

Craftmoon Tutorial & Tasting

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Introduction

- Brewers Association, Boulder, Colorado
- Ambassador who advocates and educates about today's U.S. craft brewers
- Segment data, tastings, seminars, media relations and more.
- My background...



(savor)

an american craft beer & food experience

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Agenda

- Big Picture
- Taste
- Who Are U After?
- Beer Service



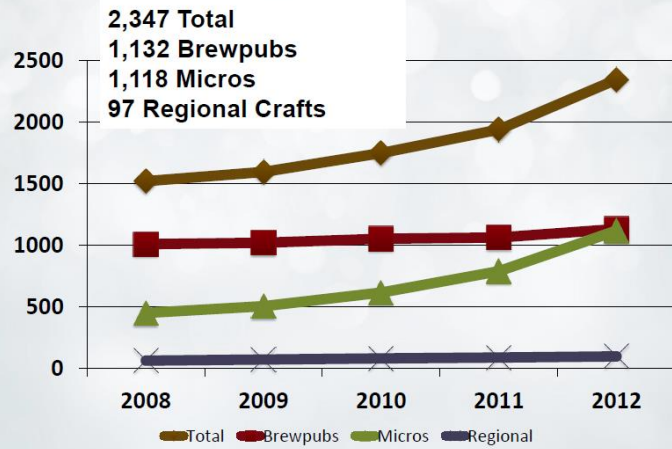
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Total Craft Breweries Operating



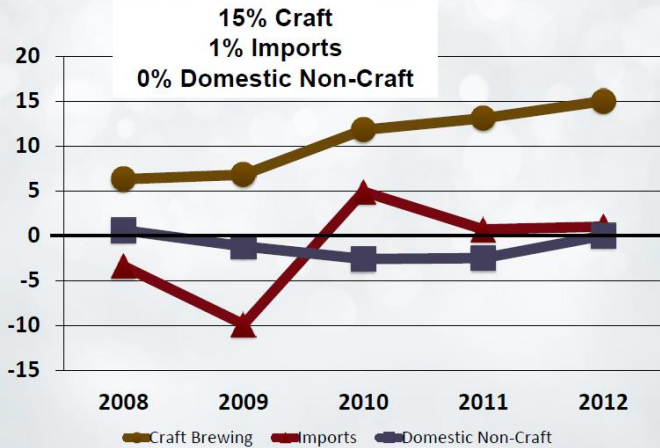
Small & Independent Craft Brewers

- 97% of today's breweries small and independent.
 - Passionate and innovative
 - Amazing community citizens, Amazing stories
 - Small (Less than 6 Million Barrels)
 - Independent (No more than 25% ownership)
- Full [definition](#): BrewersAssociation.org



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Beer Sector Percentage Growth



2012 Craft Brewer Headlines

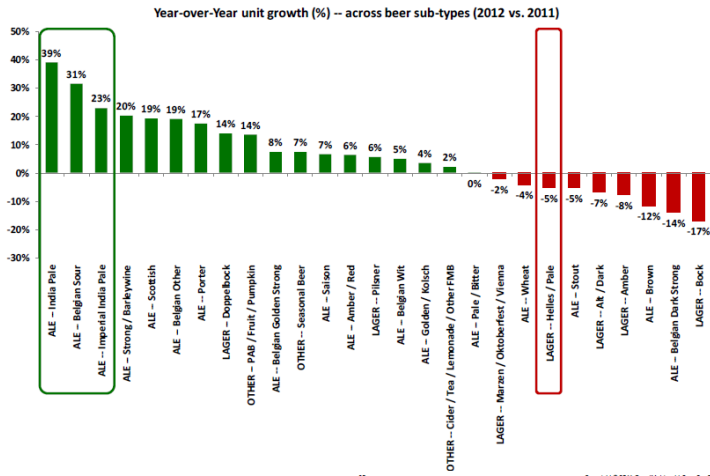
CRAFT BEER NEWS
409 OPENINGS IN 2012
1,254 Breweries In Planning

The root cause of the possibility of economic crisis is the gap between production and consumption of goods. As part of advanced economy between production and consumption is a direct link created and therefore did not have the conditions for economic crises. Opportunity for them appeared and expanded with the development of commodity production and circulation. The division of labor, the development of specialization and cooperation increased the gap between production and consumption. But in simple commodity production, the likelihood of crises could become a reality.

The crisis of underproduction is usually caused by macro-economic factors and is associated with disruption (economic) reproduction under the influence of natural disasters or political action (sanctions, wars, etc.). The crisis of overproduction is characterized by a large number of products that exceed consumer demand. Usually occurs due to not identify aggregate demand and the inability of the free market of aggregate production planning. As a result, for a particular manufacturer usually knows what and how much to make. The first indicator of crises could be a decrease in the

Very often, these crises are associated with lessons in the wars and revolutions. Strictly speaking, this situation can be interpreted differently some place in the country have been conflicting economic crisis so severe that it prevented the possibility of a more or less normally survive such a crisis, was an even demanded fundamental changes in the economic model of the inside (the revolution). Such crises can be called basic, or systemic. The root cause of the possibility of economic crisis is the gap between production and consumption of goods. As part of advanced economy between production and consumption is a direct link created and therefore did not have the conditions for economic crises. Opportunity for them appeared and expanded with the development of commodity production and circulation. The division of labor, the development of specialization and cooperation increased the gap between production and consumption. But in simple commodity production, the likelihood of crises could become a reality.

BEER TYPE: India Pale Ale showed the strongest year-over-year unit growth at a robust +39%, followed by Belgian Sour Ale at +31%, and Imperial India Pale Ale at +23%... and the majority of the beer sub-types that contracted were Lagers...and Pale Lager was down -8%



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Craft Beers

- Scrimshaw Pilsner
 - North Coast Brewing, Ft Bragg, CA
- Session Black Lager
 - Full Sail Brewing, Hood River, OR
- Milk Stout Nitro
 - Left Hand Brewing Company, Longmont, Co
- Marble India Pale Ale
 - Marble Brewing, Albuquerque, NM
- Hop Sevant
 - Crooked Stave Artisan Beer Project, Denver, CO

Taste

- Appearance
- Aroma: Bloodhound / Fly By
- Taste
 - 5 elements: Sweet / Salt / Sour / Bitter / Umami
 - Numerous flavors/aromatics
 - What flavor do you notice?
- Bitterness / Sweet / Acidity
 - IBU 8-100+
 - Residual Sugar
 - Acidity 0 – 14 Alkalinity
- Mouthfeel
- Overall Impression
- How would it pair?

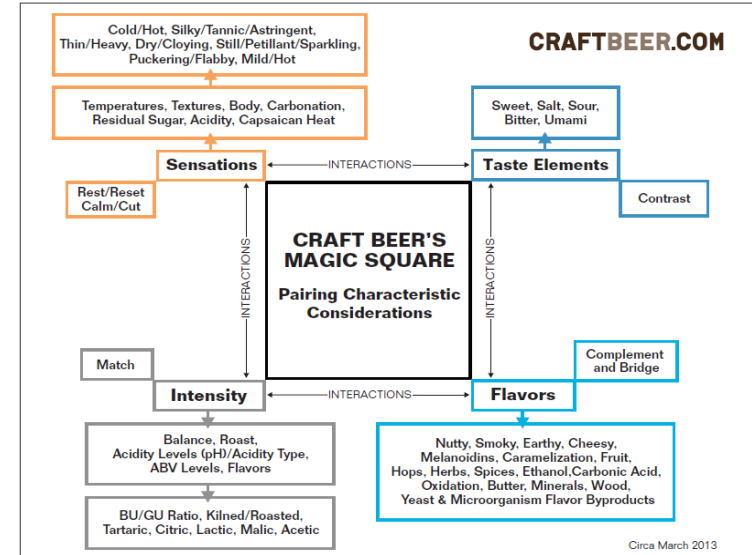
Beer & Food Basics

- Being new to pairing is like being visually impaired and not having reference to the primary colors.

– Julia Herz



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Complement, Contrast, Cleanse

1) Malt (Complement and can be Contrast)

- Complement: Kilned/Roasted flavors (caramel/roast/coffee/chocolate) harmonize with grilled, roasted and smoked foods
- Contrast: Sweetness from malt soothes heat in food.
- Contrast: Roast calms sweetness in foods.

2) Hops (Cut, Contrast and Complement)

- Bitterness of hops cuts through rich foods
- Bitterness of hops contrasts sweet of malt and food
- Flavor of hops (herbal/citrus/floral) resonate/complement



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Complement, Contrast, Cleanse

3) Alcohol (Contrast and Complement)

- Contrasts against capsaicin spice
 - Because...Alcohol is a solvent and opens the pours on your tongue. Thus intensifying your heat experience. That's why 12% ABV wines are train wrecks with spicy food dishes and lower ABV craft beers shine as they soothe the heat.
- Contrasts against sweet too.

4) Carbonation (Cleanse/Cut)

- Cleanse: Scrubs tongue and prepares palate for the next bite
- Cuts through the richness of food



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Food Pairing Tips

- Don't just pair to the protein.
- Pair to the protein, preparation and ingredients and take into account characteristics of both craft beer and food and what interactions might occur.



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(savor)

an american craft beer & food experience

june 14-15, 2013 • new york city



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WHO Are U After?

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Your Identity

- How does beer tie into the **IDENTITY** of your concept?
- Offer multiple 'styles'
 - An even mix of LOCAL/Regional/National/Global
 - OK to offer multiple 'brands' within a style



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Types of Beer Lovers

- Beer Beginner
- Beer Enthusiast
- Beer Geek



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When Do These Drinkers Drink Craft?

Casual Craft

Core Craft

Beer Geek



Everyday	Mass Domestic	Craft/Import	Craft
Party/Social Gathering	Mass/Craft/Import	Mass/Craft/Import	Craft
Outdoor (BBQ/beach)	Mass/Import	Mass/Craft/Import	Craft
Special Occasion	Craft/Import	Craft/Import	Craft
Meal	Mass Domestic	Craft	Craft
Night Out	Mass/Craft/Import	Mass/Craft/Import	Craft

Source: Boston Beer Craft Drinking Segmentation Study, May 2011

Casual Craft

Core Craft

Beer Geek



% of Craft Drinkers – 34%
Craft Volume (CSE) – 28M (20%)

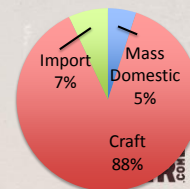
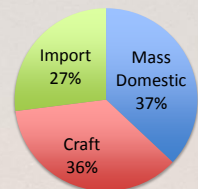
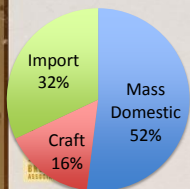
% of Craft Drinkers – 54%
Craft Volume (CSE) – 83M (61%)

% of Craft Drinkers – 12%
Craft Volume (CSE) – 26M (29%)

Share of Stomach

Share of Stomach

Share of Stomach



Source: Boston Beer Craft Drinking Segmentation Study, May 2011

Beer Service

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Draught

- Draft is different than bottles
- How does your bartender pour?
 - 1” foam is recommended to showcase full aromatics.
- Are your lines getting cleaned every 2 weeks?



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Tips

- Brewers Association Technical Committee Storage recommendation
 - Cases under 50F
 - Kegs under 40F
- A balanced draught system is key!
 - Foam is 25% beer! Don't pour it down the drain.
 - CO2 breaks out of solution in a non-balanced system



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Draught Beer Quality Manual

- www.draughtquality.org
- Storage and Handling
- Components
- Proper Dispense Practices
 - Line Cleaning Guidelines



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Glassware



- Glassware sells and matters!
- Which would you want?
- A dirty beer glass is not cool!



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Contact

THANK YOU!

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