Import/Craft Beer 101
What’s in a Beer?

• century’s old process of converting sugared water to fermented liquid
• some of the oldest recipes ever found have been beer recipes
• beer was a necessity in ancient times
  • poor water quality
  • social and medical contributions
What's in a Beer?

- BARLEY – the body & soul of beer
- YEAST – the life of beer
- HOPS – the spice of beer
- WATER – the integrity & purity of beer
- ADJUNCTS – additive grains like rice or corn, fruit or spices
Barley – “Body & Soul”

Barley malt gives beer:

• NATURAL enzymes to covert starch to sugar needed for fermentation
• MALTY sweet flavor
• COLOR
• FOAMY head

Two row & six row barley malt are used in the brewing process.

Variety of barley malts helps determine the color, texture and flavor of beer.
Yeast is the catalyst of change:

- one cell micro-organism
- produces carbon dioxide and alcohol

Two types of yeast are used to produce beer:
- ALE – top fermenting
- LAGER – bottom fermenting

There are literally thousands of brewers yeast that create a variety beer styles.
Hops – “Spice of Beer”

Hop flowers are used to:

- MICROBIAL STABILIZATION hops have antiseptic qualities
- HOP AROMA fruity flowery characteristics
- BITTERNESS balances malt sweetness
- FOAM STABILIZATION enhances head properties

There are two primary hop styles:

- Aroma Hops – Saaz, Fuggle & Hallertua
- Bitter Hops – Brewer’s Gold & Unique

Hops are grown around the world between the 35th and 55th degrees of latitude and harvested in fall.
Water – “Integrity & Purity”

Water’s role in beer:

• water makes up 92% of beer
• through filtration or boiling; impurities, aromas & flavor differences can be mitigated

Water styles can effect flavor:

• hard water – helps add crisp cleanness
• soft water – adds smoothness
Adjuncts add to beer:

- adjuncts are added to change the flavor, character or profile of beer.
- used to supplement main starch source to provide better foam retention, color or aroma

Adjuncts fall into two categories:

- Grains:
  - corn, rice, wheat, oats or rye
- Specialty Ingredients:
  - sweets – honey or maple
  - fruits – raspberry, cherry or cranberry
  - spices – cinnamon, coriander or clove
What is a Lager?

- lager means “to store”
- bottom fermenting yeasts
- ferment at lower temperatures (50°)
- lagered close to freezing for several weeks
- characterized by a crisp-tasting, lighter body and less-fruity aroma – rounded, smooth beer
- over last 150 years or so lagers have become the predominate beers
Lager Styles

Bottom Fermenting

Lager
- Pilsener
- Dortmund/Export
- Strong Lager
- American Malt Liquor

Vienna Type
- Marzen/Oktoberfest

Munich Type
- Pale
- Pale Bock
- Pale/Dark Double Bock
- Dark
- Bock
- Rauchbier
What is an Ale?

• ale is synonymous for beer
• top fermenting yeasts
• ferment at higher temperatures (64° – 72 °)
• ferments less fully and less discriminately
• characterized by more-fruity flavors & aromas with a malty, full bodied flavor
• prior to the 1800’s ales were almost universal
Why Beer?

- Beer is a $91.6 billion dollar category and accounts for over half of beverage alcohol dollar sales.
- Beer has a 52% share of alcohol retail dollar sales and is 85% of alcohol consumption.

**Share of Total Beverage Alcohol Retail Dollar Sales**
- Beer: 52%
- Wine: 15%
- Liquor: 33%

**Share of Total Beverage Alcohol Consumption (Gallons)**
- Beer: 85%
- Wine: 9%
- Liquor: 6%
Why Craft Beers?

- Micro and Craft Beers add interest and variety to your beer portfolio.
- Although small, the category is growing in sales and share of total beer volume.
- Segment is fragmented with over 900 brands to choose from…select carefully.
What is a “Specialty/Craft” Beer?

• all Malt Brewing Process
  • no “filler” adjuncts to lighten beer
• tend to be non-pasteurized, using additional filtration for clarity if desired
• small Batch Production
  • tend to produce beer in smaller vessels
  • regional based
• between 15,000 and 2 million BE’s
What’s the Difference?

- **Imports** = brewer supplied products for outside USA
  - import Companies or holding/distribution companies
  - Crown Imports, Heineken USA, Anheuser-Busch, Inc.

- **Craft /Specialty beers** = regional / national Brewers
  - independent or regional distribution networks
  - Sam Adams, Leinenkugel’s, Redhook

- **Micro beers** = local / regional Brewers
  - independent distribution networks or self distribution
  - Summit, Surly, Flat Earth Brewing Co.

Why Import & Specialties?

• changing Consumers
  • boomer market
  • “gen X’ers” coming of age
  • discretionary income
• evolving marketplace
  • consumers are demanding broader selection, unique and interesting products
• profitability
  • higher perceived value
  • higher margins / profit generators
Food Pairings
- beer is an excellent complement to food
  - Amber Ales – wild game, meats & cheeses
  - Hefeweizens – salads, summer fair
  - IPA – spicy foods (Mexican or Asian)
  - Porters – deserts
- cooking with beer
  - secret ingredient
  - adds depth and flavor
  - versatility
Protect the beer at all costs

- **Heat** – cool temperatures
- **Air** - oxidation
- **Light** – low light conditions
Bottle Beer – Do’s & Don’ts

• Always pour bottle beer into a glass
  • drinking from the bottle traps carbonation and flavor which can leave you feeling bloated
  • pouring into a glass releases carbonation, flavor and aroma of the beer
  • pour beer down the center of glass to release carbonation and flavor
  • pouring down the side of the glass minimizes foam and traps carbonation leaving the beer flat looking and gassy tasting.
What Next?

• Here’s to Beer!
  • [http://herestobeer.com](http://herestobeer.com) website
• The Beer Connoisseur
  • on-line training program
    • internet based
    • self-directed
How about a beer?

Thank you.