awe of the large tanks and the big spaces.**

accessible, as well as kid friendly.

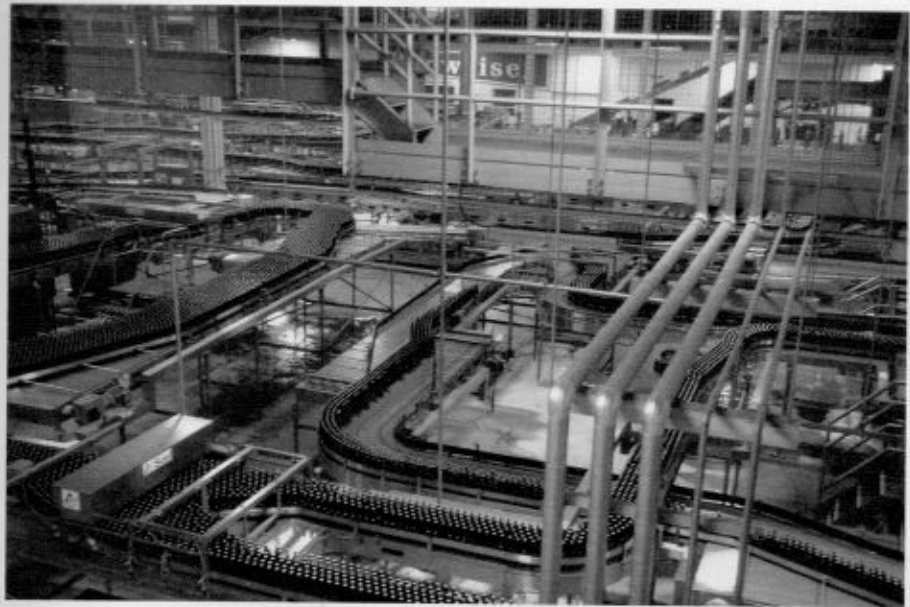
The brewery tours attract visitors from around the world. My latest tour didn't have world travelers, but did have people from the

full display along the edges of the room.

Guests are offered a free beer sample as the tour guide explains the ingredients and shares a funny tidbit. My latest tour sample was

Busch came into being and then professional photos are taken of each party in front of Big Scott, a life-sized replica Clydesdale.

When brewhouses first came into use, beer



was only sold locally, staying in the community where it was brewed. Anheuser-Busch has 12 breweries across the U.S. to retain that practice of giving the consumer the freshest beer possible by limiting travel time.

Budweiser, an American lager, came into existence in 1876. The name is Germanic sounding, but easy for Americans to pronounce. It quickly became, and has remained, the flagship brand for Anheuser-Busch.

Hops, barley, rice, corn, and other ingredients are delivered by railway cars to the Merrimack facility and are extracted from the cars at a rate of 60,000 pounds per hour into 12 storage silos, which hold a total of 5.5 million pounds of grain. The tour guide shared that when the Merrimack brewery is at full production, it only takes 10 days to go through

all that grain. Ten days!

Visiting the brewhouse, where ingredients are cooked, in the winter is more enjoyable than in the summer, as it is a toasty 80 degrees. The cellars give a nice contrast, though, at a brisk 50 degrees.

The brewery uses silver casks on wheels, known as torpedoes, to measure out the correct amount of beech wood chips that are placed at the bottom of the lager tanks to absorb yeast during the beer making process. Each tank produces 1,200 barrels of beer, which roughly equates to over 66,000 six packs and it takes about one month to brew one beer.

Merrimack is the smallest Anheuser-Busch production location out of the 12 countrywide. St. Louis, the home office, is the largest, producing five times more than Merrimack.

The complimentary tour allows viewing

of the packaging line from above. There is a Beermaster tour offered that lets you walk the production floor. Reservations are required and there is a \$25 fee, but it's great for people who really want the hands-on brewing experience. You can even sample beer direct from a finishing tank.

The Merrimack brewery is responsible for producing eight beers, including Budweiser, Bud Light, Busch, Busch Light, Michelob Light, Natural Light, Michelob Ultra, and Redbridge. Redbridge is a gluten-free beer that is made without barley or wheat.

Each of these eight beers is available for sampling at the end of a brewery tour, along with several other beers. Adults are allowed two 11-ounce samples and kids can have soda or juice. Pretzels are available to everyone.





Courtesy photo of Anheuser-Busch



## Anheuser-Busch

221 Daniel Webster Highway, Merrimack  
(603) 595-1202  
[www.budweisertours.com](http://www.budweisertours.com)

Open year round; closed on New Year's Day, Easter, Thanksgiving, Christmas Eve, Christmas Day, and New Year's Eve.

Free tours are Thursday through Monday from January through May, 10 a.m. to 4 p.m.;

Tours are daily June through August from 10 a.m. to 5 p.m.; and daily September through December from 10 a.m. to 4 p.m. Beermaster tours are \$25 for adult 21 and older; \$10 for youth 13-20 years old; reservations are required, and groups are limited to 10 people.

Budweiser offers photos with one of the Clydesdales at the hamlet on campus on the first Saturday of every month from 1 to 3 p.m., weather permitting.

Special note: Both the complimentary and Beermaster tours and the Clydesdale Hamlet are ADA accessible.

An interesting tidbit: Anheuser-Busch cans drinking water and donates the water to areas after a natural disaster, such as Hurricane Katrina and Hurricane Sandy. The water is canned at the Georgia facility and shipped directly to areas in need.

**To get there, travel on Route 3 (Everett Turnpike) to Exit 10. Go east on Industrial Drive and left on Daniel Webster Highway**



The tours are great for all ages. Adults appreciate the beer-making process while the kids are in awe of the large tanks and the big spaces. Everyone can enjoy watching the beers race through the equipment in the packaging area, which gave me flashbacks to the opening of the TV show *Laverne and Shirley*.

A visit to the Clydesdale Hamlet is a must, whether you go on a beer tour or not. Merrimack is home to one of only three eight-horse hitch teams. The East Coast hitch team travels as far north as Canada, as far south as Florida, and as far west as the Mississippi River.

Clydesdales stand about 6 feet tall at the shoulders and weigh up to 2,000 pounds. They came into the U.S. just before the Civil War and became the iconic image of Anheuser-Busch in 1933.

Anheuser-Busch breeds its own horses in Missouri, but not every Clydesdale becomes

an Anheuser-Busch Clydesdale. There are standards, such as having a dark brown coat, four white-stockinged feet, a white forehead blaze, a black mane, and black tail.

Being near the magnificent Clydesdales is always incredible and a lot of fun. Like people, each horse has a different personality. On one particular visit, I met Charlie. He had a fun attitude and liked to make faces. General stared longingly out the window in his stall at a couple of his fellow horses that were outside enjoying the fresh air.

If you're in need of a day trip or want to step into some history, a visit to the Merrimack Budweiser Brewery is something to consider. Between the Clydesdales, beer samples, history, and beautiful grounds, there's something for everyone.

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