



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

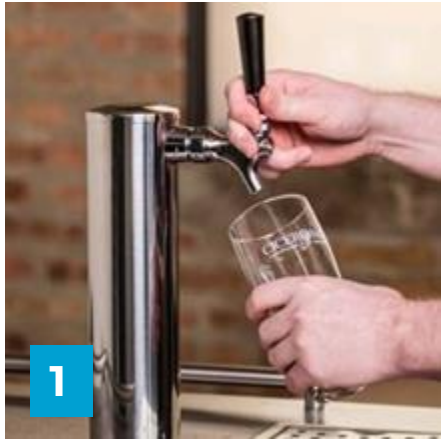
Alcohol by volume, or ABV, is used to measure the alcohol content of beer. Beers typically fall in the 3.0 to 13.0 percent ABV range, with the majority being 4.0 to 7.0 percent ABV.

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

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.

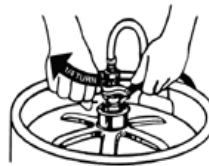
SALT TEST - Sprinkle salt into a wet glass, it should adhere evenly to the glass vs. sinking to the bottom or sticking randomly. Salt will stick wherever a greasy film is present.

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





DETROIT INTERNATIONAL AIRPORT
CORE PACKAGE BEER

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

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

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

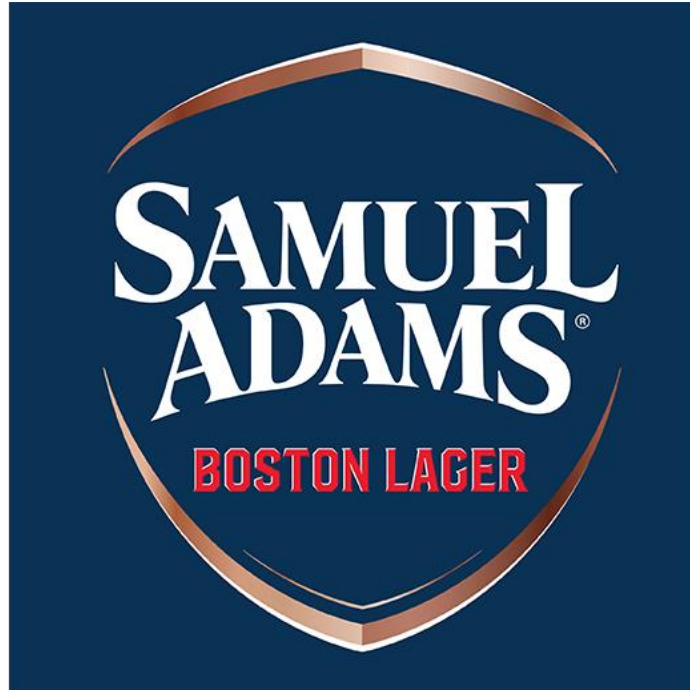
Hop-forward and solid malt character, smooth medium body with a crisp, clean finish

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

Sierra Nevada Hazy Little Thing NEIPA

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

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

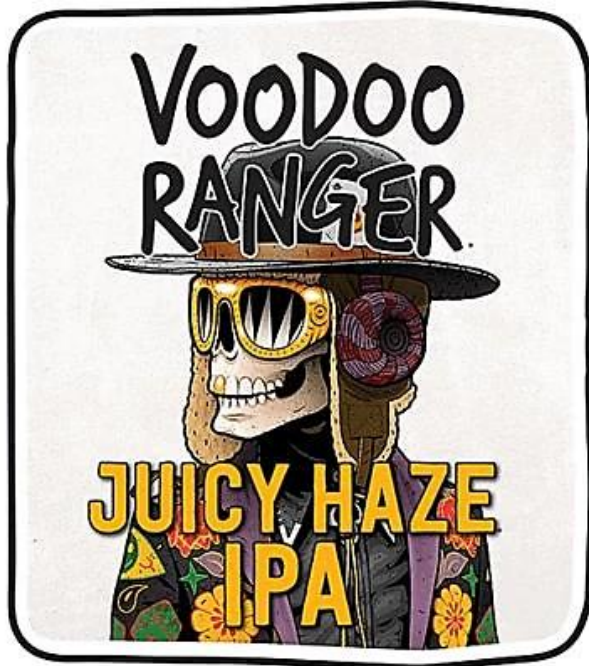
Slightly sweet with a clean, crisp hop finish

PACKAGE

DRAFT

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

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

BEER

TASTING NOTES



BRAND/NAME

High Noon

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



DETROIT INTERNATIONAL AIRPORT
CORE DRAFT BEER

BEER

TASTING NOTES



BRAND/NAME

Blue Moon Belgian White

STYLE

Wheat Ale

COUNTRY OF ORIGIN

United States – Denver, CO

ABV

5%

IBU

9

COLOR

Hazy orange-gold

AROMA

Fresh coriander and bright citrus orange peel

TASTE

Nice and complex with citrus notes, finishing fairly dry

PACKAGE

DRAFT

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

Michelob
ULTRA



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



DETROIT INTERNATIONAL AIRPORT REGIONAL BEER OPTIONS

REGIONAL IPA

TASTING NOTES



BRAND/NAME

Bell's Two Hearted IPA

STYLE

American IPA

COUNTRY OF ORIGIN

United States – Kalamazoo, Michigan

ABV

7%

IBU

55

COLOR

Deep golden, almost copper-colored

AROMA

Delicate hop aroma

TASTE

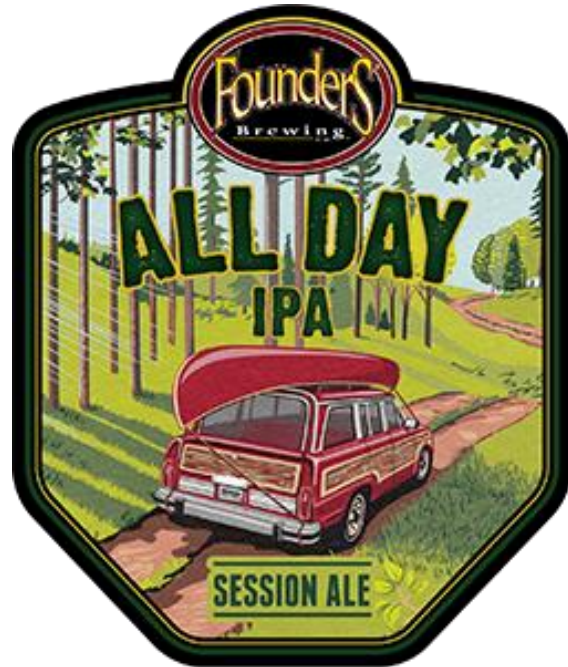
Heavy pine, smooth without too much bitterness, some sweetness.

PACKAGE

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REGIONAL IPA

TASTING NOTES



BRAND/NAME

Founder's All Day IPA

STYLE

India Pale Ale

COUNTRY OF ORIGIN

United States – Grand Rapids, MI

ABV

4.7%

IBU

42

COLOR

Golden Yellow

AROMA

Juicy tangerine, light grass, and pine with subtle malt

TASTE

Refreshing citrus, floral, and tropical fruit notes, with moderate bitterness and a crisp clean finish.

PACKAGE

DRAFT

REGIONAL IPA

TASTING NOTES



BRAND/NAME

Rhinegeist Truth IPA

STYLE

IPA

COUNTRY OF ORIGIN

United States – Cincinnati, Ohio

ABV

7.2%

IBU

75

COLOR

Straw

AROMA

Tropical fruit, grassy hops

TASTE

Brewed with a nod to the Pacific, hops sizzle with tropical fruit aroma, grapefruit and mango notes and a dry finish.

PACKAGE

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NATIONAL IPA

TASTING NOTES



BRAND/NAME

Goose Island IPA

STYLE

IPA

COUNTRY OF ORIGIN

United States – Chicago, Illinois

ABV

5.9%

IBU

55

COLOR

Clear, Orange-Gold

AROMA

Citrus, grapefruit, and pine with floral notes

TASTE

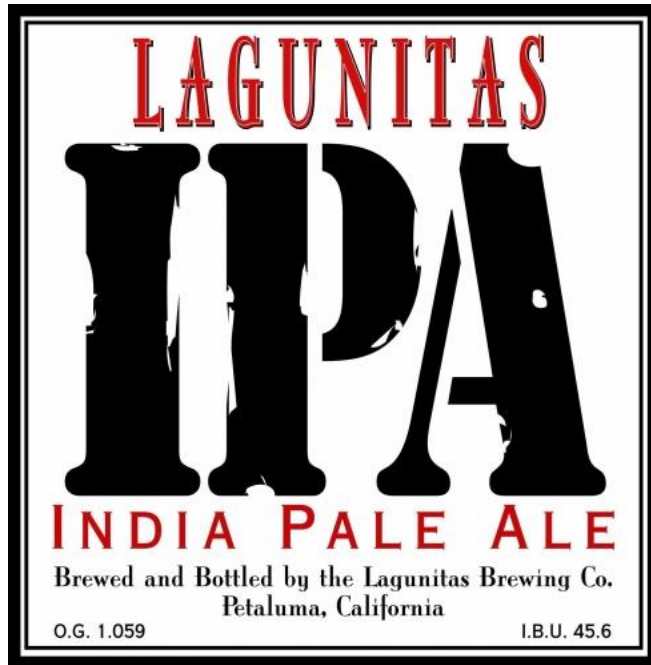
Bold and packed with flavors of citrus and bitter grapefruit balanced with mild malt and a strong hop finish.

PACKAGE

DRAFT

NATIONAL IPA

TASTING NOTES



BRAND/NAME

Lagunitas IPA

STYLE

IPA - American

COUNTRY OF ORIGIN

United States – Petaluma, California

ABV

6.2%

IBU

51

COLOR

Clear, Amber Golden

AROMA

Notes of biscuit, malt with slight pine and sweetness

TASTE

Caramel malt barely provides the richness that mellows out the twang of the hops

PACKAGE

DRAFT

NATIONAL IPA

TASTING NOTES



BRAND/NAME

Stone IPA

STYLE

IPA

COUNTRY OF ORIGIN

United States – Escondido, California

ABV

6.9%

IBU

71

COLOR

Clear Golden

AROMA

Intense lemon rind, fruity cereal and piney hops

TASTE

Medium body with flavors of citrus, pine and tropical fruit balanced with light-toasted malt. Finish is clean with a lingering bitterness.

PACKAGE

DRAFT

REGIONAL SEASONAL TASTING NOTES



BRAND/NAME

Great Lakes Seasonal

SEASON

Varies

STYLE

Varies

COUNTRY OF ORIGIN

United States – Cleveland, Ohio

ABV

Varies

IBU

Varies

COLOR

Varies

AROMA

Varies

TASTE

Great Lakes Brewing Company produces a wide variety of seasonal beer styles each season. Check with your local beer representative for details of what's fresh each season

REGIONAL SEASONAL TASTING NOTES



BRAND/NAME

Fat Head's Seasonal

SEASON

Varies

STYLE

Varies

COUNTRY OF ORIGIN

United States – Middleburg Heights, Ohio

ABV

Varies

IBU

Varies

COLOR

Varies

AROMA

Varies

TASTE

Fat Head's Brewery produces a wide variety of seasonal beer styles each season. Check with your local beer representative for details of what's fresh each season

REGIONAL SEASONAL TASTING NOTES



BRAND/NAME

Summit Brewing Co. Seasonal

SEASON

Varies

STYLE

Varies

COUNTRY OF ORIGIN

United States – St. Paul, Minnesota

ABV

Varies

IBU

Varies

COLOR

Varies

AROMA

Varies

TASTE

Summit Brewing Company produces a wide variety of seasonal beer styles each season. Check with your local beer representative for details of what's fresh each season

NATIONAL SEASONAL – SAM ADAMS SEASONAL

TASTING NOTES

COUNTRY OF ORIGIN – United States - Boston, Massachusetts



SEASON

Summer

STYLE

Wheat Ale

ABV

5.3%

IBU

8

COLOR

Golden

AROMA

Citrus and wheat with floral and pepper notes

TASTE

Light, crisp wheat ale with prominent citrus flavors, notably orange, lemon and lime, balanced with a subtle spice and toasted grain.



SEASON

Spring

STYLE

White Ale

ABV

5.3%

IBU

12

COLOR

Golden Hazy

AROMA

Tangerine, black pepper and wheat

TASTE

Zesty and smooth with flavors of bright orange and subtle vanilla with a hint of spice

NATIONAL SEASONAL – SAM ADAMS SEASONAL

TASTING NOTES

COUNTRY OF ORIGIN – United States - Boston, Massachusetts



<u>SEASON</u>	<u>STYLE</u>	<u>ABV</u>	<u>IBU</u>	<u>COLOR</u>
Fall	Lager	5.3%	16	Deep Red Amber

AROMA

Caramel, roasted malt, dark bread

TASTE

Luscious caramel accompanied by sweet bread flavors and roasted malt. Finish is long with lingering notes of caramel, vanilla, clove and baking spice.



<u>SEASON</u>	<u>STYLE</u>	<u>ABV</u>	<u>IBU</u>	<u>COLOR</u>
Winter	Lager	5.6%	22	Deep Ruby

AROMA

Cinnamon, ginger, orange peel and malted barely

TASTE

Rich, full bodied and robust with a nice balance of roasted malt flavors, warm spices and subtle notes of citrus

NATIONAL SEASONAL TASTING NOTES



BRAND/NAME

Leinenkugel's Summer Shandy

SEASON

Year-Round

STYLE

Weiss Beer

COUNTRY OF ORIGIN

United States – Chippewa Falls, Wisconsin

ABV

4.2%

IBU

11

COLOR

Pale Yellow

AROMA

Bright lemon zest

TASTE

Light bodied, crisp and refreshing with flavors of lemonade and soft notes of wheat

NATIONAL SEASONAL – LEINENKUGEL’S SEASONAL SHANDY

TASTING NOTES

COUNTRY OF ORIGIN – United States – Chippewa Falls, Wisconsin



SEASON

Spring

STYLE

Weiss

ABV

4.2%

IBU

11

COLOR

Golden Yellow

AROMA

Fresh grapefruit

TASTE

Crisp, semi-sweet flavor profile with prominent grapefruit flavor, balanced by the traditional Weiss beer base, resulting in a light-bodied, refreshing beverage



SEASON

Spring/Summer

STYLE

American Light Lager

ABV

4%

IBU

7

COLOR

Hazy Gold

AROMA

Lemon rind and honey

TASTE

Light bodied, filled with flavors of fresh citrus followed by a subtle honey sweetness and crisp finish.

NATIONAL SEASONAL – LEINENKUGEL’S SEASONAL SHANDY

TASTING NOTES

COUNTRY OF ORIGIN – United States – Chippewa Falls, Wisconsin



<u>SEASON</u>	<u>STYLE</u>	<u>ABV</u>	<u>IBU</u>	<u>COLOR</u>
Fall	Marzen	5.1%	20	Clear Amber

AROMA

Sweet malt and subtle hops

TASTE

Balanced and smooth with rich, toasted malt flavors and subtle spicy hop notes.



<u>SEASON</u>	<u>STYLE</u>	<u>ABV</u>	<u>IBU</u>	<u>COLOR</u>
Winter	Vienna-Style Lager	4.9%	20	Copper Red

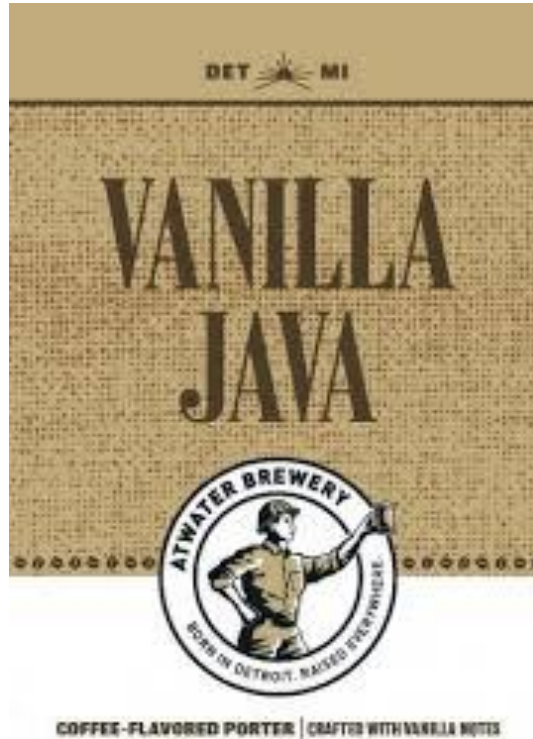
AROMA

Sweet caramel and grain

TASTE

Dry-hopped, crisp Vienna-style lager with a smooth caramel flavor, malty sweetness and a bright hop finish

REGIONAL AMBER/DARK/RED TASTING NOTES



BRAND/NAME

Atwater Vanilla Java Porter

STYLE

American Porter

COUNTRY OF ORIGIN

United States – Grand Rapids, Michigan

ABV

5%

IBU

13

COLOR

Dark Brown

AROMA

Malty, sweet, vanilla and coffee

TASTE

Medium body with a smooth and creamy mouthfeel.

Prominent flavors of coffee and vanilla, complemented by notes of dark chocolate and subtle bitter hops.

REGIONAL AMBER/DARK/RED

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

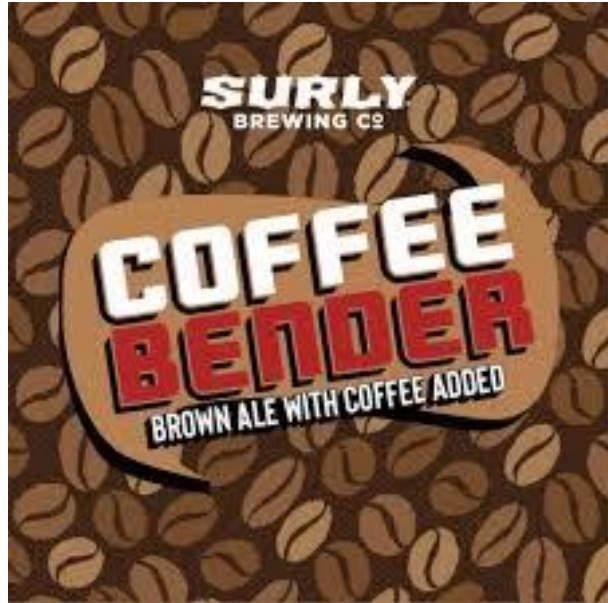
Malty, sweet, chocolate and coffee

TASTE

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

REGIONAL AMBER/DARK/RED

TASTING NOTES



BRAND/NAME

Surly Coffee Bender Brown

STYLE

Brown Ale

COUNTRY OF ORIGIN

United States – Minneapolis, Minnesota

ABV

5.4%

IBU

35

COLOR

Deep Brown

AROMA

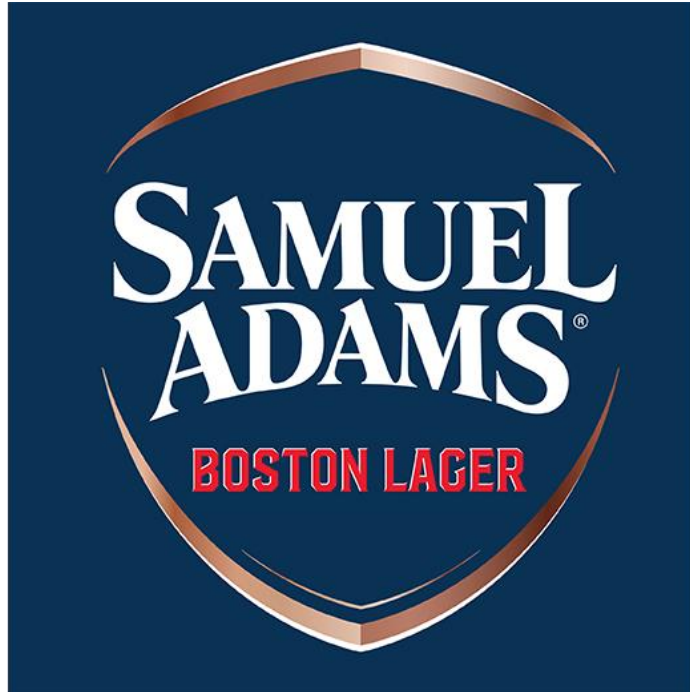
Coffee, baking cocoa, sweet toasted malt

TASTE

Begins crisp and lightly hoppy, complemented by the velvety sleekness oats deliver. Belgian and British malts usher in cascades of cocoa, coffee, caramel, and hints of vanilla and cream.

NATIONAL AMBER/DARK/RED

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

NATIONAL AMBER/DARK/RED

TASTING NOTES



BRAND/NAME

Shiner Bock

STYLE

American Style Amber Lager

COUNTRY OF ORIGIN

United States – Shiner, Texas

ABV

4.4%

IBU

13

COLOR

Clear Amber

AROMA

Subtle, roasted malt

TASTE

Slightly sweet with notes of toasted nuts and caramel

REGIONAL LAGER/PALE ALE

TASTING NOTES



BRAND/NAME

3 Floyd's Alpha King

STYLE

Pale Ale

COUNTRY OF ORIGIN

United States – Munster, Indiana

ABV

6.66%

IBU

68

COLOR

Caramel Amber

AROMA

Resin, grapefruit, lemon zest

TASTE

Bold and assertive American Pale Ale, utilizing seven different malts creating both balance and complexity. Features a slight caramel sweetness and pronounced citrus hoppiness.

REGIONAL LAGER/PALE ALE

TASTING NOTES



BRAND/NAME

Great Lakes Dortmund Gold

STYLE

Dortmunder Lager

COUNTRY OF ORIGIN

United States – Cleveland, OH

ABV

5.8%

IBU

30

COLOR

Deep Gold

AROMA

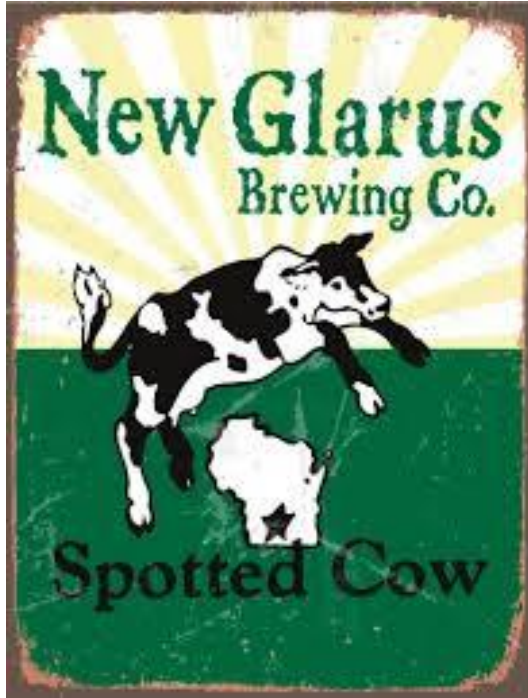
Malt, hay and earthy hops

TASTE

Balanced sweet malt with smooth, crisp and refreshing dry hop flavors

REGIONAL LAGER/PALE ALE

TASTING NOTES



BRAND/NAME

New Glarus Spotted Cow Cream Ale

STYLE

Farmhouse Ale

COUNTRY OF ORIGIN

United States – New Glarus, Wisconsin

ABV

4.8%

IBU

18

COLOR

Hazy Gold

AROMA

Herbal, wet grass/hay, light citrus

TASTE

Crisp cracker malt, subtle sweetness, and notes of bready malts, corn, cracked pepper, and lemon, balanced by a tart snap at the end

NATIONAL LAGER/PALE ALE

TASTING NOTES



BRAND/NAME

New Belgium Fat Tire

STYLE

Amber Ale

COUNTRY OF ORIGIN

United States – Fort Collins, CO

ABV

5.2%

IBU

22

COLOR

Light copper

AROMA

Bready, sweet malt with hints of caramel

TASTE

Flavorful and well-balanced with malty, biscuity sweetness, light herbal hops and notes of fruity yeast

NATIONAL LAGER/PALE ALE

TASTING NOTES



BRAND/NAME

Kona Big Wave

STYLE

Golden Ale

COUNTRY OF ORIGIN

United States – Kailua-Kona, Hawaii

ABV

4.4%

IBU

16

COLOR

Clear, Golden

AROMA

Delicate, tropical hops

TASTE

Smooth, easy drinking , light-bodied golden ale with subtle notes of tropical pineapple and passionfruit

NATIONAL LAGER/PALE ALE

TASTING NOTES



BRAND/NAME

Sierra Nevada Pale Ale

STYLE

American Pale Ale

COUNTRY OF ORIGIN

United States – Chico, California

ABV

5.6%

IBU

38

COLOR

Clear, Golden Amber

AROMA

Grass, pine, zesty orange

TASTE

Light body with balanced hops and flavors of slightly toasted malt, clean pine, and grapefruit zest