



BrewHorn Instructions

User Registration

1. Enter all details as requested.
2. Experience Level- Make an honest self-assessment of your craft beer drinking experience to date.

General Guidelines for selecting your experience level

Macro beer drinker- You primarily drink beer from what is commonly referred to as the “Big 3” or “BMC” (Bud-Miller-Coors). This also includes European, Central / South American, and Asian macro lagers.

Thinking about craft- You’ve heard about craft beer and are curious about trying it but do not know where / how to start.

New craft beer drinker- Craft beer has gained your interest but you are just starting out with exploring the multitude of brands and styles. You mainly drink the more commonly known and highest selling brands that occupy most of the shelf space at your local liquor store. You have a couple of favorite craft beers that you buy repeatedly.

Casual craft beer drinker- You like craft beer but you do not drink it exclusively. If you are going out for drinks you are not as concerned about the bar being a craft beer bar as you are with the bar just having a nice selection of all types of drinks. You will check out all drink menus before ordering.

Moderate beer geek- You’ve been bitten by the craft beer bug and you fully anticipate becoming a self-professed beer geek someday. You are regularly starting to attend beer fests and are familiar with a few lesser-known brands. You subscribe to one or two beer sites or magazines.

Serious beer geek- Vacations revolve around beer destinations, or at least adding the beer destinations in the area you are visiting to your itinerary. You cellar and/or trade beer. You rarely drink the same beer 2 days in a row. You have tried homebrewing or are an avid homebrewer. A majority portion of your social media existence revolves around your beer experiences. Going out for drinks means selecting the venue from your craft beer bar shortlist.

Note: As your craft beer taste experience evolves, you may edit your Experience Level.