A big crush
Columnist Ben Cohen writes that the only way to defeat the Boycott, Divestment and Sanctions (BDS) movement is for Jews to rise up and crush it.

Hot stuff
Tired of the New England winter? Ben G. Finkel says that there are locations in the Caribbean that are of particular interest to Jews.

Rockin’ Eve
“*Unsung*” is a Christmas Eve event for Jews created by Sean Atman, will be held again this year at Club Passim in Cambridge.

Major players
Jewish composers such as Irving Berlin, George Gershwin, Jerome Kern and Benny Goodman have had an impact on 20th-century American music.

So batty
tourist meccas believe bats are vision to keep track of where they’re going and excretion to hunt insects that most nocturnal predators can’t see.

Jewish-owned brewery is passionate about its craft
Gloucester's Cape Ann Brewing Co. has been going strong since 2004

By Nicole Levy
Special to The Advocate

A ccording to Jeremy Goldberg, owner of Cape Ann Brewing Co. in Gloucester, there's more to craft brewing than meets the eye.

"Making beer is like cooking. It incorporates hands-on work, it's artisinal ... and involves science," Goldberg said.

Cape Ann Brewing produces 30 to 40 styles of beer a year in a facility adjacent to its pub. The business has its own label, "Fisherman's Brew," with the image of the iconic Gloucester Fisherman's Memorial on it. Already available in the United States, Cape Ann Brewing will begin distributing the beer in Sweden this summer.

Goldberg explained that brewing starts with converting (primarily) barley into malt. The malt is added to water and hops, which gives beer its bitter flavor and stabilizes it. After the mixture is heated, yeast is introduced to ferment the product using the sugars of the malt. Beer color depends on the length and temperature of the cooking process. Yeast activity is monitored by brewers to regale the sweetness of the liquid. At Cape Ann Brewery, the entire process can take from two to six weeks.

Goldberg said there's a lot of debate over what constitutes a craft beer. For him, craft brewing results in "non-compromising flavor." He said many mass-produced commercial beers include rice and corn - making it lighter and sweeter - plus a number of preservatives and additives.

JCCNS gets a facelift for $50,000 price tag
Membership spike prompted renovations

By Nicole Levy
Special to The Advocate

T he Jewish Community Center of the North Shore (JCCNS) in Marblehead has undergone an expensive face lift made necessary by a growing membership base.

The introduction of the Dance Energie exercise program six months ago brought in 174 new members. That recent surge in membership brings the total up to 1,000, with an increase of 50 percent from 2009-10, according to JCCNS Public Relations Director Leigh Blanck. At that time, JCCNS membership had decreased 20 percent due to the financial crisis and the 2009 opening of the newly-constructed Lynch/Ann O'Meara YMCA just a mile down the road.

There have also been extensive renovations. JCCNS Executive Director Martin Schoner said the structural changes totalled around $50,000; all funds were taken from operational revenue, which included an influx of funds from new membership, as well as the JCCNS camp programs and preschool.

"We have gained credibility as a result of the renovations and the fact that the books are balanced for the first time in years," Schoner said.

The arrival of Dance Energie put the renovations into motion.

Developed by Joyce Cohen, Dance Energie provides a dynamic workout to highly choreographed dance routines. Lisa Gillis, a Dance Energie instructor, said the class required high mirrors installed along the perimeter of the Group Exercise Studio for the 35 to 40 participants each time to check their form. The JCCNS also put in new lighting and improved shades in the studio.
Brewery passionate about its craft

Ram worked for Nigert Brewing Co. in 2011. That year, he sent e-mails to craft brewers in the United States, hoping to learn more about the trade. Goldberg invited him to join his business. Ram said he needed a job, but he did not know much about the craft beer world, and Goldberg invited him to taste and learn about the business.

Goldberg said he is passionate about the beer business and about the people who work in it. "I like the people who come to our brewery," Goldberg said. "They are all passionate about the beer and the community."