



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

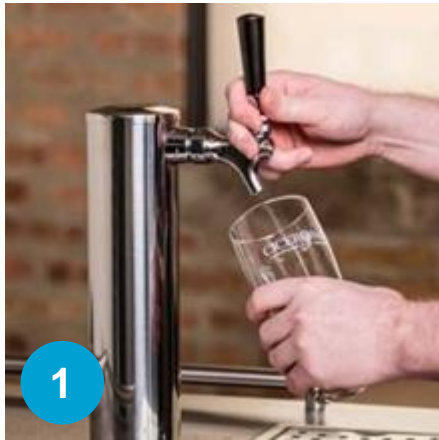
A 1% reduction in Draft Beer Cost of Goods for our company yields millions in savings. You sell more beer and make more money and we operate a more optimal Beverage Program...not to mention serve our guests a higher quality product which in turn creates a better guest experience.

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

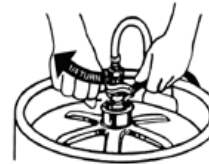
Gradually straighten the glass as you pour. Aim for the center of the glass

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

Thin Man Brewery Pills Mafia

STYLE

European Pilsner

COUNTRY OF ORIGIN

United States – Buffalo, NY

ABV

4.9%

IBU

N/A (20-30 Based on Style)

COLOR

Golden

AROMA

Full malt body with limited hop citrus

TASTE

Crisp, lightly sweet with bready malt notes paired with grass and herbal notes from the hops.

PACKAGE

DRAFT

BEER

TASTING NOTES



BRAND/NAME

Big Ditch Hayburner

STYLE

American IPA

COUNTRY OF ORIGIN

United States – Buffalo, NY

ABV

7.2%

IBU

84

COLOR

Light Amber Gold

AROMA

Citrusy hops with soft malt

TASTE

Primary notes of orange, melon, and grapefruit and a slightly earthy finish.

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

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

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 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

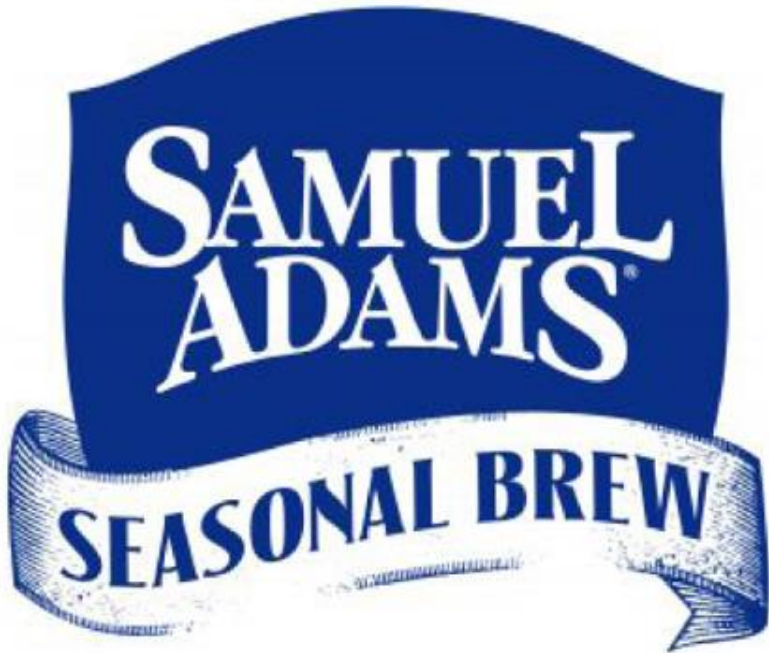
With a slight sweetness and citrus-like hop character, it's fresh, crisp

PACKAGE

DRAFT

BEER

TASTING NOTES



BRAND/NAME

Samuel Adams Seasonal

STYLE

Varies by Season

COUNTRY OF ORIGIN

United States – Boston, MA

ABV

Varies

IBU

Varies

COLOR

Varies

AROMA

Varies

TASTE

Varies

PACKAGE



DRAFT

BEER

TASTING NOTES



BRAND/NAME

Lagunitas IPA

STYLE

West Coast IPA

COUNTRY OF ORIGIN

United States – Petaluma, CA

ABV

6.2%

IBU

52

COLOR

Golden Red

AROMA

Citrus hops forward with toasted caramel malt

TASTE

A bit of caramel malt barley provides the richness that mellows out the twang of the hops.

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 at the bottom of the image, containing white text.

PRODUCT KNOWLEDGE: PACKAGE BEER

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, pine

TASTE

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



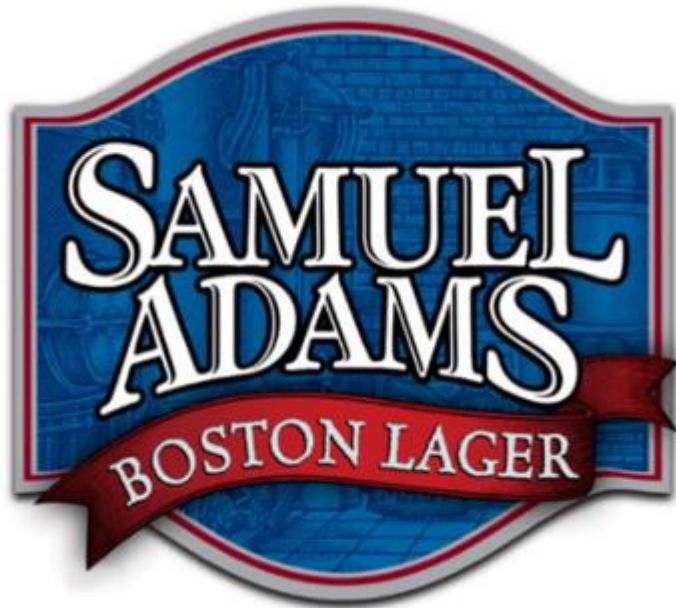
PACKAGE



DRAFT

BEER

TASTING NOTES



BRAND/NAME

Samuel Adams Boston Lager

STYLE

Vienna-Style Lager

COUNTRY OF ORIGIN

United States – Boston, MA

ABV

5.0%

IBU

30

COLOR

Deep Amber / Golden

AROMA

Toasty, bready malt with a touch of caramel

TASTE

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



PACKAGE



DRAFT

BEER TASTING NOTES

Yuengling[®]



America's Oldest Brewery.

BRAND/NAME

Yuengling Traditional Lager

STYLE

Amber Lager

COUNTRY OF ORIGIN

United States – Pottsville, PA

ABV

4.5%

IBU

16

COLOR

Rich Amber

AROMA

Bready, toasted malt with slightly floral hop

TASTE

Medium-bodied with roasted caramel malt for a subtle sweetness.

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 bold, grey, sans-serif font with a registered trademark symbol (®) at the end.

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

Molson Canadian Ultra

STYLE

Canadian Lager

COUNTRY OF ORIGIN

Canada

ABV

5.0%

IBU

15

COLOR

Golden

AROMA

Floral hops with sweet toasted malt

TASTE

Clean, crisp and fresh from Canadian water and barley.



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

Guinness Draught

STYLE

Irish Dry Stout

COUNTRY OF ORIGIN

Ireland

ABV

4.2%

IBU

45

COLOR

Dark Brown to Black

AROMA

Sweet smelling with coffee and malt

TASTE

Perfect balance of bitter and sweet, with malt and roast characteristics.



PACKAGE



DRAFT

BEER

TASTING NOTES

ANGRY ORCHARD[®]

HARD CIDER

BRAND/NAME

Angry Orchard

STYLE

Hard Cider

COUNTRY OF ORIGIN

United States – Walden, NY

ABV

5.0%

IBU

N/A

COLOR

Pale yellow

AROMA

Sweet apple with subtle dryness

TASTE

Bright, crisp apple with balanced sweetness, dryness, and acidity.



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