

Boese Bros

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comfortable. Sam said, "We have a lot of stainless steel finishes that make it feel like you're in the brewery."

The third lesson was to find out what the customer wants.

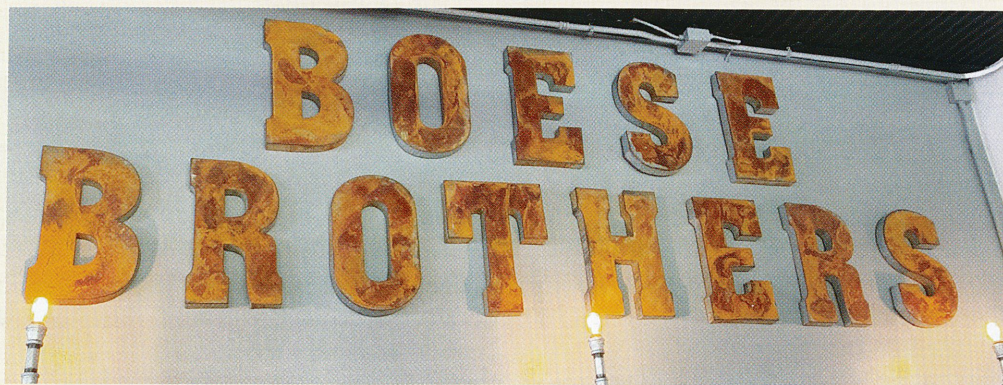
"When we first opened we wanted to serve beer that we liked," said Sam. "But we had to learn to find out what the customer likes."

Even though they are brewing their own beers, they track what customers are drinking and tailor their products to reflect the tastes of the people at the bar.

And tastes change.

That's why the beers change every other week. They usually bring in something new and take something out. Everything is brewed in downtown Albuquerque, in their location at Gold and 6th Street. They have wines and also gluten free ciders. The ciders come from Desert Dogs and they change every week.

Sam's absolute favorite is the Double Dead Red Ale, but they only serve it for a few weeks. One of the reasons that it's so popular is that it's limited. Their newest beer is the Sir Stoutalot (named after Sir



Mixalot).

Sometimes having a limited release makes beer more exciting. For example, they have a Black IPA in their Santa Fe location that was extremely popular when it was limited release. But then they sold it all year long and discovered that demand for it leveled off as people got used to it.

Different beers are more popular in different locations. Their Dr. Strangepop beer is more popular in Albuquerque and the Hazy is more popular in Los Alamos. Tracking those trends makes it possible to keep everyone happy.

More than just beer!

Boese Bros is a comfortable place to go with your friends, your kids, and even your dog.

They have a menu with deli sandwiches like Wasabi Roast Beef, Bacon and Green Chile Roast Beef, and Green Chile Green Cheese. They have peanut butter and jelly and a shelf full of games for kids.

Chef Peter Taylor said, "Some of the menu items are things that we've served in our other locations. Some are recipes that I came up with. Sam is a vegetarian, and it was important for us to have vegetarian options. The menu will change periodically, and we're still seeing what people like. We're planning on adding soups, hot sandwiches like Reubens, and bar munchies like hot queso dip, soft pretzels and frito pies."

Boese Bros Brewing is located at 145 Central Park Square in Los Alamos.

