

## LAGERS

Lagers are fermented with bottom-fermenting lager yeast at cooler temperatures than those used to ferment ales, typically producing a drier, crisper beer with less fruity characteristics.



- Bottom-fermenting yeast
- Colder temperatures
- Crisp, delicate flavor



## AN EXPERT'S GUIDE TO APPRECIATING BEER

This handy guide – a companion to the interactive online beer school, The Beer Connoisseur – will help you choose the right beer style to enhance any food occasion. The most popular varieties of lagers are described below. On the reverse side of this guide, you'll find descriptions of some of the most popular varieties of ales.

“BEER is living proof that GOD loves us and wants us to be HAPPY.”  
– Benjamin Franklin



BEER STYLE GUIDE

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### LAGERS

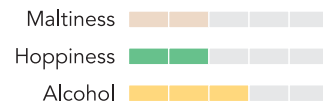
#### AMERICAN LAGER



#### GLASS



#### BALANCE



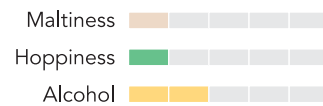
#### TASTE

Balance of hops and malt with crisp, dry finish.

#### FOOD PAIRINGS

Perfect contrast to Thai, Pan Asian, Latino Fusion, Mexican, Peruvian and other spicy cuisines.

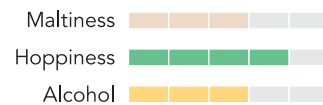
#### AMERICAN LIGHT LAGER



Most popular style worldwide. Very refreshing and thirst quenching.

Complements lemongrass, ginger, garlic, cilantro and similar flavors; adds depth to light dishes such as spring rolls and salads.

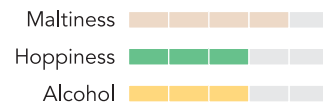
#### PILSNER



Pronounced hops aroma and bitterness with refreshing finish.

Works well with salmon, tuna and other high-fat, oily fish and with marbled meats; bitterness offers pleasing contrast with sweet reductions and sauces.

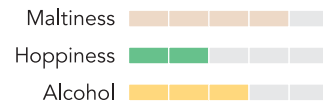
#### AMBER LAGER



Roasted, malty sweetness with well-balanced, dry bitterness.

Sweetness pairs well with sun-dried tomatoes and tomato reduction sauces; balanced hopping complements foods flavored with basil and oregano.

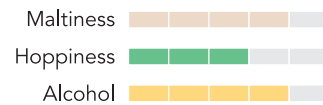
#### MARZEN / OKTOBERFEST



Mildly hopped with complex malt character.

Caramelization of malts complements that of char-grilled and seared meats.

#### BOCK



Rich, sweet caramels and warm, toasty flavors.

Sweetness balances strong spice components and intense flavors of Cajun, jerk, slow-roasted and seared foods.

BEER STYLE GUIDE



## ALES

The fruity, estery taste of ales is created by combining top-fermenting ale yeast and warmer temperatures.



- Top-fermenting yeast
- Warmer temperatures
- Fruity, robust flavors

“He was a wise man who invented BEER.”  
— Plato

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## ALES

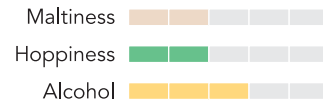
### BELGIAN STYLE WITBIER



#### GLASS



#### BALANCE



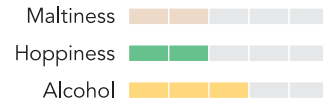
#### TASTE

Unfiltered ale with orange, citrus and coriander aromas.

#### FOOD PAIRINGS

Complements salads with light citrus dressings and feta or goat cheese as well as ceviches and other light, citrus-flavored dishes.

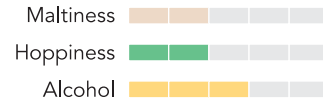
### HEFEWEIZEN



Unfiltered ale with unique clove and banana aromas.

Classically paired with weisswurst (white sausage); refreshing character contrasts with pungent, intense aromatics such as mustard flavors, pickles, horseradish and cured meats.

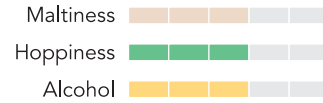
### AMERICAN WHEAT ALE



Very refreshing, slightly tart flavor with subtle citrus aroma.

Complements the lighter elements of foods like seared scallops and oil-cooked garlic shrimp while adding a refreshing contrast.

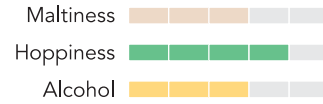
### BLONDE ALE



Smooth, malty sweetness and balanced bitterness.

Pairs perfectly with sweet, hot, spicy foods including many Asian dishes, chili and mango jalapeño salsa.

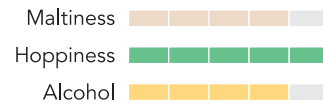
### PALE ALE



Malty sweetness balanced by hoppy bitterness.

Hops bitterness contrasts with spicy, heat-charred, smokey or aromatic flavors such as those in Stilton and blue cheese.

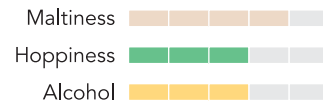
### INDIA PALE ALE (IPA)



Substantial maltiness with pronounced hoppy aroma and flavor.

Complements intensely flavorful, highly spiced dishes like curry and bold, sweet desserts like flourless chocolate cake and crème brûlée.

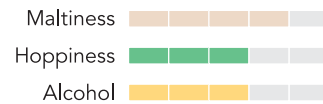
### AMBER ALE



Sweet caramel notes and citrusy aromas with smooth finish.

Complements rich, aromatic, spicy and smokey foods such as chili, BBQ ribs, grilled chicken and beef.

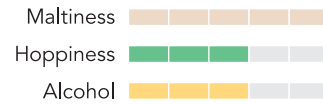
### BROWN ALE



Malty flavor balanced with hints of caramel and chocolate.

Stands up to roasted pork, smoked sausage, plank-grilled salmon and other hearty foods; complements the nutty flavors of chicken satay, cashew chicken, nut-encrusted meats, pecan pie and peanut sauces.

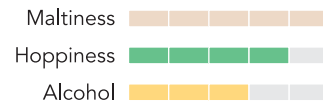
### PORTER



Roasted flavor complemented by nutty and toffee characteristics.

Works well with smoked meats, especially bacon; complements chocolate-, espresso- and coffee-flavored desserts and soft, creamy blue cheeses like Gorgonzola and Cabrales.

### STOUT



Prevalent chocolate and coffee flavors.

Highlights the nuttiness and braised, caramelized character of dishes with brown, savory sauces; complements silky, salty foods like oysters on the half shell.