

A GUIDE TO Craft Beer



Craft Beer Keeps Brewing

Craft beer continues to be one of the fastest-growing industries in America. A passionate customer base and relatively low operating costs are major factors in experts predicting ongoing success for years to come.

It's not just brewery owners who are benefiting from the growth. Small and independent American craft brewers contributed \$55.7 billion to the U.S. economy in 2014, according to the Brewers Association.

How does the association measure this figure? According to its website, it is "derived from the total impact of beer brewed by craft brewers as it moves through the three-tier system (breweries, wholesalers and retailers)."

NEW REVENUE, NEW JOBS

Another stunning figure related to the craft beer industry is 424,000 — the number of new jobs added at breweries and brewpubs, according to the Brewers Association.

The uptick in breweries throughout the nation has led to

job creation. It also has signified a return to the localization and modification of the beer-making production model.

The easier it is to enter the industry and make a name for your beer, the more home brewers will be willing to take the leap. This is a good sign for brewers and beer lovers alike.

WHY SUPPORT BREWERIES?

So why should you support your local craft brewery? Here are three reasons to do so.

Be part of the growth. In 2015, the number of operating breweries in the United States grew 15 percent, totaling 4,269 breweries, according to the Brewers Association. This is the most at any time in American history. Why wouldn't you want to be part of the craft beer renaissance?

Your feedback matters. Craft beer is seeing a tremendous spike in growth, and the only way the industry can continue to expand and thrive is through honest feedback from its customers. Form relationships with your local brewers to find out what they're working on. Give them your opinion on flavors. Recommend new options. You can become a brand ambassador of sorts for your local brewer, who will appreciate your support.

Improve the economy. The craft beer industry is a beacon of new jobs for local and regional workers. As more breweries open, more workers will need to be hired. Your support could mean an influx of job creation into your local economy. Everybody wins.

A Multisensory Experience

It's a study for the senses. Researchers from the United Kingdom have found that listening to music while enjoying a craft beer can actually enhance the beer-drinking experience. The way we perceive taste, it turns out, is directly related to the way all of our senses work together.

Hops, yeast and malts combined with the sounds of our favorite live band can create a better-tasting beer because we are associating great feelings with the drink, according to the researchers. The research is great news for brewers and bar owners looking to keep their establishments packed.

So head out to your local craft brewery and support your local bands. Doing so can help stimulate the economy — and your senses.

HOP & ROLL

Published in *Frontiers in Psychology*, the study asked more than 200 volunteers to rate a beer before and after drinking it. A subset of the volunteers were allowed to listen to music while enjoying their craft beer and were found to have much higher satisfaction ratings compared to those who didn't get to hear a track.

"It seems that the added pleasure that the song brought into the experience was transferred into the beer's flavor," researchers noted.

A MULTISENSORY EXPERIENCE

Along with listening to music, beer experts urge novice drinkers to truly experience their favorite beer with all of the senses. This includes through smell, feel and taste.

Smell is deeply connected



to flavor perception, which is why craft beer experts recommend taking a whiff of your beer before you take a sip.

Doing so enables an aromatic

experience to occur, which can enhance the overall flavor of the drink.

Touch comes into play when you consider the tem-

perature and overall texture of the beer. Your taste buds work with your skin to assess a beer's physical makeup as you drink. This action, combined

with smell and sound — especially music — can trigger a sensory sensation that leaves you enjoying the overall experience.

Every two years, the “Olympics of beer competitions” celebrates the most innovative craft beer breweries on the planet. A must-attend event for brewers looking to land international recognition, the World Beer Cup Competition features more than 200 highly qualified beer professionals and more than 90 style categories.

Extremely diverse and specialized, World Beer Cup participants battle for gold, silver and bronze medals, as well as Champion Brewery and Brewmaster awards.

The Brewers Association developed the bi-annual World Beer Cup Competition in 1996 to “celebrate the art and science of brewing,” according to the association.

It has grown into a global powerhouse of an event, enhancing consumer awareness about different beer styles and introducing international styles to American brewers.

REQUIREMENTS

Thinking of entering the competition? A non-refundable fee of \$160 was required for the 2016 event, covering the first beer entry into the competition. All other beer brands cost an additional \$160 per brand to enter.

Here are a few of the requirements of joining the competition:

- Your brewery must be fully licensed for the manufacture and commercial sale of beer in your home country.
- Your brewery must have a Brewers Notice (applies to U.S. breweries only).
- Your brewery must be fully open and operating with all required permits.
- Your brewery must have at least one beer that is commercially available for sale at retail.

WORLD BEER CUP: BY THE NUMBERS

Here’s a breakdown of the 2016 event, which received more than 2,000 entries from more than 60 countries across the world. According to the World Beer Cup’s website:

- Breweries from 16 countries received medals in 2016.
- The average number of beers entered per category was 69, up from 50 in 2014.
- Three most entered categories in 2016 were: American-Style India Pale Ale (275 entries), Imperial India Pale Ale (181) and American-Style Pale Ale (167).

The next World Beer Cup is slated for 2018, leaving you with plenty of time to make travel plans — and your palate.



The Art of Cellaring

You've heard of the wine cellar, and now craft beer has found its way downstairs, too. One of the hottest industry trends is consumers aging their beer, or "cellaring" special bottles. Some are doing this for the sake of building a killer selection. Others enjoy the taste of aged beer. Whatever the reason, breweries and cellar manufacturers are taking notice.

Have you considered cellaring your beer but aren't sure where to start? Talk first with your local brewmaster and brewery owners to get their advice. Find out how they cellar their beers and which of your local selections you should consider aging. Some beers do better than others during the aging process, so proceed with caution.

There are many factors to consider, including humidity in your cellar and the type of beers that work best for the process. Your local experts will be able to walk you through the particulars, even recommending the proper equipment and temperature required to pull off the perfect cellared craft beer.

ACIDITY IS KEY

When trying to choose a few beers to age, consider the brand's acidity. Beers that are high in alcohol content with smoked or sour flavor profiles usually work best. Choose your favorite sour stout and add it to your cellar collection.

DON'T BE DISAPPOINTED

If you're sitting on a collectible craft beer from the 1980s and finally decide to open it, don't be disappointed if the flavor has become muted



over the decades. That can happen. Just invite a few friends over for the experience of drinking such a classic brew.

OPTIMAL CELLAR CONDITIONS

Experts recommend cellaring beer in similar conditions to wine, which is generally

between 50 and 60 degrees. Beer that is aged at too low a temperature will take longer to age. If you keep the temperature too high, the beer is

likely to become stale quickly. It's all about finding and maintaining that perfect balance when it comes to producing a great aged beer.

Starting a Brewery

As the craft beer craze continues to sweep the country, many Americans are leaving their nine-to-five for the dream of creating their own brewery.

What does it take to be successful in this ultra-competitive industry? What makes some breweries fail while others find sustainable success?

There are many factors that come into play when assessing a thriving brewery (and brewer). Besides the ingredients, recipes and processes that go into brewing each bottle, the owner of the brewery must be committed, patient and ready for operational challenges.

Read on for tips on starting your own brewery.

SUCCESS RATES

One of the first things all great entrepreneurs understand before opening a new business is the success rate. According to the Brewers Association, 51.5 percent of the brewpubs and 76 percent of the microbreweries that have opened since 1980 are still open. These failure rates of 48.5 percent and 24 percent, respectively, are better than other industries.

The U.S. Bureau of Labor Statistics reports that only one third of new businesses ven-

tures survive 10 years or more. While starting a brewery may not be a “sure thing” when it comes to keeping the doors open, you should be excited about the rate of success many brewers have found over the past 30-plus years.

BARRIERS TO ENTRY

Another term well understood by business people is “barrier to entry,” which means all of the operational and cost challenges staring you in the face before you can break into the marketplace.

One of the most intense barriers to entry in today’s craft beer industry is competition. The idea of crafting unique, diverse beers with quality ingredients is no longer a secret. The sector’s rapid growth means it will take an innovative, premium product to differentiate your brewery from what is already out there.

Other barriers can include the amount of work required to perfect your recipe, and startup costs, which a recent report in Entrepreneur magazine estimated at about \$250,000.



Pairing Beer and Pizza

If you're searching for the ultimate combination, look no further than suds and a slice. Pairing your favorite beer and pizza results in the ultimate Friday night treat after a long week of work.

And as many artisan pizza joints have opened across the country over the past few years, finding a slice of pie that mixes well with your favorite craft beer has become an easy task. The key to creating a perfect pairing is knowing how your pizza and beer ingredients will mix on your taste buds.

Some pairings were simply meant for each other. Below are a few to consider the next time you decide to head out to your local pizzeria.

PALE ALE AND CHICAGO STYLE

Tomatoes, tomatoes and more tomatoes. Chicago style pizza is a conglomerate of the rich red stuff and cheese upon cheese. Pale ale's malt flavor will balance out the acidity of the tomatoes, allowing the rich mozzarella to take center stage. Going with a lighter pale ale also will let you fill up on crispy crust and other ingredients should you decide to load up your slice with the extras.

IPA AND MEAT LOVERS

Speaking of the extras, many pizza connoisseurs have a hard time refusing a meat-lovers pizza featuring sausage, ham, pepperoni and bacon. If you're looking to balance out all this meat, an India pale ale is the perfect

partner. IPA is more bitter than its pale ale brethren, helping strike a powerful chord between salty meat and hoppy beer. It's a beautiful thing.

STOUT AND CHEESE

The simpler the pizza, the

more complex beer you should consider. After all, a great culinary experience is about richness and diversity of flavor. Classic cheese pizza is complemented nicely by a big, bold stout of your liking. Consider mixing a light cheese pizza with a dark stout

for a beautiful color and taste combination.

FRUIT ALE AND VEGETARIAN

One of the most exotic pizzas you can find includes toppings such as pineapple, tomatoes, spinach and fresh oregano.

Vegetarian options on gluten-free crust are all the rage, lending themselves to sweet grapefruit or cherry ales. You can find a plethora of fruit-based beers from your local breweries, as brew masters continue to push the boundaries of beer-making ingredients.



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Top 20 Craft Breweries

Each year, brewers across the country await the distribution of the Brewers Association's list of the top 50 breweries in the United States. The 2015 list — based on beer sales volume — was recently announced, showing major growth in the small and independent brewing market.

There is a “historic record number of breweries in the U.S.,” according to the association's report. This new growth makes it tough to break into the list, and even tougher to hold onto a top spot.

Check out the full list and see where your favorite brewery ranks by visiting www.brewersassociation.org. Here are the top 20 out of 50 breweries that made the cut:

TOP 20 U.S. CRAFT BREWING COMPANIES

- 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, San Antonio, Texas
- Lagunitas Brewing Co., Petaluma, Calif.
- Bell's Brewery, Inc., Comstock, Mich.
- Deschutes Brewery, Bend, Ore.
- Minhas Craft Brewery, Monroe, Wisc.
- Stone Brewing Co., Escondido, Calif.
- Ballast Point Brewing & Spirits, San Diego, Calif.
- Brooklyn Brewery, Brooklyn, N.Y.
- Firestone Walker Brewing Co., Paso Robles, Calif.
- Oskar Blues Brewing Holding Co., Longmont, Colo.
- Duvel Moortgat USA, Kansas City, Mo. & New York, N.Y.
- Dogfish Head Craft Brewery, Milton, DE
- Matt Brewing Co., Utica, N.Y.
- SweetWater Brewing Co., Atlanta, Ga.
- Harpoon Brewery, Boston, Mass.
- New Glarus Brewing Co., New Glarus, Wisc.

