

# How to Talk About Beer Styles With Guests

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# Why Beer Styles?

- How would you describe your dog if there weren't any types of breeds? Should everything be a mutt?



# Beer Style = Anticipated Flavor

- You can't understand a beer style if you don't have knowledge of the underlying flavors



French-Style Biere de Garde



English-Style Bitter



Blonde Ale



Bohemian-Style Pilsener



British-Style Barley Wine Ale



California Common



Chocolate Beer



Coffee Beer



English-Style Brown Ale

# Customers

- Most customers know what they want, but don't know the style, and likely don't have a good way of describing what they want.
- We need to know how to take the information the customer gives us, and suggest a beer that they will enjoy.

# Common Descriptors

- Heavy
- “Too sweet”
- Light
- Amber / Red
- What else? (It’s your turn, audience).

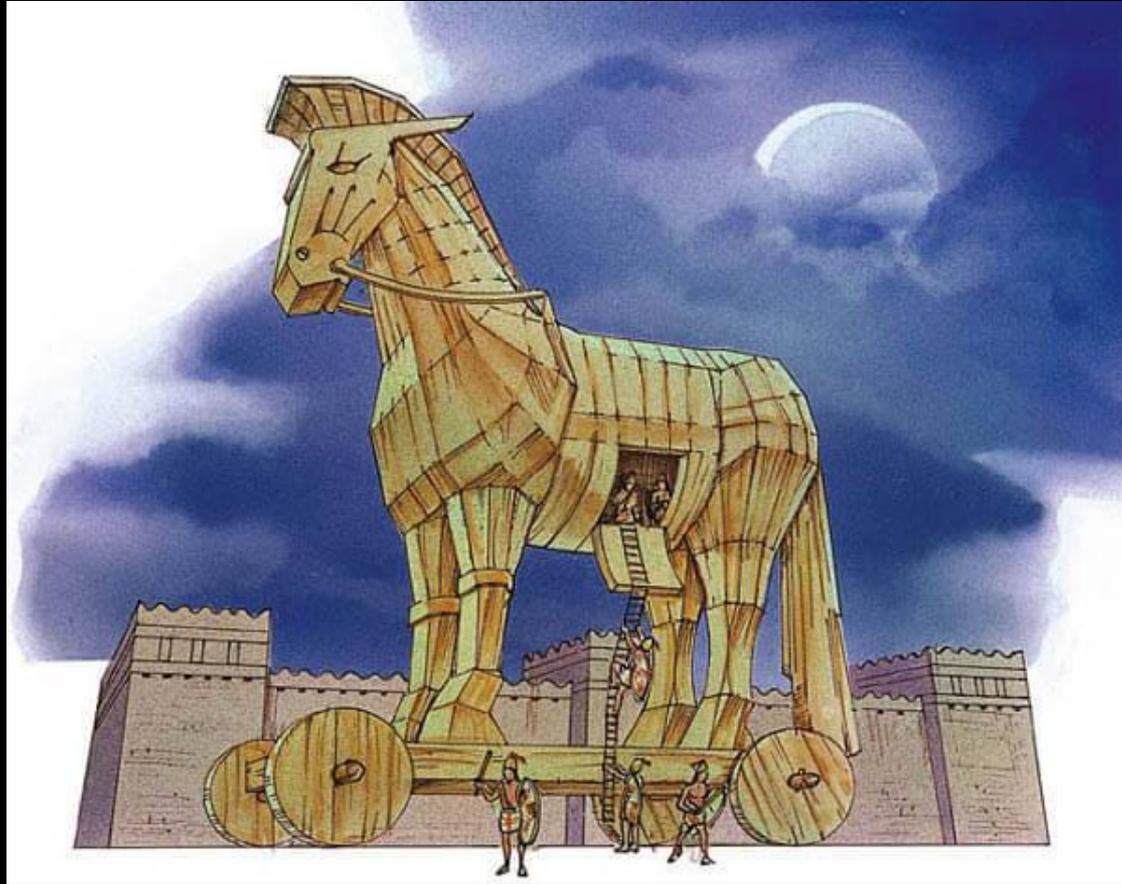
# Skit #2: Take a Pil(sner)



# Giving Customers What They Didn't Even Know They Wanted

- Common myths get in the way of customers trying something different
- Going outside of the comfort zone

# Skit #3



# Do and Don'ts

- Guide the customer to a good choice. Too much information overwhelms the customer.
- Encourage discovery without condensation.
- Educate customers, don't misinform.

# Skit #4



# Customer Feels Stupid vs. Customer Feels Enlightened

- As great as a beer selection an establishment may have, customers that come away feeling stupid are not happy customers
- What's the right amount of education?
- What's the right way to talk about the beer?

# Skit #5



# Misinform vs. Educate

- We want the customer leaving with accurate knowledge
- Simplifying things too much obscures the facts

# Skit #6



# Conclusion

- Beer styles are short hand for flavor.
- A great customer experience starts with interpreting what the customer's wants and serve them a beer they'll enjoy.
- The beer the customer will enjoy may be a beer they wouldn't likely order.
- Education is great, but try to avoid overwhelming the customer with information.
- Speak accurately while keeping it simple.