



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

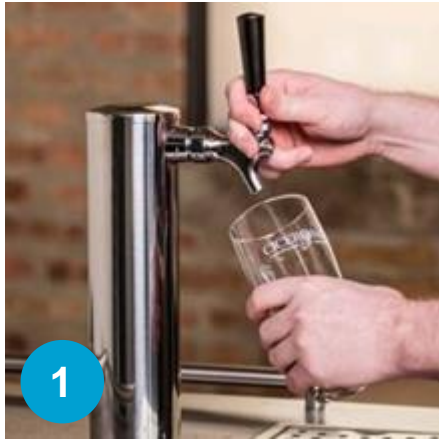
A 1% reduction in Draft Beer Cost of Goods for our company yields millions in savings. You sell more beer and make more money and we operate a more optimal Beverage Program...not to mention serve our guests a higher quality product which in turn creates a better guest experience.



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

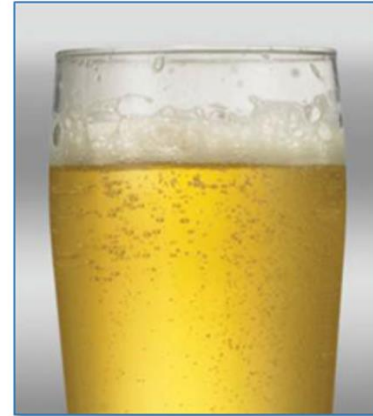
BEER READY GLASSWARE



“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.

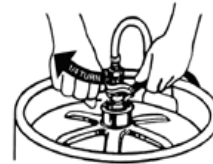
SALT TEST - Sprinkle salt into a wet glass, it should adhere evenly to the glass vs. sinking to the bottom or sticking randomly. Salt will stick wherever a greasy film is present.

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





YAVAPAI LODGE:
DRAFT BEER

BEER

TASTING NOTES



BRAND/NAME

Bud Light

STYLE

Light American Lager

COUNTRY OF ORIGIN

United States – St. Louis, MO

ABV

4.2%

IBU

10

COLOR

Bright gold

AROMA

Sweet malt, elegant hops

TASTE

Light, crisp lager with subtle notes of fruit and citrus followed by a quick, clean 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

Michelob Ultra

STYLE

Light American Lager

COUNTRY OF ORIGIN

United States – St. Louis, MO

ABV

4.2%

IBU

10

COLOR

Light gold

AROMA

Mild biscuit and subtle light citrus

TASTE

Crisp and refreshing mild, malt taste with hints of citrus and a dry finish

PACKAGE

DRAFT

BEER

TASTING NOTES



BRAND/NAME

Modelo Especial

STYLE

Pilsner-Style Mexican Lager

COUNTRY OF ORIGIN

Mexico

ABV

4.4%

IBU

12

COLOR

Rich, golden yellow

AROMA

Orange blossom and honey with a hint of herb

TASTE

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

PACKAGE

DRAFT

BEER

TASTING NOTES



BRAND/NAME

Sierra Nevada Seasonal

STYLE

Seasonal

COUNTRY OF ORIGIN

United States – NV

ABV

5.0%

IBU

Varies

PACKAGE

DRAFT

BEER TASTING NOTES



BRAND/NAME

Mother Road Tower Station

STYLE

IPA

COUNTRY OF ORIGIN

United States – AZ

ABV

7.3%

IBU

70

COLOR

Copper Orange

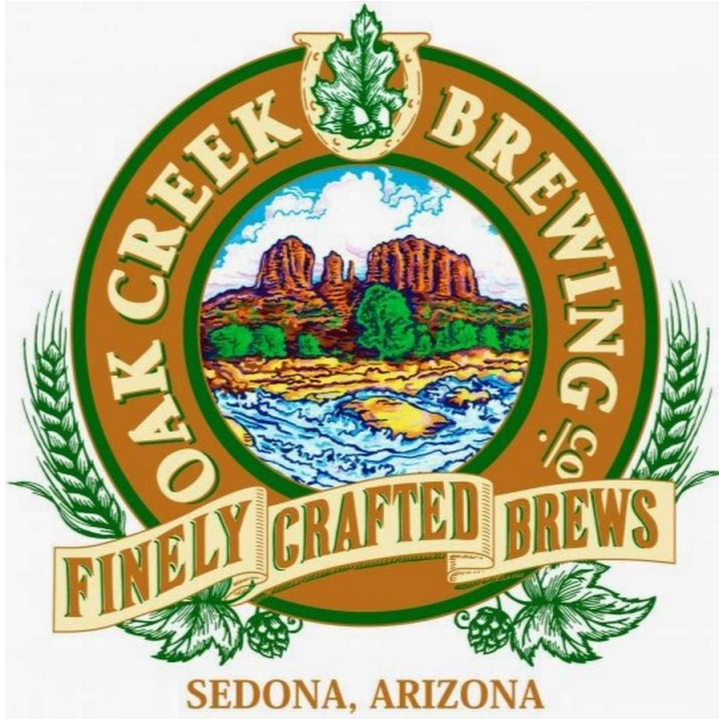
TASTE

Tower Station IPA is an unfiltered IPA that greets you with a copper-orange hue and fluffy white head, releasing aromas of tangerine and pineapple. Pilsner and Pale malts balance hop-derived flavors of grapefruit peel and pine to finish the journey.

PACKAGE

DRAFT

BEER TASTING NOTES



BRAND/NAME

Oak Creek Nut Hefe

STYLE

IPA

COUNTRY OF ORIGIN

United States – AZ

ABV

5.5%

IBU

30

COLOR

Deep gold in color

AROMA

Hints of banana and clove

TASTE

This is a traditional unfiltered Bavarian wheat beer with aromatic hints of banana and clove.

PACKAGE

DRAFT

BEER

TASTING NOTES



BRAND/NAME

Historic Pei Hole

Style

Porter

COUNTRY OF ORIGIN

United States – AZ

ABV

6.0%

IBU

20

COLOR

Light Red brown

AROMA

Roasted Chocolate

TASTE

Full flavored, medium bodied Porter is delicately sweet with all natural flavors of cherries and vanilla.



PACKAGE



DRAFT

BEER TASTING NOTES



BRAND/NAME

Grand Canyon Prickly Pear Wheat

Style

Wheat

COUNTRY OF ORIGIN

United States – AZ

ABV

4.9%

IBU

18

COLOR

Light Orange

AROMA

Fruity Pear and Citrus

TASTE

A clear, refreshing American Wheat Ale enhanced with the subtle sweetness of all-natural prickly pear flavor. Native to our beloved home state, the prickly pear imparts a delicate sweetness to our award-winning wheat ale, to create a crisp and flavorful brew. Made to enjoy among the cactus laden landscapes of Arizona.

PACKAGE

DRAFT

BEER TASTING NOTES



BRAND/NAME

Pebblehead IPA

Style

Stoney Hazy IPA

COUNTRY OF ORIGIN

United States – AZ

ABV

6.5%

IBU

30

COLOR

Hazy Golden

AROMA

Hoppy Fruity

TASTE

Paradise awaits with this head-spinning blend of tropical tang and flavorful fruits. PebbleHead Stoney Hazy IPA astounds the senses with tart flavors of stone fruit, tangerine and passion fruit for the perfect balance

PACKAGE

DRAFT



YAVAPAI LODGE:
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



The logo for Coors Light beer. The word "Coors" is written in a large, red, cursive script font. Below it, the word "LIGHT." is written in a smaller, 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 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 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

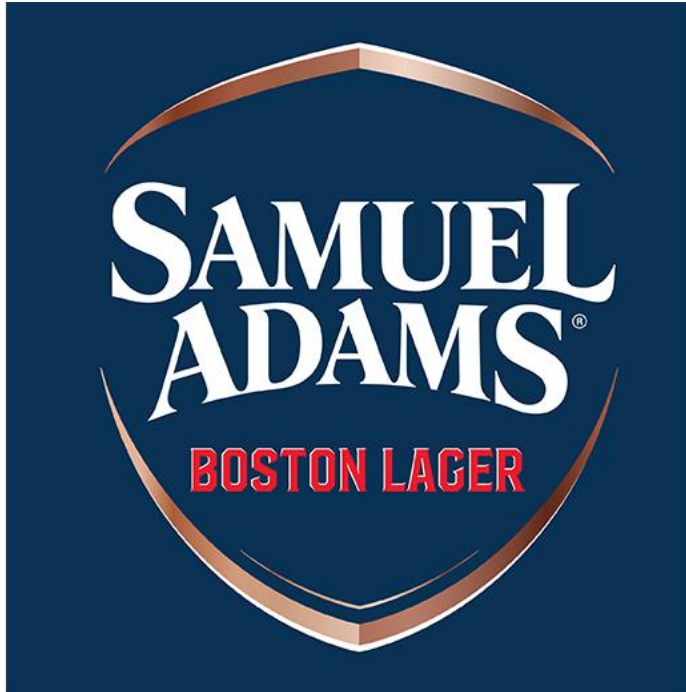
Hop-forward and solid malt character, smooth medium body with a crisp, clean finish.

PACKAGE

DRAFT

BEER

TASTING NOTES



BRAND/NAME

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

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 Premier

STYLE

Mexican Light Lager

COUNTRY OF ORIGIN

Mexico

ABV

4%

IBU

19

COLOR

Straw

AROMA

Sweet corn, 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

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

SELTZER

TASTING NOTES



BRAND/NAME

White Claw Hard Seltzer

STYLE

Varies

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

SELTZER

TASTING NOTES



BRAND/NAME

Truly Original Lemonade Seltzer

STYLE

Hard Seltzer - Lemonade

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

HARD CIDER TASTING NOTES



ANGRY ORCHARD® HARD CIDER

BRAND/NAME

Angry Orchard Hard Cider

STYLE

Hard Cider

COUNTRY OF ORIGIN

United States – Boston, MA

ABV

5.0%

IBU

NA

COLOR

Light Golden

AROMA

Crisp Apples

TASTE

bright, crisp apple flavor, just like biting into a fresh apple. It is a perfect balance of sweetness and bright acidity from culinary apples and dryness of traditional cider making apples, resulting in a complex, yet refreshing, hard cider



PACKAGE



DRAFT

HARD CIDER

TASTING NOTES



BRAND/NAME

Ace Pumpkin Cider

STYLE

Hard Cider

COUNTRY OF ORIGIN

United States – CA

ABV

5.0%

IBU

NA

COLOR

Golden Orange Hue

AROMA

Pumpkin and crisp fruits

TASTE

Flavored with cinnamon, cloves and allspice. Tastes like pumpkin pie.



PACKAGE



DRAFT

HARD SETLZER TASTING NOTES



BRAND/NAME

High Noon Peach

STYLE

Varies

COUNTRY OF ORIGIN

United States

ABV

4.5%

IBU

NA

COLOR

Clear, bubbly

AROMA

Fruit forward

TASTE

Bursting with fresh-picked, sun-drenched, perfectly ripe flavors.

PACKAGE

DRAFT

BEER

TASTING NOTES



BRAND/NAME

Athletic N/A IPA

STYLE

N/A IPA

COUNTRY OF ORIGIN

United States – CA

ABV

0.5%

IBU

50

COLOR

Hazy Gold

AROMA

Hops and malt sweetness

TASTE

This mouth-watering IPA is loaded with Amarillo, Citra, and Mosaic hops. You'll want to grab a few for the road!



PACKAGE



DRAFT

HARD CIDER TASTING NOTES



BRAND/NAME

Heineken 0.0

STYLE

NA Beer

COUNTRY OF ORIGIN

United States

ABV

0.0%

IBU

NA

COLOR

Light Golden

TASTE

refreshing fruity notes and soft malty body.

PACKAGE

DRAFT