



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

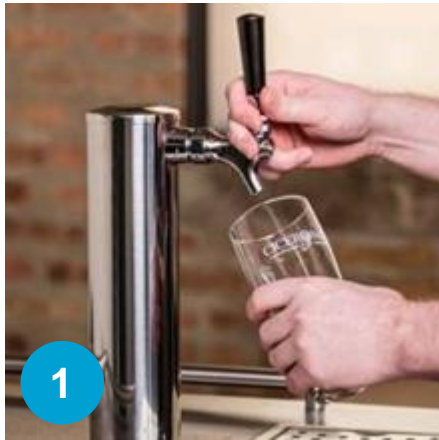
A 1% reduction in Draft Beer Cost of Goods for our company yields millions in savings. You sell more beer and make more money and we operate a more optimal Beverage Program...not to mention serve our guests a higher quality product which in turn creates a better guest experience.



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

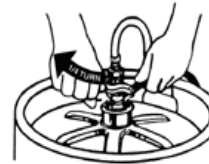
Gradually straighten the glass as you pour. Aim for the center of the glass

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

Adirondack Saratoga Lager

STYLE

American Lager

COUNTRY OF ORIGIN

United States – Lake George, NY

ABV

5.0%

IBU

15

COLOR

Deep golden

AROMA

Subtle hops with toasted malt

TASTE

A clean, crisp beer with a toasty and mellow finish

PACKAGE

DRAFT

BEER TASTING NOTES



BRAND/NAME

Saranac Blueberry Blonde Ale

STYLE

American Fruited Ale

COUNTRY OF ORIGIN

United States – Utica, NY

ABV

5.0%

IBU

18

COLOR

Pale, yellow straw

AROMA

Sweet malt and subtle fruit

TASTE

A traditional blonde ale with a kick of Blueberry Juice!
Made with REAL BLUEBERRIES!

PACKAGE

DRAFT

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

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

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

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 filled with other bottles and machinery, creating a sense of a busy factory environment. A solid blue rectangular box is overlaid on the bottom portion of the image, containing white text.

PRODUCT KNOWLEDGE: PACKAGE BEER

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

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

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

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



DRAFT

BEER

TASTING NOTES



BRAND/NAME

Heineken Light

STYLE

European Light Pilsner

COUNTRY OF ORIGIN

Holland

ABV

3.3%

IBU

12

COLOR

Pale yellow

AROMA

Light grass and floral

TASTE

Slight malt sweetness with a clean, crisp, dry hop 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

Dstinct 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

4.0%

IBU

10

COLOR

Pale yellow gold

AROMA

Citrus hops with a blend of malt

TASTE

Fresh and crisp with a citrus hop character and slight sweetness



PACKAGE



DRAFT