All About Beer - “Beer3-Oh”

**1. Introduction**

Do you enjoy beer? If the answer is yes this website is for you. With today’s craft beer, it can be intimidating to venture out to your local watering hole and try to figure out what to order. We can help!

By browsing through this crash course before you go out will arm you with the foundation of knowledge you will need in your journey.

Our goals:

* Overview of popular beer types from light to dark, with some background information
* Help you find the tastes you like, take our online quiz!
* Food to pair with your drink
* Connect you to your local breweries
* Contact us with questions or comments

I see the values and benefits of a page like this to educate beer drinkers of any type that are interested in learning a bit more of the craft they enjoy. For the less-experienced patron, this will provide a guide to what their tastes might be without having to go out and spend a lot of money to learn what their taste buds enjoy. Plus pairing food with hops? It might bring people to try combinations of dine and drink to enhance the entire experience

Not only will this be an education in the craft, it will help support the local breweries by hopefully bringing new customers. It can open doors to new friends and fellow enthusiasts!

**2. Expected list of Features**

The website should include, but not limited to the following:

* I may need an “are you over 21” to enter page
* Header: Site name and description. Attention grabber
* Bootstrap grid: Lay out the webpages in a clean, easy to read format, which will change shape depending on the viewing area
* Colors and backgrounds: Need to make the site tasteful but not obnoxious
* Lots of images: No better way to attract customers than well laid out images
* An area map with local breweries: We want to connect them to local brew spots
* Links to said breweries: Make it easy for the user to browse what’s around them whether it’s through buttons or images
* Navigation bar: Simplicity for the user to navigate and return, or jump around the site.
* A questionnaire/quiz: Answer some simple questions that will tell you a beer user should try. Maybe the beer that is suggested shows what food would be good to pair?
* A “menu” of sorts: This will be a good visual for food that pairs well with the beer
* User feedback: We want to know what they think and suggestions for improvements
* Contact: Ways to get ahold of the site owner. I don’t have social media personally, but I could link to…?

**3. Market Survey**

Pretty much all of the modern websites share some or all of the features that I have provided above. There were a few quizzes out there for personality vs taste. I’d like to include something similar but make it more user friendly and not have them do all the work (ie drop down menus, or submits, “if” statements, etc).

The other things through a lot of these sites I saw was there was no easy way to jump around when you were in the middle of the page. I really like the idea of a sticky nav bar or something similar that allows the user to bail onto something different

**4. References**

There are a lot of websites that utilize all of the above in the same industry.

5 sites I looked at:

* <https://www.craftbeer.com/beer/beer-styles-guide> : A lot of good information about beer
* <https://hatchetsandhops.com/> : I liked the layout, looked like a fun place to visit
* <https://www.webstaurantstore.com/article/96/beer-and-food-pairings.html> : This has a great list of beer/food pairings
* <https://justbeerapp.com/article/quiz-what-style-of-beer-should-you-drink-according-to-your-personality-type> : This is a good quiz to pair beer with personality/taste, but the layout lacks a bit
* <https://driftwoodbeer.com/beers/> : I really liked the layout of this website. Very simple, tasteful, I found I even watched all the video at the beginning. They had me hooked from the start.

Website Content

The Beer: Here are the main beers the website will focus on. The different types of beer is endless, so these are some of the common ones found at local breweries. Maybe have the info of each type pop-up on cards (these are called bootstrap “modals”). They are fully customizeable popups that disable the background until something is clicked or exited

**Key Terms:**

* **Alcohol By Volume (ABV):** A measurement of the alcohol content in terms of the percentage volume of alcohol per volume of beer.
* **International Bitterness Units (IBUs)**: 1 bitterness unit = 1 milligram of isomerized (exposed to heat) hop alpha acids in one liter of beer. Can range from 0 (lowest—no bitterness) to above 100 IBUs. Usually the general population cannot perceive bitterness above or below a specific range of IBUs (said to be below 8 and above 80 IBUs by some sources).
* Clarity: The degree to which solids in suspension are absent in beer; different from color and brightness
* **Hops:** Many times people use "hoppiness" to describe how bitter a beer tastes, but not all hoppy beers are bitter. The taste of a hoppy beer depends on when the hops are added in the brewing process. The earlier the hops are added, the more bitter the beer. Hops themselves have a versatile flavor and aroma that can enhance flowery and fruity flavors in the beer.
* **Malt:** This has been referred to as the “soul” of beer. It is the main fermentable ingredient, providing the sugars that yeast use to create alcohol and carbonation Malt comes from the barley grain, and can be roasted before it is added to the brew. Roasting barley gives the beer a nutty flavor and a toasty aroma. Plus, during the roasting process, the sugars in the barley caramelize, bringing out a slightly sweet, caramel taste.
* **Palate:** Palate refers to the non-taste sensations felt on the mouth and tongue when tasting a beer.
* **Yeast:** Yeast eats sugars from malted barley and other fermentables, producing carbonation, alcohol and aromatic compounds. The flavor of yeast differs based on yeast strain, temperature, time exposed to the beer, oxygen and other variables.

**Pilsner and Pale Lagers:** Light lagers are among the palest type of beer, and they are well known for their crisp and refreshing taste. Most light lagers do not have a strong flavor, and they are rarely hoppy or bitter. This style of beer is one of the most popular in the United States, and many well-known brands fall under this category.

*American Lager:* Simple, easy to drink, crisp, and refreshing. The closest thing you can get to water in the beer world! Low malt or hop flavor. Straw to gold in color, clear, and highly carbonated. Bring on the bubbles!

* ABV: 4.0%-5.0%
* IBU: 5-19
* Clarity: “Brilliant/bright” to clear
* Color: Straw to golden
* Origin: United States
* *Malt/Aroma Flavor:* Considered to be “grainy” but you won’t taste straw. Corn and rice are common other ingredients. Pilsner’s do not have a huge flavor palate, so don’t expect your taste buds to be blown away

Food Suggestions: Spicy food, burgers, salads, fish. These beers can pair with all your pub foods!

* Fried Fish
* Buffalo wings
* Noodles
* French fries

**Pale Ales**

*American Amber*: Amber ales are characterized by medium mouthfeel and colors that range from amber to a deep reddish-gold. These beers have strong flavors of malt, and there are notes of sweet caramel that complement the roasted malt taste. But, these beers do not have an overpoweringly sweet flavor, and many amber ales have a dry and crisp finish.

* ABV: 4.4%-6.1%
* IBU: 25-45
* Clarity: Clear to Slight haze
* Color: Copper to reddish/brown
* Origin: United States
* Malt Aroma/flavor: Caramel

Food Suggestions: Due to the dry and crisp finish, amber ales are excellent beers for cleansing your palate

* BBQ pulled pork
* Pizza
* Brisket
* Grilled chicken

*Blonde*: One of the best beers to go for if you’re new to beer or want something refreshing. It’s easy to drink and visually appealing. It’s considered a very smooth beer. Also referred to as a “golden ale”. Blonde’s can contain hints of honey, spices and/or fruit

* ABV: 4.1%-5.1%
* IBU: 15-25
* Clarity: Bright to a slight haze
* Color: Straw/golden to light amber
* Origin: United States

Food Suggestions: Pairs perfectly with sweet, hot, or spicy foods including many Asian dishes, chili, mango or jalapeño salsa

* Asian dishers
* Chili
* Mango/jalepeno salsa

**Brown Ale:** Brown ales aren't as hoppy or bitter as other medium-colored beers, and instead they have hints of chocolate and coffee similar to stouts and porters. Additionally, English varieties of brown ales usually have a dry and nutty flavor. Beer afficionados and craft brewers tend to turn their noses up at brown ales because they lack the extreme flavors and hoppiness that is fashionable nowadays, but these are tasty beers that pair well with many different foods.

*American Brown Ale*: Similar to the Amber Ale, can have hints of roasted malt, caramel/chocolate-like characteristics. These will be slightly more intense than that of an amber ale and can have more hop bitterness. The American Brown Ale was inspired by the English-style browns and Porters.

* ABV: 4.2%-6.3%
* IBU: 25-45
* Clarity: Clear
* Color: Dark copper/dark brown
* Origin: United States
* Malt/Aroma Flavor: Caramel, Chocolate, Toast

Food Suggestions: These can pair with any of your favorite foods, but here’s a few suggestions to compliment the flavors of a brown ale

* smoked sausage
* Fish (baked or grilled)
* Sushi
* Roasted pork

**IPA’s (India Pale Ales):** India pale ales, better known as IPAs, are one of the most popular styles of beer in the craft brewing scene today. Typically, IPAs have a medium amber color and feature a very bitter flavor. To make the bitterness more palatable, many brewers add citrus or herbal tones to the beer. In addition to standard IPAs, there are also double IPAs, which are made with even more hops and have a strong bitter flavor.

*American IPA:* These beers are known by their floral, fruity, citrus, or piney characteristics. Although they sound sweep, they are not! The IPA style is all about the hops! Flavor, aroma, and bitterness. For the last 10 years, this has been one of the hottest beer styles as well as best selling. But it takes some time to get used to them!

* ABV: 6.3%-7.6%
* IBU: 50-70
* Clarity: Clear to slight haze
* Color: Golden to copper to red/brown
* Origin: United States
* Malt/Aroma Flavor: Caramel, Chocolate, Toast

*New England IPA:* This beer utilizes the hop aroma and flavor of a traditional IPA, but without the bitterness they can be known for. They are usually described as “juicy and tropical”. As well, they are a bit more hazy than their counterparts and are catching on quickly. If you want to join the IPA enthusiasts but your palate isn’t ready for the bite, try one of these!

* ABV: 6.3%-7.5%
* IBU: 30-50
* Clarity: Hazy
* Color: Golden/Straw
* Origin: United States
* Malt/Aroma Flavor: Medium to high hop flavor/aroma. Citrus and tropical are among the flavor profiles

Food Suggestions: These can pair with any of your favorite foods. There are a TON of IPA’s out there and work well with spicy foods. Here are some to consider

* Curry
* Burritos
* Fajitas
* Steak

**Wheat Beer:** Wheat beers are brewed with a mixture of wheat and barley grains, which gives the beer smoother texture and lighter carbonation than other styles. The wheat itself doesn't add much flavor, so many brewers add citrus and other fruity flavorings to the beer.

*German-Style Hefeweizen:* One of the most recognizable and unique flavor profiles of all the beer! Distinctive wheat malt, unique yeast and a cloudy appearance make this beer what it is. The aroma and flavor derives mostly from the yeast and can have a banana and /or clove flavor. These can vary in alcohol and flavor intensity based on the brewer, so it’s likely no 2 are ever the same.

* ABV: 4.9%-5.6%%
* IBU: 10-15%
* Clarity: Hazy
* Color: Golden/Straw to Amber
* Origin: Germany
* Malt/Aroma Flavor: Low hop flavor. The malt sweetness is considered to be very low. Hints of banana or clove

Food Suggestions: This beer is German at its roots, why not try the food that goes with it?

* Weisswurst (white sausage)
* Cured meats
* Soft Pretzel (with dipping mustard and beer cheese of course!)
* Shnitzel

**Belgian Styles:**

*Belgian-Style Blonde Ale:* This style is very easy to drink and is refreshing! It’s got a low hop bitterness and has spice and fruity flavors to it. Sugar may be added to lighten the “body” of the beer. It’s considered medium sweetness and is a bright color. It’s a tasty treat of the beer world!

* ABV: 6.3%-7.9%
* IBU: 15-30
* Clarity: Clear to “brilliant/bright”
* Color: Pale to light Amber
* Origin: Belgium
* Malt/Aroma Flavor: Low to medium malt aroma and flavor, but fruity and spice aromas present.

Food Suggestions: Because of it’s light, citrus flavor and easy drinkability, it compliments many foods on the lighter side.

* Salad (with a citrus based dressing, throw in some feta or goat cheese)
* ceviche
* Appetizers or tapas

**Porters:** Porters originated in London, and the original variety were dark and strong, making them popular with the working class. Today, porters are milder and come in a variety of styles and flavors, but they kept their signature dark color, toasty aroma, and roasted flavor. Porters are made with roasted brown malts that give the beer strong notes of chocolate, caramel, and coffee. Although both porters and stouts are thick and silky, porters have a crisper finish than stouts.

*American Imperial Porter:* Dark and tasty! Often called a “liquid meal”. This doesn’t have the roasted flavors of it’s worldly counterparts, but the caramel and cocoa-like sweetness with a hop flavor to compliment, makes this a great choice if not for the flavor alone. Be careful these can have a high alcohol content!

* ABV: 7.0%-12%
* IBU: 35-50
* Clarity: Opaque
* Color: Black
* Origin: United States
* *Malt/Aroma Flavor:* No roasted barley or strong burnt/black malt character should be recognized. Medium malt, caramel and cocoa-like sweetness is present

*English-Style Brown Porter:* Another family in the porters that doesn’t have a roasted or burnt palate. Low to medium malt sweetness, chocolate and caramel flavors. It’s in the middle of the pack for hop bitterness. It’s easier to drink than some other porters in the family, with less alcohol than the Imperial. These beers preceded the Stouts. Easy to drink darker beer is a good starter.

* ABV: 4.4%-6%
* IBU: 20-30
* Clarity: Opaque
* Color: Dark to very dark brown. May have a reddish tint
* Origin: United Kingdom
* *Malt/Aroma Flavor:* Medium malt sweetness and can have hints of nutty, chocolate, caramel, bready or toffee flavors

Food Suggestions: The rich, deep flavors of porters pair well with similar food flavors.

* Smoked meats (can you say bacon?)
* Cheese spreads (creamy)
* Rich seafood (lobster, crab)
* Game meats (deer, rabbit, etc)
* Mexican mole

**Stouts:** Stouts are best known for their black color and dark, roasted flavor that is similar to porters. Despite their appearance, stouts are not necessarily high in alcohol content, bitterness, or flavor, and there are many mild, well-rounded types of stout. This style of beer is usually characterized by strong hints of chocolate and coffee as well as a silky smooth consistency.

*American Imperial Stout:* This is the strongest alcohol and body of all the stouts. Rich malty flavor and sweet character. These can be a bit bitter as well which is derived from roasted malt or hop additions. Also can be considered fairly heavy...which has also earned the term “liquid meal”.

* ABV: 7.0%-12%
* IBU: 50-80
* Clarity: Opaque
* Color: Black
* Origin: Although coined “American”, this style originated in the United Kingdom
* *Malt/Aroma Flavor:* Bittersweet or “dark” chocolate, Cocoa, and coffee flavors are very common

*English-Style Oatmeal Stout:* Similar to other stouts but the addition of oatmeal makes this beer smooth with a very rich body. Considered to have a malt character of caramel and chocolate, it’s not meant to be a bitter beer. It doesn’t have a high alcohol content and is a fairly easy drinking beer. Another great choice if you’re new to the darker beers

* ABV: 3.8%-6.1%
* IBU: 20-40
* Clarity: Opaque
* Color: Dark Brown to Black
* Origin: United Kingdom
* *Malt/Aroma Flavor:* Coffee-like roasted barley and malt are prominent. Caramel and chocolate aromas should be evident. Flaked oats are part of the malt ingredients to make this beer what it is

Food Suggestions: Similar to Porters, Stouts pair well with rich in flavor meals. Because of the sweetness, salty dishes are a good compliment

* Lobster
* Crab
* Shellfish
* Barbecue
* Rich chocolate desserts

**Wild/Sour Beers:**

*Belgian-Style Fruit Lambic:* This beer takes on the color and flavor that the fruit it is brewed with. Dry or sweet, clear or cloudy, depending on the brewer’s decision. Sourness is an important key to the flavor profile, but can be sweet depending on the fruit. Often referred to as the “dessert” beer, but can potentially have a high alcohol content

* ABV: 5.0%-9.0%
* IBU: 15-21
* Clarity: varies
* Color: Dependent on choice of fruit
* Origin: Belgium
* *Malt/Aroma Flavor:* Low malt/hop aroma. Not a bitter beer and can include floral or lavendar notes. Often will take on the flavors of the fruit brewed with the beer.

*American Sour:* Prepare your tastebuds, these can be tart! The acidity in these beers derives from organic acids that develop naturally with “acidified” malt, or produced during the fermentation process by various micro organisms. The sour flavor can come from cultured forms of souring agents or the barrel aging itself. A variety of fruit is known to be added, making a large flavor palate for this style.

* ABV: Based on brewer
* IBU: based on brewer
* Clarity: varies
* Color: Colors are endless, but it’s common to take on the color of the fruit added to the beer
* Origin: United States
* *Malt/Aroma Flavor:* The malt flavors are subtle to low, but the actual taste will be dependent on what fruits are utilized. Tart is the key here!

Food Suggestions: Sours and fruity beers pair well with similar dishes that are light. Because they are sour in nature, try pairing them with something sweet. They have been known to be a good “after meal” dessert beer but also compliment salty and rich meals.

* Salads (with a fruity, sweet dressing)
* Dark chocolate
* Salty meats
* Pasta with “rich” sauces
* Cheese (of the “stinky” variety)