

READ ME FIRST

Hoppy  *Hanukkah*

**A BEER-A-DAY EXPERIENCE
NOV 28 - DEC 6**

 **BREWVANA**

WHAT TO EXPECT

Hoppy Hanukah! The box in front of you is filled with eight craft beers from some of our favorite breweries across the country plus other awesome surprises.

On each of the eight nights of Hanukkah, you'll open up one perforated window and pop open the beer inside. From Nov. 29 to Dec. 6 you're invited to join a live, virtual tasting for in-depth discussion and brewtastic entertainment about that day's beer style.

Night 1

To kick off your Hanukah beer journey, enjoy your first brew while browsing through this booklet. You'll find tasting notes about tonight's beer, access info for virtual tastings, and some useful tools and trivia so you can get the most out of your Hoppy Hanukkah beer box. Cheers!



JOIN OUR VIRTUAL BEER TASTINGS

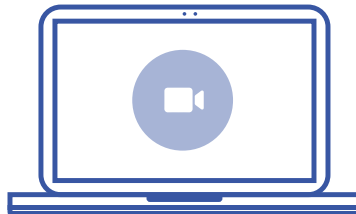
At 9 pm EST on Night 2, we'll go live online with the first of seven virtual beer tastings. Each evening we will appraise that night's brew, dive into its history, and answer any of your burning beer questions.

What to Expect

Our fantastic Hoppy Hanukkah Hosts will lead you through a spirited beer tasting and discussion with brewers, brewery owners, Cicerones®, and our own awesome beer experts. Join us in the chat or just sit back and sip along.

How to Watch

Scan the QR code below with your phone or visit us at www.brewvana.com/hanukkah.



NIGHT 1 TASTING GUIDE

GOODY TWO SHOES

EXHIBIT 'A' BREWING COMPANY
FRAMINGHAM, MA

STYLE	German-Style Kölsch
ABV	4.5%
IBUS	11

Goody Two Shoes is crisp and clean with light flavors of lemon, white flour and fresh baked crackers. It finishes dry on the palate. This Kölsch is consistently highly rated and earns 97/100 points from *Craft Beer & Brewing* magazine, 96/100 points from *Wine Enthusiast* magazine, and took home a Silver Medal from the 2016 Great International Beer Festival.



THE BEER TASTING WHEEL



CRAFT BEER CHEAT SHEET

Malt - Barley that has undergone the malting process, where grains are steeped and then kiln-dried

Hops - The flower of the *Humulus lupulus* plant that provides bitterness, flavor, and aromatics to beer

Ale - Beer that is made with a top-fermenting yeast (i.e. Amber, IPA, Stout)

Lager - Beer that is made with a bottom-fermenting yeast (i.e. Pilsner, Bock, Dunkel)

Style Guideline - A set of parameters and flavors a beer should contain to be recognized and judged for its quality by organizations like the BJCP (Beer Judge Certification Program)

ABV - Alcohol by Volume

IBU - International Bitterness Units, a measurement of the bitterness imparted by hops in a beer

SRM - Standard Reference Method, measurement of the color of a beer
Straw (Pale) = 1, Black > 30



JEWISH FOOD & BEER PAIRINGS

In the spirit of Hanukkah, here's a quick guide to pairing some of our favorite Jewish foods with beer. Don't go looking just yet, but you might find a couple of these beer styles in the box!

Latkes – Since latkes tend to have a milder flavor, pair these tasty pancakes with a Pilsner. The carbonation will help cleanse your palate, and the slight bitterness will contrast nicely with the sweetness of the applesauce.

Challah – As beer is pretty much liquid bread, it's a natural choice for pairing. Witbiers, which include both wheat and malted barley in the brew, have a sweet and bready flavor that complements the challah well.

Sufganiyot – Jelly donuts are possibly one of the tastiest staples of Jewish cuisine. To balance out the fat and increase the fruit's tartness, try pairing it with a fruited sour beer or a gose.

Brisket – You'll need something strong to pair with this dish! A Stout's roasty, smoky undertones can stand up to the intensity of the meat, and an IPA's bitterness will cut the fat.

Chicken Matzo Ball Soup – The umami nature of this dish lends a great flavor when combining it with beer. To bring in a bit of bitterness and sweetness, try it with an Amber or Red ale.



WHO WE ARE

We are homebrewers. We are Cicerones®. We are bartenders. We are beer aficionados. We are Brewvana, a team of people who really, really love beer.

Creating our Holiday Craft Beer Boxes has been a labor of love for our team. Our goal is to give our fellow beer lovers a unique, educational and fun experience that fosters community regardless of physical distance. We're thrilled to have you along on this journey, and we'll see you at our virtual tastings!

In the mean time, check out our other beer & brewing products at [BREWVANA.COM](https://www.brewvana.com)

Cheers,
The Brewvana Team

