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Herb N' Renewal

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F&B delivered—and can, p. 21

Stout Out Loud

Peter B's Brewpub at the Portola Hotel & Spa partners with local artisans to craft unique F&B items that resonate with guests.

BY TRACY MORIN



Peter B's Stout Ice Cream is infused with the brewpub's Stout Resistance and made in collaboration with nearby Kai Lee Creamery.

Amid the craft beer boom, food pairings have become natural for increasingly complex brews, while today's customers clamor for local, artisanal, one-of-a-kind products. Peter B's Brewpub at the Portola Hotel & Spa in Monterey, California, blends these trends with beer-infused F&B—notably, its Stout Ice Cream, infused with the brewpub's Stout Resistance and made in collaboration with nearby Kai Lee Creamery.

Sweet Talk

According to Sonny Petersson, director of F&B for Portola, Peter B's [open since 1996] continually seeks to push the envelope with brew-centric innovations, using its beer for cheese made by a local dairy and in housemade sausage. So when others suggested a partnership with Kai Lee, staff jumped at the chance to

create a unique ice cream with its stout [a beer that often pairs well with desserts].

But hitting on the right ingredient combo for the ice cream, released in June 2014, required some effort.

"The first lesson you learn is patience as you hone in on the right flavor," admits Kevin Clark, head brewer for Peter B's. "Now we want to start targeting different profiles; IPAs are hottest in our market, and we'd love to create an ice cream around that, then see what other flavors we can navigate through."

Indeed, the benefits—showcasing Peter B's beer while creating a point of differentiation—have been proven. The business stocks three-gallon containers twice weekly to serve its half-and-half local and hotel clientele. "Stout Ice Cream is now one of our top two sellers on the menu,

making up 40% of dessert sales, or \$30,000 yearly," Petersson notes.

"Guests say they love the ice cream's subtle flavor."

The ice cream, scooped and sprinkled with cacao nibs and strawberries or served in sandwich form with ginger snap cookies and chocolate shavings, pairs well with Peter B's darker beers, including its Russian Imperial Espresso Stout—another collaboration, with a local coffee company.

"We can reach only certain clients through our beer, but pairing it with foods from local businesses reaches a broader spectrum," Clark says. "Tapping into the local craft movement builds us up and spreads our brand in the community." ●

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