## **READ ME BEFORE OPENING**



A BEER-A-DAY EXPERIENCE DEC. 18 - DEC. 25



## WHAT TO EXPECT

Happy Hannukah! 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 crack open the beer inside. From Dec. 19 to Dec. 25, you're invited to join a live, virtual beer tasting with brewtastic entertainment and in-depth discussion about each night's specific can of beer.

To kick off your Hoppy Hanukkah beer journey, enjoy your first beer while browsing through this booklet. It contains tasting notes about tonight's beer, info for virtual tastings, trivia and useful tools so you can get the most out of your Hoppy Hanukkah Beer Box. Cheers!



#### **JOIN OUR VIRTUAL BEER TASTINGS**

At 9 PM ET on Night 2, December 19th, we'll go live online with the first of seven virtual beer tastings. Each evening we will appraise that night's drink, 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's camera or visit us at www.brewvana.com/hanukkah. Virtual beer tastings will be streamed on Zoom and YouTube.







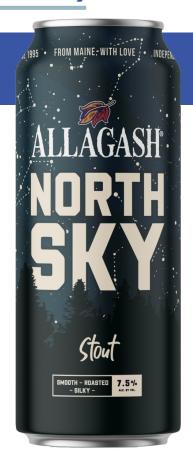
# **DECEMBER 18TH BEER (NIGHT 1)**

### **NORTH SKY**

ALLAGASH BREWING COMPANY PORTLAND, ME

STYLE Stout 7.5%

Designed to find the perfect balance of darkness and drinkability, this Belgian-inspired stout is sweet, fruity and toasty.



### 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 or Stout)

**Lager** - Beer that is made with a bottom-fermenting yeast (i.e. Pilsner, Bock or 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, perceived bitterness

**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 potato 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 through 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<sup>®</sup>. 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 and connects beer drinkers around the country. 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 all we have to offer at Brewvana.com!

Cheers,
The Brewvana Team

