

3 Key Questions for Matching Customers with Beer

1. What beer styles have you enjoyed before?
2. Did you like them because they were sweet or bitter – full or light?
3. Do you want a beer that was different or the same?



Sweet-Light

American Wheat
Witbier
Helles
English Mild
California
Common Ale
Vienna Style Lager
Lambic
Blonde Ale

Sweet-Full

Scotch Ale
Cream Stout
Brown Ale
Bocks
Munich Dunkel
Dunkelweizen
Marzen
Barleywine
Alt Biers
Belgian Dubbel

Bitter-Light

Czech-German Pils
Dortmunder
English Pale Ale
Kölsch
Red Ale
Amber Ale

Bitter-Full

India Pale Ale
American Pale Ale
Extra Special Bitter
Stouts
Porters