

## MARTY VELAS

Marty Velas is the director of brewing operations for the Copper Cellar Corporation of Tennessee. As brewmaster he is responsible for producing hand-crafted lagers and ales at the Smoky Mountain Breweries in Knoxville, Gatlinburg, Pigeon Forge and Farragut, TN. Awards include gold medals at the Great American Beer festival national and at the World Beer Cup international competitions.

Marty began brewing in 1978 after a trip to Czechoslovakia exposed him to world-class beer. In 1986, working as an aerospace engineer in his native California, he traded for a career in professional brewing when he signed on with the first microbrewery in Southern California, Alpine Brewing Co. In 1989, he was sent by Alpine to Southern Bavaria to complete a journeyman-ship at the Hofbräuhaus Traunstein.

As Alpine's brewmaster, Marty drew upon years of experience and experimentation. He developed an affinity for recipe formulation and product development and introduced such styles as Bock, Wheat, Red Ale and Marzen to Southern California.

Combining his engineering background with his brewing experience, Marty began consulting in 1991 with several equipment manufacturers to design breweries and implement improvements in the factory while training and fine-tuning in the field.

In 1993, while instructing brewing science courses at UCLA, Marty was tapped to design an intensive, hands-on, brewer-training program. In conjunction with Bohemian Breweries of Redondo Beach, California, he developed the American Craft Brewers' Academy and directed until 1996.

He has trained over 200 successful brewers in the industry and has held brewmaster positions at Manhattan Beach Brewing Co., Redondo Beach Brewing Co. Huntington Beach Beer Co. Brewski's in Hermosa Beach, Fredricksburg Brewing Co. in Texas, Echigo Landsbrauerei in Niigata, Japan and Turul Brewing Co. in Szalapa, Hungary.

As a sought after industry consultant and educator he has traveled the world to share his expertise in recipe formulation, product development, training, brewery design and installation. Marty was instrumental in establishing the first craft brewery in Japan in 1994 introducing such brewing styles as: Bock, Stout, Pale Ale, Red Ale and Bavarian Style Weizen Beer.

Professional affiliations include active memberships in the Brewers' Association, MBAA (Master Brewers' Association of the Americas) and the ASBC (American Society of Brewing Chemists)

