



# 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

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*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.*

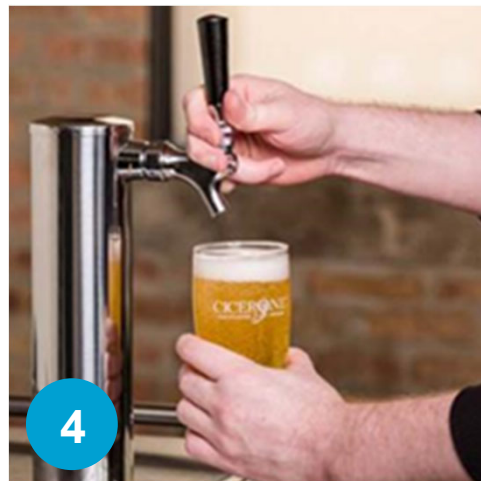
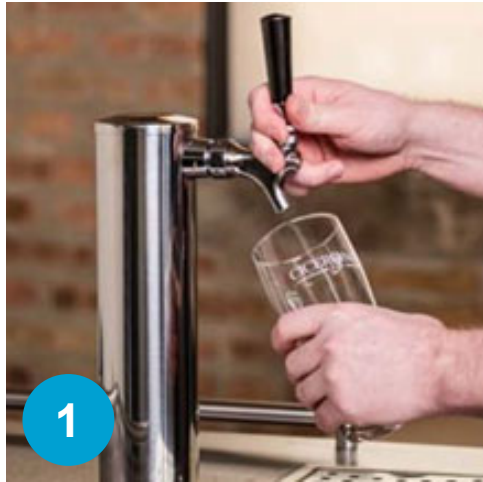
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### THE PROPER METHOD

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

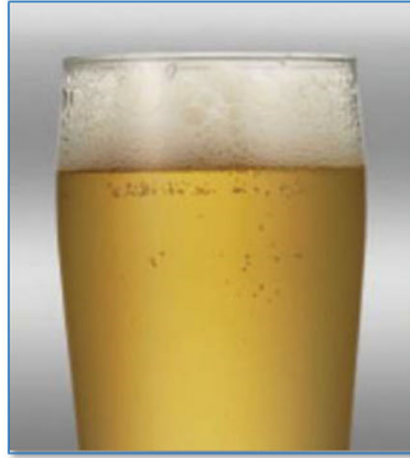
## 4. HEAD

This technique will result in a perfect 1" foam pour

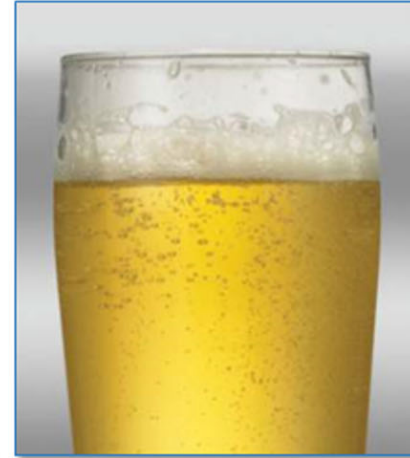
# BEER READY GLASSWARE



**“Flat” Beer**  
Film or grease attack the  
foam, reducing the appeal



**“False” Beer**  
Rapid loss of foam requiring  
refills to “top off”



**“Off” Taste Beer**  
Odors from sanitizers, bar towels  
and improper storage affects quality

**WATER TEST** - Submerge the glass in water, when you lift it out the water should sheet off of the glass. If droplets cling that is a sign of film present.

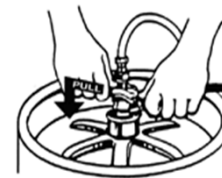
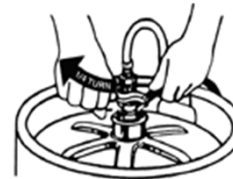
**SALT TEST** - Sprinkle salt into a wet glass, it should adhere evenly to the glass vs. sinking to the bottom or sticking randomly. Salt will stick wherever a greasy film is present.

**BUBBLE TEST** - Beer in the glass should be clear with no bubbles rising from the bottom of the glass or clinging to the side. Bubbles indicate a dirty glass. (Exception: Sam Adams specialty glasses have an etched bottom to create release of bubbles from the bottom of the glass)

**FOAM TEST** - The foam or head should stay present as the guest drinks the beer. After each sip, a ring of foam should adhere to the glass. This is called lacing, and when a guest is finished you should be able to count the number of sips taken to finish the beer.

# 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.

# BEER TROUBLESHOOTING

## **WILD / FOAMY BEER**

- Warm draft cooler/ frozen glasses
- Beer line system not properly refrigerated or insulated Beer drawn improperly
- Tap/faucets broken, leaking or dirty
- Too much pressure



## **FLAT BEER**

- Beer too cold
- Not enough CO2 / Beer Gas pressure
- Sluggish (broken) pressure regulator
- Air compressor used for pressure
- Pressure required does not correspond to beer temp



## **CLOUDY BEER**

- Beer over chilled or frozen in dispensing system
- Beer has been frozen in barrel
- Old beer hose in poor condition





# PRODUCT KNOWLEDGE: DRAFT BEER





BARREL YARD:  
DRAFT BEER

# BEER TASTING NOTES



## BRAND/NAME

Leinenkugel's Northwoods Lager

## STYLE

Amber Lager

## COUNTRY OF ORIGIN

United States – Chippewa Falls, WI

## ABV

4.9%

## IBU

18

## COLOR

Soft, golden amber

## AROMA

Sweet, bready malts

## TASTE

Bready malt forward tones with hints of caramel and toffee.

PACKAGE

DRAFT

# BEER

## TASTING NOTES



### BRAND/NAME

Leinenkugel's Juicy Peach

### STYLE

Sour - Fruited

### COUNTRY OF ORIGIN

United States – Chippewa Falls, WI

### ABV

4.4%

### IBU

10

### COLOR

Soft, golden orange

### AROMA

Stone fruit with hints of caramel

### TASTE

Lightly tart, balanced with refreshing sweet flavor of natural peaches, sweet caramel and lemon.

PACKAGE

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# BEER

## TASTING NOTES



### BRAND/NAME

Leinenkugel's Honey Weiss

### STYLE

American Weiss

### COUNTRY OF ORIGIN

United States – Chippewa Falls, WI

### ABV

4.9%

### IBU

13.9

### COLOR

Golden yellow

### AROMA

Honey and biscuit with soft notes of banana, bubblegum and clove

### TASTE

Medium bodied with good complexity. Flavors of honey and biscuits with hints of banana, clove and pepper followed by a mild bitterness and sweet honey finish.

PACKAGE

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# BEER TASTING NOTES



## BRAND/NAME

Leinenkugel's Jacob Spring Brewery Ale "Barrelman"

## STYLE

English-Style Amber

## COUNTRY OF ORIGIN

United States – Chippewa Falls, WI

## ABV

5.25%

## IBU

26.5

## COLOR

Light amber

## AROMA

Bready malt, caramel and hints of pine

## TASTE

Know as "The beer of many names." Bready malt flavor balanced by notes of caramel, light citrus and pine.

PACKAGE

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# BEER

## TASTING NOTES



### BRAND/NAME

Leinenkugel's Dark Lager

### STYLE

Dark Lager

### COUNTRY OF ORIGIN

United States – Chippewa Falls, WI

### ABV

4.9%

### IBU

20

### COLOR

Deep espresso

### AROMA

Sweet malt, cocoa

### TASTE

Medium-light body with rich, nutty and cocoa flavor with a crisp finish.

PACKAGE

DRAFT

# BEER

## TASTING NOTES



### BRAND/NAME

Leinenkugel's Canoe Paddle

### STYLE

Kölsch

### COUNTRY OF ORIGIN

United States – Chippewa Falls, WI

### ABV

5%

### IBU

11

### COLOR

Straw yellow

### AROMA

Bready, with citrus and floral notes

### TASTE

Light style beer with notes of white pepper, sesame seed and citrus. Brewed with a touch of rye, lending a slightly spicy character with a clean, dry finish.

PACKAGE

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# BEER

## TASTING NOTES



### BRAND/NAME

Leinenkugel's Berry Weiss

### STYLE

Fruit-Weiss

### COUNTRY OF ORIGIN

United States – Chippewa Falls, WI

### ABV

4.9%

### IBU

13.5

### COLOR

Hazy, deep pink amber

### AROMA

Sweet ripe berries

### TASTE

Enticing flavors of blackberry, elderberry, and loganberry with subtle wheat notes and a sweet, bitter finish.

PACKAGE

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# BEER

## TASTING NOTES



### BRAND/NAME

Leinenkugel's Summer Shandy

### STYLE

Shandy

### COUNTRY OF ORIGIN

United States – Chippewa Falls, WI

### ABV

4.2%

### IBU

14

### COLOR

Hazy sunshine yellow

### AROMA

Crisp, bright citrus

### TASTE

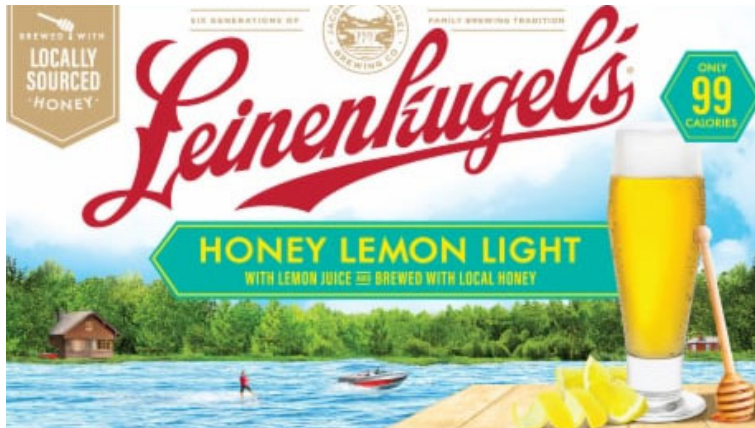
Perfect summertime sipper with crisp flavors of refreshing lemonade and subtle wheat.

PACKAGE

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# BEER

## TASTING NOTES



### BRAND/NAME

Leinenkugel's Honey Lemon Light

### STYLE

Flavored Light Lager – Honey-Lemon

### COUNTRY OF ORIGIN

United States – Chippewa Falls, WI

### ABV

4%

### IBU

7

### COLOR

Hazy gold

### AROMA

Bright citrus with notes of sweet honey

### TASTE

Refreshingly light lager with a crisp, fresh lemon flavor and a sweet finish from local Wisconsin honey.

PACKAGE

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# BEER

## TASTING NOTES



### BRAND/NAME

Leinenkugel's Original

### STYLE

Lager

### COUNTRY OF ORIGIN

United States – Chippewa Falls, WI

### ABV

4.7%

### IBU

17

### COLOR

Yellow gold

### AROMA

Sweet malt

### TASTE

Classic Pilsner with a toasty, cracker malt character followed by crisp, clean finish.

PACKAGE

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# BEER

## TASTING NOTES



### BRAND/NAME

Leinenkugel's Lite

### STYLE

American Light Lager

### COUNTRY OF ORIGIN

United States – Chippewa Falls, WI

### ABV

4.2%

### IBU

7

### COLOR

Soft, golden yellow

### AROMA

Subtle sweet malt

### TASTE

Crisp and clean light style lager with a light, toasted and cracker malt character.

PACKAGE

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# BEER

## TASTING NOTES



### BRAND/NAME

Leinenkugel's Grapefruit Shandy

### STYLE

Shandy – Grapefruit

### COUNTRY OF ORIGIN

United States – Chippewa Falls, WI

### ABV

4.2%

### IBU

11

### COLOR

Hazy pink grapefruit

### AROMA

Fresh cut citrus

### TASTE

Crisp and refreshing white grapefruit with notes of fresh cut citrus.

PACKAGE

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# BEER TASTING NOTES



## BRAND/NAME

Leinenkugel's Cherry Gose

## STYLE

Gose

## COUNTRY OF ORIGIN

United States – Chippewa Falls, WI

## ABV

3.8%

## IBU

11

## COLOR

Light pink hue

## AROMA

Subtle tart cherry

## TASTE

Medium bodied beer with subtle tart cherry flavors balanced by pink Himalayan salt leading to a crisp, clean finish

PACKAGE

DRAFT

# BEER

## TASTING NOTES



### BRAND/NAME

Leinenkugel's Remastered Red Lager

### STYLE

American Amber Lager

### COUNTRY OF ORIGIN

United States – Chippewa Falls, WI

### ABV

5%

### IBU

23

### COLOR

Deep amber

### AROMA

Sweet malt with hints of pine

### TASTE

Caramel maltiness balanced with notes of pine from dry-hopped Cascade with a spicy hop finish.

PACKAGE

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# BEER

## TASTING NOTES



### BRAND/NAME

Leinenkugel's Hop Head

### STYLE

India Pale Ale

### COUNTRY OF ORIGIN

United States – Chippewa Falls, WI

### ABV

6.5%

### IBU

40

### COLOR

Copper

### AROMA

Biscuity malt, citrus and grass

### TASTE

Clean and light body. Hop forward with flavors of toasted grain, honey and pepper finishing with a subtle bitterness.

PACKAGE

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BARREL YARD:  
PACKAGE BEER

# 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

Coors Light

### STYLE

American Light Lager

### COUNTRY OF ORIGIN

United States – Golden, CO

### ABV

4.2%

### IBU

10

### COLOR

Pale gold

### AROMA

Floral hops, subtle grain

### TASTE

Mild sweet malt with hint of bitterness and a crisp finish

PACKAGE

DRAFT

# BEER

## TASTING NOTES



### BRAND/NAME

Miller Highlife

### STYLE

American Light Lager

### COUNTRY OF ORIGIN

United States – Milwaukee, WI

### ABV

4.6%

### IBU

7

### COLOR

Golden yellow

### AROMA

Subtle sweet malt

### TASTE

Refreshing and crisp with a subtle sweetness reminiscent of corn flakes with a slight bitter hop finish.

PACKAGE

DRAFT

# BEER TASTING NOTES



## BRAND/NAME

Terrapin Hopsecutioner

## STYLE

India Pale Ale

## COUNTRY OF ORIGIN

United States – Athens, GA

## ABV

7.3%

## IBU

58

## COLOR

Light amber

## AROMA

Fresh pine, citrus

## TASTE

Hop forward with notes of pine and grapefruit balanced by caramelized malt.

PACKAGE

DRAFT

# BEER

## TASTING NOTES



### BRAND/NAME

Vizzy Hard Seltzer

### STYLE

Hard Seltzer – Pineapple Mango

### COUNTRY OF ORIGIN

United States – Milwaukee, WI

### ABV

5%

### IBU

NA

### COLOR

Clear, bubbly

### AROMA

Slight fruit and malt sweetness

### TASTE

Balanced fresh fruit flavors of pineapple and mango with mild malt sweetness

PACKAGE

DRAFT

# BEER

## TASTING NOTES



### BRAND/NAME

Vizzy Hard Lemonade Seltzer

### STYLE

Hard Seltzer – Raspberry Lemonade

### COUNTRY OF ORIGIN

United States – Milwaukee, WI

### ABV

5%

### IBU

NA

### COLOR

Clear, bubbly

### AROMA

Slight fruit and malt sweetness

### TASTE

Perfectly balanced with the sweetness of real lemonade and bright strawberry as an effervescent seltzer

PACKAGE

DRAFT

# BEER

## TASTING NOTES



### BRAND/NAME

Vizzy Hard Seltzer

### STYLE

Strawberry Orange Hard Seltzer

### COUNTRY OF ORIGIN

United States – Milwaukee, WI

### ABV

5%

### IBU

NA

### COLOR

Clear, bubbly

### AROMA

Slight fruit and malt sweetness

### TASTE

Balanced fresh fruit flavors of strawberry and orange with mild malt sweetness

PACKAGE

DRAFT



# BEER

## TASTING NOTES



### BRAND/NAME

Topo Chico Hard Seltzer

### STYLE

Lemon-Lime Hard Seltzer

### COUNTRY OF ORIGIN

Mexico - Monterrey

### ABV

4.7%

### IBU

NA

### COLOR

Clear, bubbly

### AROMA

Slight fruit and malt sweetness

### TASTE

Balanced fresh citrus fruit flavors with mild malt sweetness

PACKAGE

DRAFT

# BEER

## TASTING NOTES



### BRAND/NAME

Topo Chico Hard Seltzer

### STYLE

Strawberry Guava Hard Seltzer

### COUNTRY OF ORIGIN

Mexico - Monterrey

### ABV

4.7%

### IBU

NA

### COLOR

Clear, bubbly

### AROMA

Slight fruit and malt sweetness

### TASTE

Balanced fresh fruit flavors of strawberry and guava with mild malt sweetness

PACKAGE

DRAFT

# BEER

## TASTING NOTES



### BRAND/NAME

Simply Spiked Lemonade

### STYLE

Hard Lemonade

### COUNTRY OF ORIGIN

United States – Apopka, FL

### ABV

5%

### IBU

NA

### COLOR

Clear, bubbly

### AROMA

Bright citrus fruit and malt sweetness

### TASTE

Bright and refreshing with the sweet lemon tartness of effervescent lemonade

PACKAGE

DRAFT

# BEER

## TASTING NOTES



### BRAND/NAME

Topo Chico Spirited Lime

### STYLE

Hard Seltzer

### COUNTRY OF ORIGIN

Mexico - Monterrey

### ABV

5.9%

### IBU

NA

### COLOR

Clear, bubbly

### AROMA

Bright citrus

### TASTE

Crisp, clean bright lime flavor

PACKAGE

DRAFT

# BEER TASTING NOTES



## BRAND/NAME

Coors Edge

## STYLE

American Light Lager

## COUNTRY OF ORIGIN

United States – Golden, CO

## ABV

0.0%

## IBU

0

## COLOR

Crisp, pale golden

## AROMA

Subtle grain, a shade of fruitiness

## TASTE

Mild sweet malt with hint of bitterness and a crisp finish

PACKAGE

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