

Number 11 Spring 2011 Celebrating the Abundance of Southeastern Massachusetts, Season by Season

*edible* SOUTH SHORE®

**Health Sprouts in Rochester  
Celebrate Our Local Heroes  
Local Lamb for Spring  
Fast Easy Fermentation  
Raw Raw Raw**

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*edible* NOTABLES  
by Paula Marcoux

## CELEBRATE SPRING

Back in the spring of 1933, Narragansett Brewing Company gave expression to the general joy at Prohibition's repeal by brewing their first bock beer. Over the years, the celebration continued: Spring Bock Festivals at the massive Cranston, RI, brewery became huge and raucous affairs, rivaling Oktoberfest for rowdy good times, until all festivities sadly rolled to a halt in the 1970s. This March, Narragansett Beer harkens back to the fun old days as they release their new seasonal bock. Brewed in a traditional Bavarian style, Narragansett Bock is a helles lager, strong (6.5% alcohol in this case), but not overly malty, lightish in color and quite aromatically hoppy.

Narragansett Bock, and the Pale Ale that will follow it this summer, are the latest traditional seasonal styles resurrected since the brewery's re-launch a few years back. Initially founded by German immigrants in 1890, the Narragansett Brewery dominated New England's bars and packies for nearly a century. When Curt Gowdy greeted Red Sox fans (long before they were the "Nation") at the start of each radio broadcast with a cheerful "Hi, Neighbor! Have a 'Gansett?," there was a good chance that's what was in a listener's hand; Narragansett held a 65% New England market share through the mid-century. Bought by Falstaff in the 1970s, the brand began to languish and very nearly faded into extinction, as American beer production, once a local phenomenon, became consolidated in a few places like Milwaukee and St. Louis. One American home-brew and micro-brewery revolution later, a few visionary businessmen who perceived intrinsic value in the local institution bought up the brand and redeveloped the products. Narragansett Beer was reborn and we southern New Englanders can once again drink our old-school local label.



## DRINK A BOCK!

Clearly aware of the nostalgic value of their brand, Narragansett's new leadership has concentrated on traditional, understated, American beer and ale styles that were popular through the 20th century; despite some pretty prestigious international awards, they unpretentiously price their suds for the value drinker. The packaging and sales gimmicks ('Gansett Girls evocative of 1940s pin-ups) are cheerily retro; the marketing maneuverable, cutting-edge, and personal—on your Facebook page and in your package store.

Narragansett's products are currently contract brewed in Connecticut and New York, but apparently all we have to do to get a brewery built in the Providence area is drink more beer (this is proven in an entertaining and informative presentation on their website)!

Do your part at: [www.narragansettbeer.com/petition](http://www.narragansettbeer.com/petition).



*Hi Neighbor! Have a Bock!*