

Major brewers entering specialty beer markets

Microbreweries' success has inspired national brands to diversify offerings

PORTLAND (AP) — Although small specialty brewers have tapped only a tiny fraction of the American beer market, their rapid growth in recent years is prompting large breweries to offer new products to compete.

"There seems to be a real growth and interest in these more flavorful and full-bodied beers," said Ron Richards, a spokesman for the Miller Brewing Co., in Milwaukee.

Miller introduced Miller Reserve Amber Ale this spring to compete with specialty beers brewed by small breweries and brewpubs.

"Every one of the big guys are gearing up so-called specialty beers," said Kurt Widmer, the president and master brewer of the Widmer Brewing Co. in Portland, one of the many small breweries in the beer-rich Pacific Northwest.

Specialty or craft beers are usually stronger-flavored and darker than conventional American beers. They are brewed with more costly ingredients, and command higher wholesale and retail prices.

Drinkers of the small brewers' products say the extra cost is worth it.

"It's just better than Budweiser," said Ted Walton, 36, who was drinking a Fall Sail Amber Ale. "It's much fuller tasting than regular beer. Even though it's more expensive, you get more for your money."

A retired Scottish police officer on vacation in Portland also praised the local brews.

"That's more like a beer," Bill Anderson said while savoring a Widmer Hefeweizen, a thick, cloudy brew that is markedly different from most American beer.

"No disrespect to most American beers, but I find them very light. I enjoy a pint with a bit of body in it. This has got a bit of texture to it."

Specialty beers are the fastest-growing segment of the beer market.

Beer production at small breweries increased from 491,394 barrels in 1990 to 1.2 million barrels in 1992, according to the Institute For Brewing Studies in Boulder, Colo., which tracks craft brewing in the United States and Canada.

During the same period, overall beer production in the United States decreased from a high of 194.8 million barrels in 1990 to 191.5 million barrels in 1992, said Benj Steinman, executive editor of Beer Marketer's Insights, a beer industry trade journal.

Regional breweries such as Widmer, the Full Sail Brewing Co. in Hood River, and the Redhook Ale Brewery in Seattle have grown rapidly in recent years, and many are building new breweries or expanding their existing operations.

"The microbrewers used to get a lot of the ink, but now they're starting to matter in the marketplace," Steinman said.

That has led major brewers to focus on the small but explosive specialty market, which made up only 0.6 percent of the total market last year with sales of \$614 million.

The Institute For Brewing Studies predicts that specialty beer sales will grow to more than \$1 billion this year.

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Hard hittin'



Photo by Hebe Tomicka

Jimmy Woodworth of Beaverton High School carries the ball during a scrimmage at the Oregon Football Camp. More than 470 high school football players are spending the week honing their skills under the direction of the University football staff.

Eugene-Springfield gear up to fight gang-related crime

Agencies want to prevent the spread of local gang violence

By Ed Carson
Oregon Daily Emerald

School districts, law enforcement and other government agencies from the Eugene-Springfield area, including the University, said Wednesday that they would work together to raise community awareness and implement a community gang prevention and intervention program.

Representatives from 11 agencies said they believe that by taking preventive action now,

the Eugene-Springfield area can avoid the chronic gang violence afflicting Los Angeles, Seattle and Portland.

The various agencies said strong action is needed now to deal with increasing gang-related activity.

"We actually believe there is a crisis in Eugene right now. We can't wait any longer," said Springfield Police Officer Deborah Gilmer.

Law enforcement officers emphasized that they cannot stop gangs by themselves.

"Gangs are a community problem, and we need to get together to do what we can to prevent additional violence in

our community," Gilmer said.

Law enforcement agencies said that Eugene gang members have been involved in such criminal activities as burglaries, illegal drugs, prostitution, rape and murder.

To counter this rise in gang-related crime, law enforcement agencies will target selected gang members.

"We will be as constitutionally miserable as we can be if they're gang members," said Lane County District Attorney Doug Harclerod.

The agencies have documented 100 gang members in the Eugene-Springfield area.

Jan Oliver, University assistant vice president for institutional affairs, said the University is not immune from the effects of area gangs.

"The safety of our campus is directly related to the safety of our community — you can't separate them," she said. "We have had an increase in gang-related activity and assaults in the west-campus area."

No additional funding will be provided to these agencies to expand and coordinate their anti-gang efforts. In fact, many have seen budget cuts in recent years. Funding for gang prevention and intervention will come from re-allocating existing finan-

cial and personnel resources.

School districts are exploring ways to provide information to at-risk children on the consequences and risks of becoming involved.

The agencies want to avoid singling out minority youth, particularly African-American and Latinos, in their efforts to combat gangs. They say that gangs come in all colors and combinations.

Harclerod said that the way to prevent young people from wanting to join gangs is clear.

"If you keep kids in activities that are fun and exciting, they won't join gangs."



WEATHER

Crank up the air conditioners and break out the sun tea jugs, there will be mostly sunny skies with temperatures in the 80s through the weekend. If you're stuck inside, check out the Summer Fun photo essay on pages 6 and 7 of this issue.

FAST FOOD

AIRWAY HEIGHTS, Wash. (AP) — A teenager who drive away in an ice cream truck Tuesday as the driver was making his first delivery led police on a 15-mile chase before being captured, authorities said. When officers caught up with the Dreyer's Grand Ice Cream truck and arrested the young driver, none of the tasty cargo was missing. "I'm glad it's in one piece and there's still product on the truck," said the truck's driver, Rich Shock. Cars from three law enforcement agencies pursued the truck over bumpy back roads starting in this suburb west of Spokane, authorities said. Chase speeds didn't exceed 60 mph. The teen was arrested for investigation of taking a vehicle without permission, reckless driving and attempting to elude police officers.

SPORTS

University junior track and field standout Kelly Blair has been named to the first team GTE Academic All-America squad as voted by the College Sports Information Directors of America. Blair, who finished fourth in the heptathlon in last week's USA/Mobil Outdoor Track and Field Championships in Eugene after claiming the individual crown at the NCAA meet earlier this month in New Orleans, was one of 15 women chosen for the University Division at-large team after earning a 3.87 GPA in finance in her first four years at the University. Blair is the first University student/athlete to earn the award since Bill Musgrave and Stephanie Kasperski in 1990.