


CA

CRAFT BEER SUMMIT 2019



Master Pairings

By
Bill Sysak
CEO & Co-founder
Wild Barrel Brewing Company
Advisory Board Member &
Instructor
Business of Craft Beer SDSU



Beer pairs
better than
any other
Beverage

- Beer has carbonation to refresh the palate!
- Beer has bitterness to slice through fat!
- Beer has caramelized flavors to match those in your food, Maillard reaction!
- Beer has sweetness to quench the heat from spices and chilies!
- Beer also has bitterness to accentuate heat!

Components of “Flavor”



**Aroma + Taste
+ Mouthfeel =
Flavor**



**Basic tastes: non
volatile,
perceived on
tongue:**

Sweet, sour, salty,
bitter, savory
(Umami), & fat



**Aroma: Volatiles that
are smelled**

10,000~1.74 Trillion
different aromas

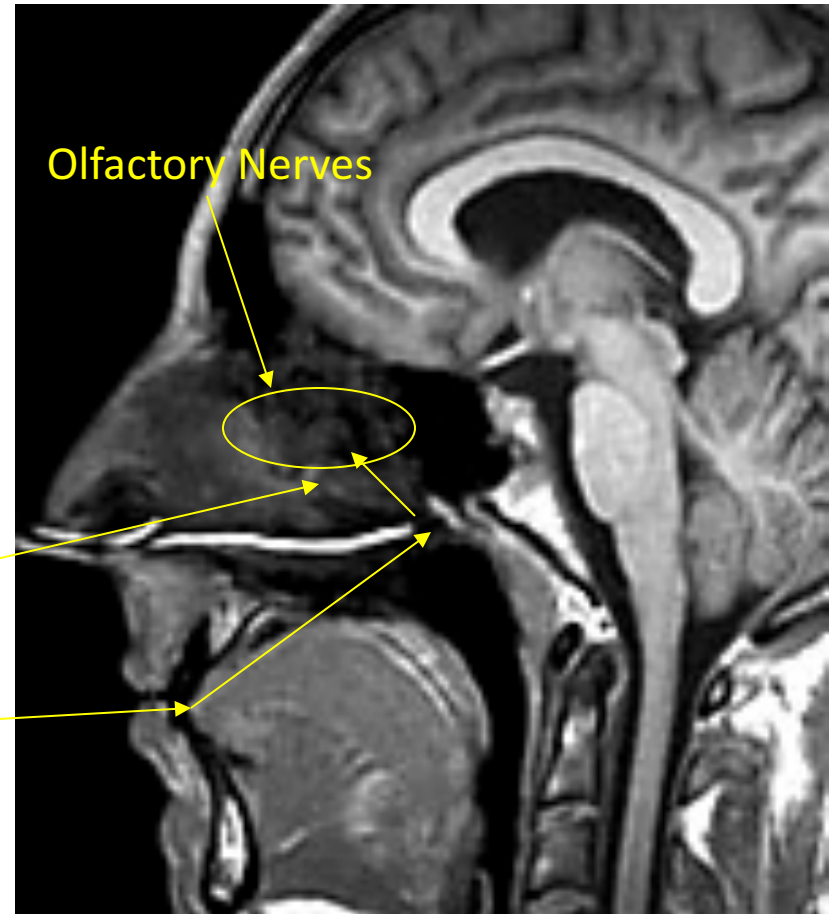


**Mouthfeel & tactile
sensations:**

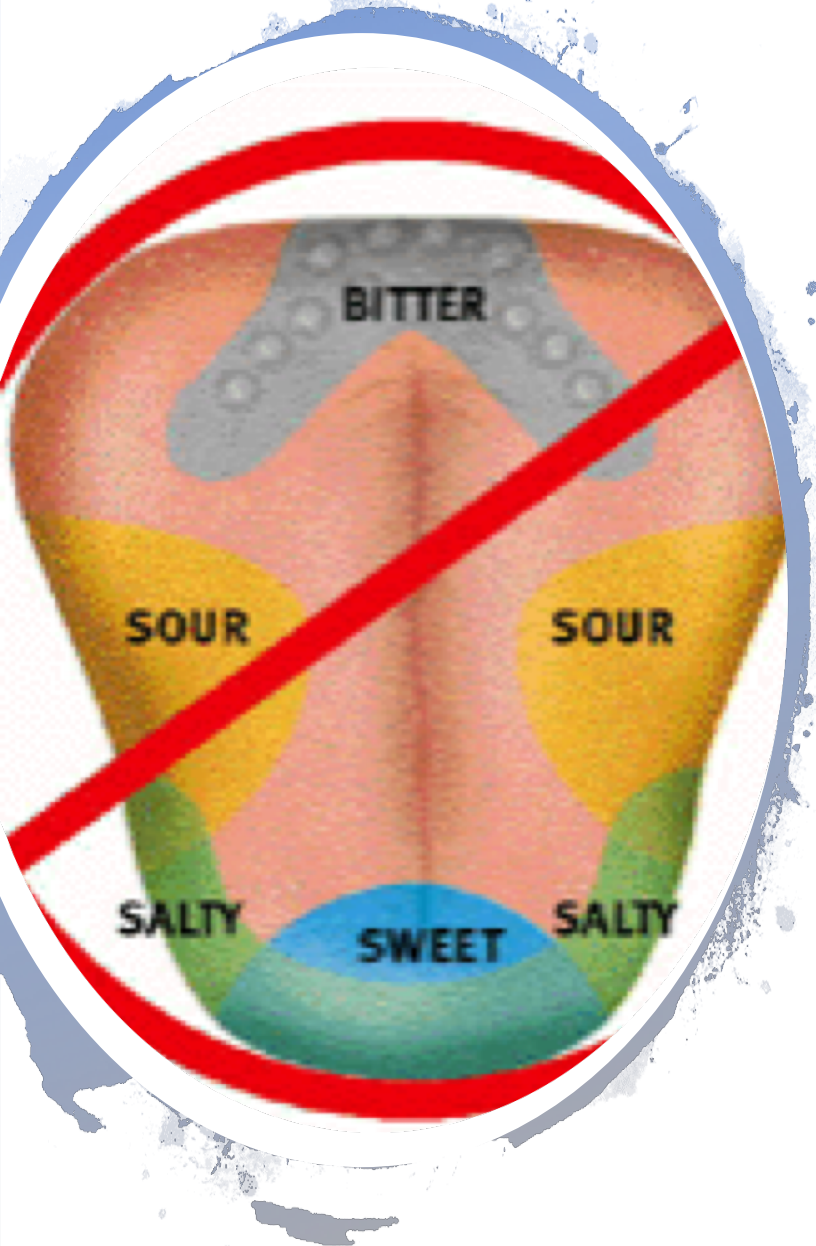
Cold/Heat, Pain,
drying,
fullness/viscosity,
astringency, fatty
(triglycerides)

Physiology of Smell

- Olfactory Gland sends smell information to the brain.
- Sense of smell is used 2 ways:
 - Orthonasal
 - Retronasal
 - Aroma + Taste + Mouthfeel
 - = Flavor
 - 80-90% of all Flavor comes from the Olfactory Gland



Physiology of Taste



6 tastes:

- Sweet
- Salty
- Sour
- Bitter
- “Savory”-MSG, Umami
- Fatty?
- We now know that each gustatory nerve on your taste buds pick up all six tastes. Some areas more intensely than others.

TASTING BEER

Appearance: note color, foam, and clarity

Aroma:

- Swirl the glass. Aroma “drive by”.
- 2-3 short, “rabbit” sniffs. Then 1 long sniff
- -- Inhale both through your nose & mouth
- Sniff before tasting

Taste:

- 1st sip: Vigorously swish the beer around your mouth to cleanse your palate.
- 2nd sip: put the beer at the front of your mouth, part your lips and pull air in. This will open your palate
- 3rd taste: Now you will be able to enjoy the full flavors and complexities of your beer,



MATCH
STRENGTH
WITH
STRENGTH

- **Delicate dishes work best with delicate beers**
- **Strongly-flavored foods demand assertive beers**
- **But, Take Risks**

FIND HARMONIES.

Combinations often work best when they share some common flavor or aroma elements.



The nutty flavors of an English-style brown ale and a handmade cheddar cheese.



The deep, roasted flavors of imperial stout and




chocolate truffles.



The clean caramel flavors of an Oktoberfest lager and roasted pork are all examples of this.



REGIONALITY?



Intensity of
flavor is not
any single
thing, but a
sum of the
taste
experience.

- BEER-
- It may involve alcoholic strength, malt character, hop bitterness, sweetness, richness, roastiness and more.
- FOOD-
- Richness, sweetness, cooking methods, spicing, texture, components, and complexity all play a role.

DOING A SUCCESSFUL TASTING

- Begin planning 8 weeks out.
- Start selling tickets at 6 weeks out.
- Pairing menu should be posted at 4 weeks out.
- Start with simple tastings, using a single type of food: cheeses, chocolates, cookies, donuts, etc.
- Always try the pairings first whenever possible.
- Remember almost all pairings have both complimentary and contrasting components.
- Not everyone's palate is the same, your goal should be that all attendees have at least one memorable pairing to take away from the event.



Why Beer pairs better with Cheese

- Traditional beer and cheese are farmhouse products.
- Both beer and cheese have a similar origin, grass.
- Barley is a cereal grass used in making beer and milk is a by-product of the cows, goats, or sheep eating the grass.
- Terroir-beer and cheese complement each other by sharing some common characteristics in both aroma and flavor.
- The carbonation in beer lifts the palate and brings out many nuances in the cheese.

Most Importantly Have Fun

1

Familiarity with ingredients and preparation techniques, a memory for flavors and a willingness to be constantly surprised will all serve you well.

2

Of course, it helps to keep notes on your beer and food odyssey.



Questions?