



BEER BASICS & TASTING

BEER KNOWLEDGE & TASTING



WATER



HOPS



GRAIN



YEAST

*4 Key ingredients to
make Beer*

MALT

Barley is the preferred grain for beer. But the starch in a grain of barley isn't ready to be fermented into alcohol, so the barley is generally converted into malted barley, or "malt." The process of malting involves soaking the barley, allowing it to germinate, and then stopping germination with heat.

HOPS

Hops are the spice of beer. They provide bitterness to balance the sweetness of the malt, as well as flavors and aromas ranging from citrus and pine to earthy and spicy.

YEAST

Yeast is the microorganism that is responsible for fermentation in beer. Yeast metabolizes the sugars extracted from grains, which produces alcohol and carbon dioxide, and thereby turns wort into beer. In addition to fermenting the beer, yeast influences the character and flavor.

ABV - ALCOHOL BY VOLUME

Alcohol by volume, or ABV, is used to measure the alcohol content of beer. Beers typically fall in the 3.0 to 13.0 percent ABV range, with the majority being 4.0 to 7.0 percent ABV.

IBU - INTERNATIONAL BITTERNESS UNIT

The standard used by brewers to indicate the bitterness level of a beer. A Pils which has 30 to 40 IBU units, will have the same level of bitterness as an English Ale that is indicated with the same numbers.

BEER

THE IMPORTANCE OF POURING IT CORRECTLY

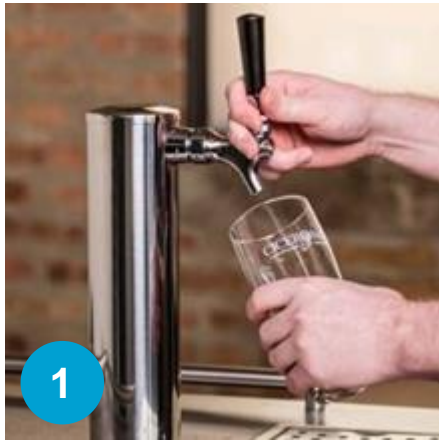
A 1% reduction in Draft Beer Cost of Goods for our company yields millions in savings. You sell more beer and make more money and we operate a more optimal Beverage Program...not to mention serve our guests a higher quality product which in turn creates a better guest experience.

THE PROPER METHOD

1. Angle
2. Tap
3. Finish
4. Head



BEER POURING THE PERFECT DRAFT



1. ANGLE

Hold the clean beer glass (or cup) at a 45 angle. Do not let the faucet touch the glass

2. TAP

Fully open the faucet by the base in one fluid motion. Do not let the faucet touch the beer

3. FINISH

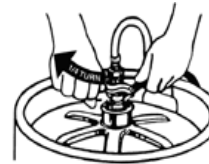
Gradually straighten the glass as you pour. Aim for the center of the glass

4. HEAD

This technique will result in a perfect 1" foam pour

KEG TAPPING

1. Do not agitate the keg. If there has been excessive agitation during transport, allow the keg to settle for 1 to 2 hours before tapping
2. Make sure the beer faucet is in the off position prior to tapping
3. Make sure that the keg coupler handle is in the up (off) position
4. Align lug locks on tavern head with lug housing in top of keg; insert tavern head
5. Turn tavern head handle 1/4 turn clockwise; the tavern head is now secured to keg
6. Rotate on/off valve hand 1/4 turn clockwise to open beer and CO2 ports in keg. The keg is now tapped



Tapping the keg properly will activate both the beer and the CO2 pressure line. The keg will be ready to draw beer.

If kegs are attached to FOB regulators, open the airline by untwisting the screw top and letting out the air till the bobber rises to the top. Twist the screw top closed.



PRODUCT KNOWLEDGE: DRAFT BEER

BEER

TASTING NOTES



BRAND/NAME

Bud Light

STYLE

American Light Lager

COUNTRY OF ORIGIN

United States – St. Louis, MO

ABV

4.2%

IBU

6

COLOR

Pale yellow

AROMA

Subtle hops with delicate malt sweetness

TASTE

Light-bodied with a fresh, clean hop flavor, mild sweetness, and crisp finish



PACKAGE



DRAFT

BEER

TASTING NOTES



BRAND/NAME

Labatt Blue

STYLE

Canadian Pilsener

COUNTRY OF ORIGIN

Canada

ABV

4.7%

IBU

12

COLOR

Medium yellow gold

AROMA

Distinct hop aroma

TASTE

Clean refreshing taste with delicate fruit flavor and a slightly sweet aftertaste

PACKAGE

DRAFT

BEER

TASTING NOTES



BRAND/NAME

Michelob Ultra

STYLE

American Ultra Light Lager

COUNTRY OF ORIGIN

United States – St. Louis, MO

ABV

4.2%

IBU

10

COLOR

Light pale yellow

AROMA

Mild malt sweetness with very subtle hops

TASTE

Crisp and refreshing light body with malt sweetness

PACKAGE

DRAFT

BEER

TASTING NOTES



BRAND/NAME

Blue Moon Belgian White

STYLE

Witbier

COUNTRY OF ORIGIN

United States – Denver, CO

ABV

5.0%

IBU

9

COLOR

Hazy orange gold

AROMA

Fresh coriander and bright citrus orange peel

TASTE

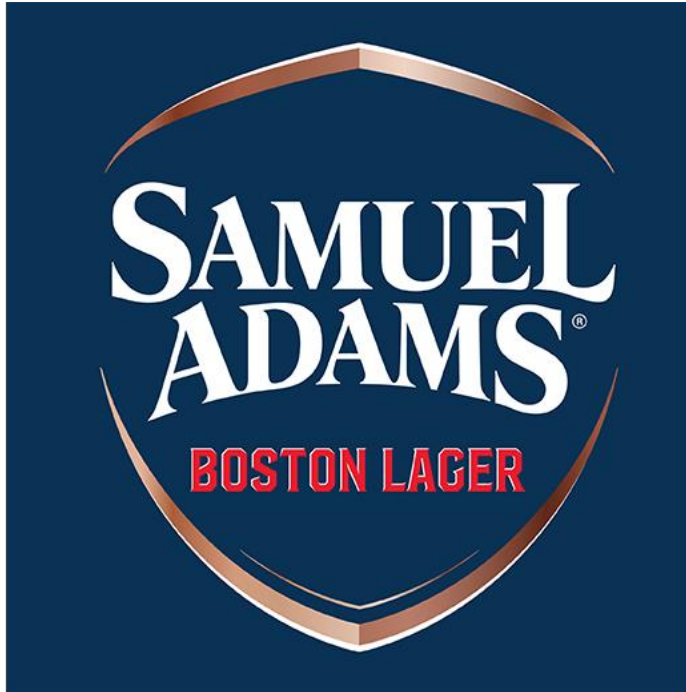
Nice and complex with herbal and citrus notes, finishing fairly dry

PACKAGE

DRAFT

BEER

TASTING NOTES



BRAND/NAME

Samuel Adams Boston Lager

STYLE

Vienna-Style American Lager

COUNTRY OF ORIGIN

United States – Boston, MA

ABV

5.0%

IBU

30

COLOR

Deep amber to golden

AROMA

Spicy hops, with a sweet biscuity malt

TASTE

A distinctive balance of spicy hops, slightly sweet roasted malts, and a smooth finish



PACKAGE



DRAFT

BEER

TASTING NOTES



BRAND/NAME

Lake Placid Ubu Ale

STYLE

English-Style Strong Ale

COUNTRY OF ORIGIN

United States – Lake Placid, NY

ABV

7.0%

IBU

33

COLOR

Garnet red

AROMA

Roasted malt sweetness

TASTE

English-style Strong Ale is deep garnet red in color, and features dark fruit and roasted malt flavors, with a slightly bitter finish.

PACKAGE

DRAFT

BEER

TASTING NOTES



BRAND/NAME

Southern Tier IPA

STYLE

India Pale Ale

COUNTRY OF ORIGIN

United States – Lakewood, NY

ABV

7.0%

IBU

60

COLOR

Copper

AROMA

Lightly floral, citrus, and pine

TASTE

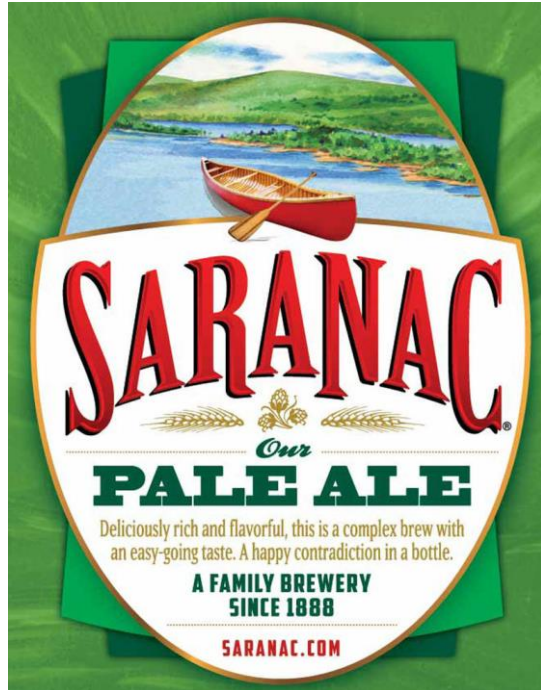
Malt balances piney hops, with a bit of sweetness joining the lingering bitterness

PACKAGE

DRAFT

BEER

TASTING NOTES



BRAND/NAME

Saranac Pale Ale

STYLE

American Pale Ale

COUNTRY OF ORIGIN

United States – Utica, NY

ABV

5.5%

IBU

30

COLOR

Pale yellow

AROMA

Mild malt sweetness and slight hop bitterness

TASTE

Deliciously rich and flavorful, a complex brew with an easy-going taste. A happy contradiction in a bottle

PACKAGE

DRAFT

A black and white photograph of a beer bottle on a production line. The bottle is the central focus, with its neck and cap clearly visible. The background is blurred, showing other bottles and machinery. A solid blue rectangular box is overlaid on the bottom half of the image, containing white text.

PRODUCT KNOWLEDGE: PACKAGE BEER

BEER

TASTING NOTES



BRAND/NAME

Bud Light

STYLE

American Light Lager

COUNTRY OF ORIGIN

United States – St. Louis, MO

ABV

4.2%

IBU

6

COLOR

Pale yellow

AROMA

Subtle hops with delicate malt sweetness

TASTE

Light-bodied with a fresh, clean hop flavor, mild sweetness, and crisp finish



PACKAGE



DRAFT

BEER

TASTING NOTES



The logo for Coors Light beer. The word "Coors" is written in a large, red, cursive script. Below it, the word "LIGHT" is written in a smaller, grey, sans-serif font, with a registered trademark symbol (®) to its right.

BRAND/NAME

Coors Light

STYLE

American Light Lager

COUNTRY OF ORIGIN

United States – Golden, CO

ABV

4.2%

IBU

10

COLOR

Pale yellow

AROMA

Floral hops with malt sweetness

TASTE

Mild malt sweetness with a crisp finish



PACKAGE



DRAFT

BEER

TASTING NOTES



BRAND/NAME

Miller Lite

STYLE

American Light Lager

COUNTRY OF ORIGIN

United States – Milwaukee, WI

ABV

4.2%

IBU

10

COLOR

Deep golden

AROMA

Medium malt and hop

TASTE

Hop-forward and solid malt character, smooth medium body with a crisp, clean finish



PACKAGE



DRAFT

BEER

TASTING NOTES



BRAND/NAME

Michelob Ultra

STYLE

American Ultra Light Lager

COUNTRY OF ORIGIN

United States – St. Louis, MO

ABV

4.2%

IBU

10

COLOR

Light pale yellow

AROMA

Mild malt sweetness with very subtle hops

TASTE

Crisp and refreshing light body with malt sweetness



PACKAGE



DRAFT

BEER

TASTING NOTES



BRAND/NAME

Budweiser

STYLE

American Lager

COUNTRY OF ORIGIN

United States – St. Louis, MO

ABV

5.0%

IBU

12

COLOR

Crisp, pale golden

AROMA

Sweet malt with subtle hops

TASTE

A medium-bodied, flavorful crisp American-style lager brewed with the best barley malt and a blend of premium hop varieties



PACKAGE



DRAFT

BEER

TASTING NOTES



BRAND/NAME

Corona Extra

STYLE

Mexican Lager

COUNTRY OF ORIGIN

Mexico

ABV

4.6%

IBU

19

COLOR

Golden

AROMA

Fruit, honey aromas and a touch of malt

TASTE

Crisp, clean and well-balanced between hops and malt



PACKAGE



DRAFT

BEER

TASTING NOTES



BRAND/NAME

Corona Light

STYLE

Mexican Light Lager

COUNTRY OF ORIGIN

Mexico

ABV

4.0%

IBU

20

COLOR

Golden

AROMA

Notes of fruit, honey, and malt

TASTE

Light, crisp, and clean with notes of hops and malt



PACKAGE



DRAFT

BEER

TASTING NOTES



BRAND/NAME

Labatt Blue

STYLE

Canadian Pilsener

COUNTRY OF ORIGIN

Canada

ABV

4.7%

IBU

12

COLOR

Medium yellow gold

AROMA

Distinct hop aroma

TASTE

Clean refreshing taste with delicate fruit flavor and a slightly sweet aftertaste



PACKAGE



DRAFT

BEER

TASTING NOTES



BRAND/NAME

Labatt Blue Light

STYLE

Canadian Light Pilsener

COUNTRY OF ORIGIN

Canada

ABV

4.7%

IBU

12

COLOR

Medium yellow gold

AROMA

Distinct hops and mild malt sweetness

TASTE

With a slight sweetness and citrus-like hop character, it's fresh, crisp



PACKAGE



DRAFT

BEER

TASTING NOTES



BRAND/NAME

Stella Artois

STYLE

European Pilsner

COUNTRY OF ORIGIN

Belgium

ABV

5.0%

IBU

24

COLOR

Golden

AROMA

Floral hops with toasted malt

TASTE

Slightly sweet with a clean, crisp hop finish



PACKAGE



DRAFT

BEER

TASTING NOTES



BRAND/NAME

Heineken

STYLE

European Lager

COUNTRY OF ORIGIN

Holland

ABV

5.0%

IBU

19

COLOR

Crisp, pale golden

AROMA

A shade of fruitiness

TASTE

Smooth, nicely blended bitterness, clean finish

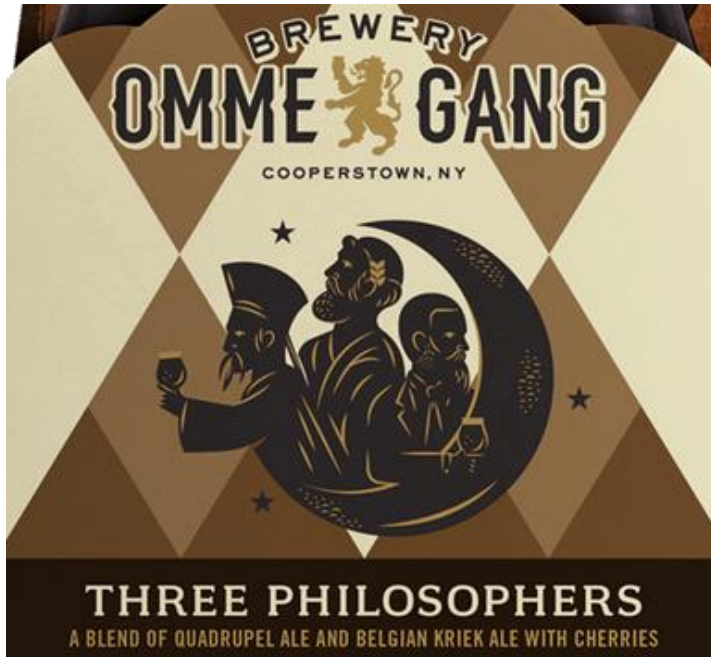


PACKAGE



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BEER TASTING NOTES



BRAND/NAME

Ommegang Three Philosophers

STYLE

Belgian Quad & Belgian Kriek

COUNTRY OF ORIGIN

United States – Cooperstown, NY

ABV

9.7%

IBU

21

COLOR

Chestnut brown

AROMA

Rich and complex

TASTE

Malty depth and gentle sweetness enhanced by sparkling carbonation and a serendipitous touch of cherry

PACKAGE

DRAFT

BEER

TASTING NOTES



BRAND/NAME

Aurora Brewing In The Green Room

STYLE

New England IPA

COUNTRY OF ORIGIN

United States – King Ferry, NY

ABV

5.0%

IBU

NA

COLOR

Hazy, pale yellow

AROMA

Tropical fruit and mild hops

TASTE

Driven by big notes of citrus, pineapple, and white wine, that leads to a clean, soft, crispy finish



PACKAGE



DRAFT

BEER

TASTING NOTES



BRAND/NAME

Aurora Brewing Kevin with a "J"

STYLE

New England IPA

COUNTRY OF ORIGIN

United States – King Ferry, NY

ABV

5.0%

IBU

NA

COLOR

Hazy, bright gold

AROMA

Tropical fruit and fresh citrus juice

TASTE

A beautifully drinkable, flavor and aroma packed IPA with zero bitterness



PACKAGE



DRAFT

BEER TASTING NOTES



BRAND/NAME

Talking Cursive Brewing Parade Day Irish Red

STYLE

Red Ale

COUNTRY OF ORIGIN

United States – Syracuse, NY

ABV

4.5%

IBU

19

COLOR

Copper to Rust

AROMA

Slight malt roast, with subtle hops

TASTE

Easy-drinking beer with notes of biscuits, grains, slight roast, caramel and toffee



PACKAGE



DRAFT

BEER

TASTING NOTES



BRAND/NAME

Heritage Hill Farm Raised Lager

STYLE

American Lager

COUNTRY OF ORIGIN

United States – Pompey, NY

ABV

5.7%

IBU

16

COLOR

Deep golden

AROMA

Sweet malt backbone, with subtle hops

TASTE

Brewed with NY-Grown barley and flaked corn, a clean and extremely easy drinking lager with a subtle sweet corn finish.

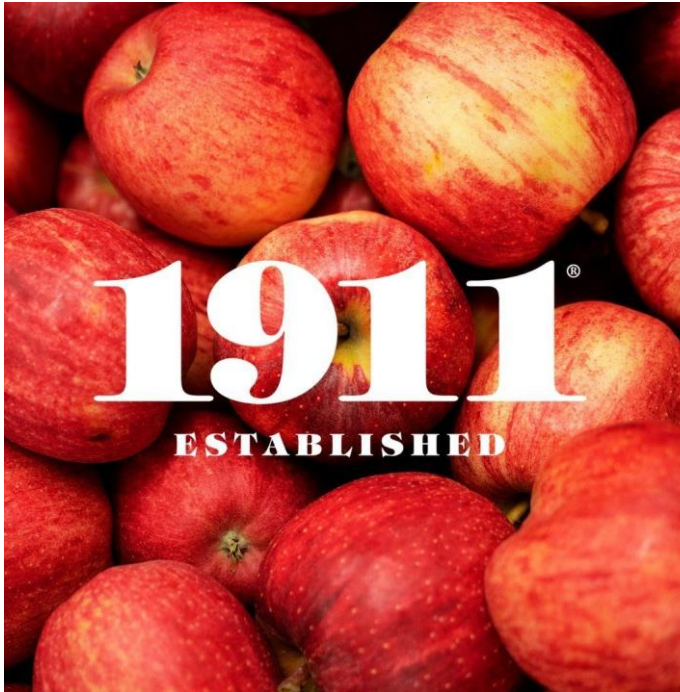


PACKAGE



DRAFT

BEER TASTING NOTES



BRAND/NAME

1911 Established Original Hard Cider

STYLE

Hard Cider

COUNTRY OF ORIGIN

United States – Lafayette, NY

ABV

5.5%

IBU

NA

COLOR

Pale yellow

AROMA

Fresh, crisp apple

TASTE

A balanced and perfectly tart cider aged with American oak.



PACKAGE



DRAFT

BEER TASTING NOTES



BRAND/NAME

White Claw Hard Seltzer

STYLE

Hard Seltzer

COUNTRY OF ORIGIN

United States – Chicago, IL

ABV

5.0%

IBU

NA

COLOR

Clear, bubbly

AROMA

Slight fruit and malt sweetness

TASTE

Balanced fresh fruit flavors with mild malt sweetness



PACKAGE



DRAFT

BEER

TASTING NOTES



BRAND/NAME

Truly Original Lemonade Seltzer

STYLE

Hard Seltzer

COUNTRY OF ORIGIN

United States – Boston, MA

ABV

5.0%

IBU

NA

COLOR

Clear, bubbly

AROMA

Slight fruit and malt sweetness

TASTE

Perfectly balanced with the sweetness of real lemonade and the refreshment of seltzer



PACKAGE



DRAFT