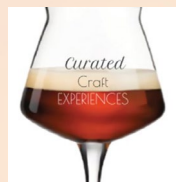


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EXCELLENCE

2022 NACE EXPERIENCE CONFERENCE



Craft Beer 101: Emerging Trends and Styles

Carol Dekkers

Cicerone Level 1

Owner, Curated Craft Experiences, LLC

727-686-1329 (cell) CarolDekkers@gmail.com





Who am I?



CICERONE
CERTIFIED BEER SERVER



Carol Dekkers



TOPICS

Craft beer & malt beverage terminology

Demographics of craft drinkers


Insights for planning events involving craft beer

Craft beer tasting (8-10 different samples)



“Craft” beverage

craft

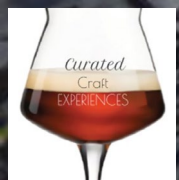
/kraɪt/ 

noun

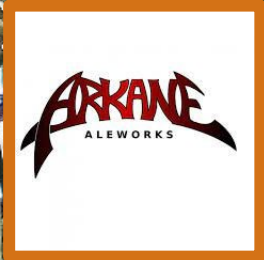
1. an activity involving skill in making things by hand.
"the craft of bookbinding"
synonyms: activity, occupation, profession, work, line of work, pursuit
"the historian's craft"
2. a boat or ship.
"sailing craft"

verb

1. exercise skill in making (something).
"he crafted the chair lovingly"



Craft Beer Tasting



Featuring the following FL breweries:

- 3 Daughters Brewing
 - St Pete/Clearwater
 - Dunedin/Tampa
- 7venth Sun
 - Largo
- Arkane Ale works
 - St Petersburg
- Grand Central Brewhouse
 - Madeira Beach
- Mad Beach Brewing
 - St Pete Beach
- Mastery's Brewing
 - St Petersburg
- Pinellas Ale Works (PAW)
 - Tampa/Ybor City
- Tampa Bay Brewing (TBBC)



QUICK (30 seconds) Icebreaker

- Your name & where you live
- Something most people don't know about you
- Do you like (Craft) Beer / Cider / Seltzer ?



International Beverage Certifications

- Sommelier (wine) → 4 levels
- Cicerone (beer) → 4 levels (incl cider & mead)
- BJCP (beer judges) → 4+ levels
- Certified Cider Professional
- Cert Spirits Specialist → multiple
- Certified Whiskey Taster
- US Bartenders Guild → 3 levels



Alcohol / Craft Beverage Terms



TERM	DEFINITION
ABV	Alcohol by Volume (%)
Barrel-aged	Beverage fermentation in barrels (wine, beer, spirits)
Cider (Hard cider)	Traditionally fermented apples, but can be pear, blackberry, other. Gluten free.
Cr/Growler	Typically 32 oz (2 pint) can or glass container of fresh beer to-go
IBU	International Bitterness Units – how bitter a beer is based on its hops or other ingredients. (Scientifically: IBUs measure the parts per million of isohumulone from hops in a beer, which gives beer bitterness.)
Malt liquor or beverage	Any beverage (typically) made with fermented malt (or rice or sugar) Includes seltzers, “White Claw” & “ales” May or may not be gluten free.
Proof	½ pure alcohol (100 proof = 50% ABV)
Sour Beer	Style of beer typically made using lactobacillus (aka lacto healthy bacteria) or lactose (milk sugar)... may/may not be wild fermented
Spirits or liquor	Goes through distilling instead of brewing; requires separate licensing. Workarounds: Cocktail flavored beers, seltzers, smoothie beer/seltzer
Tasting Room	Front area of a brewery, winery or distillery where consumers can purchase and consume product made on premise. (Exception to 3-tier system)
Three (3) Tier System	Post-prohibition distribution of alcoholic beverages: 1.Producer, 2.Distributor, 3.Retailer or bar



Two Major Beer Types

Ales



When the yeast ferments at higher temperatures and stays at the surface, it produces an ale.

Super toasty yeast sits at the top

Popular ales include Pale Ale, Stout, Porter, Hefeweizen, Blonde, IPA, Belgian Ale, and Amber

Lagers



When it ferments at a lower temperature and does not float at the surface, it produces a lager.

Not-so-toasty yeast floats around

Popular lagers include Pilsner, Bock, Marzen, Helles, Doppelbok, and Dunkel.

Fat Tire
Guinness
Blue Moon
India Pale Ales
(IPA)

Bud/Bud Lt
Miller/Coors
Corona
Heineken
Stella Artois



Craft Beer Styles

- 150+ Official Styles (Brewers Association, Beer Judge Certification Program)
- Popular styles:
 - **Ales:** majority of craft beers in wide range of color and flavors
 - **Lagers:** Traditionally “Big beer” such as Budweiser /Miller /Coors /Michelob Ultra. Pale yellow color, AND also some craft beers (Helles, Pilsners, Baltic porters) wide range of colors
 - **IPAs** (India Pale Ales): hoppy with grapefruit/citrus aroma & flavor
 - **Pilsners:** Czech lagers such as Stella Artois
 - **Hefeweizens:** Unfiltered wheat beer with banana/clove flavor
 - **Porters / Stouts:** Roasty/malty ales, chocolatey, dark to light color
- **Seltzers:** malt beverages according to fed law (even if no malt)
- **German Purity Law:** only 4 ingredients in beer: malt, water, hops and yeast.
- “Proper” glassware by style is important



Craft Brewer

Source: <https://www.brewersassociation.org>

An American
craft brewer is
small,
independent
and traditional.



Brewers Association  @BrewersAssoc · Jun 27 

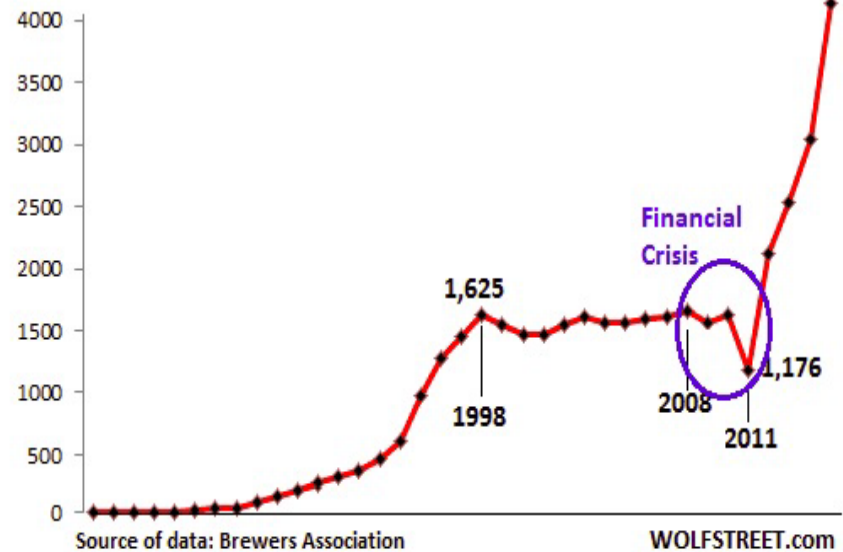
The Brewers Association is excited to introduce the independent craft brewer seal. [#independentbeer](#) [#craftbeer](#)



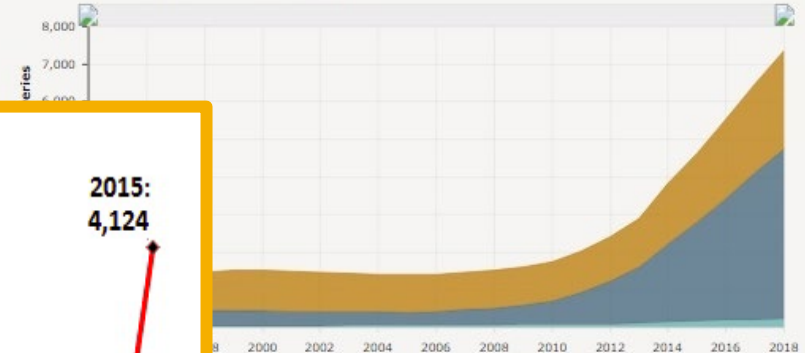
BA Launches New Seal to Designate Independent Beers
Touting independent craft brewers and educating beer lovers about which beers are independently produced.
[brewersassociation.org](https://www.brewersassociation.org)

State of craft brewing industry (2019): multi-year, unabated growth

The Great American Craft Beer Boom
Craft Breweries, 1979 - 2015



U.S. Craft Brewery Count by Category



Year	2014	2015	2016	2017	2018	'17 to '18 % Change
Microbreweries	3,814	4,628	5,539	6,490	7,346	+ 13.2
Brewpubs	135	178	186	202	230	+ 13.9
Total	2,078	2,626	3,251	3,933	4,522	+ 15.0
Other	1,603	1,824	2,102	2,355	2,594	+ 10.1
Small Total	46	44	67	106	104	
Grand Total	3,860	4,672	5,606	6,596	7,450	+ 12.9



Member Login | Join Now

BREWERS ASSOCIATION
For Small and Independent Craft Brewers

What's changed in Craft Beer since 2019?

Change	Challenge	Consequences
COVID & post-COVID recovery (slower than expected)	<ul style="list-style-type: none"> • More volatility in marketplace (real estate) • State specific (tasting room) legislation. E.g., NJ 	<p>Quality vs novelty</p> <p>Increasing conflict and frustration</p>
Increased material costs & supply chain delays	<ul style="list-style-type: none"> • Bottlenecks in production (Lack of product) • Price increase passed on to consumer 	Higher prices and craft beer shortages
Competition from spirits and seltzers (pursuit of shelf space)	<ul style="list-style-type: none"> • Question of quality vs novelty vs price • Millennials and Gen X gravitating to spirits/etc. 	Dilution/splintering of craft beer market, cocktail flavored beers
Value of LOCAL vs national or international	<ul style="list-style-type: none"> • Millennials (21-34) more local loyal vs brand • Gen Y (34-45) higher per capita discretionary spend, also local loyal 	Established giants threatened = new products: Bud Lt hard soda, Bud Lt seltzer, Hard mountain dew, Cutwater cocktails, flavored & cask spirits
Millennials have FOMO, crave “fun” in products, names, labels, flavors	<ul style="list-style-type: none"> • Graphics and flavor appeal seen as marketing a controlled substance to youth • Pursuit of trendy new products and flavors 	<p>Legislation potential</p> <p>Erosion of high quality craft beer</p>



Profile of a Craft Beer Drinker

LOCAL: 75-85% live
<10 mi of a brewery

MALE: all ages

FEMALES: 21-34
consume > national
average (=15% of
total consumption)

MIDDLE AMERICA:
Bottom 60% in income
→ consumes 40% (by
volume) of US craft
beer

SOCIAL MEDIA: savvy
/ web centric

**Millennials and Gen Xers are biggest fans.
Weddings ?**



Partial source: Brewers Association website. Also Craft Beverages Today
<https://www.pastemagazine.com/articles/2014/10/the-expanding-demographics-of-craft-beer.html>

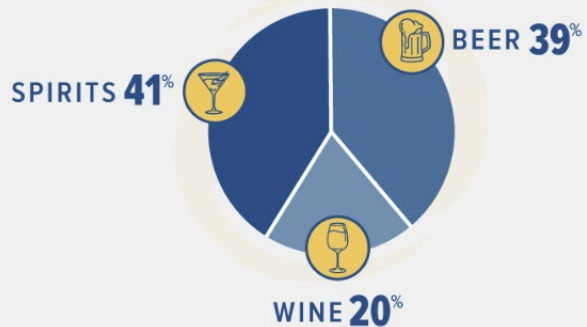


Millennial preferences: Unique and experimental

Category POPULARITY

CATEGORY	PERCENTAGE	YOY CHANGE	CATEGORY	PERCENTAGE	YOY CHANGE
VODKA	70%	+3	LAGER BEER	44%	-3
WINE	62%	+0	GIN	36%	+0
CRAFT BEER	56%	+1	BOURBON	33%	+1
TEQUILA	54%	+0	CRAFT SPIRITS	24%	+0
LIGHT BEER	53%	-1	COGNAC	21%	+1
RUM	46%	-1	SCOTCH	20%	-1

Category PREFERENCE



SPRIT WINE BEER

Statistics courtesy of Bank of America Analytics



Top 10 World Beers (\$688.4B USD as of 2020)

3 BudLight
AB/InBev 2.5%

4 Budweiser
AB/InBev
2.3%

10 Coors Light
Molson/
Coors
1.3%

7 Heineken
1.5%

1 Snow
SABMiller+
China
5.4%

2 Tsingtao
China
2.8%

6 Yanjing
China
1.9%

8 Harbin
AB/InBev
1.5%

5 SKOL
AB/InBev
2.1%

9 Brahma
AB/InBev
1.5%

8 Insights When Planning Events with Craft Beer (or Craft Beverages)

1. STATE LAWS MATTER

- MAJOR differences in who can pour, serve, volunteer, tear down – can lose licenses
- New NJ law on tasting rooms limits “events” to 25 per year (includes sports broadcasts)
- Liability laws and underage (<21) consequences are state specific

8 Insights When Planning Events with Craft Beer (or Craft Beverages)

2. CRAFT BEER CAN BE AN INVESTMENT

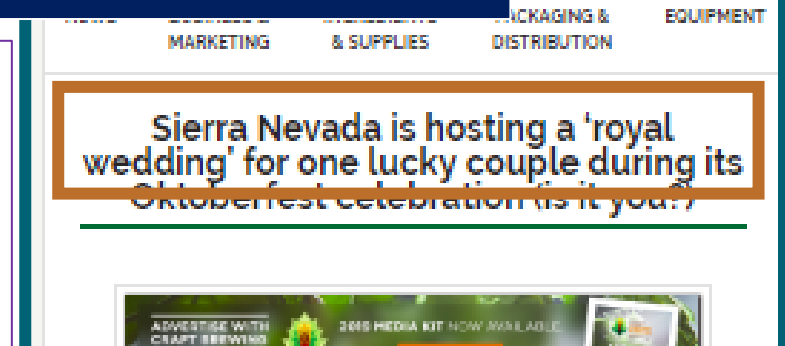
- “Barrel aging” of beer / spirits / wine
- Limited release beers (barrel-aged, small batch, bottle fermentation) \$30- \$100 per 750 ml “bomber”
- “Underground” beer trading markets nationwide
- 10-year verticals and bottle shares may be opportunity



8 Insights When Planning Events with Craft Beer (or Craft Beverages)

3. KNOW YOUR AUDIENCE

- MAJOR differences in event consumers:
 - Wine tastings vs bartender competitions (craft cocktails) vs craft beer (style ranges, local, and rare/special) vs public (stein lifts) vs “patrons” (museum, zoos)
- FOMO (Fear of Missing Out) can be incentive
- Trends/preferences changing quickly



Blind taste testings for chefs at Dust Bowl Brewing



8 Insights When Planning Events with Craft Beer (or Craft Beverages)

4. YOUNGER MARKETS TRENDING AWAY FROM ALCOHOL

- Alcohol free: mocktails, alcohol-free THC beer, kratom / kava bars, Athletic Brewing/
- Cannabis, mushrooms, psychotropics are gaining followers
- Unpredictable consequences of mixing “vices”





investors to be wary of the hype surrounding new products or companies after it charged a Texas-based cannabis fund with misappropriating \$3.3 million of investors' money.

The beverage industry is trying to get in on cannabis action, too

Beverage-industry giants are also taking note of shifting tastes: In June 2018, Heineken-owned **HEINY, -0.04%** beer brand Lagunitas, which brews in Petaluma, Calif., and Chicago, launched nonalcoholic cannabis "beer" infused with THC, the component in marijuana that causes psychoactive effects. It will be sold in California's cannabis dispensaries.

In July 2018, the alcohol-manufacturer trade organization Wine and Spirits Wholesalers of America (WSWA) threw its support behind states' rights to legalize recreational cannabis. Constellation Brands **STZ, +1.55%** the parent company behind the manufacturers of Corona beer and Svedka vodka, invested \$4 billion in a Canadian cannabis producer in August. Coca-Cola **KO, +0.24%** said this month that it is "closely watching" the opportunities in CBD-infused beverages.

In 2019 –
Alcohol giants
were hedging
their bets by
investing in
Cannabis



What to Know When Planning Events with Craft Beer (or Craft Beverages)

5. CHARITY AND GOOD CITIZEN AFFILIATIONS MATTER - #1 MARKETING PAYOFF

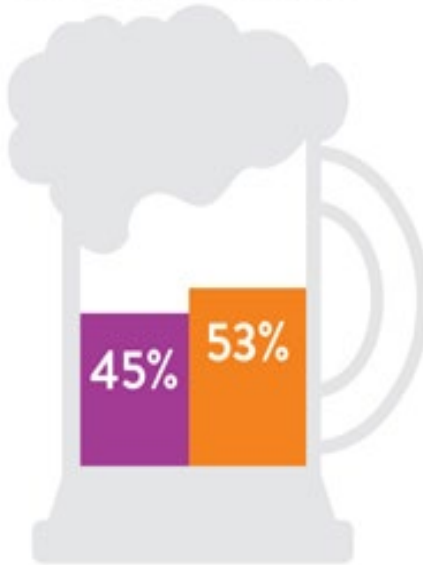
- Social causes
- Supporting LGBTQ+ rights
- Clean water, food banks



What to Know When Planning Events with Craft Beer (or Craft Beverages)

6. SUPPORTING LOCAL BUSINESS MATTERS!

ALL BEER DRINKERS



CRAFT BEER DRINKER



21+ YEAR OLDS

21-34 YEAR OLDS

Read as: 45% of all beer drinkers 21 and older believe local is an important factor in the beers they purchase.
Source: Nielsen Total U.S. All Outlets 52 weeks ending Jan. 3, 2015.



15%



5%

What to Know When Planning Events with Craft Beer (or Craft Beverages)

7. EVENTS AND REFERRALS MUST BE MOBILE FRIENDLY

65% of Millennials are disconnected only one hour or less per day.



Friends and family are top sources of information that Millennials seek in making major decisions.

Family	77%
Friends	64%
Search engine	21%
Expert website	21%
Co-worker	20%
Social networks	13%
Go it alone	8%

INFORMATION IS POWER:



51% OF MILLENNIALS CONSULT 4 OR MORE SOURCES WHEN DECIDING WHICH PRODUCT OR SERVICE TO PURCHASE.



MILLENNIALS ARE **MOBILE & VERY SOCIAL**



81% → 110x

are mobile phone users

they can check their phone up to

a day, that is 10 times an hour

Source Ipsos and Ipsos OTX, May, 2013.

Source Locket Study, Oct, 2013.



88% → 65%

have a social profile

update it daily

Source Forrester Technologies Q2 2012.

8 Insights When Planning Events with Craft Beer (or Craft Beverages)

8. COMBINE FOODIES AND CRAFT BEVERAGES FOR NEW EVENTS

BA BREWERS ASSOCIATION

Craft Beer and Food Pairing Chart

Key to Symbols:
 ■ Color approximates actual beer
 □ Shaded circle = range of variation

Alcohol/volume: 3% > 10%
 Hop bitterness: 15 IBU > 70
 Flavor impact: Delicate > Intense

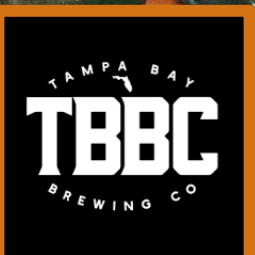
Flavor impact includes: original gravity, sweetness, bitterness, maltness, roastiness and fermentation character. Glassware symbols may be found on page 16.

Beer Type	Alcohol/volume	Hop bitterness	Bitterness	Color	Suggested Foods	Cheese	Dessert	Glassware	Carbonation
1. Kölsch, Cream Ale, Blonde Ale	4.5-7%	15-18 IBU	Low	Light	Lighter food: chicken, salads, salmon, bratwurst, Monterey Jack cheese.	Monterey Jack, brick or similar light, nutty cheese.	Light apricot or mandarin cake, lemon custard tart.	4.5-7 °C 40-45 °F	Low
2. British-Style Bitter	4.5-7%	15-18 IBU	Low	Light	Wide range of food: roast chicken or pork, fish & chips; mild cheese.	Mild English cheese such as Lancashire or Leicester.	Oatmeal-raisin-walnut cookies or some other satisfyingly basic dish.	10-13 °C 50-55 °F	Low
3. Pale Ale	4.5-7%	15-18 IBU	Low	Light	Wide range of food: meat pie, English cheese; great with a burger!	Mild English cheese such as cheddar or Derby with sage.	Pumpkin flan, maple bread pudding, bananas Foster.	10-13 °C 50-55 °F	Low
4. India Pale Ale	4.5-7%	15-18 IBU	Low	Light	Strong, spicy food classic with curry!; bold, sweet desserts like carrot cake.	Milder blue such as Gorgonzola or Lambzozola.	Caramel apple tart, ginger spice cake, persimmon rice pudding.	10-13 °C 50-55 °F	Low
5. Double/Imperial IPA	4.5-7%	15-18 IBU	Low	Light	Smoked beef brisket, grilled lamb; Southern chicken-fried steak.	Sharp and rich American artisanal blue.	Very sweet desserts like carrot cake, caramel cheesecake or crème brûlée.	10-13 °C 50-55 °F	Low
6. Amber/Red Ale	4.5-7%	15-18 IBU	Low	Light	Wide range of food: chicken, seafood, burgers; great with spicy cuisine.	Port Salut or other lightly tangy cheese.	Poached pears with dulce de leche, banana pound cake, pecan lace cookies.	10-13 °C 50-55 °F	Low
7. Scotch Ale/Wee Heavy	4.5-7%	15-18 IBU	Low	Light	Roasted or grilled beef, lamb, game, smoked salmon.	Aged sheep cheese: Mizithra or Idiazabal (smoked).	Brilliant with sticky toffee pudding or chocolate chip shortbread.	10-13 °C 50-55 °F	Low
8. Brown Ale, Altbier	4.5-7%	15-18 IBU	Low	Light	Hearty foods: roast pork, smoked sausage, grilled salmon.	Aged Gouda or a crumbly Cheshire.	Almond or maple-walnut cake, pear fritters, cashew brittle.	10-13 °C 50-55 °F	Low
9. Abbey Dubbel	4.5-7%	15-18 IBU	Low	Light	Barbecue, meat stews, or a nice thick steak or smoked rib roast.	Washed-rind abbey-type cheese or French Mowbray.	Heavenly with milk chocolate butter truffles, chocolate bread pudding.	10-13 °C 50-55 °F	Low
10. Abbey Tripel, Strong Golden Ale	4.5-7%	15-18 IBU	Low	Light	Spicy Cajun food, crab cakes, pheasant or roast turkey.	Triple-crème such as St. Andre or Explorateur.	Non-chocolate desserts: apricot-amarretto tart, baklava, Linzer torte.	4.5-7 °C 40-45 °F	Low
11. Old or Strong Ale	4.5-7%	15-18 IBU	Low	Light	Big, intense dishes such as roast beef, lamb or game, grilled or roasted.	Double Gloucester or other rich, moderately aged cheese.	Spiced plum-walnut tart, classic cannoli, toffee apple crisp.	10-13 °C 50-55 °F	Low
12. Barley Wine	4.5-7%	15-18 IBU	Low	Light	Easily overpowers most main dishes. Best with strong cheese or dessert.	Silton and walnuts is a classic updated. Who needs pear?	Rich, sweet desserts: chocolate hazelnut torte, toffee caramel cheesecake.	10-13 °C 50-55 °F	Low
13. Porter	4.5-7%	15-18 IBU	Low	Light	Roasted or smoked food: barbecue, sausages, roasted meat, blackened fish.	Cow milk such as Tilsit or Gruyère.	Chocolate peanut butter cookies, toasted coconut cookie bars.	10-13 °C 50-55 °F	Low
14. Dry Stout	4.5-7%	15-18 IBU	Low	Light	Hearty, rich food: steak, meat pie; a classic with raw oysters.	Irish-type cheese like a Dubliner cheddar.	Chocolate soufflé, tiramisù, mocha mascarpone mousse.	10-13 °C 50-55 °F	Low
15. Sweet or Oatmeal Stout	4.5-7%	15-18 IBU	Low	Light	Rich, spicy food like barbecued beef, Oaxacan mole or hearty Szechuan dishes.	Great with very buttery, well-aged cheddar.	Chocolate espresso cake, cream puffs, profiteroles.	10-13 °C 50-55 °F	Low
16. Imperial Stout	4.5-7%	15-18 IBU	Low	Light	Easily overpowers most main dishes, but stands up to foie gras, smoked goose.	Long-aged cheese: Gouda, Parmesan or cheddar.	Dark chocolate truffles, chocolate raspberry mousse cake.	10-13 °C 50-55 °F	Low
17. Hefeweizen	4.5-7%	15-18 IBU	Low	Light	Great with lighter food: salads, seafood, sushi; classic with weisswurst.	Simple chèvre goat cheese or herbbed spread such as Bourquin.	Strawberry shortcake, fruit trifle or other very light dessert; key lime pie.	4.5-7 °C 40-45 °F	Low
18. American Wheat Ale	4.5-7%	15-18 IBU	Low	Light	Best with very light foods: salads, sushi, vegetable dishes.	Buffalo mozzarella or Wisconsin brick.	Generally too light for dessert, but could pair with fresh berries or a fruit soup.	4.5-7 °C 40-45 °F	Low
19. Witbier	4.5-7%	15-18 IBU	Low	Light	Great with lighter seafood dishes—classic with steamed mussels.	Mascarpone or herb cheese spread on crackers.	Banana orange crêpes, blood orange sorbet, panna cotta with lemon.	4.5-7 °C 40-45 °F	Low
20. Dunkelweizen	4.5-7%	15-18 IBU	Low	Light	Substantial salads; roast chicken or pork; excellent with hearty sausage.	Soft-rinded goat or smoked Gouda.	Sweet potato tart, peach pecan strudel, banana cream pie.	7-10 °C 45-50 °F	Low
21. Weizenbock	4.5-7%	15-18 IBU	Low	Light	Roast pork, beef, smoked ham or game dishes.	Aged provolone or Spanish Manchego.	Tarte tatin (caramelized apple), pine nut torta with dried fruit, banana soufflé.	7-10 °C 45-50 °F	Low
22. Classic Pilsener	4.5-7%	15-18 IBU	Low	Light	Great with lighter food: chicken, salads, salmon, bratwurst.	Mild white Vermont cheddar.	Light desserts: lemon shortbread, fresh berries with sabayon.	4.5-7 °C 40-45 °F	Low
23. Helles, Dortmunder	4.5-7%	15-18 IBU	Low	Light	Lighter food: salads, seafood, pork; works with spicy Asian, Cajun, Latin.	Wisconsin butterkase or other soft and mild cheese.	Light desserts: blueberry trifle, cranberry-apple cobbler.	4.5-7 °C 40-45 °F	Low
24. Oktoberfest, Märzen, Vienna	4.5-7%	15-18 IBU	Low	Light	Mexican or any hearty, spicy food: chicken, sausage, pork.	The perfect beer for spicy jalapeño jack.	Mango or coconut flan, almond biscotti, spice cake with pine nuts.	7-10 °C 45-50 °F	Low
25. Amber Lager	4.5-7%	15-18 IBU	Low	Light	Hearty, spicy food: barbecue, hamburgers, chili.	White cheddar, jack, brick.	Passionfruit bread pudding, pears poached in doppelbock.	7-10 °C 45-50 °F	Low
26. Dark Lager, Dunkel, Schwarzbier	4.5-7%	15-18 IBU	Low	Light	Hearty, spicy food: barbecue, sausages, roasted meat.	Authentic washed-rind Münster.	Pomegranate tart with walnuts, candied ginger pear cake.	7-10 °C 45-50 °F	Low
27. Maihock/Pale Bock	4.5-7%	15-18 IBU	Low	Light	Spicy food like Thai or Korean barbecue; great with fried chicken, too.	Classic Emmenthal Swiss cheese.	Apple almond strudel, white chocolate cheesecake, honey-walnut soufflé.	7-10 °C 45-50 °F	Low
28. Doppelbock	4.5-7%	15-18 IBU	Low	Light	Rich roasty foods like duck or roasted pork shanks; great with cured meats.	Limburger is a classic!	German chocolate cake, Black Forest cake, dried fruit (rumtopf) rum tart.	7-10 °C 45-50 °F	Low

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Craft Beer Tasting



1. Seltzer & Cider (3 Daughters)
2. Skittles Fruited Sour (Arkane Ale Works)
3. Helles Lager (Grand Central Brewhouse)
4. Breezy Blond Ale & Summer Shakecation IPA (Mastry's)
5. Reef Donkey American Pale Ale (TBBC)
6. Choc covered Razz Stout (PAW)
7. Pirate Booty Mead (Mad Beach Brewing)
8. Black Hole 7un Fruited Berliner Weisse (7venth Sun)

How to Taste (Judge) Craft Beer



1. **Look/appearance** (color, clarity, foam)
2. **Agitate** (releases aroma & carbonation)
3. **Smell** (aromas)
4. **Taste** (sweet, sour, salty, bitter, umami/savory, fatty); and mouthfeel (body, carbonation, palate sensation)
5. **Overall Enjoyment**



What does the future hold for American Craft Beer (or Beverages)?

Facebook
post July 12, 2022

Joey R
Yesterday

How to "Craft Beer" **2022**

- 1) Ferment someone's grocery list
- 2) Package it in 16oz can 4 packs for \$35 (limit 2 per person)
- 3) Use neon colored abstract art as the label
- 4) Give it a name like "Intergalactic Audio Space Cow"
- 5) Cans blow up because it begins to referment all the pastries and gummy worms that are floating in it

made with mematic

🤔👍 146

20 comments • 14 shares

It's uncertain, but
ride the wave...

American Craft Beer
is **ALWAYS** creative,
independent, and
fun!



THANK YOU!

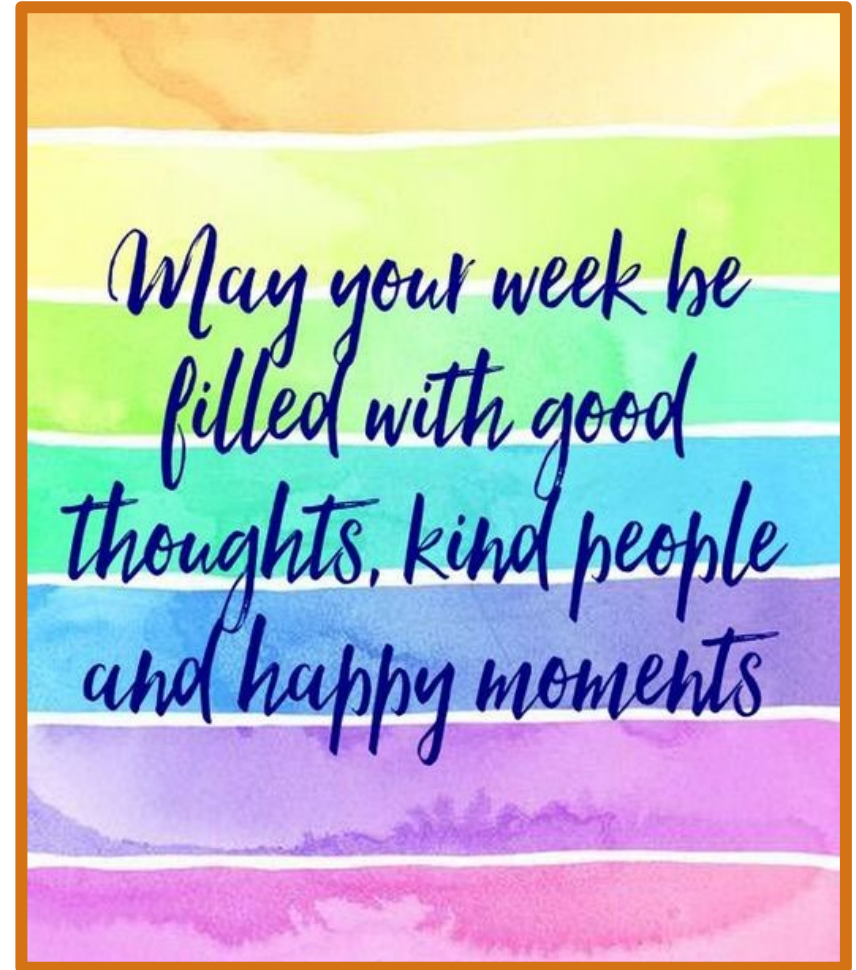
Carol Dekkers

Cell (727) 686-1329

caroldekkers@gmail.com

MicrobrewsUSA.wordpress.com

CuratedCraftExperiences.com



MASTER YOUR
EXCELLENCE
2022 NACE EXPERIENCE CONFERENCE

(Hard) Craft Cider

Source: <https://cidersays.com/2015/11/11/craft-vs-commercial-cider-what-are-the-differences/>

Craft	Commercial
Small batches	Large batches
Fresh-pressed apple juice	Concentrate
Min sugar for fermentation aid	Added sweeteners
No additives (only yeast, sorbates, spices/hops/juice)	May use artificial colors & flavors
Inconsistent between batches	Consistent
Local/regional	National
Low budget advertising	National brands (Strongbow)
Artisan →	Fruit from <u>own</u> orchard

Artisanal Wine

Source:<http://www.foodandwine.com/articles/fact-sheet-artisanal-wines>

Boutique: The traditional production limit... is 10,000 cases... rarely cheap, though many compete favorably with more expensive wines from much bigger wineries.

Artisanal Style: wines made to emphasize the uniqueness of their grapes and vineyard sites; low-yield vines, minimal handling, bottled unfiltered and unrefined.



Q&A



Continue the Conversation



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