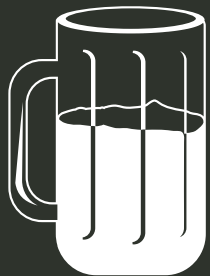
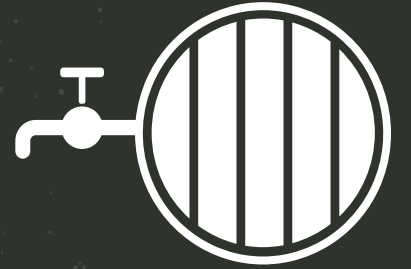




Craft Beer

GUIDE



Evviva
Cheers Santé
Na zdrowie
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Craft Beer Week

One of the best ways to get people in the door of your local brewery is to align your efforts with the Brewers Association.

The nonprofit trade group represents small and independent craft brewers. It created the celebration to commemorate all that is great with the burgeoning segment of beer making.

The 10th annual celebration took place in May 2015. Keep an eye out for announcements and free marketing collateral for the 2016 event. Visit the official American Craft Beer Week event calendar at www.CraftBeer.com for a full and growing list of local celebrations as it becomes available.

In the meantime, there are plenty of ways you can prepare your brewery for some major customer attention before, during and after Craft Beer Week.

WHAT IS CRAFT BEER WEEK?

Brewing companies in all 50 states host unique events centered around Craft Beer Week. These can include exclusive brewery tours, special craft beer releases and food-beer pairings.

This kind of customer-brewery interaction helps create even more buy-in into what is the fastest-growing portion of the beer industry in terms of new revenue. The



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Brewers Association estimates that tens of thousands of beer enthusiasts connect each year for the weeklong celebration.

WHY SUPPORT IT?

According to CraftBeer.com, there are a bevy of sta-

tistics that should convince beer-lovers to support their local craft brewers.

Combined with already existing and established breweries and brewpubs, craft brewers provided 115,469 jobs, an increase of almost 5,000 from the previous year

Craft breweries have now averaged 10.9 percent growth over the last decade

The number of operating breweries in the U.S. in 2014 grew 19 percent

Craft beer is the perfect complementary addition to a great meal, so consider put-

ting together some food-beer specials that encourage your guests to try new combinations. Business owners should consider working together to cross-promote major events like craft beer week. The more exposure the better for all involved parties.

The Best Craft Beer

Every year, the Brewers Association releases its list of the top 50 craft and overall brewing companies in the United States. The list is developed through an analysis of beer sales volume.

The group's 2014 report was especially encouraging for fans of craft beer, with 42 of the top 50 overall brewing companies being craft varieties.

The top 20 is a reflection of the industry: diverse. Cities from across the country dot the list, from the craft beer-rich east coast to the Alaskan panhandle city of Juneau. So no matter where you are in our great country, there is a top-tier brewery near

you.

Visit your local brewery today or plan a fall road trip to visit a few on the list. Most of the breweries on the list are located in historic cities or tourist towns, perfect for a short vacation destination.

Here is a look at the top 20 craft breweries from the Brewers Association list. See where your state's brewery ranks and visit www.brewersassociation.org for the full list.

D.G. Yuengling and Son, Inc.	Pottsville, Pa.
Boston Beer Co.	Boston, Mass.
Sierra Nevada Brewing Co.	Chico, Calif.
New Belgium Brewing Co.	Fort Collins, Colo.
Gambrinus	Shiner, Texas
Lagunitas Brewing Co.	Petaluma, Calif.
Deshutes Brewery	Bend, Ore.
Bell's Brewery, Inc.	Comstock, Mich.
Stone Brewing Co.	Escondido, Calif.
Minhas Craft Brewery	Monroe, Wis.
Brooklyn Brewery	Brooklyn, N.Y.
Duvel Moortgat USA	Kansas City, Mo. & Cooperstown, N.Y.
Dogfish Head Craft Brewery	Milton, Del.
Matt Brewing Co.	Utica, N.Y.
Harpoon Brewery	Boston, Mass.
Firestone Walker Brewing Co.	Paso Robles, Calif.
Founders Brewing Co.	Grand Rapids, Mich.
SweetWater Brewing Co.	Atlanta, Ga.
New Glarus Brewing Co.	New Glarus, Wis.
Alaskan Brewing Co.	Juneau, Alaska



The Art of the Shandy

Is anything more refreshing than a cold beer mixed with sweet lemonade?

From the beachside to the football tailgate, the summer and fall are the perfect seasons to sit down with a shandy.

The best part is you can make your own version of the popular drink with two main ingredients and some creative twists of your own.

Many companies have produced their own version of the DIY favorite. Leinenkugel's Summer Shandy is the most popular pre-made option on the market. Curious Traveler, Shock-Top, Sam Adams and Amstel also make their own versions of the summertime classic.

Odds are your local craft beer brewery puts out a version of its own. Talk to your local brewers about how they make theirs, or better yet, go on a tour of the facility while its shandies are being produced. An insiders look of the process may make you appreciate the taste even more.

WHAT TO LOOK FOR

When partaking in a shandy or two, one thing you're not looking for is a burning aftertaste in your stomach from lemonade that is too sweet or acidic. The perfect shandy is a balance between beer and sweet, not too tart but not too overpowering.

A shandy hits the right notes when it is equal parts sweet, bitter and refreshing. Dark beer makes for a great primary ingredient, but lighter beers can work just as well, too.

MAKE YOUR OWN

Here are the directions for making the perfect shandy: Do what you want. Shandies can incorporate more than just lemonade and beer.

Plop a scoop of ice cream into a dark beer-lemonade creation. Add additional fruit, such as an orange slice, strawberries or fresh lemon zest.

A little creativity can turn your shandy into a flavor explosion. And don't forget to share. If you've created a stellar shandy recipe, make it for your friends or spread it around your social networks. If one thing is true about the beer-loving community, its members appreciate a twist on an old classic.



The Classic Tulip Glass

When searching for the best way to highlight craft beer's flavors and aromas, look no further than the glass in your hand.

From the snifter to the shaker pint and every option in between, a glass can make an incredible difference in how your beer tastes, looks and smells.

One glass in particular is a wildly popular option among craft beer connoisseurs: the classic tulip. With a flared rim and narrow waist, the tulip glass holds up to 20 ounces of beer. This gives you a healthy portion — not so little that you're refilling your glass often and not so much that your beer loses its chill.

You can purchase these specialty style glasses at your local brewery or brewers supply store.

Don't forget to keep your glasses clean. Drinking out of a dirty glass with oils and residuals from a previous beer can compromise the overall tasting experience.

GET A GRIP

Many point to the handle of the tulip as its best quality for beer drinking. While pilsner glasses are great for showing off the natural colors of your

beer and shaker pints are durable for bar use, neither give you a natural grip like the tulip.

Its strong, sturdy stem helps you hold your craft beer in confidence and allows for the occasional swirling to unlock more taste and aroma. And true craft beer aficionados know it's all about aroma. According to the National Trust Beer Club, 90-95 percent of the beer-drinking experience is linked to your sense of smell.

CREATIVE FLARE

Fans of the tulip glass point to the flared rim as the main differentiator between the tulip and its competitors. The expanded surface area at the top of the glass allows your beer's head to spread out, lessening the fight between your lips and too much foam.

The flare works in conjunction with the narrower waist to hold in your favorite beer's natural aromas, trapping them between the stem and the rim. If you haven't yet, try your favorite Belgian ale, stout or IPA inside a tulip. You won't go back.



The Perfect Pour

If you ask brewery industry experts, drinking out of a glass is the best way to experience a craft beer. Pouring a beer allows it to flow from the bottle or can, freeing up its aromatic properties.

A glass provides the perfect taste background, as well, especially if it is clean and at room temperature.

But as simple as it sounds, pouring the perfect beer actually isn't all that easy. Even the smallest misstep can lead to too much froth or a flat taste. Mastering the pour takes years. Practice makes perfect.

GETTING THE RIGHT ANGLE

Pouring the perfect beer starts with a 45-degree tilt. That's the angle you should hold your glass at before pouring your beer slowly down the slope of the glass. Try to make the beer hit the middle of the side closest to you.

The key to nailing your pour comes in the speed. Slow and steady is generally good practice, especially if you've got the right amount of head developing at the top of the glass.

Once the glass is about half filled, it's time to bring the glass up to a 90-degree angle while you continue the pouring process. Again, control your speed as your beer reaches the top of the glass. The only thing worse than a poorly poured beer is a spilled beer.

INDULGE YOUR SENSES

Taste, sight and smell are all part of the beer-drinking experience. That's the power of the perfect pour: If executed correctly, it is merely the first step to a great drink.

Beer comes in so many different shades and colors that each and every one is its own beautiful creation. Is your favorite golden yellow? Pitch black? Somewhere in between? Especially when you're trying a new beer, it's important to pick up on these kinds of visual elements to help your brain associate with which ones make more of an impression on you.

Smelling your beer is not frowned upon — in fact, it's recommended. Your beer has its own aromatic DNA and can actually taste better after you've introduced your senses to it through smell.



Women Grabbing a Mug

Women may be under-represented in craft beer when you look at employment numbers, but the trend continues to change as the industry rapidly evolves and expands.

One look at the history of beer shows how important a role women have always played in its creation and distribution. From ancient Egyptian times to when the United States was first colonized, women were the primary makers of the frothy stuff. In fact, it wasn't until the Industrial Revolution when historians say the industry became dominated by men.

As more independent shops open in neighborhoods and cities across the nation, now is the perfect time for women to reclaim their stake in beer-making glory.

THE NUMBERS

Women account for 25 percent of total beer consumption by volume in the United States and 37 percent of total craft beer consumption, according to the Brewers Association. An Auburn University study found that women make up 29 percent of brewery workers.

These numbers are on the rise as women continue to make the shift from customer to entrepreneurial brewery owner or dedicated employee. And with more resources at their disposal than ever before, the transition is nearly seamless.

Organizations such as The Pink Boots Society and Barley's Angels were founded to encourage and mobilize women for success in the brewing industry. The PBS was built in 2007 with 60 members. It now has more than 1,000 members, showing that women across the nation have strong interests in entering and thriving in craft beer careers.

THE PERFECT TIME

While the brewery business is dominated by men, now is the perfect time for women to take more control. In mid-2014, the United States craft beer brewing industry reached yet another milestone — an occurrence that is becoming commonplace. The number of breweries operating surpassed 3,000, likely the first time the U.S. brewery count has crossed the benchmarks since the 1870s, according to the Brewers Association. An Internal Revenue Service report counted 2,830 “ale and lager breweries in operation” in 1880, down from a high point of 4,131 in 1873.

The uptick in breweries means a return to the localization of beer-making. Men and women alike should be excited about that trend.



Focus on Sustainability

As the word “craft” continues to imprint itself within the lexicon of the beer world, so too does “sustainability.”

Local beer-makers are focusing on conserving natural resources in an effort to produce beer in an environmentally friendly way. And they’re sticking to their goals.

In fact, one industry organization is setting the standard and spreading the word on its successes.

The Craft Beer Alliance is comprised of breweries in Oregon, New Hampshire, Washington and Hawaii. Each of its companies participates in a comprehensive sustainability committee, which is continuously working on streamlining its processes and improving its output. Here’s how:

WATER

As water becomes a more precious resource by the day — especially on the West Coast — breweries are looking at ways to conserve as much of it as possible in the beer-making process. The CBA reports that it has cut its water use over the past couple of years by more than 3 percent to brew a gallon of beer.

Considering the hundreds of thousands of gallons it brews every year, that number is a bigtime accomplishment.



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The company is reaching its water conservation goals through a variety of measures, one of which is an innovative water reclamation system that allows brewers to get more use out of the water used at its facilities.

ELECTRICITY

From depending on solar to energize certain parts of the brew house to installing energy-efficient appliances and equipment, every brewer across the nation can do its

part in reducing the industry’s carbon footprint.

If you’re a business owner, start by tracking your natural gas output and electricity usage by the month. With small steps and a focus on energy savings, your efforts can add up in a

hurry.

The CBA put some of its Portland breweries on a self-titled “energy diet,” partnering with a state program to implement smart, cost-saving measures that led to measurable results.