



# SSES







# DIFFERENT STYLES OF BEER REQUIRE DIFFERENT GLASSES TO UNFOLD THEIR FLAVOURS!

Every style of beer has its own balance of characteristics. Besides knowledge on the ingredients and procedures used in the brewing process, the characteristics of appearance, aroma and taste are basic to understanding a beer.

#### **Appearance**

A thin and clear glass held against a white background will show some of the most prominent virtues of a beer at a glance: Expect to see the distinctive colour generated from different malts, see the carbonation — those little bubbles created during fermentation — and finally make sure if the beer shows a little haze (as desired for example in a Hefeweizen) or looks clear filtered.

#### **DISCOVERING BEER**

The beer tasting wheel helps to identify specific elements in a beer's aroma and taste profile.

The volatile aromas tend to be soon on their way out of the glass and the beer. A well designed glass with the appropriate shape and a thin wall and rim helps to underline the characteristics of a given style and offers an optimized tasting experience!

# Tues of the fine o

#### Aroma

The delicate aroma of a great beer is determined by the specific aromas of malted – and sometimes roasted – grains as well as the abundance of noble hop aromas. These can reach from floral and herbal to fruity and are typically accompanied by aromas derived from by-products of fermentation. If not presented in the right type of glass most of these virtues of a beer are lost.

#### Taste

A well designed glass will underline the characteristic balance of malty sweetness and hop bitterness that are found on different levels in different beers. The malt will contribute a great deal to the mouthfeel although the right amount of bitterness can enhance the full bodied character. If the beer is sampled from a glass that matches its character it will show how refreshing, fruity or herbal, full bodied or dry it really is.



The thick rim of the glass does not deliver the beer to the right regions on the tongue.

The flavours of beer escape through a badly designed shape of glass.

The thick wall of the glass prevents from viewing the beer in all its facettes and it warms up the beer too fast.

#### THE PROBLEM

Many mass-produced beer glasses do not only lack elegance, they also ruin the tasting experience:

Beers served in these glasses do not fully release their delicate aromas and often taste bland and uninteresting.

A poorly designed glass can also destroy the spritzy efreshing character of a beer and let the head collapse too soon. It is partly due to the wrong choice of beer glasses that many beers are perceived as tasting pretty much the same.

#### THE SOLUTION

**Spiegelau** is using its 500 years of experience in producing fine crystal glass to improve the enjoyment of beer drinking.

- Spiegelau has developed different beer glass shapes to enjoy the unique characteristics of specific beer styles.
- The beer specific glass shape supports the beer in releasing its full spectrum of flavours and delivers them to the nose.
- Exquisit raw materials deliver a perfectly smooth and brilliant clear surface.
- Thin blown glasses keeps the beer cool and fresh

YOU'VE BEEN OUT BACK TO A FOURPACK THIS TIME AROUND-DRINK THESE IPAS WITH CAUTION!

by David Godd



nose on this entry from Access that the second of the most pungent.

Brooklyn Brewery East India Brooklyn Browerly East.

This court is Booslayin seas-clear-play
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#### Deschutes Brewery Hop Henge

Experimental IPA

A bitter triumph of bops, sustained by a gor
lavish body of medium weight and uncomprolarish body of medium weight and uncompron-ing quality. Perfect glowing resin color; feethy cate-hather head. I double dog dare year by find a hopsier, richer, more satisfying IPA. Everything a beer should be.

#### Samuel Adams Double Agent IPL

Sermoel Adams Double Agent Fri.
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sper, this hydrad international Deer Coper of the transcription of the control of the transcription of t

#### An IPA's Best Friend

Conjugation on the disease of the conjugation of th

# MensHealth



### MANH

STAR TREK'S Zachary Quinto

#### O House of Brews

Thanks to Spiegelau, beer lovers have a reason to rejoice: The luxe glassware brand has become the first to design a glass specifically for IPAs (India pale ales). The new class, created in collaboration with Dogfish Head and Sierra Nevada broweries, was designed with ridges to aerate the been while you drink, and a wide mouth to nose the hops for an enhanced aroma. \$25 for two, at Bloomingdale's, 1000 Third Ave., 212,705,2000. spiegelauusa.com

Mr. Chow's Empire Steve Novak's 3s Glenn O'Brien's Hats, Tats and Beards

# **Forbes**

Is There A Best Beer Glass For

IPA's?

As if your cabinets weren't full enough, we are now encouraged to have special beer glasses for each style of beer. Forget the clunky, weighty peasant mugs of yore (for sunides) and clear some space for a new generation of erudite, lean and feather light beerware. Speigelau, which is a subsidiary of Riedel, launched an IPA glass this past February with the blessing of producers such as Dogfish and Sierra Nevada. They are calling it

revolutionary, which might be a stretch, but it is an interesting I tried this new glass with a whole host of discriminatory pre-NAMES THE SHAPE SHAPE OWNERS WITHOUT BOOK OF CONCESSED AND THE SHAPE OWNERS THE SHAPE OWNERS TO SHAPE OWNERS rencested nomings, a mean reasy, who has taken vectories? I fit here—grains with bubbles (which inspired me to put some in a neer—grains wern numbers (writer inspered me to per some to a Champagne finte—that does not work, too dalicate) But I liked it, I Cnampague mme—mat does not vork, too caurate) mu 1 moo 11,1 confess. Maybe it's the thin lip, which does make a difference in taste contess, staype it's the min up, reach coes make a uniercace in taxe enjoyment (although I am scientifically strimped as to exactly why).

At Spiegelau a whole team of experts weighed in on an oppegenua witton result of experts weapons in this stem, including the been masters at Doglish. mis stem, microming the orew masters at Dognish and Swita Nevada, I asked Matt Ruthowski, Viceand Specia Nevada. 1 asked Matt Kuthowski, Vice-President of Specialau USA if it really matters which President of Speigeau USA if it remy manners was beer glass we use. He did point out to me that the traditional pint we drink most beer from was originally a shaker pint, used for making marbins it became a beer glass by default. He expans. - ane pure grass as the number one about quarry of beer. The mason jar is a close second. enamy or neer. The mason yet is a cross second.
Who knew? He also adds that the Speigelau glasses we no sometry. The used added that the Spergelan Easter are designed to enhance all of the elements craft are conspice to emissive an or the evenents can beers can demonstrate. namely the appearance, aroma, mouthfeel and taste."

And, if you can only spare change for one type of and, a your can only sparse change tor one type of slass? Rutkowski has an answer for that too: "The pinser nutroowent this en answer for than 1000 1100 Spiegelau Beer Comnoisseur set of course! Four Spiegelau Beer Connoisseur set of course! Four different glasses - Tall Pilaner, Lager, IPA, Wheat omerent grasses - rail rusiner, Lagre/FFA, Wilest and Tulip." Each glass, according to Spregelius, is and lump. Each gass, according to specific beer style.

The IPA glass was my personal favorite in the set The IFA glass was my personal revenue in the se (they sent me one to experiment with). Did the others make a significant difference in taste? onners masse a sugmersam unreverse in tester.
Maybe. They sure beat out my befly beer mug. and Maybe. They sure next out my nerry neer mule size. here's the skinny. The beer looks pretty in the gass, Here's the saminy: The neer loose pretty in the gat.
I like holding it. I'm a sucker for a cool glass, and this is one cool. One careat -it's delicate and um is one cook the caveat—it's generic and brailingle so probably not ideal to bust out when the



Berrong on Beer - Building a better drinking vessel

mathen Berrong works at CANT's satestile dean and writes Eatonisky's beer column, "Bernang on Beer." He Tweets at disastisant-errorg and logs beers at Unitared. Firs allowers looking for better beer. I'm not content with run of the mill broweries and with the continued growth of craft beer and new broweries popping up daily there's really no excuse for drinking bad beer. But getting the beer from source (brewern) is destination (mouth) isn'll as straightforward as one might think. Luckily designers and brownsariers are version together to improve verses technology. Here are three design innovations to optimize the beer drinking

As careed beer continues to grow in popularity it was only a mader of time before

The "Topiess" Can

## ATTAN









theNTH legree **Breaking the Beer Glass Ceiling** India Pale Ale finally gets a proper

2012, India Pale Ale, or IPA, officially become

as 2011, India Pale Ale, or EEL officially become the sent popular and been tajle in the U.S. ac-imating to the Supplacy EEL market recently and the Company of the Company of the Company Harris a remain of the Company of the Company Harris a remain of the Company of the Comp

Unil most frequency of the trend, Spietzykan is releasing a glass specifically designed for devering 100. The same streamer and start support Breading, and some streamer and start support Breading for Sam Calagines (females and see Sam Calagines (females after Sam Calagines for Sam

ALES)



**Your Beer Glass Cheat Sheet** -- PILSNER FLUTE WEISSBIER ---PINT (STOUTS AND ALES)

MUG (MARZEN AND LAGERS) OR CHALICE (TRAPPIST AND FARM

Glass of 201

A new beer goblet design delivers better flavor

#### TOP1Quaders10

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Barrist, Best Buy. -5.H. Quieta do Casal Monteiro 2009 Estate

Burded Viebo Tinto (Tejo) importers. Best Buy. -- R.V.

Scoqualmie 2011 Sauvignon Blasc (Ca-lumbia Valley). Best Boy: —P.G. abr: 13.4% Price: 58

Columbia Cract Two Vines 2013 Merlet-Columbia Valleys, dest day. —9:S. abv: 13:5% pvices SI

Cramele Recas 2011 Dreamfish Cabenest Sassignon (fille Timbalel), 15Vin. Import. Best Boy.—A.L.

Vini 2011 Vini Vidi Vici Chardonnay (Thescian Valley). Sulgarian in nov. Apr. Apr. —A.1. abre: 13%



# Chicago Tribune

#### A glass fit for an IPA?

Spiegelau's new design claims to enhance beer's aroma, flavor

By Josn Norl Tribune Newspaper

Should you be immediately skeptical of the design of Speege-lan's new glass designed specifi-cally for India pale ales, you may want to know that Ken Grossman

The founder of Sierra Nevada Brewing Co, who sat on a panel that chose the glass from about a that chose the glass from about a dozen prototypes, admitted that the glass looks, well, let's go with Grossman's word: "unusual" "We sort of chackled about it."

Grossman said. "But we kept coming back to the fact that it

coming back to the fact that it really enhances the aroma."

And there you have the point of Spicyclar's IPA glass, which will be in stores May J. Created in conjunction with Grossman and Sam Calagione, founder of Dog-fish Head Revwey, the unfikely shape is designed to highlight not just an IPA's Brow, but its forid.



ALEX GARCIA/TRIBUNE NEWS The ridges along the stem of

Spiegelau's new IPA glass are designed to agitate the beer with ossman seconded the senti-

Grossman seconded the senti-ment, saying he winces at the sight of his well-hopped beers — like Sierra Nevada Pale Ale or Torpedo Extra IPA — served in

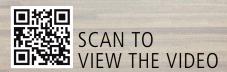
Torpedo Extra IPA — served in such glasses.
So is the IPA glass the remedy?
Locompared it to a few of my fa-worthe glasses — including some made by Spiegelau — and come down on the side of "Yes — but ir's

# **BEER**CLASSICS

in collaboration with









#### INDIA PALE ALE

IPA 0,5 I India Pale Ale

186 mm - 7 1/3 inch

499 16 82\*

540 ml - 19 oz

Photobox Set of 2 /

ø 82 mm

2er Geschenkverpackung

Designed to showcase the complex and alluring aromatic profiles of American "hop-forward" IPA beers, preserve a frothy head, enhance taste and mouthfeel, and present a comfortably wide opening for the drinker to savor each beer, Spiegelau's latest design is the go-to vessel for enjoying IPA.

In collaboration with two of the leading IPA brewers in the United States, Sam Calagione of Dogfish Head and Ken

Grossman of Sierra Nevada, Spiegelau has created the new

standard for IPA beer glassware. Achieved through a series

possible designs were considered, the brewers ultimately and unanimously chose, by secret vote, one glass — "number 6" — from a final lineup of eight custom-made prototypes.

of design and tasting workshops in which hundreds of

Dogfish Head and Sierra Nevada champion U.S. hop farming. The breweries are donating their portion of the proceeds from this collaboration to benefit advances in hop research.







**Sam Calagione**, president and founder of Dogfish Head Craft Brewery in Delaware

"We saw the opportunity to create a glass with a world-class company that was all about championing the unique liquid and the unique sort of DNA of IPA's and celebrate it.

In the first tasting I started frankly with skepticism that we could start at that place and end with a glass that was perfectly designed for IPA.

Basically what's happing with the space is these ridges help to aerate the beer on in the motion of the sip they're creating more surface area and more friction for the liquid to move through and hit a solid on its way up so it is breaking out more aromatics in that motion of bringing the beer up as it is hitting each of these ridges. By shaping this upper part kind of tall and slender and comes in. It acts a sort of olfactory cannon that, kind of shoots the hop, concentrates it, pushes it towards your nose, doesn't just let it linger on the top of the beer in the glass.

Went from skepticism to evangelism and I was ready to spread the word." By Sam Calagione





**Ken Grossman**, founder of the Sierra Nevada Brewing Company in Chico, California

#### "I've been drinking beer out of Spiegelau Glasses for years.

Over the years we have really experimented a lot of different glass shapes. The shape of the glass has a lot to do with how it brings the aroma to your nose.

It is a noticeable improvement to drink beer out of a glass that really brings that aroma to your nose as you are drinking.

So a nice pour, this glass enhances the head, it has got some nucleation on the bottom, which slowly releases some of the CO2 bubbles as it sits and then the closed in mouth necks down the aroma right in your nose. It really tastes wonderful." By Ken Grossmann

# **BEER**CLASSICS

in collaboration with



REGUE



SCAN TO VIEW THE VIDEO



#### STOUT GLASS

Stout Glass 0,5 I

Stout Glas

180 mm - 7 " 499 16 61\*

600 ml - 21 1/6 oz Photobox Set of 2 /

ø 86 mm 2er Geschenkverpackung

Following in the footsteps of their hugely successful IPA glass project, Spiegelau has partnered with two of the leading Stout brewers in the United States, Left Hand Brewing Company from Colorado and Rogue Ales from Oregon to create the ultimate tool for enjoying Stout beer.

After months of design and tasting workshops, during which hundreds of glass shapes were considered, the brewers ultimately and unanimously chose as their favorite, 'Prototype C', from a final lineup of eight custom-made Spiegelau shapes.

Expertly crafted, tested and approved, the Spiegelau Stout glass accentuates the roasted malt, rich coffee and chocolate notes that define the Stout beer style while maintaining the functional design characteristics Spiegelau beer glassware has become known for.



# **BEER**CLASSICS



#### BEER TULIP. BIERTULPE

Beer Tulip 0,4 I

Biertulpe

155 mm - 6 1/9 inch 440 ml - 15 1/2 oz

90 mm

The tulip shaped glass is the most popular one in the world and fits a variety of beer styles. The open mouth allows for an intense release of flavours. Ideal for:

- Belgian style ales
- Pilsner
- Powerful Stouts

499 10 74

Tube Set of 2 / 2er Tube

499 10 24

Box 6 pieces / 6 Stück

499 16 74\*

Photobox Set of 2 /





#### LAGER . HELLES

Lager 0,5 l

Helles

180 mm - 7 inch 560 ml - 19 3/4 oz ø 82 mm



A typical feature of this glass is the fact that it holds 0.5 litres — an amount which corresponds roughly to a pint.

Being slightly wider at the mouth than at the foot, this glass properly presents the typical flavours and aromatics of:

- Pale lagers
- Ales
- English Strong Ale
- German "Helles"

499 10 84

Tube Set of 2 / 2er Tube

499 10 54

Box 6 pieces / 6 Stück

499 16 84\*

Photobox Set of 2 /



# WHEAT BEER GLASS WEIZENBIERGLAS

Wheat Beer Glass 0,51

Weizenbierglas

238 mm - 9 3/8 inch 700 ml - 24 2/3 oz ø 81 mm



The design of this tall glass accentuates the aromas and flavours naturally found in wheat beers. It requires a slow gentle pour at the beginning and when the beer is almost full, a more direct pour to create a thick, creamy foam. Use for:

- German Wheat Beer
- Belgian White (Witbier)
- Wheat-Ale

499 10 85

Tube Set of 2 / 2er Tube

499 10 55

Box 6 pieces / 6 Stück

499 16 85\*

Photobox Set of 2 /



#### TALL PILSNER . PILSSTANGE

Tall Pilsner 0,33 I

Pilsstange

220 mm - 8 2/3 inch

425 ml - 15 oz

ø 64 mm

The slim shape of this glass pronounces hops aroma and bitterness with refreshing finish. Use for:

- Bohemian style Pilsner
- German style Pilsner

499 10 80

Tube Set of 2 / 2er Tube

499 10 50

Box 6 pieces / 6 Stück

499 16 80\*

Photobox Set of 2 /





#### **Tasting Kit** consists of:

1x Beer Tulip

1x Wheat Beer

1x Lager

1x IPA



#### TASTING KIT

Make your own beer tasting experience with Spiegelau Beer Classics! Four different beer glass types that support the characteristics of specific beer styles.

Each of these glasses is especially thin blown, and has a thin rim that lifts the perception of mouth feel and taste. The beer specific glass shape supports the beer in releasing its full spectrum of flavors and delivers them to nose and mouth.

499 16 95\*
Photobox Set of 4

4er Geschenkverpackung

