

VOLUME VI : PROPER CARE & STORAGE

A BEER-READY GLASS · THE PERFECT POUR



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THE CARE OF BEER

To say beer is stable is somewhat of a misnomer. Careful process and packaging do lengthen its shelf life, but flavor compounds in beer strike a very delicate balance created by nature, not man. Natural changes cannot be totally prevented and occur very slowly and almost without detection for months.

Making the most out of beer you can't enjoy right away requires careful attention to both temperature and the brew's exposure to light.

PUTTING IT ON THE SHELF SAFELY

Beer improves with age in the lagering tanks, but not necessarily in the package. Generally fresher beer tastes better, though some beer styles require aging.

But in instances when it must be stored, beer should be refrigerated or at least kept in the coolest available place. The best temperature for storing packaged beer is between 40 and 70 degrees Fahrenheit. At higher temperatures, especially approaching 100 degrees Fahrenheit, the aroma and flavor of beer deteriorate rapidly. At lower temperatures, below 32 degrees Fahrenheit, freezing becomes a danger.

If beer is frozen or exposed to multiple freezings, ingredients break down and separate, ruining the brew. When beer is lightly frozen only once, the water in beer separates to form ice crystals. Such beer usually can be saved if it re-

mains clear after thawing.

Keep three characteristics in mind when it comes to selecting a storage place for beer — clean, dry and dark.

A dark storage place is especially important for bottled beer to prevent it from becoming light-struck and from taking on an undesirable flavor and aroma. Exposure to direct sun rays will noticeably affect beer flavor in only a few minutes. Light rapidly changes some of the bitter hop compounds in beer, creating an odor similar to that of a skunk, or “skunky beer.”

Brown or amber bottles reduce development of this flavor. The brown bottle dramatically reduces the penetration of light and the reaction of hop compounds.

While light does not affect beer in cans, direct sun rays can cause overheating, which may change the aroma and taste.

DRAUGHT BEER STORAGE

Draught beer packaging is quite different from both bottles and cans. It is

A BEER-READY GLASS

most commonly sold in stainless steel half-barrels (15.5 U.S. gallons) and to some extent in quarterbarrels (7.75 U.S. gallons). Therefore, significant flavor changes will occur with draught beer held for prolonged periods or at warm temperatures.

THE PERFECT BEER POUR

How does one pour the proper beer? Should it be poured down the side or straight down the middle? The pleasing, brewery-fresh aroma and taste of a delicious glass of beer can only be fully enjoyed when it is properly poured to release its aroma, flavor and carbon dioxide through a beautiful head of foam.

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STEPS TO CREATING A BEER-READY GLASS

Whether serving a lager or an ale, the only way to fully appreciate the many qualities of beer is to ensure it is served in a “beer-ready” glass.

Appearances can be deceiving. A glass that appears clean may have residue that can detract from the beer-drinking experience. When poured and served in a “beer-ready” glass, beer looks, smells and tastes more appealing.

To achieve beer-ready glassware, follow these five simple steps:

- STEP 1** — Empty contents into an open drain.
- STEP 2** — Fill the sink with water and odorless, low-sudsing cleaner and wash each glass with a bristled brush. Empty the sink.
- STEP 3** — Fill the sink with fresh, clean water and place the glass in the water using a “heel-in,” “heel-out” method to prevent air pockets. Then, remove the glass from the water, again leading with the bottom, using the “heel-in,” “heel-out” method. Empty the sink.
- STEP 4** — Fill the sink with a sanitizer. Rinse glasses using same method as above.
- STEP 5** — Always dry each glass upside down on a clean, odor-free rack.

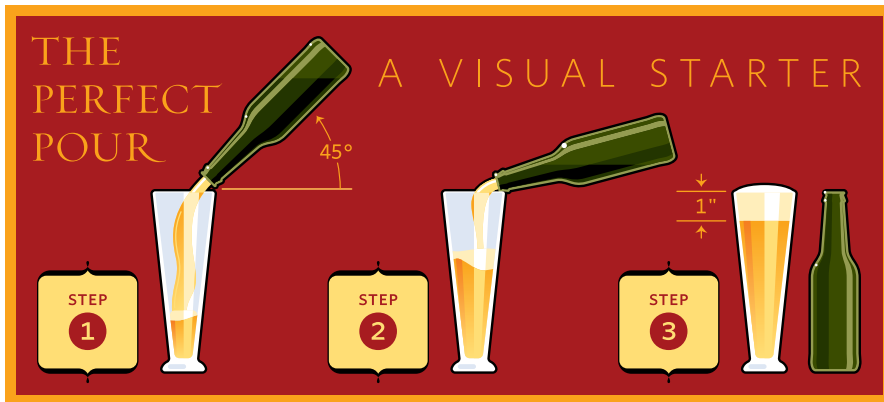
THE PERFECT POUR

HOW TO POUR THE PERFECT BEER

Though drinking from a bottle or a can is popular, the best way to enjoy a beer is to pour it in a glass. And, believe it or not, there is an art to pouring the perfect beer. First, place the neck of the bottle, or the lip of the can, over the edge of a sparkling beer-ready glass. **1** Quickly raise the bottom of the bottle or can to a high angle (45 degrees) and pour, causing the beer to gurgle into the glass until a fine head is created. Then, **2** lower the bottom of the bottle or can, reducing the flow of

beer into the glass until the foam rises to the rim.

Next, **3** ensure the pour produced about a one-inch thick or greater collar, or head, of foam to release the beer's carbon dioxide and minimize the feeling of fullness. And, finally, take a sip to savor the crisp, smooth taste. The "proper pour" will result in a better head, a cleaner taste and a smoother, more drinkable beer. Once the perfect beer is poured, notice the rich color and note the aroma of spicy hops and malted barley.



Serving Packaged Beer

Bottles and cans are best when served at 38 degrees Fahrenheit at their coldest. Many of beer's subtle flavor "notes" are hard to taste when it is served too cold.

Opening the Bottle

Rough handling causes beer to foam or gush when opened. Hold bottles by the shoulder; not by the bottom, or they will foam over.

Beer-Ready Glassware

Serious beer drinkers designate beer-only glassware, realizing that beer tastes best in a beer-ready glass. A beer-ready glass should be air-dried on a clean, odor-free rack and free from cloth lint and residue from other beverages such as soda or coffee.

Other Tips

Don't pour the beer by the "down-the-side" method:

- * This minimizes the foam and traps natural carbonation so the beer looks flat and will taste gassy.
- * Carbon dioxide is retained in the beer, which makes it more filling.

