



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

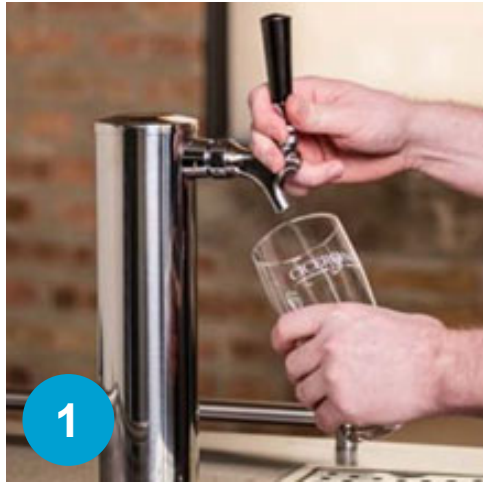
A 1% reduction in Draft Beer Cost of Goods for our company yields millions in savings. You sell more beer and make more money and we operate a more optimal Beverage Program...not to mention serve our guests a higher quality product which in turn creates a better guest experience.



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

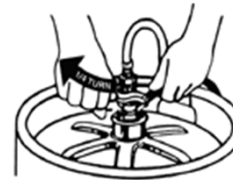
Gradually straighten the glass as you pour. Aim for the center of the glass

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:
PACKAGE BEER

BEER TASTING NOTES



BRAND/NAME

Bell's Two Hearted IPA

STYLE

American IPA

COUNTRY OF ORIGIN

United States – Michigan

ABV

7%

IBU

NA

COLOR

Deep golden, almost copper-colored

AROMA

Delicate hop aroma

TASTE

Heavy pine, smooth without too much bitterness, some sweetness.



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

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

Founders Brewing Company

STYLE

Robust Porter

COUNTRY OF ORIGIN

United States – Michigan

ABV

6.5%

IBU

45

COLOR

Dark brown, almost black

AROMA

Malty, sweet, chocolate and coffee

TASTE

Lots of chocolate, coffee and caramel. Medium mouthfeel with a nice creamy 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



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

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

Modelo Especial

STYLE

Mexican Lager

COUNTRY OF ORIGIN

Mexico

ABV

4.4%

IBU

18

COLOR

Bright gold

AROMA

Orange blossom honey aroma with a hint of herb

TASTE

Well-balanced taste and light hop character with a crisp, clean finish

PACKAGE

DRAFT

BEER TASTING NOTES



BRAND/NAME

Sierra Nevada Hazy Little Thing IPA

STYLE

Hazy New England IPA

COUNTRY OF ORIGIN

United States – Boston, MA

ABV

6.7%

IBU

35

COLOR

Hazy bright yellow

AROMA

Sweet citrus and pine

TASTE

Hoppy but not bitter, pine, pineapple and citron with a finish of faint spice and wheat



PACKAGE



DRAFT

SELTZER

TASTING NOTES



BRAND/NAME

White Claw Hard Seltzer

STYLE

Black Cherry 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