

The exciting world of craft beer

How to experience a Craft Beer: What's in it for me?

Away from the big sporting events such as soccer or field hockey, which are mostly invaded by big brands and industrial beer companies, the craft beer niche is growing by leaps and bounds these days.

Supplied by many small and medium-sized microbreweries that compete fiercely, these artisans have better understood the need of consumers in this segment, mostly millennials, who possess an insatiable curiosity and share above all the constant search for new and more sophisticated experiences.

The availability of information on the web about the product and production techniques, the availability of supplies and, to a large extent, the powerful ability to socialize these experiences through social networks have spawned a new generation of enthusiasts who are rapidly transforming from novices into expert beer connoisseurs, often well integrated into tasting clubs, production workshops that take advantage of sharing their experiences on social networks.

Since we ourselves are passionate about beer, we do not want to remain indifferent to the thirst for knowledge, so we have developed some topics that we consider important to understand and cultivate your passion for craft beer that you can check out on our Blog and our Facebook page. Also, feel free to download the PDF version.

7 Benefits of drinking beer.



We can agree that among all alcoholic beverages, beer is the preferred beverage of choice for most of the population when it comes to choosing a beverage for socializing. This is just one of the many benefits that beer can bring you. Below you will discover other more direct health benefits.

1. Decreases the risk of diabetes.

According to research from Harvard University, middle-aged men who drink a beer a day can reduce their risk of type 2 diabetes. This study, which was published in the journal American Diabetes Association, examined data from 38,000 men over a 20-year period.

2. Aids digestion

Drinking a beer a day can help your digestion. This drink has a number of digestive properties, including the stimulation of gastrin, gastric acid and pancreatic enzymes. The high fiber content helps prevent constipation and stimulates appetite due to the substances in hops.

3. Protects against heart attacks

A research team from the University of Scranton in Pennsylvania found that dark and dark beers can reduce heart attacks. On the other hand, Dr. Joe Vinson revealed that this drink can reduce the risk of atherosclerosis.

4. Reduces the risk of kidney stones

The National Institute of Public Health in Helsinki, Finland, conducted a study involving 27,000 middle-aged men. The conclusion they reached was that if you drink a bottle of beer a day, you reduce the risk of kidney stones by 40%.

5. It works as a diuretic

Drinking a beer helps as a diuretic due to its high potassium content. This facilitates the increased elimination of toxins from the entire body.

6. Prevents aging

This drink has natural antioxidants, which reduces the aging effect on the skin and body. On the other hand, hops delay cellular aging, if consumed moderately.

7. Strengthens bones

Researchers at the Human Nutrition Research Center at Tufts University in Massachusetts found a positive association between beer and increased bone density, as it contains minerals such as silicon, magnesium and phosphorus.

Main differences between Craft and industrial beer.



While it is true that all beers share 4 basic ingredients, as we have explained in a previous article, there is a big difference between craft beers and industrial beers. In a first approach, it can be said that artisan beer is art, it is virtuosity and exclusivity. Craft or industrial beer, which one to choose?

Craft beer is the result of the curiosity and mastery of a master brewer. Therefore, in the world of craft beer you can experiment and play with your imagination, something that does not happen with conventional beer, whose objective is to produce thousands of liters to maximize income. We are going to explain to you what are the main differences between craft beer and industrial beer!

Differences between Craft Beer and industrial beer

The boom of artisanal beers around the world is corroborating (more if any) the great differences between a Craft Beer and a conventional one. Differentiation and exclusivity have given rise to a market that is increasingly attracting a wider public. Ready to know the differences between artisan and industrial beer?

1. Raw materials

Handmade beer is manufactured with care. And, with regard to raw materials, these must go through a rigorous selection process before being part of the brewing process.

2. Place of production

The big beer producers have giant beer factories, which produce tons of liters to be distributed nationally and internationally. A fully automated process that has nothing to do with how to make Craft Beer, which is carried out in the so-called “microbreweries”. These

are small, and they are characterized by the fair machinery. For this reason, the human factor is essential for the execution and the control in the elaboration of craft beer.

3. Fermentation

This is one of the key stages in the elaboration of the beers. In the preparation of any beer there is always a first fermentation. Thus, once this process has finished, the beer runs out of CO₂. The difference is that in the case of Craft Beers, a second fermentation is produced, obtaining a natural gas, synthesized by the yeast itself, and that is assimilated by the body much better than CO₂ that is usually artificially injected into industrial beers.

4. Flavor and aroma

You do not have to be an expert in the field to distinguish, in two glasses of equal glass, which is the artisan beer and which the industrial one. Indeed, craft beer has more peculiar colors, and more body. Although the most different is the flavor and aroma: in Craft Beers, aromas are intense, and the flavors are well defined.

That's why more and more consumers value Craft Beer tastings and product quality. And not only that, but for health purposes, a Craft Beer multiplies the nutrients that can offer an industrial beer.

Stop wasting your beer and learn how to taste it like an expert!



We have already talked a little bit about the global revolution of craft brewing. This time we want to give you the tools to taste your favorite drink like an expert.

To remove all doubts, this time we will avoid useless discussions and leave aside bad practices: To fully appreciate a beer, it must necessarily be served in a glass. You should avoid drinking directly from a bottle or can. Don't forget that it is important to choose the right glass according to the style of beer you will be tasting so it enhances its flavour (Read our article: "Types of glasses to correctly serve the 5 most common types of beer").

Beer tasting is an experience that engages many senses, so follow the steps below to be delighted in more than one way

1. Observe your beer.

Examine the color and body at eye level and with the glass raised. Recognize what you like or dislike and why?

Does it have foam?

Is it creamy? Does it disappear quickly?

Is it golden, red or brown?

Is its consistency clear? dense? Does it have any residue?

2. Gently swirl the glass.

By gently swirling the glass, the beer mixes the particles in suspension, tests the retention of the foam and releases the aroma and its nuances.

3. Feel the aroma

Right after shaking, bring the glass to your nose. Take a couple of quick sniffs and then a normal sniff. Inhale one last time with your mouth open.

Are the smells strong or faint? Do you smell fruits? bread? chocolate?

Repeat an agitation. Does the smell change?

4. Taste

Take small sips but do not swallow. Let it soak the tongue and palate and register the flavors. Exhale, releasing the air through your mouth and finally swallow.

Identify the details, sweet, salty, bitter.

Repeat. The flavors repeat?

Remain attentive to the flavors that remain on your palate.

5. Enjoy your beer.

Now drink your beer freely. Take note if the changing temperature improves or deteriorates the taste. Do you pair it freely with a snack?

Don't forget to moderate your drinking.

6. Ponder and compare

It is a good practice to take mental notes about the experience and even better if you write them down so you have a record to compare it with other beers at another time. Also try going out with a friend to try new varieties and compare the sensations. Are these experiences shared?

After a few tastings you will discover that there are many elements that make tasting a unique individual experience that is much more appreciated when shared with other beer enthusiasts!

Discover the 5 most common types of beer glasses.



There is a wide variety of beer glassware available for you to choose from, and they each have their own unique characteristics. In fact, some glassware is designed specifically to help preserve the foam head of your beer, while others are designed to help enhance the colors of your brew. It's important to remember that it's more than just a glass that holds your beer; it's a delivery mechanism that brings out the unique flavors, colors and aroma of your favorite beer. The type of glass you use has the ability to make or break your overall experience.

Let's take a look at the most common types of beer glasses, and what they mean for you and your favorite beer.

1. Pint Glasses / Shaker Pints

This is the glass that you will likely be served in a bar or restaurant. The American Pint Glass, sometimes called a Shaker glass, has a simple and somewhat skinny cylindrical shape that gets wider as it goes up. This type of pint glass typically holds 16 oz. and is common to use with most type of beers, including lagers and ales, as well as other styles such as IPAs, stouts and porters.

This type of glassware is cheap to manufacture, cheap to buy and easy to drink out of. Bars love to stock the pint glass because they're easy to clean and simple to stack. All of which is probably why it's the go-to glassware for most beer enthusiasts.

2. Beer Mugs

Common in England, Germany and the United States, this type of beer glass comes in all sizes.

The main characteristic of the beer mug is its wide cylindrical shape with a handle on the side. The thick glass walls help insulate your brew to keep it cool, while the handle helps prevent your hands from inadvertently warming up your beer (or dropping it when you've had too many).

No matter what you believe, there's no denying the popularity of this beer glass. They're easy to use, strong enough to toast your friends in a hearty manner, and it holds plenty of beer!

3. Goblets & Chalice

Goblets can be described as having a long thick stem, with a bowl sitting on top. Chalice is another common name for goblets, as they have the same shape. Chalice usually have thicker glass walls and may be heavier. You may find some goblets and chalices even have a gold or silver rim. This is merely decorative and serves no real purpose in terms of improving the quality of beer.

Goblets and chalices are great choices for heavy, malty beers, such as Belgian ales and German Bocks. This type of glassware has a wide opening that assists a beer drinker in analyzing the overall flavor profile and aromas.

4. Pilsner Glasses

This type of beer glass is tall and skinny with little-to-no curvatures as it goes up. The pilsner glass is designed and used primarily for lighter beers, such as pilsners, of course.

Typically, there are a variety of sizes of pilsner glasses, but for the most part they all hold slightly less beer than a pint glass. The slender design allows drinkers to appreciate the colors and carbonation bubbles within their beer. The slightly wider top of the glass also helps retain the foam head of your beer, and bring out its true flavor profile and aromas.

The only downside, is that they typically hold less beer than other types of beer glasses. Although, it must be noted that some pilsner glasses will vary in size, so the one you're currently drinking out of may not be a downside at all.

5. Weizen Glasses

Weizen glasses are often confused with pilsner glasses, due to their similar shape and size. The main difference between these two styles, is that the Weizen glasses have more curvature to them, especially at the top of the glass.

Starting with a strong, narrow base, the glass has a distinctive curve to it as it goes up. This type of beer glass is much taller than a pint glass, and usually holds at least ½ a liter of beer.

Another important characteristic, weizen glasses are designed for and primarily used for wheat beers (Weizenbier). The curved lip at the top of the glass helps trap and encourage a thick foam head, allowing for you to appreciate the full aroma and flavor that comes along with wheat beers.

However, be wary of the fruit that is usually served on the rim of wheat beers, especially at bars, as the acidity and juice of the fruit could destroy the foam head.

As you can see, there is a wide variety of beer glasses out there. Every single one of them are designed to enhance the overall experience you get from your favorite style of beer.

What's the type of beer glass that suits best your preferred beer?

Which is the best temperature to better serve your beer



Drinking a cold beer is anyone's idea of paradise, but this deprives the palate of many of the drink's worthwhile nuances. And be careful! Nor should it be heated too much, because we would be subjecting the taste to a terrible sensation. Therefore, it is time to know at what temperature the beer should be served.

The effect of temperature on beer.

Before moving on to the suggestions, it is first important to understand the effects of serving beer at the wrong temperature.

Too cold

Cold beer can bring out some of its qualities, but also suppress others. Sure, anything cold will be welcome on a hot day, but the most important thing about beer is its flavor, especially if many weeks have been spent perfecting it.

The biggest problem with a chilled beer is the way in which this feature masks some of its flavors and aromas. Cold temperatures slow down the volatilization of aromatic compounds, so they remain in the beverage. As they are not released, the flavor and aroma are altered to the point of being unnoticed by taste and smell.

In any case, the cold accentuates bitterness, dryness and carbonation, which is good for quenching thirst; however, if this is mixed with what is described in the previous paragraph, the drinking experience can be somewhat unpleasant. A very cold beer can also cause haze to appear in a beer that is usually clear.

Too warm

A warm beer, on the other hand, allows more aromas and flavors to appear; but as it approaches room temperature, the hops and carbonation begin to disappear. And, of course, it goes without saying that no one wants to drink a warm beer.

At the right temperature

What are the temperatures at which you can fully appreciate a beer? Unfortunately, there isn't one that applies to everyone, as it depends on the style and brewing process. But with a few basic rules, and the chart below, you can make an informed decision on how to drink your next beer.

General Rules

- Most beers should be served between 3.3°C and 12°C.
- Lagers go colder than Ales.
- Stronger beers go a little warmer than lighter beers.
- Darker beers go a little warmer than lighter beers.
- Serve it a little colder than recommended so that it adjusts when it comes into contact with the glass and hands.

Some suggested temperatures

American Pale Ales and IPAs 7.2 to 10°C

American Stouts and Porters 7.2 to 12°C

American Lagers 0.5 to 4.4°C

Pale Lagers and Pilsners 3.3 to 7.2°C

Wheat beers 4.4 to 10°C

CONCLUSION

We hope you enjoyed the articles. We have given you arguments to defend the benefits of beer the next time your partner questions you about your growing passion for beer. We have also reviewed how to better taste your drink so you better enjoy and register each new style you taste, which glass to choose and at what temperature to serve so you do not miss any nuance of your ale and, above all, the real value of a good craft beer over an conventional one.

We invite you to regularly check our Blog to discover new articles. Feel free to leave us your comments and suggestions for new posts.

Cheers!