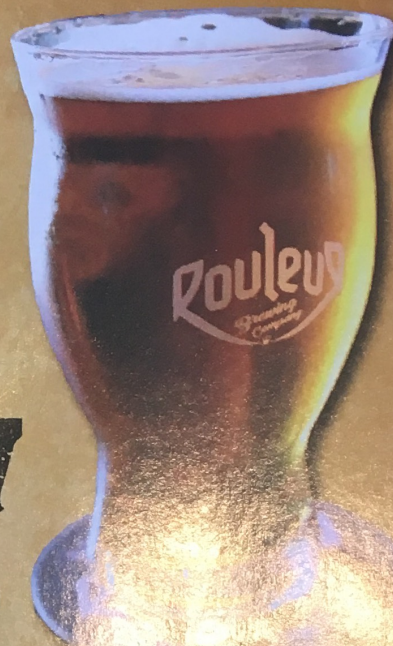




ROULEUR BREWING COMPANY

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The Puncheur Pale Ale

Pronounced “ruler”—you’re welcome—Rouleur is one of Carlsbad’s newest biker bars. Founder Rawley Macias explains that rouleur “means something with wheels, a roller.” In the French cycling culture it is a term of high praise, given only to the masters. It would be akin to calling a surfer here a “waterman.”

It is the balance and symmetry of cycling that Macias hopes he matches in his beers, with a bending of the rules that only a master can do. Macias, who has been brewing for 10 years, is an engineer who brings mechanical precision to the chemistry of brewing. “I like inventing new beers, incorporating different styles,” he says. That would be a mashup in the masher, but a delightful surprise in the glass.

Cyclists will feel right at home with the décor. Rouleur is part of a brewery igniter program—the building is owned by H.G. Fenton, as is the equipment. Rouleur rents the space with the goal of eventually having its own place once it becomes established. Here’s hoping the permanent location will be along a well-rolled bike route.

BEERS TO CHEER

The Domestique is a blonde ale that hits the aimed-for balance with noble hops. The Sprinteur is a red ale that attracts with its color and aroma, as well as a full-bodied flavor. The Clydesdale is the signature IPA, terrific for lovers of bitter flavors.



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