

How to
Enjoy a
Beer



Find an appropriate glass. The glass should be the correct size to hold the beer. A round glass is ideal to allow for the swirling of the beer to release the pleasant aromatics. Make sure the glass is clean and clear, and rinsed thoroughly to remove all soap residue. Soap residue results in a flat beer with no head.

Step 1



Remove the beer from the refrigerator. Be sure the beer has reached an appropriate temperature: not too cold nor too warm. The ideal temperature varies depending on style.

Step 2



Open the bottle. If the bottle has a twist off cap, discard and find a better beer. Clasp your bottle opener, insert it under the cap, and lift upward. You will hear an inviting popping sound.

Step 3



Pour the beer. Take the bottle in one hand, and the glass in the other. Tilt the glass at a 45 degree angle and gently pour the beer down the side of the glass, until the glass is two thirds full. Now turn the glass upright, pouring the remaining beer down the center of the glass, to produce a rich head.

Step 4



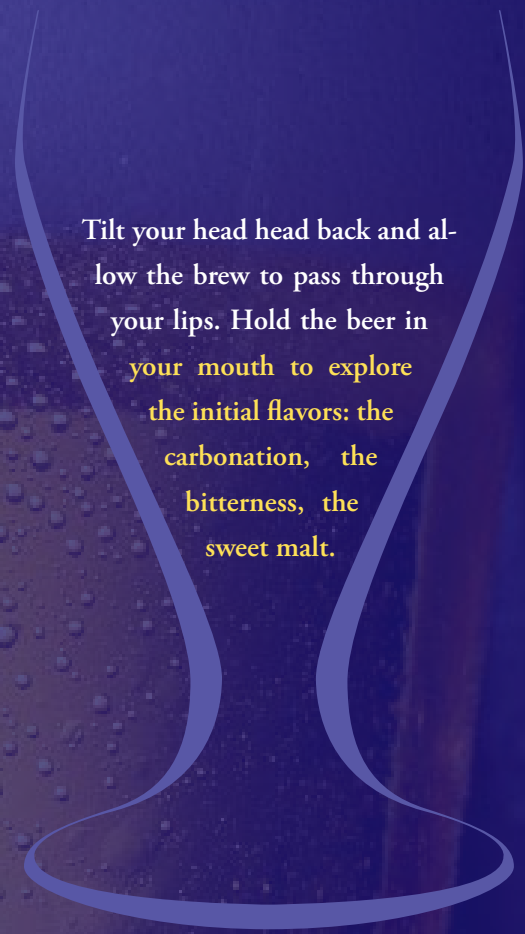
Observe the color of the beer, which may vary from a golden yellow to a pale amber to a deep chocolate. Observe the creamy, foamy cascading head. The appearance anticipates the pleasure to come.

Step 5



Carefully swirl the beer in the your glass. Get your nose into the glass to enjoy the fine aromas which can range from fruity, floral, hoppy, spicy to herbal.

Step 6



Tilt your head head back and allow the brew to pass through your lips. Hold the beer in your mouth to explore the initial flavors: the carbonation, the bitterness, the sweet malt.

Step 7




Swallow, and observe
the subtle changes in
flavor leading to
the finish.

Step 8



Repeat.

Step 9



Don't just pull a cold one out of the
fridge and drink it from the bottle!

Follow Aaron Weidele's guide to
truly enjoying beer. Aaron is a
brewmaster, world traveler,
and all around expert on
ales and lagers. You will
never see, smell or,
most importantly,
taste beer the
same way
again!