



The San Diego Union-Tribune

\$1.50
PLUS TAX

sandiegouniontribune.com

THURSDAY • AUGUST 4, 2016

N+D

16

AUG. 4 - 10, 2016
UNION-TRIBUNE

BEER



BREWERY ROWE

BY

PETER ROWE

PETER.ROWE
@SDUNIONTRIBUNE.COM
(619) 293-1227

Finest Made

Rey Knight is better at making beers than naming breweries, which became clear when he opened Butcher's Brewing in Santee. While the name and label (a chart showing various cuts of pork) saluted the founder's earlier career at Rey Knight Salumi, it baffled many potential customers.

Butcher's? Even if you caught the reference, the whole concept was off-putting. Love me some pork chops, OK, but don't ask me to pour them into my mug.

That said, it's nice to see Butcher's re-branded as **Finest Made Ales**. Knight's still in charge and still has his quirks, numbering rather than naming the beers. (12, a rye India pale ale, may be my new favorite number.) At Butcher's, Knight's beers were happy additions to the bold, hop-forward San Diego tradition. It's good to see him abandon a confusing name, yet stay in the game.

The launch party for Finest Made Ales, 996 Prospect Ave., Santee, is set for Aug. 19.