



Christmas

ALL WRAPPED UP

BEER

the experience matters

Matthen Clark

Christmas

ALL WRAPPED UP

INTRODUCTION

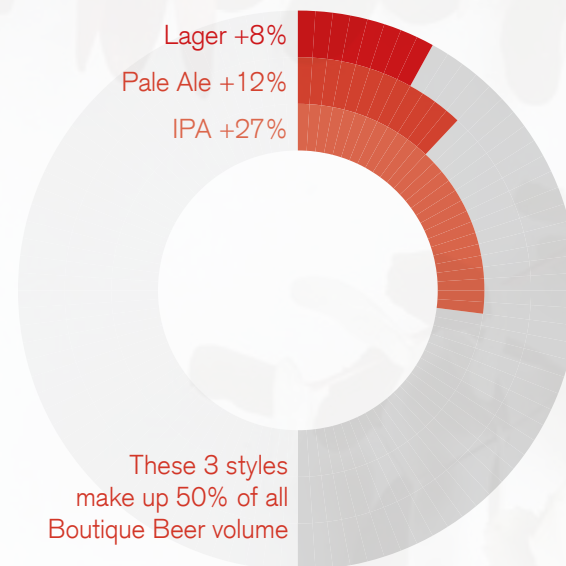
Beer is the world's 3rd most popular drink, falling only behind water and tea. Its history dates back to 7000bc and has been evolving since.

In the 1980's, the UK market began to centre around a few, lower ABV lager brands as ale and stout consumption declined. In the 1990's we saw draught lager continue to rise and continental 5% lagers gaining ground. By the 2000's draught lager growth began to slow as more world beer brands entered the UK market.

And then the craft brewery revolution, an explosion in British, American and Continental small scale breweries introduced UK consumers to a wealth of beer styles, reigniting interest in ale and stout. With a thirst for new and interesting styles, the beer market has continued to thrive. Statistics tell us that the volume of Pale Ale and IPA beers is growing much quicker than lager.

Consumer habits are changing. The market is moving towards premium products and as a result, consumers are more considered about their purchases. This however is not something to worry about. With a good base of beer knowledge, a few service tips, the right range for your outlet and maximising the potential of beer, will not only enhance the customer experience, but put more money in the till.

VOLUME YEAR ON YEAR *2



BEER DRINKERS WILL SPEND £1 MORE FOR A PINT OF CRAFT BEER THAN A PINT OF PREMIUM BEER *1



OF CRAFT BEER DRINKERS ARE MORE LIKELY TO CHOOSE A BEER BECAUSE IT IS SOMETHING NEW *1



OF CRAFT BEER DRINKERS ARE MORE LIKELY TO DRINK BEER 2 TO 3 TIMES PER WEEK *1



OF DRINKERS USUALLY SPEND £4-4.99 ON THEIR PINT OF CRAFT BEER *1

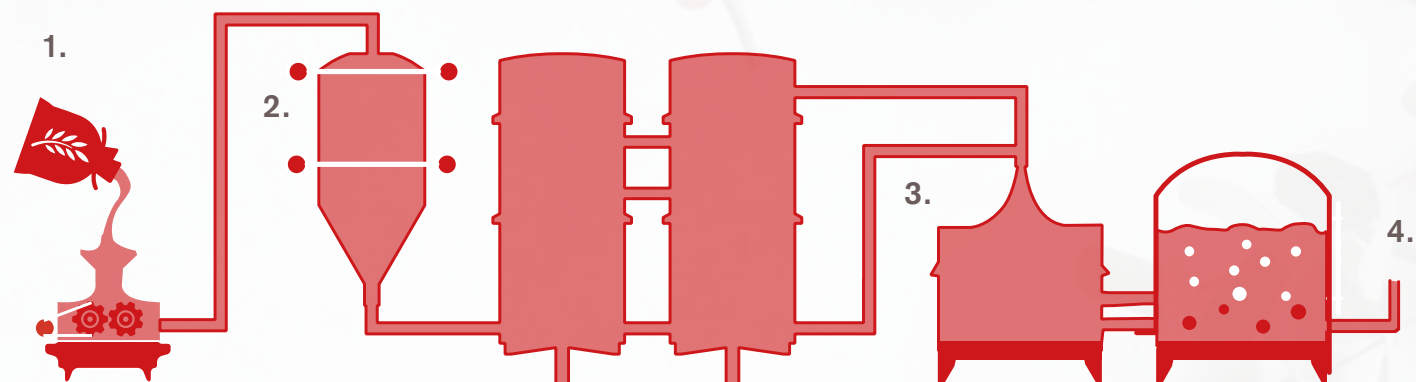
*1 (Matthew Clark Bibendum Insight Consumer Survey Jan 2017)

*2 (MC Insight)

Christmas

ALL WRAPPED UP

PRODUCTION



1. MILLING & MASHING

Malted grain is gently crushed and added with hot water to a mash tun. This breaks down the malt's starch into sugars.

2. LAUTERING

The mash is then pumped into the lautering tun, where a sweet liquid (known as wort) is separated from the grain husks.

3. BOILING

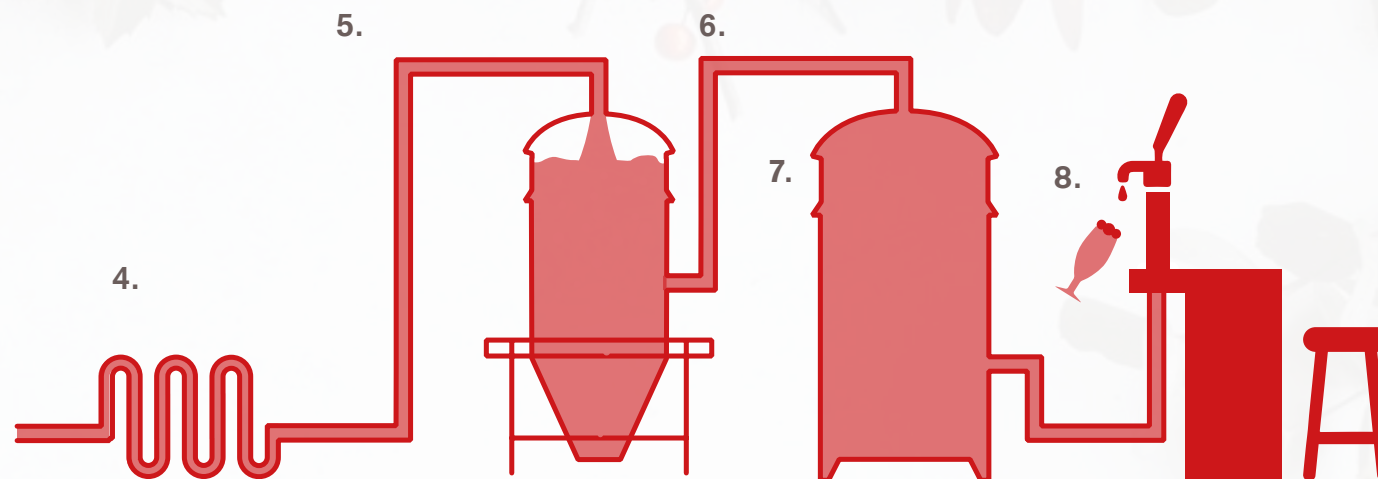
The wort is then boiled in the brew kettle. Hops are added to contribute additional flavours and aromas.

4. SEPARATION & COOLING

After boiling, the wort is transferred into a whirlpool for the wort separation stage. During this stage, any malt or hop particles are removed to leave a liquid that is ready to be cooled and fermented.

Christmas

ALL WRAPPED UP



5. FERMENTING

As the fermenter is filled, yeast is added. The yeast consumes the sugars in the wort and produces alcohol, flavours and carbon dioxide.

6. MATURING

The fermented beer is transferred to the maturing tanks where the beer settles and any sediments drop to the bottom.

7. FILTERING

The beer is filtered in order to remove all solid particles, then carbonated before being packaged.

8. PACKAGING

The beer is packaged in bottles, cans and kegs for shipping. It is then ready to be poured, savoured and enjoyed.

Christmas

ALL WRAPPED UP

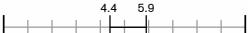
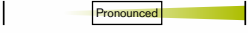

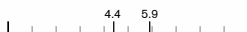
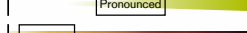

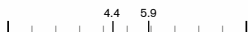









BEER STYLES



LAGER

A light-bodied effervescent beer, fermented in a closed vessel using yeasts that sink to the bottom of the brew.






LAGER

| Pale Lager | Pilsners | Amber | Dark Lager |
|---|--|--|--|
| Light or pale straw. | Golden or dark straw. | Lager Gold, amber or copper. | Dark colour with medium body. |
| First brewed in the 1870's light in body, colour and crisp. Medium to high hop bitterness with a clean refreshing finish that's become the most popular style the world over. | Originally brewed in the town of Pilsen, Czech Republic; this beer typically uses Saaz hops. Rounded in flavour, floral and herbal aroma with a rich bready finish. | Typically, same hopping levels as Pale Ales but has a lower bitterness due to the bigger malt flavour and character. Crystal malts are often used to provide colour and a caramel sweetness. | Sweet Caramel, toffee and coffee notes plus moderate bitterness, optionally hoppy, no fruit flavour. |
| <p>Abv. </p> <p>Hop level </p> <p>Colour </p> | <p>Abv. </p> <p>Hop level </p> <p>Colour </p> | <p>Abv. </p> <p>Hop level </p> <p>Colour </p> | <p>Abv. </p> <p>Hop level </p> <p>Colour </p> |
|  |  |  |  |

Christmas

ALL WRAPPED UP








| ALE | | | | |
|--|---|---|---|---|
| A beer fermented in an open vessel using yeasts that rise to the top of the brew. | | | | |
| DARK BEER | | PALE ALE | | |
| Stout and Porter | Dark Ales | Red Ales | Pale Ale | Indian Pale Ale |
| Dark brown to black. | Golden Brown to deep brown. | Amber to deep red. | Golden to light brown. | Pale coloured with substantial foam. |
| Caramel, coffee, biscuit and toffee notes, toasted malt notes. Sweet, full bodied with a low hop bitterness. Black in colour due to the dark speciality or roasted malts used. | Hop aroma and flavour is very low. Balance ranges from dry to sweet maltiness. Roast malt tones of toffee, nuts or caramel. | A balanced beer that uses a moderate amount of malt and roasted barley in the recipe, which gives the beer the colour from which it is named. An approachable hop bitterness which rests on the palate, this typically amber-colored beer is brewed as a lager or an ale, and can often have a medium, candy-like caramel malt sweetness. | Before the rise of IPA this style was, and still is hugely popular, with less hop character than an IPA, a malty backbone and typically New World or American hops. | The addition of high levels of hops in order to preserve the beer for long journeys to India in the late 17 th /18 th was just the start of this hugely diverse, popular style. Flavour is hop forward with a dry finish. |
| <div>Abv. 4.4 5.9</div> <div>Hop level Low to Moderate</div> <div>Colour </div> | <div>4.4 7.4</div> <div>Moderate</div> <div></div> | <div>4.4 5.9</div> <div>Low to Moderate</div> <div></div> | <div>4.4 5.9</div> <div>Pronounced</div> <div></div> | <div>4.4 7.4</div> <div>Assertive</div> <div></div> |
|  |  |  |  |  |

Christmas

ALL WRAPPED UP



| ALE | | | | |
|--|---|---|--|--|
| A beer fermented in an open vessel using yeasts that rise to the top of the brew. | | | | |
| BELGIAN ALES | | | WHEAT BEER | |
| Blonde | Farmhouse and Saisons | Fruit Beers and Sours | Wit Biers | Weissbiers |
| Straw to golden brown. | Pale coloured, cloudy with large foam. | Colour dependent on additions. | Cloudy and white with a large foam. | Bright, hazy and pale. |
| Created to appeal to European Pils drinkers; this Belgian style has a subtle malty sweet flavour with a dry finish created from the complexity of Belgian yeast. | Originally brewed to be enjoyed in the summer by the farm workers of Northern Belgium. Traditionally low in ABV this style has grown in popularity. Has a peppery/spicy aroma and high carbonation. A refreshing beer with flavours of orange or lemon. | Real fruits are added to the barrels during fermentation; when allowed to mature they add sour, sharp tangy fruit flavours. Strawberry and Cherry are among the most popular fruits used. | A classic style with a fluffy body and complex aromas, Wit Bier was a dominant beer style in 18th century Belgium, where it has over 400 years' history. Wit Beer is most commonly spiced with fresh coriander and citrus peel along with 50% unmalted wheat. A great summer beer with a malty sweet flavour and a crisp, dry finish. | The German relative of the Wit Bier, Weissbeers are traditionally made in Bavaria. Top-fermented, the beer has low bitterness and low hop notes. While sometimes sour or smokey, most weissbiers are said to have banana, vanilla and clove notes. |
| Abv. 6.0 7.4 Hop level Low Colour | 4.4 7.4 Moderate Colour | 4.4 7.4 Varied Colour | 4.4 5.9 Moderate Colour | 4.4 Low Colour |
|  |  |  |  |  |

Christmas

ALL WRAPPED UP

CYCLOPS

The Cyclops descriptor is a good way for you and your customers to distinguish the different characteristics of cask ale. It gives you information on look, taste and smell, as well as ratings for bitter and sweetness. We've used the Cyclops descriptors on all products in our cask range to help you build a well-rounded choice of ales for your bar.



SIGHT

As soon as your beer is being poured, the eyes start assessing...

- **Colour**
Is it as expected?
- **Clarity**
Is the beer clear?
- **Carbonation**
Does the beer look lively? Can you see carbonation when you swirl the glass?
- **Cling**
The head needs to leave a lacing on the glass.



SMELL

80% of taste comes from the nose as it identifies materials from both inside and outside the mouth, making aroma key.

Put your hand over the glass and swirl and inhale to capture the aromas. Consider the fruit, hop and malt aroma, is it what you would expect?



TASTE

The bit we all look forward to. We sense taste through our taste buds located across the mouth and nose. Start with a small sip to get the initial flavours.

It is important your staff sample your range, even if not beer fans as they're one of the most powerful sales tools and if they can talk with confidence to drinkers they are more likely to purchase.



Christmas

ALL WRAPPED UP

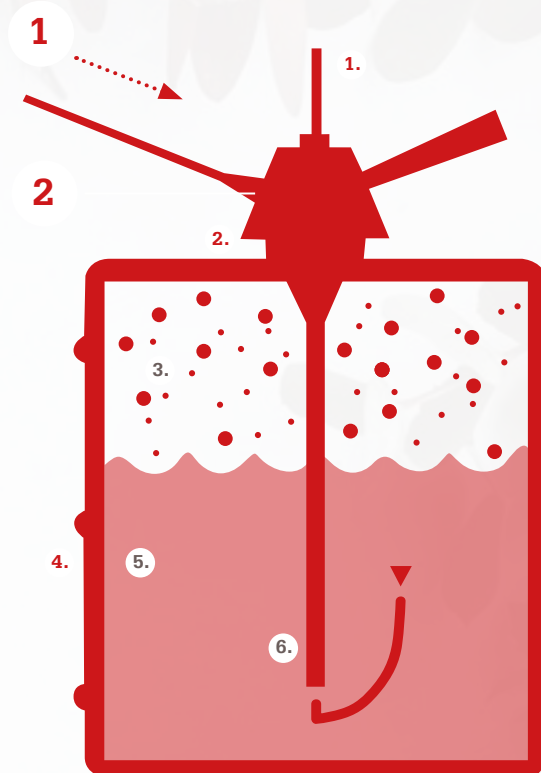
KEG SUCCESS

Beer kegs are made of stainless steel. A keg has an opening at the top that allows gas (usually carbon dioxide) to drive the beer out of the keg. The coupling fitting has one or two valves that control the flow of beer out of and gas in to, the keg. The keg must be in the upright position.

One of the most important elements of keg success is regular line cleaning. Cleaning lines is relatively straightforward and typically takes around 2 hours a week. Ignoring line cleaning will negatively affect the taste of your beers. After line cleaning always check that the beer coming through, tastes as it should.

There is a term often bandied around 'beer-clean', referring to a glass that is not just clean, but clean enough for beer. This relates to a glass being free of any residual detergent, soap or grease as these residues degrade the beer foam. Maintaining the foam contains the aromas of the beer.

Finally, a perfectly poured beer not only provides a good customer experience but also saves money on wasted beer. The glass should be held at a 45 degree angle, not touching the faucet. Quickly open the tap and allow the glass to fill down the inside of the glass. Gradually tilt the glass back upright from the angle so you finish pouring the beer directly into the centre of the glass. This allows the head to build. Ensure the faucet is always above the surface of the beer and not in the beer or foam.



- | | |
|--|--------------|
| 1. Product tubing | 4. Keg |
| 2. Keg spear extractor | 5. Beer |
| 3. CO ₂ pushes liquid down and up extractor | 6. Extractor |

Christmas

ALL WRAPPED UP

CASK SUCCESS

1. ORDERING

Order the correct cask quantity to allow you to sell each one within three days. As the beer is sold, air is drawn into the cask and if the cask is on sale for more than three days this will cause the flavour of the beer to deteriorate.

2. STORAGE

Cask conditioned beer must be stored at a temperature of 11°C – 13°C. If the beer is too warm it will over condition. If it is too cold, it will lack condition and may develop a haze.

3. STILLAGING

Casks should be firmly stillaged on delivery. Standard cask beers should be left to condition and settle for 48-72 hours before serving. Standard cask beer contains yeast in suspension which takes this time to settle to the bottom of the cask.

4. VENTING

All casks should be vented with a soft porous peg 2–6 hours after delivery to allow the beer to condition. Once this has finished, replace the soft peg with a hard, non-porous peg. Venting and pegging will ensure the correct amount of carbon dioxide develops in the beer and will maintain this level while the beer is on sale.

5. TAPPING

Where possible tap all casks 24–48 hours before they go on sale. Always use a clean tap. Using a clean tap eliminates the chance of microorganisms spoiling the beer.

6. SAMPLING

Sample beers from the cask for clarity, aroma and taste after tapping and just before serving. If the beer isn't ready to sell, pulling through to the bar without checking will waste beer and your customers will notice.

7. SERVING

Always remove the hard peg when dispensing beer from the cask and replace it at the end of each session. Removing the peg prevents a vacuum developing in the cask that could disturb the sediment. Pegging between sessions maintains the condition of the beer.

8. TILTING

If the cask is stillaged horizontally, gently tilt it forward when it is between 1/2 and 2/3 full by gently lowering the front or raising the back, whichever is easiest. This will be done automatically if you are using a self tilting stillage. Tilting allows you to sell the maximum volume of beer from the cask. If using the vertical extraction method of dispense there will be no need to tilt the cask.

9. CLEANING

Clean all beer lines and equipment every seven days using the methods recommended by your cask supplier. The cleanliness of the dispense equipment is one of the most important factors in keeping top quality cask beer. Dirty pipes can cause cloudy beer, fobbing, and equipment malfunction.

10. DON'T COMPROMISE

Follow these simple tips and you will serve a perfect pint of cask ale.



Christmas

ALL WRAPPED UP

RANGING

Premiumisation will continue to drive the beer market in the next few years. Consumers are more considered with beer choices as the price points rise - they look for the genuine article.

There is also a far more varied taste, consumers will now often choose different beers and different outlets for different occasions. As such, in the following pages we've put together some ranging advice based on our research and our outlet types. This, combined with your understanding of your consumer should guide you to a winning draught, bottle and cask range.

Firstly, we must establish the type of venue you have. Which of the following best describes your outlet?

QUALITY FOOD LED

Food sales comprise the majority of revenue. The site has a high quality of décor and offers a broad drinks offer across all categories, perhaps with particular depth to it's wine range. Guests make reservations to dine or stay. Prices are above average for the area.

QUALITY WET LED

Drinks sales comprise the majority of revenue. The site has a high quality of décor or personality and a drinks range with breadth and depth, although may have a particular focus on wines, cocktails or craft beer. Prices are above average for the area.

MAINSTREAM

The site is a favourite for guests for food or drinks and is a regular fixture in the lives of customers. The drinks range is broad, covering all categories but does not have an expansive selection of any category in particular. Prices are reasonable for the area.



STANDARD

CARLING



Carlsberg

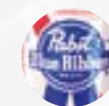
PREMIUM



Budweiser



WORLD



DISCOVERY



SAMUEL ADAMS

SPECIALITY



VEDETT
EXTRA WHITE

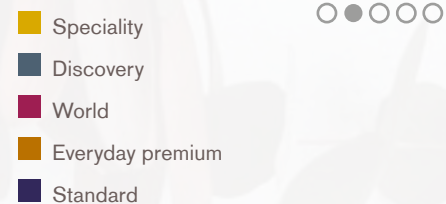
— LA —
CHOUFFE
BIÈRE BLONDE D'ARDENNE - ARDENNE BLOND BEER

Christmas

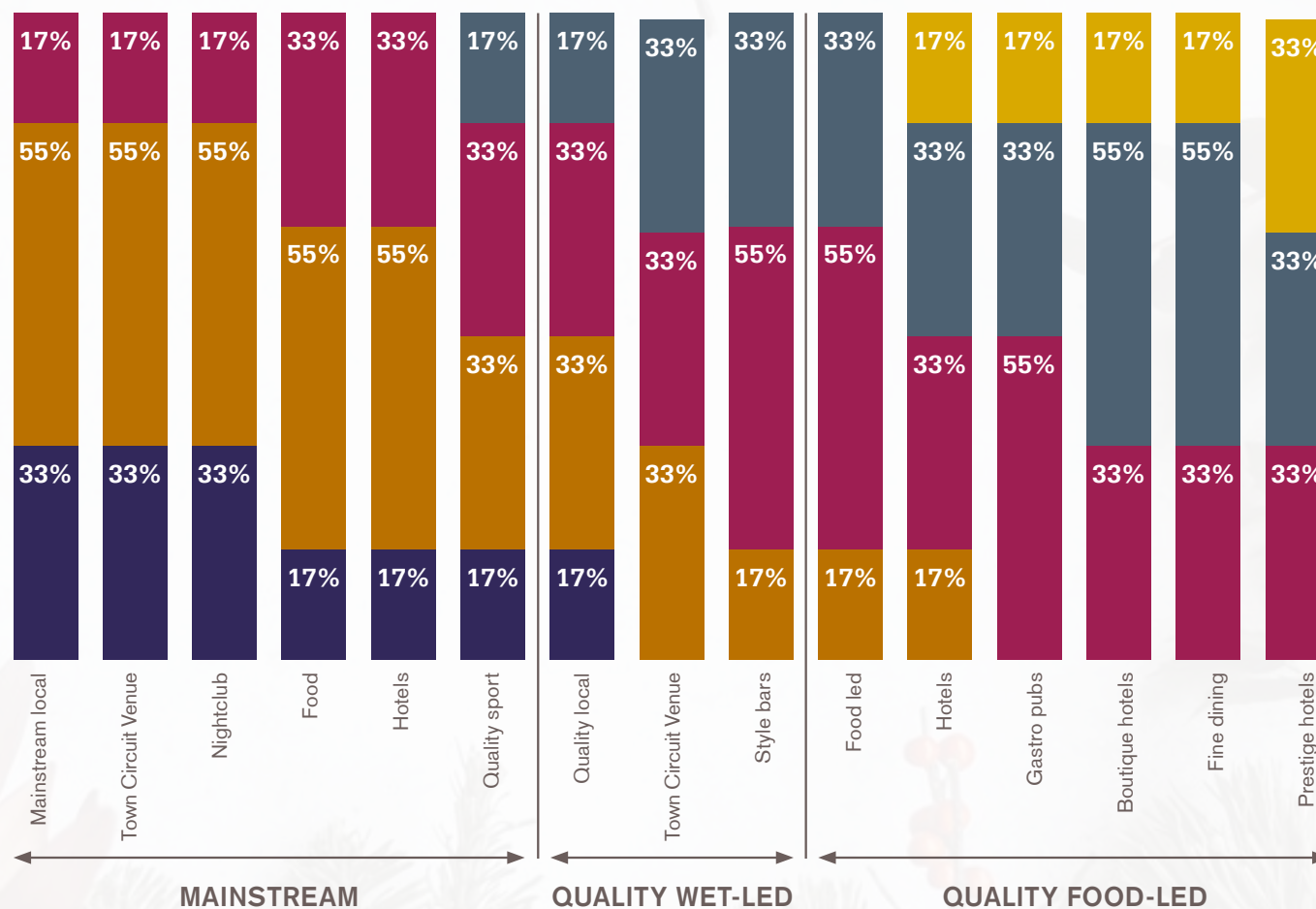
ALL WRAPPED UP

DRAUGHT

The following shows the proportion of each beer category you should have on tap/in bottle for your venue type. For example, a nightclub with 12 lines should stock 4 standard beers, 6 premium beers and 2 world beers.



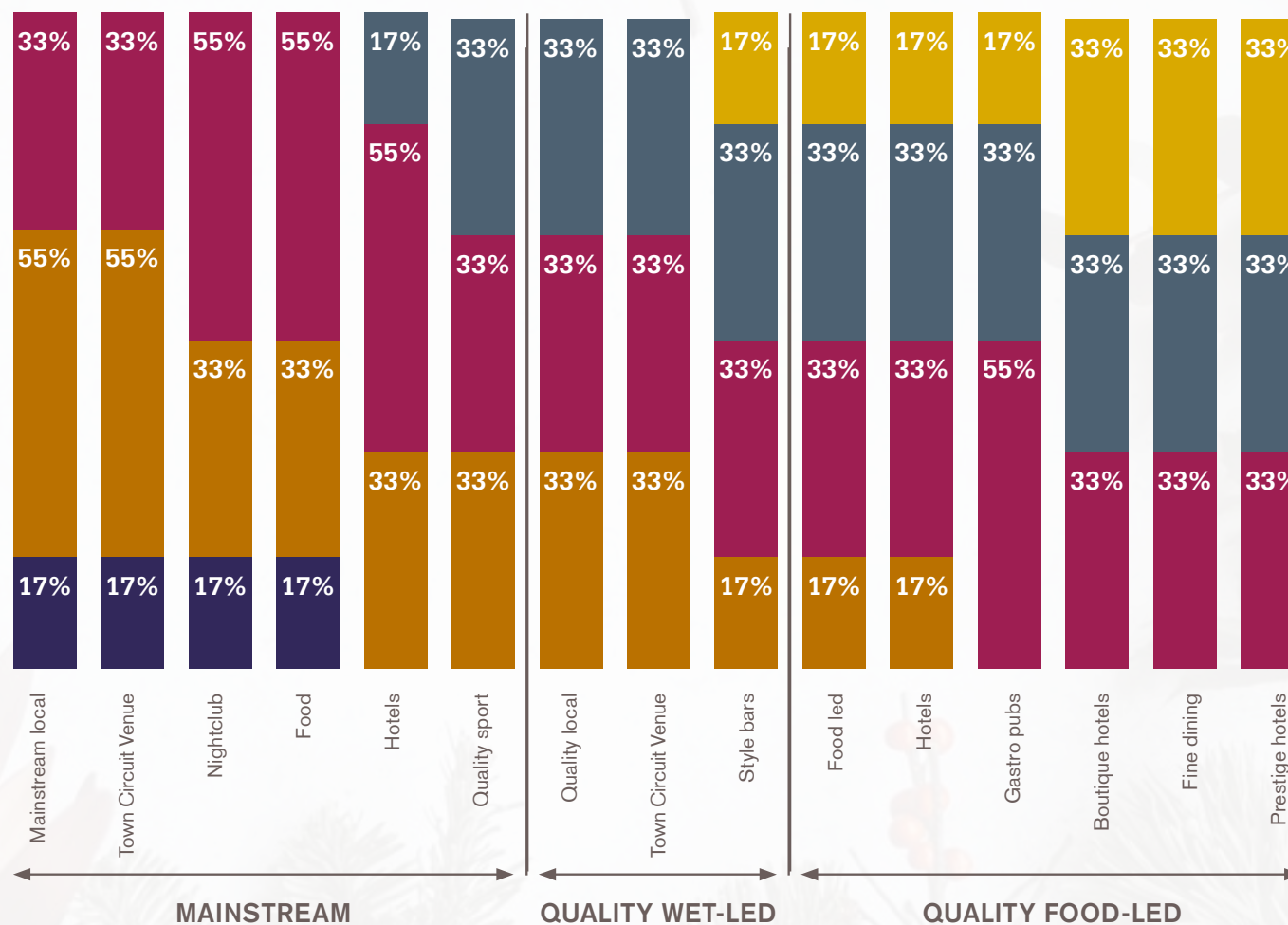
Hotel and food-led have more premium ranges



Christmas

ALL WRAPPED UP

BOTTLED
















Christmas

ALL WRAPPED UP



CASK

| No. of handpulls | 2x9g per/wk | 4x9g per/wk | 6x9g per/wk | 8x9g per/wk |
|------------------|--|---|---|---|
| 1 |  | | | |
| 2 |  |  | | |
| 3 |  |  |  | |
| 4 |  |  |  |  |

-  National ale (Tried and trusted)
-  Regional ale (Respected)
-  Guest (Seasonal ale)

If you have more than 4 hand pulls you can add to your selection in the following order: Regional, Guest then National.

| NATIONAL BRANDS (TRIED & TRUSTED) | REGIONAL BRANDS (RESPECTED) | GUEST (SEASONAL ALE) |
|--|---|---|
|    |    |    |

Christmas

ALL WRAPPED UP



PRICING

Ensure that your pricing model for beer offers value on every rung of the ladder. Your entry point should reflect the local area, the type of outlet and your customers. This would typically apply to your draught standard, premium or world beer (dependent on beer ranging advice).

Above this you should offer a mid range of beers that can be easily traded up to from your entry level e.g. Amstel -> Heineken.

Finally a top rung tier for your world, discovery or speciality beers where the quality of product is the most important thing for the consumer.

Avoid duplication of beer styles within segments to promote trading up.

For example a quality wet-led local pub may create a draught beer range and pricing structure like so:

| PRODUCT | | TRADE UP OPPORTUNITY | |
|------------------|---------|------------------------------|-------|
| Amstel | £3.40 → | Heineken | £3.80 |
| Grolsch | £3.80 → | Peroni Nastro | £4.00 |
| Kronenbourg 1664 | £3.80 → | Birra Moretti | £4.00 |
| Heineken | £3.80 → | Staropramen | £4.00 |
| Staropramen | £4.00 | Example pricing and products | |
| Samuel Adams | £4.30 | | |
| Blue Moon | £4.30 | | |

Christmas

ALL WRAPPED UP

MAXIMISING BEER

Lager, ale and stout consumption has been dropping. But it isn't time to panic just yet. The value of the beer market continues to rise, consumers are drinking less, but drinking more high-quality beers at higher price points.

As the value of each sale rises, consumers look for more value in the experience they receive. In this following sections we look at how to enhance the beer experience and highlight your range to not only sell more beer, but sell beer better.

GLASSWARE

So what's in a beer glass? Hopefully beer, but there's much more to be found.

We know that serving good quality beer in a branded glass is proven to enhance the consumer drinking experience. As soon as the beer hits the glass, visual receptors tune in and anticipation is tweaked. Hidden nuances become more pronounced, colours shimmer and the enjoyment of the beer simply becomes a better, more complete experience.

Branded glassware isn't just a way of presenting good quality beer in the best way. Scientific studies show that the shape of glassware will impact head development and retention. The foam created by pouring a beer, acts as a net for many of the volatiles in a beer. Volatiles are compounds that evaporate from beer to create its aroma, such as hop oils, all kinds of yeast fermentation by-products like alcohol, fusels and fruity esters, spices or other additions. A glass that promotes a healthy foam head may enhance the trapping of certain volatiles.

Presentation marries science - Customers believe that drink served in branded glassware is a sign of a quality beer, with the shape of the glassware enhancing the beer. That's why we can provide you with our Boutique Beers glassware when you buy products from our range, alternatively our suppliers can support your outlet with branded glassware from our range.

MERCHANDISING

HOTSPOTS

Consumers head to the centre of the bar, this is the best place to put your key lines and point of sale items.

STANDALONE FOUNTS

Consumers engage more with stand alone founts, consider them for your key lines.

HIGH VISIBILITY

For bottles, the top shelf of the fridge attracted the most attention, place your premium bottle beers here.

BACK BAR

Take a look at our visual merchandising guide for more information on making the most of your back bar. It goes without saying customers will browse your back bar while waiting at the bar, consider showing beer promotions in this area.

TABLE MENUS

For lower tempo occasions and where there is a good food trade, use POS on tables and menus to promote your key beer lines.



Consumer satisfaction goes from 7.6 to 8.5 out of 10 when correct branded glassware is used.



Consumers are happy to pay 15p more for a pint in branded glassware.

Christmas

ALL WRAPPED UP

BEER & FOOD

There just seem to be some things synonymous with a beer, Burgers and beer? Sure. Pizza? Well obviously. It's interesting how we arbitrarily draw the line on when beer is and isn't appropriate.

If you really get to know your beer, immerse yourself in the amazing flavours and textures it can offer, begin to understand the scope of exciting interactions you can tease out of the world of brewing, you'll be amazed what can happen with even the simplest of food matches.

Offering beer and food matching on your menu, or having on hand for staff to give advice, is good business. Not only do they enhance the experience for customers, but it can make the decision of the customer easier and moves them away from a typical choice. Many customers gravitate to what they know, that's often a standard or premium beer. Highlighting great pairings guide customers to products more profitable to you.

RULE 1 - KNOW YOUR BEER

The better you know your beer, the more successful your matches. Just as you know your regular customers' peccadilloes; like Bill likes a tulip beer glass, but Hilary favours a dimpled mug. Knowing each beer's flavour profile inside and out will help you better understand which dishes it will be friends with. On a more practical note, it can also allow you to identify precisely when your beer is not at its best and deal with it accordingly.

RULE 2 - INTENSE SCRUTINY

The majority of the time, you're looking to match levels of flavour intensity. We've all had that experience where we order a wine or cocktail in error, or are recommended it for whatever reason, and whilst the drink itself is sublime it either stamps all over your chosen dish with size 11 hobnail boots or, disappears meekly into the background. This rule is applicable about 95% of the time, then other times you'll get certain beers, (sours generally being the exception to this rule) where your beer can be a little more dominant, but still work well with a dish.

RULE 3 - DESCRIPTIVE, NOT PRESCRIPTIVE

Broad brush strokes make for a clumsy picture. Just as there are 100's if not 1000's more nuances of flavour in even the most simple of dishes, so are there in the accompanying beers and you need to find your common grounds between them.



Christmas

ALL WRAPPED UP

Get into the soul of the beer (hence Rule 1) and you can be descriptive enough to get your customers mouths watering about the interplay of; for example, the chocolate and umami interplay of Curious Porter with truffled macaroni cheese or the way that Meantime Yakima Red simply bursts with red berry and peppery nettle notes that joust so well with a passion fruit cheesecake, or consider how the dry, tart and herbal elements of Boulevard Tank 7 offer an exquisite contrast to the sweet, unctuous nature of a prosciutto, goats cheese & pea purée tart.



RULE 4 - GET CREATIVE

Your tasting notes should at least make you hungry and thirsty when you write them! Your first point of contact with your customer could be your drinks menu and it pays to advertise! Entice them, seduce them, woo them with your words... a malty beer with a hoppy finish just won't cut it.

THE FOUR C'S OF BEER & FOOD PAIRING

Cut, Complement, Contrast and **Create** - these four tenets are universal to any pairing, from whiskey to wine, cocktails to beer.

CUT

Think about why you pair sharp orange sauce with rich meat like duck or a gooseberry chutney with an oily fish like mackerel, or perhaps lemon in an otherwise very sweet dessert like posset and you get the picture of what 'cut' means.

COMPLEMENT

This is probably the simplest to spot. Got a beer that's chocolatey or tropical fruit or bready? Pair them with like-minded flavours.

CONTRAST

A salty blue cheese? Why not try a sweet, fruity beer like Tiny Rebel Cwtch? Or balance out a sweet creamy curry with a big bitter beast like Brewdog Punk IPA? Find the polar opposite of your dish and see whether it will work in harmony.

CREATE

One of the most simple things I've ever done is put a white chocolate button with a Dunkelweisse, which immediately created banoffee pie, it was amazing. When your whole becomes more than the sum of its parts, you know you've got a winner.

Christmas

ALL WRAPPED UP

BEER FESTIVALS

Special events around your cask or craft range are a great way to bring people into your pub and to let people know you are serious about your cask offer, celebrate your range and boost profits. It's a way of introducing people to ale and making them aware of the category.

They allow you to gain incremental profit and drive people through the door, you will attract more than just cask drinkers. What's more you can gather feedback on what ales are popular to help you determine your regular cask selection.

WHEN?

Set the date with plenty of time to spare.

Consider bank holiday weekends when people have more time to relax or link to national industry events such as Cask Ale Week.

How long will you hold it for? It could be just a day, a weekend or as long as you want.

Make sure your chosen date doesn't clash with any other local dates.

Think about the scale of your event. Will you run on your regular bar and utilise existing founts, or expand to a marquee, function room or beer garden

If this is your first festival it may be best to keep it small to gauge local interest – Glastonbury wasn't the size it is today in the beginning!

HOW?

- Make sure you have all the equipment and stock you need: Additional racking, storage and cooling equipment, which can be hired from a number of suppliers.
- Make sure ale has 3 days to rest before service, unless you are using fastcask™.
- Do you have seating for all the extra customers you will attract?
- Do you have space to list the ales and will you provide tasting notes?

GET YOUR BEER MIX RIGHT

- Think about how many beers you will need. Whilst a wide range is important, you don't want to be left with a lot of stock.
- It's not all about the cask and draught, bottled ale will enable you to offer a wide range bottled beers without the risk of wasted stock, we have a range available – just ask your account manager.

DO YOU WANT TO HAVE ANYTHING ELSE ASIDE FROM BEER?

- You will have a pub full of customers who like to try different things so make the most of it and promote other products as well as beer. Consider a flavoured cider or a new wine and use chalk boards to promote on your back bar.
- Consider offering food that matches with the beers.

Christmas

ALL WRAPPED UP

YOUR EVENT IS ONLY AS GOOD AS THE ADVERTISING

- Make sure you advertise as far in advance with posters, external banners and flyers.
- Use local media. Consider a small press release on what you will have on the day.
- Word of mouth. Get your staff talking about the event to all customers.
- Use social media – Facebook and Twitter are great ways to reach people and get instant feedback.



CASK TIPS

Cask ale can be a daunting category for your customers to venture into, not dissimilar to wine and whisky. Uncertainty and lack of knowledge can put people off trying it, or switching from their fail-safe option. You can help your cask drinkers overcome this barrier. Take a look at our recommendations and identify what will work for you and your customers.

VISIBILITY AND RECOMMENDATIONS

The most successful method of promotion and prompting trade-ups or trials are staff recommendations.

Encourage your staff to taste your range and become familiar with the Cyclops descriptors. If staff are confident they will feel more comfortable in making recommendations.

Think about tasting notes. Use a chalk board or menu next to your pumps to tempt your customers. Use simple descriptors such as 'fruity' or 'natural' and note if the ale is local or seasonal – both important factors to cask drinkers.

PROMOTIONS

Loyalty cards that offer regulars a free pint every 5 or 10 trips to the bar are a great way to encourage return visits. Rotational guest and seasonal ales will keep your selection fresh. Showcasing your upcoming ales on social media or blackboards will entice people back to your bar.

Christmas

ALL WRAPPED UP

GLOSSARY OF TERMS

| | | | |
|-----------------------------|--|------------------------|--|
| Abbey: | Belgian Ale brewed in a commercial secular brewery. | Lager: | Beer made with bottom fermenting yeast. |
| ABV: | Alcohol by Volume. This is a measurement of the percent of alcohol present in a volume liquid. | Lauter Tun: | A vessel where mash settles and grains are strained out of the sweet wort. |
| APA: | American Pale Ale. Generally around 5% ABV with significant quantities of American hops. | Liquor: | The brewer's word for water used in the brewing process. |
| Barley: | A cereal grain that is malted and used in the mash for making beer. | Malt: | Grain that has been malted. The process of causing grain to germinate to release the sugars need for brewing. |
| Body: | The feel of thickness of a liquid in the mouth. | Mash: | The mixture resulting from mashing releasing the sugars from grains into water. |
| Bottle Conditioning: | Beer bottled without removing the yeast or having been pasteurised. Yeast and sediment are present in the bottle. | Milk Stout: | Milk stout is a stout containing lactose, a sugar derived from milk. |
| Decoction Mashed: | Decoction Mashing is a way to conduct multi-step mashes without adding additional water or applying heat to the Mash Tun. It makes it possible to achieve the crisp, dry malteness characteristic of German beers. | Mouthfeel: | How beer feels in the mouth. Usually described as thin or full. |
| Dry Hopping: | Adding hops after the boil to increase hop aroma and flavour. | Pasteurization: | Heating the beer to a high temperature to kill bacteria. Developed by Louis Pasteur (1822-1895). |
| Fermentation: | The reaction of the yeast consuming the sugars in wort in the case of beer. | Pilsner: | A beer style. Typically crisp and refreshing with a light clear colour. It takes its name from the city of Plzen, Czech Republic. |
| Gose: | Gose is a sour wheat beer originating in Germany. Typical flavours include lemons, strong saltiness and herbs. | Porter: | A dark beer developed in London, famously popular with the street and river porters of the 18th century, hence its name. |
| Hobo Brewer: | Don't own their own equipment, but travel around using spare capacity at other brewers facilities. | Reinheitsgebot: | The German Purity Law of 1516 that states the only 4 ingredients that can be included in beer are water, malted barley, yeast and hops. |
| Hops: | Hops come from the Humulus Lupulus plant or bine. It's the female flower that is used in brewing. | Saison: | French for season, traditionally this high ABV beer was brewed during the winter and enjoyed in the summer by the rural workers of Northern Belgium. |
| IBU: | International Bitterness Unit. It is a number that denotes the bitterness of a beer. The higher the IBU the more bitter the beer. | Trappist: | A beer brewed within a Trappist monastery under the control and responsibility of the monastic community. |
| Imperial Stout: | Imperial stout, also known as Russian imperial stout is a strong dark beer that was brewed in the 18th century for export to the court of Catherine II of Russia. It has a high alcohol content, usually over 9%. | Wort: | Wort is beer before it becomes beer. After you boil the ingredients together that mixture is called wort. |
| IPA: | India Pale Ale. A strong hoppy pale ale, this style originated in Britain in the 19th Century, and had a high alcohol content and hopping rate, allowing it to survive the long sea voyage to India. | Yeast: | Yeast is what makes the alcohol in beer. Yeast eats the sugars in the wort and gives off alcohol and carbon dioxide. |
| | | Zymurgy: | The branch of chemistry dealing with fermentation. |

