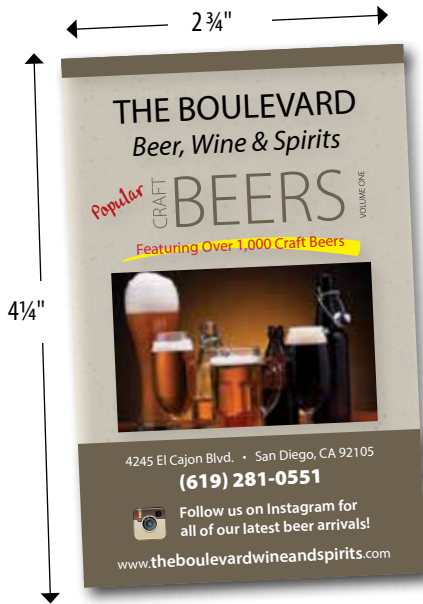


Customized for your business –

Craft Beer Brochure

Deluxe Size - 2 3/4" x 4 1/4"



Increase Craft Beer Sales with Your Customized Pocket Brochure –

It's no secret – if you educate your customers on the craft beers you offer, they will try and purchase more of them... **AND mention it to their family and friends!** Everyone knows how to drink beer but few know how to really taste it. Your brochure includes information on beer styles and beer tasting terms. We design your brochure with the craft beers you would like to feature. Your logo and all of your unique and vital information is included in this pocket-sized brochure.

Craft Beer Brochure Order Form

fax to 888-302-8832

4-Panel Double Fold 4 1/4" x 11" folds to 4 1/4" x 2 3/4"

- Design and print 500 brochures – \$299 +s/h
- Design and print 1,000 brochures – \$349 + s/h
- Design and print 2,500 brochures – \$399 + s/h

Restaurant Name: _____

Owner: _____

Circle Credit Card Type: VISA MASTERCARD AMX DISCOV

C.C. #: _____

Exp. Date: _____ CVC # _____

PROMO CODE: _____

Address: _____

City: _____

State/Zip: _____

Phone #: _____

FAX #: _____

Contact Person: _____

E-mail: _____

Website: _____



Bright idea!

Ask your vendors for marketing funds for your craft beer brochure. They want to grow their business too!

Beer Attributes
Bitterness: All beers have some degree of bitterness, which is the result of extracting alpha acids from the hops during the boiling process. Hops bitterness is measured in **International Bittering Units (IBUs)**. For beers this number might range from 5 IBUs to more than 100 IBUs.
Color: The color of beer is primarily determined by the grain used to make the beer. Light-colored grains result in a pale-colored beer while darker-colored grains produce darker beer.
Clarity or Viscosity: This refers to the density of the beer and is determined by the amount of soluble sugars (maltose) that is dissolved in the beer.
Beer Types: Ales and Lagers
Ales (top fermenting) and **Lagers** (bottom fermenting) are brewed with different types of yeast. **Ale yeast** ferments at the top of the brewing vat at room temperature while **lager yeast** ferments at the bottom of the vat at a lower temperature. Lager fermentation brings out more complex flavors. Ales tend to be fruity, while lagers are more clean tasting and crisp.

What are hops?
Hops are one of the basic ingredients in beer brewing – the others being grain, yeast and water. The hops (many varieties) used in brewing is actually the flower of the hop plant, which is a member of the hemp family.
Why are hops used in beer making?
 There are four important functions that hops provide to the brewing process:
 1. Balance the sweetness from malt against the bitterness from the alpha acids
 2. Add flavor
 3. Provide aroma
 4. Help preserve the beer
What are malts?
 Malts provide the fermentable sugars that are required to make beer. A variety of grains can be used to produce the malts for brewing. Barley is the preferred grain for beer. The starch in the grain isn't ready to be fermented into alcohol, so the barley is generally converted into malted barley or "malt". The process of making involves soaking the barley, allowing it to germinate (convert the starch molecules into sugars), and then stopping germination with heat.

Beer Tasting Terms – Every sensation found in a glass of beer has its origins in the decisions the brewer made during the production process.
Aggressive: A beer with pronounced or over-the-top flavors. The opposite of a beer described as "smooth" or "soft".
Balance: No one single component stands out. The flavor has an equal representation of malt sweetness and hop bitterness.
Bodily: The sensation of fullness or viscosity of a beer on the palate. Often described as thin-light, medium or full-bodied.
Complex: A beer that gives a perception of being multi-layered involving aromas, many flavors and sensations.
Crisp: A pleasing sense of bitterness in the beer. Crisp beers are typically on the drier side.
Hoppy: It can refer to high hop aroma, flavor and bitterness. Hop aromas can range from flowery to fruity to herbal, but aromas should be clean and fragrant. Hop flavors have a wide range as well. Bitterness should be clean, clean and sharp.
Mouthfeel: A tasting term used to describe the feel of a beer in the mouth – tactile sensations. Some common descriptors are creamy, smooth, silky, velvety, oaky, voluptuous, tingly, warming, viscous, oily, coating, thin and watery.

Alpine Beer Company (Alpine, CA) – DUET
 A West Coast IPA that features Anarillo and Simcoe hops. In harmony, giving a light, floral aroma. Duet is a juicy IPA with the perfect amount of malt concealed behind the hoppy goodness. Intensely drinkable, amazing light on the face.
 ALE by VOL. – 7.0% • Bitterness – 45 IBUs • \$4.99/6-pk

Garage Brewing Company (Tombola, CA) – MARSHMALLOW MILK STOUT
 Pours an almost opaque sugar-dark crimson-brown with a foamy tan head that settles to wisps of film on top of the beer. Smell is of dark-roasted malt, chocolate syrup, vanilla bean and marshmallow aromas. Taste is much the same with cocoa powder, chocolate syrup, vanilla bean and marshmallow flavors on the finish. There is a mild amount of roast bitterness on the palate with each sip. This beer has a low level of carbonation with a slightly crisp and medium-bodied mouthfeel.
 ALE by VOL. – 7.1% • Bitterness – 14 IBUs • \$4.99/6-pk

Alagah (Portland, ME) – CURIEUX
 Alagah Gatawa was the first foray into barrel aging. Curieux is made by aging the light Ale in Jim Beam bourbon barrels for eight weeks in their oak cellars. The aged beer is then blended back with a portion of fresh light. The resulting beer is soft with oaky and vanilla notes, with heavy undertones of citrus. The aged beer is then blended back with a portion of fresh light. The resulting beer is soft with oaky and vanilla notes, with heavy undertones of citrus.
 ALE by VOL. – 11.0% • \$4.99/6-pk

Beck's Brewery (Kalamazoo, Michigan) – TWO HEARTED ALE
 This is a really unique IPA. It goes to a giant white socky head (pour carefully) that sits on a pale amber, sparkling beer made by a pioneering club house. The nose is a strong, subtle blend of citrus, floral and esterase notes with honey undertones. The flavor hops carry through to the palate, over top of a mildly foundation that gets washed over by a nice hoppy bitterness. The bitterness is very well-balanced and the flavor brings the heavy-headed finish in a bit of IPA. The body carbonation is a nice counterpart to the bitterness, and the medium body up for a slight creaminess that increases drinkability.
 ALE by VOL. – 7.0% • \$4.99/6-pk

Beck's Brewery (Kalamazoo, Michigan) – PLINY THE ELDER
 Well-balanced with malt, hops and alcohol. Slightly bitter with a fresh hop aroma of floral, citrus and pine. Best enjoyed FRESH! Limited supply – annual bottling dates printed on each bottle.
 ALE by VOL. – 6.0% • Bitterness – High • \$4.99/6-pk

Beck's Brewery (Kalamazoo, Michigan) – BEAVERS MILK – MILK STOUT
 Light in the early morning and sticky. Starts with a slight coffee-soaked beginning and tapers down to a residual sweetness to finish you off. Specialty malts include: Barley, Dark Malt, Rolled Oats.
 ALE by VOL. – 5.7% • Bitterness – 30 IBUs • \$4.99/6-pk

Include social media icons YES NO

circle your choice

comments/requests: _____

MATERIALS YOU CAN SEND US: Please e-mail us your logo and/or building photos (if you want them included in your brochure) along with your list of beers to include in your brochure - E-mail to: phil@philwinter.com

LAYOUT DESIGN PROOF

You will be sent a proof copy for your review and editing. Our basic design price includes 2 design proofs. Each additional design proof is \$39. You will also be charged for any stock photographs that you would like us to include in your design.

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AUTHORIZED SIGNATURE

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Beer Tasting Terms –

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Alpine Beer Company (Alpine, CA) – DUET

A West Coast IPA that features Anahillo and Sincro hops in harmony, giving a light, floral aroma. Duet is nicely bitter with the perfect amount of malt concealed behind the hoppy goodness. Immensely drinkable, amazingly light on its feet.

A.L.C. by VOL. – 7.0% • Bitterness – 45 IBUs • **B.A. Score – 97**



Unibroue – LA FIN DU MONDE

A solidly balanced Helles that finishes clean with a hint of hops. It would easily fit in at any German beer garden. La Fin du Monde has earned more medals and awards, including some of the world's highest honors than any other Canadian beer.

A.L.C. by VOL. – 9.0% • Bitterness – 19 IBUs • **B.A. Score – 96**



Balast Point (San Diego, CA) – SCULPIN

Sculpin IPA (India Pale Ale) is a great example of what got Balast Point into brewing in the first place. After years of experimenting, we knew hopping an ale at the separate stages would produce something special. The result ended up being this gold-medal-winning IPA, whose inspired use of hops creates hints of apricot, peach, mango and lemon flavors but still packs a bit of a sting, just like a sculpin fish.

A.L.C. by VOL. – 7% • Bitterness – 70 IBUs • **B.A. Score – 94**



Garage Brewing Company (Temedula, CA)

MARSHMALLOW MILK STOUT

Pours an almost opaque super-dark crimson-brown with a heavy tan head that settles to wisps of film on top of the beer. Small is of dark-roasted malt, chocolate syrup, vanilla bean and marshmallow aromas. Taste is much the same with cocoa powder, chocolate syrup, vanilla bean and marshmallow flavors on the finish. There is a mild amount of roast bitterness on the palate with each sip. This beer has a lower level of carbonation with a slightly crisp and medium-bodied mouthfeel.

A.L.C. by VOL. – 7.1% • Bitterness – 14 IBUs • **B.A. Score – 91**



Brouwerij Rodenbach (Belgium)

RODENBACH GRAND CRU

Belgian Red Beers are typically light-bodied brews with reddish-brown colors. They are famous for their distinct sharp, fruity, sour and tart flavors, which are created by special yeast strains. Very complex beers, they are produced under the age-old tradition of long-term cask aging in oak and the blending of young and old beers. Pours a deep red color with a half-inch head that dissipates quickly. Nice

aroma of sour cherries, raisins and figs with some sweetness in the nose as well. The tartness hits you up front immediately, but then this beer starts to shine, with complex sour cherry, raisin, dark fruit and oak/caramel flavors.

A.L.C. by VOL. – 6.0% • Bitterness – 14 IBUs • **B.A. Score – 95**



Allagash (Portland, ME) – CURIEX

Allagash Curieux was the first rye/maize barrel aging. Curieux is made by aging their fine Ale in Jim Beam bourbon barrels for eight weeks in their cold cellars. The aged beer is then blended back with a portion of fresh rye. The resulting beer is soft with coconut and vanilla notes, with hints of bourbon.

A.L.C. by VOL. – 11.0% • **B.A. Score – 95**



Bells Brewery (Kalamazoo, Michigan)

TWO HEARTED ALE

This is a visually striking IPA. It pours to a giant white rocky head (pour carefully) that sits atop a pale amber, sparkling beer mixed by a promising chill haze. The nose is a strong, sublime blend of citrus, floral and resinous pine with boozy undertones. The flavor hops carry through to the palate, over top of a malty foundation that gets washed over by a nice hoppy bitterness. The bitterness is very well-balanced relative to the flavor, being less heavy-handed than a lot of IPAs. The fizzy carbonation is a nice counterpoint to the bitterness, and sets the medium body up for a slight creaminess that increases drinkability.

A.L.C. by VOL. – 7.0% • **B.A. Score – 95**



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AleSmith Brewing (San Diego, CA)

SPEEDWAY STOUT

Jet black, with an off-white head. Starts with a strong coffee and dark chocolate sensation, then fades to a multitude of toasty, roasty and caramel malt flavors. Clean and crisp, full-bodied. Warmth from the high alcohol content lightens up the feel. You won't fool your taste buds – this beer is HUGE!

A.L.C. by VOL. – 12.0% • Bitterness – 70 IBUs • **B.A. Score – 97**



Russian River Brewing Company

PLINY THE ELDER

Well-balanced with malt, hops and alcohol, slightly bitter with a fresh hop aroma of floral, citrus and pine. Best enjoyed FRESH! Limited supply – actual bottling date is printed on each bottle!

A.L.C. by VOL. – 8.0% • Bitterness – High • **B.A. Score – 100**



Beckling Beaver (Vista, CA)

BEAVERS MILK – MILK STOUT

Light to the taste yet frothy and silky. It starts with a slight coffee-roasted beginning and tapers down to a residual sweetness to finish you off. Specialty malts include: barley, dark malts, Rolled Oats.

A.L.C. by VOL. – 5.5% • Bitterness – 30 IBUs • **B.A. Score – 88**



Follow us on Instagram for all of our latest beer arrivals!



@blvd_wine_spirits



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