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BEING THERE: ROULEUR BREWERY GRAND OPENING

Cycling and craft beer, together again

From Ghent, Belgium, to San Diego, California, it's no secret that cyclists the world over have a celebrated tradition of enjoying a cool malt beverage following a good bike ride. Local rider Rawley Macias certainly thought so, and that was the inspiration behind the opening of a small, cycling-centric brewery in the seaside town of Carlsbad, California.

Unlike the proprietors of the celebrated Pedaler's Fork restaurant located two hours north, Rawley is not interested in serving food or coffee. Besides the small tasting room up front, his business model is based solely as a brewery and catering to as many thirsty cyclists as he can find.

PEDALS TO SUDS

RBA: *Where did the idea come from to start your own brewery?*

Rawley: I'm originally an engineer by trade and also an avid cyclist. A few years back I weighed over 210 pounds (currently 165 pounds) and was just feeling very poorly, as I just turned 30 and was constantly working. One day during lunch I decided to go buy a road bike. I started riding a few days a week during lunch, then I got a coach and start training and racing. I moved down here to Carlsbad from San Luis Obispo a couple years ago while I was working in the aerospace industry, and I had the idea in the back of my mind of starting a brewery. Thirteen months ago I started looking for property out here, and now it's coming to life.

RBA: *Where did the name come from?*

Rawley: *Rouleur* is French for being an "all-rounder." Those types of riders aren't a one-trick pony but can hold their own on various disciplines and may not be in the spotlight of winning but are good in all aspects of racing. That's what I want to do in my beer-making. I'm not going to specialize in one type of beer, but really hit all types and styles. I don't really follow any type of style guidelines. I'm currently a certified beer judge and have been brewing at home for the past 12 years. In the past I've entered and judged competitions. I never liked that aspect of judging where a beer was compared to a style that was 200-plus years old. I like to blend styles. If you look at our branding, there's a bit



of rule-bending where we are breaking some rules, but you need to understand the rules before you can break them.

RBA: *Inside of the brewery, what all do you have that is cycling-related?*

Rawley: First of all, we have the picture wall with many photos from current events, and also photos from races dating back to the 1930s. We also have a wheel wall. Being a mechanical engineer, I wanted to do something that was moving, which made it more of a dynamic wall art. We have a lot of wheels donated by companies. All the wheels are mounted on the wall and are connected by one chain, which is powered by a small motor that allows all of the wheels to move. I'm really happy with our Rouleur Brewery bike. I reached out to Masi and told them what I was doing, and we decided to build out one

of their Legacy Grand Criterium bikes, which only 100 were made. It's a hand-made steel bike that was made here in San Marcos. We were able to get it painted by Jim Allan, who is the original painter for Masi in the '70s.

RBA: *Where would you like to see Rouleur Brewery go in the future?*

Rawley: I'm not interested in becoming a massive craft brewery. I like being small, and, of course, I want to see the business be healthy, but if I can get my beer in the local restaurants and bars, that will make me happy. Eventually, we will do our own bottling down the road, but that's another story. Maybe we will open up another tasting room if this one goes well. I could see it being a smaller remote location where we can end weekend group rides. ■

www.rouleurbrewing.com