

A black and white photograph of a beer tap being poured into a glass. The tap is a chrome, lever-style tap, and the glass is partially filled with beer, showing a thick head of foam. The background is dark and out of focus, showing other taps. A bright blue banner is overlaid on the lower half of the image, containing the text "BEER BASICS & TASTING" in white, bold, sans-serif capital letters.

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

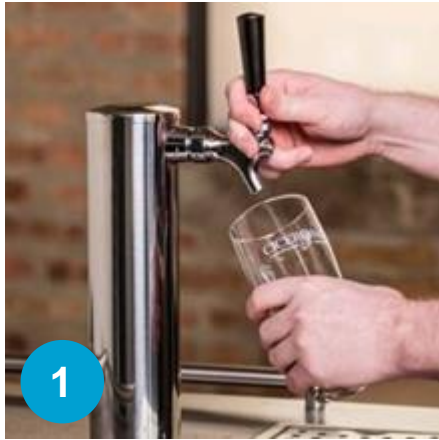
A 1% reduction in Draft Beer Cost of Goods for our company yields millions in savings. You sell more beer and make more money and we operate a more optimal Beverage Program...not to mention serve our guests a higher quality product which in turn creates a better guest experience.

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.

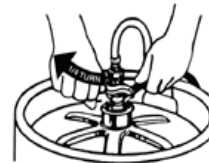
SALT TEST - Sprinkle salt into a wet glass, it should adhere evenly to the glass vs. sinking to the bottom or sticking randomly. Salt will stick wherever a greasy film is present.

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





NIAGARA FALLS: DRAFT BEER

BEER

TASTING NOTES



BRAND/NAME

Labatt Blue

STYLE

Lager/Pale

COUNTRY OF ORIGIN

Toronto, Canada

ABV

4.7%

IBU

12

COLOR

Light Pale Yellow

AROMA

Mild sweet grain and grassy/spicy hops

TASTE

Well balanced, fully matured, full-flavored beer with a fruity character and a slightly sweet after taste.

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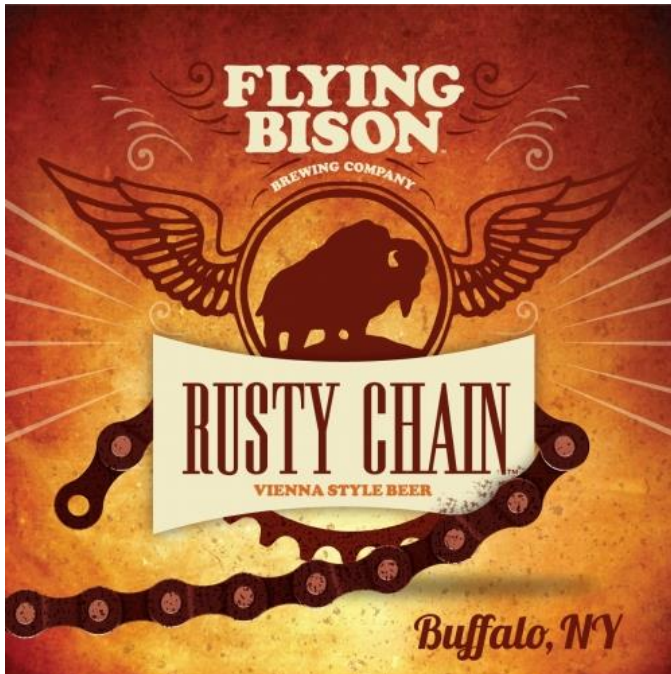
PACKAGE



DRAFT

BEER

TASTING NOTES



BRAND/NAME

Rusty Chain

STYLE

Vienna Style Lager

COUNTRY OF ORIGIN

United States- Buffalo, NY

ABV

5.0%

IBU

17

COLOR

Amber

AROMA

Fresh, sweet, and malty

TASTE

Fine malt sweetness with balanced hop bitterness flavors; light nut-like quality; caramel.



PACKAGE



DRAFT

BEER

TASTING NOTES



BRAND/NAME

Hayburner IPA

STYLE

IPA

COUNTRY OF ORIGIN

United States – Buffalo, NY

ABV

7.0%

IBU

84

COLOR

Hazy orange gold

AROMA

Floral, light citrus (grapefruit)

TASTE

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



PACKAGE



DRAFT



NIAGARA FALLS: 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

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.



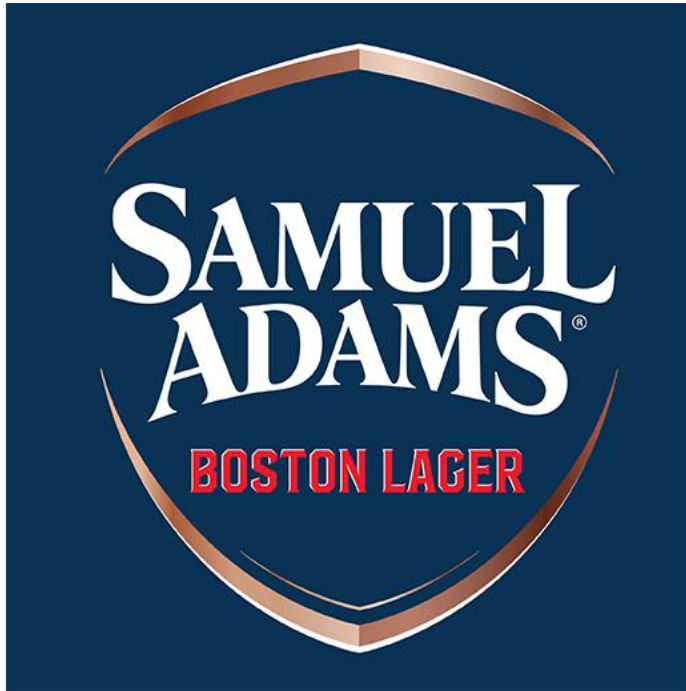
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BEER

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.



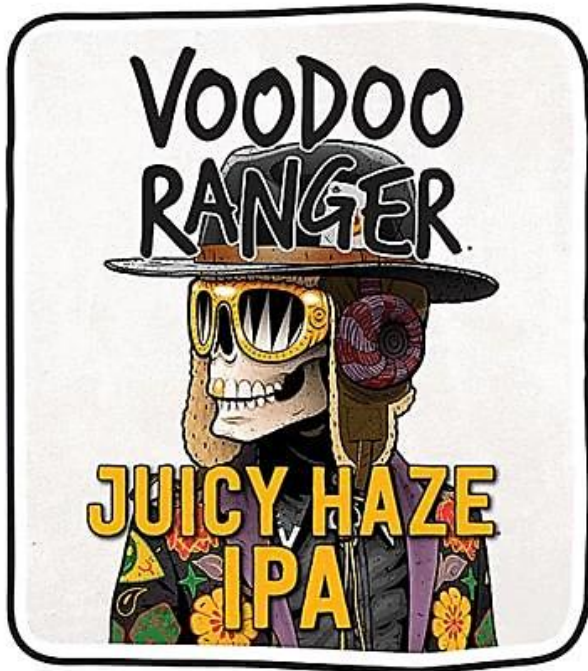
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DRAFT

BEER

TASTING NOTES



BRAND/NAME

Voodoo Ranger Juicy Haze IPA

STYLE

New England IPA

COUNTRY OF ORIGIN

United States – Fort Collins, CO

ABV

7.7%

IBU

50

COLOR

Golden

AROMA

Strong hop, citrus lemon, orange, lime and grapefruit

TASTE

Strong citrus flavors with orange and grapefruit, some piney elements with low tropical notes.



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

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