

Craft Beer Basics



Make the Most Out of Your Beer Menu with the Right Glassware

ONEIDA[®]
Designing the dining experience.™

 **anchor**
Anchor Hocking Company

Durobor[®]

Stölzle
Lausitz
born in fire

Boost Your Business with Beer

Craft beer is rising in popularity. Sales of craft beer increased by 16% in 2015 and craft brews now represent 21% of the overall beer market.¹ **Adding craft beer to your menu not only satisfies your guests' cravings but can also help you earn more:** most domestic beers are priced between \$3 and \$4 on bar menus while some craft brews can command up to \$25 per glass.²

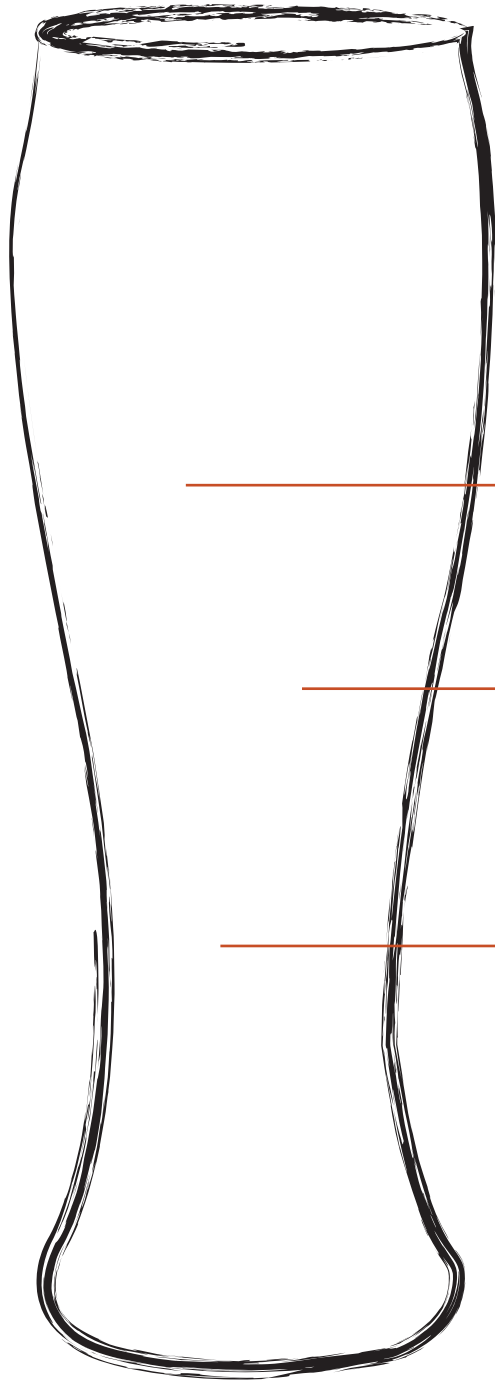
Presentation plays a huge role in how much you can charge for craft beers. Customers are willing to pay more for craft beer served in specialty glassware instead of a standard pint glass. Why? **The beer looks better AND tastes better when served in the proper glass.**

Inside this brochure you'll find a selection of specialty glassware **designed to accentuate your craft brews and learn which glassware is best for each type of beer.**



¹Brewers Association 2015 U.S. craft brewing growth data.

²BeerMenus.com



Pilsner Glasses

Style:

Tall and slim, pilsner glasses have a tapered bottom and can sometimes have a stemmed base.

Function:

Great for showcasing the color of the beer, pilsner glasses have a wide top to accommodate a larger foam head, which creates a deeper aroma.

Best for:

American lagers, pilsners, bocks, blonde ales

Pilsner Glasses



Anchor Barbary
13 oz Pilsner Glass

Case of 24
ANH93012



Anchor Barbary
16 oz Pilsner Glass

Case of 24
ANH-93011



Anchor 15 oz Bavarian
Pilsner Glass

Case of 36
7415UAH



Anchor 12 oz Hourglass
Pilsner Glass

Case of 36
7412UAH



Anchor 23 oz
Pilsner Glass

Case of 24
ANH-80436RT



by
ONEIDA

Durobor Danube
19¼ oz
Pilsner Glass

Case of 24
ANH-70758



by
ONEIDA

Durobor Danube
22¼ oz Breughel
Pilsner Glass

Case of 24
ANH-70766



by
ONEIDA

Durobor Dortmund
12½ oz
Pilsner Glass

Case of 24
ANH-97937



by
ONEIDA

Durobor Dublin
10⁵/₈ oz Pilsner
Glass

Case of 24
ANH-051331



by
ONEIDA

Durobor
Prague 17¼ oz
Pilsner Glass

Case of 24
ANH-65551



by
ONEIDA

Durobor Prague
20 oz
Pilsner Glass

Case of 24
ANH-65559

Did You Know?

Fun Fact #1

The cost of pouring a craft beer is significantly more expensive than a typical mass production beer. This is due to smaller batches, better ingredients, time to make, and greater demand.



Weizen Glasses

Style:

Thin and tall, weizen glasses feature a larger rounded bulb top than Pilsner glasses.

Function:

Designed to complement lighter, warm-weather brews, weizens allow for a thick foam head to lock in the flavor and smell of the beer.

Best for:

Weizenbocks, wheat ales, heffeweizens, kristalweizens, dunkelweizens



by
ONEIDA

Stölzle 14 oz Wheat
Beer Glass

Case of 24
ANH-4730050T



by
ONEIDA

Stölzle 23½ oz
Wheat Beer Glass

Case of 24
ANH-4730052T

Did You Know?

Fun Fact #2

Most craft beers come in “logs” rather than $\frac{1}{2}$ barrels: This allows for quicker turns, which allows for more variety and fresh beer on tap. This is important to the operator, as it keeps people coming in and reduces waste. Log ($\frac{1}{6}$ Barrel) holds approx. 5 gal. $\frac{1}{2}$ Barrel holds approx. 15 gal.

Mugs & Steins



Style:

Short and rounded, mugs and steins are characterized by a handle and thick walls.

Function:

The handle prevents hands from coming in contact with the glass, keeping beer cooler longer. Often larger than other types of beer glasses, mugs and steins are great for bigger pours.

Best for:

American pale ales, oatmeal stouts, Scottish ales, Irish dry stouts, English bitters



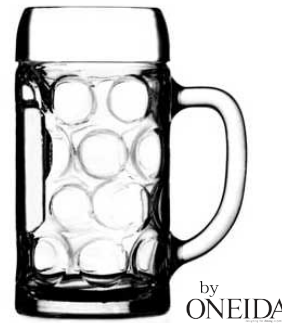
Anchor Academy of
Beer 16 oz Pub Mug

.....
Case of 12
ANH-90250



Anchor Clarisse 12 oz
Tankard Beer Mug

.....
Case of 12
1172UAH



Stölzle Isar Oktoberfest
17½ oz Beer Mug

.....
Case of 6
ANH-04533708067



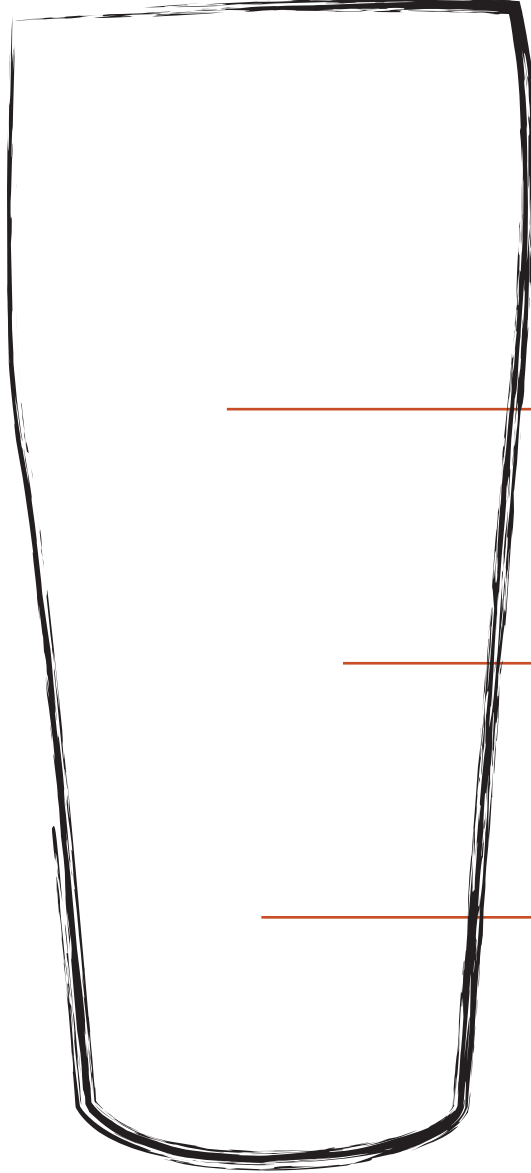
Stölzle Isar Oktoberfest
35 oz Beer Mug

.....
Case of 6
AH-04533808067

Did You Know?

Fun Fact #3

Not all Stouts and Porters have high ABV but all take more time to pour due to head density – think Guinness. To speed up the process and create efficiencies in terms of time and waste, an open-mouth glass allows the beer to settle quicker than a closed-mouth beer glass.



Pub Glasses

Style:

Shaped like a cylinder with a wider top than bottom, pub glasses sometimes feature a slight hump below the rim to make them easy to stack.

Function:

Often less expensive than other types of beer glasses, pub glasses offer a broader top to allow the perfect amount of foam.

Best for:

Double or imperial IPAs, double or imperial stouts, brown ales, porters



Anchor Academy of Beer 16 oz Pub Glass

Case of 12
ANH-90248



Anchor Academy of Beer 20 oz Pub Glass

Case of 12
ANH-90247



Durobor Willi Becher 13¼ oz Beer Glass

Case of 24
ANH-011039

by ONEIDA



Durobor Willi Becher 21¼ oz Beer Glass

Case of 24
ANH-010966

by ONEIDA



Did You Know?

Fun Fact #4

Higher ABV (alcohol by volume) brews are served in smaller glasses, 10 oz. or less, due to alcohol concentration, and they can come at a greater cost. Many consider high ABV to be >7%.

Goblets /Chalices

Style:

With a hefty body that gradually expands at the top, goblets and chalices have a thick stem and heavy bottom walls.

Function:

Capable of holding several inches of foam head, goblets and chalices have scores at the bottom to maximize carbonation.

Best for:

Belgian IPAs, dubbels, trippels, Belgian strong ales



Anchor IG Classics
Collection Weiss 18 oz
Goblet Glass

Case of 12
AH03212



Durobor 14½ oz
Gusto Beer Glass

Case of 24
ANH-292443

Did You Know?

Fun Fact #5

Beer and Temperature – The glass makes a difference! Higher ABV and richer beer should be served at a warmer temperature – 45° to 55° F. This helps to open up the flavor profiles and desired aromas. Lower ABV and lighter beers are best served cold – 33° to 45° F. Stemmed beer glasses serve both cold beer and warmer beer needs. The stem keeps the hands from the bowl and the stem gives room to “cup” the bowl to raise the temperatures.

Snifters



Style:

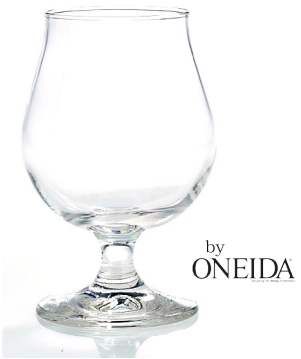
Similar to cognac and brandy glasses, beer snifters have a bowl shaped bottom that tapers upward to form a narrow mouth.

Function:

Designed to fully capture the smell of a beer, snifters are best for beers with strong aromas.

Best for:

Belgian dark ales, double/imperial stouts, double/imperial IPAs, IPAs, saisons



Durobor 12½ oz
Breughel Beer Snifter

Case of 24
ANH-97436



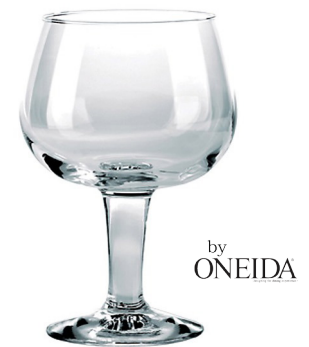
Durobor 16⅜ oz
Breughel Beer Snifter

Case of 24
ANH-97451



Durobor 22 oz
Fjord Beer Glass

Case of 24
ANH-47866



Durobor 22⅜ oz
Gusto Beer Snifter

Case of 24
ANH-292465

Did You Know?

Fun Fact #6

Here are some general temperature rules when serving beer:

- All beers should be served between 38° and 55° F.
- Lagers are served colder than ales.
- Stronger beers are served warmer than weaker beers.
- Darker beers are served warmer than lighter beers.
- Macro lagers are served as cold as the Rockies.
- Serve beers a few degrees colder than the target temperature, to accommodate for warming from the glass and the drinker's hands.

Tulip Glasses



Style:

Shaped like a tulip, these glasses have a stemmed bottom and bulb-shaped body that gradually narrows before opening up at the top.

Function:

The stemmed base keeps the beer cool by eliminating heat transfer from the drinker's hands. The body shape allows room for ample foam head, enhancing the flavor and smell of the beer.

Best for:

Saisons, Scotch ales, Belgian pale ales, Belgian strong ales, double/imperial stouts



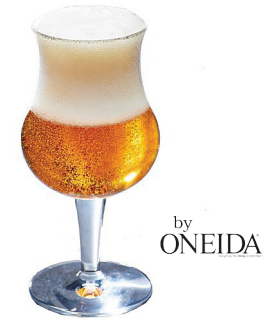
Anchor Academy
of Beer 13 oz Belgian
Beer Glass

Case of 12
ANH-90093



Anchor Charente
17¼ oz Beer Glass

Case of 24
ANH-99651



Durobor 12½ oz
Ultimate Belgian
Beer Glass

Case of 24
ANH-296627



Durobor 12½ oz
Hostellerie Tulip Glass

Case of 24
ANH-192152



Stölzle 13¼ oz
Berlin Beer Glass

Case of 24
ANH-F1729T



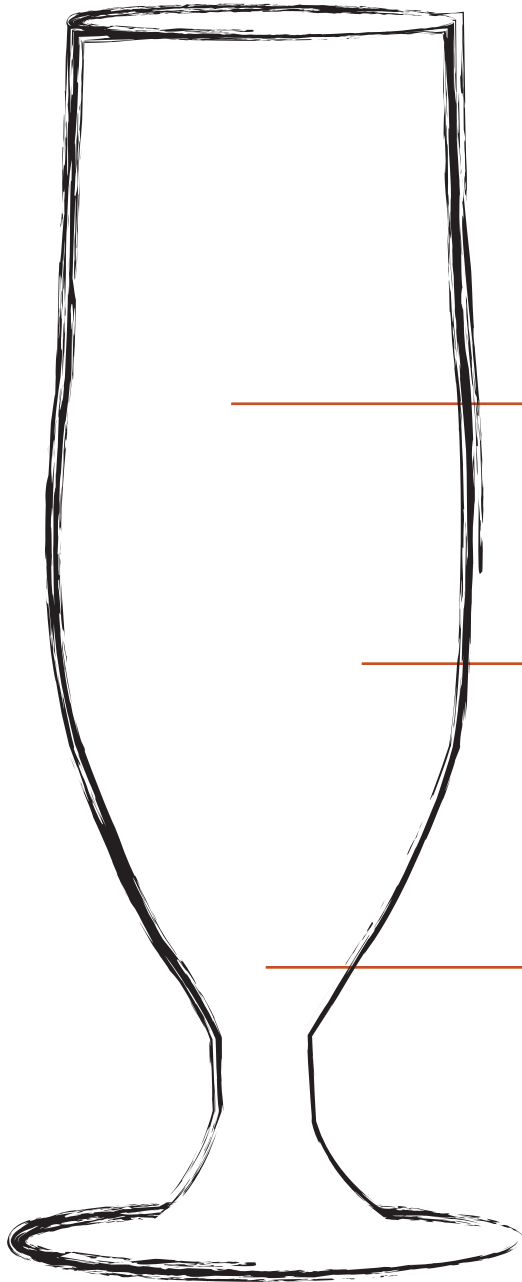
Stölzle 16½ oz
Berlin Beer Glass

Case of 24
ANH-F1730T

Did You Know?

Fun Fact #7

Beer Basics and What it Means for Glassware: Craft brewers dislike their beer served in pint glasses. Conversely, operators dislike having to keep multiple beer-appropriate glasses, generally due to space restraints. Less is better than more when it comes to SKUs. Find the appropriate mix of glasses to meet the typical mix of brews for the operator. Three should suffice, but four is ideal.



Flute Glasses

Style:

Beer flutes are tall like traditional champagne flutes but have shorter stems.

Function:

With a longer profile than most beer glasses, beer flutes enhance the color and carbonation of the beer.

Best for:

Biere bruts, biere de champagnes, Vienna lagers, lambics, Flanders red ales



Anchor Academy
of Beer 13 oz Stemmed
Beer Glass

Case of 12
ANH-90249



Stölzle 15¼ oz Classic
Beer Glass

Case of 24
ANH-2000019T

Did You Know?

Fun Fact #8

Because the cost can be 30–50% more than mass production beers, operators need to serve smaller portions so as not to raise the cost. This creates the demand for smaller and greater variety of glassware. Smaller portions also appease the consumer as they can experience a greater variety.

Taster Glasses

Style:

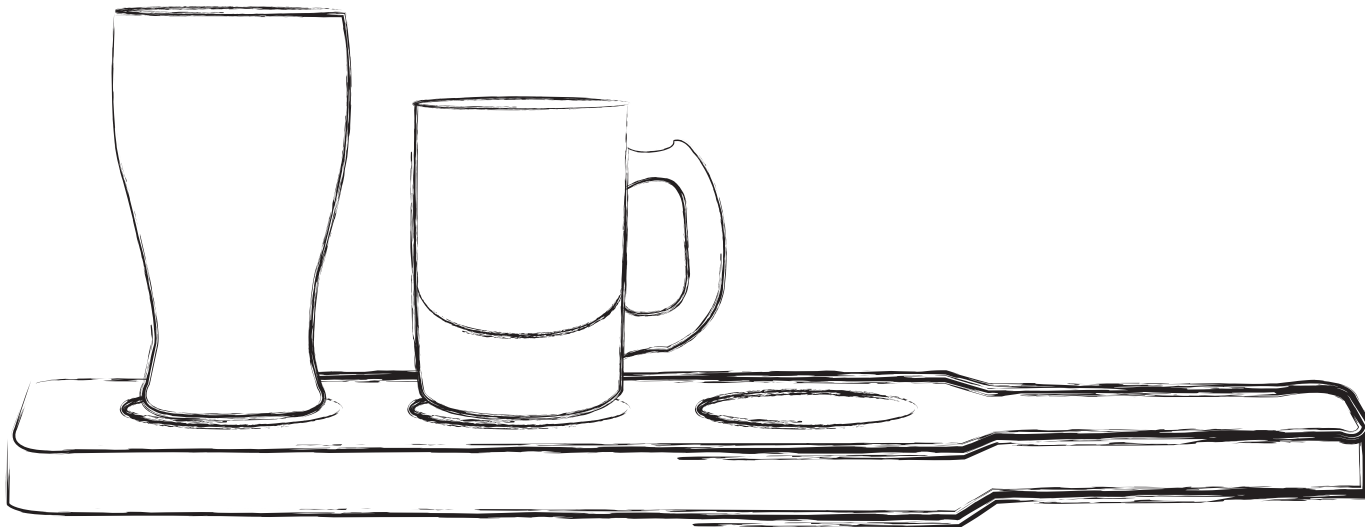
Taster glasses are miniature versions of traditional beer glasses and are available in many styles, including pilsners and mugs.

Function:

Designed to offer guests the ability to sample multiple types of beer before purchasing a full glass, taster glasses can also be used for desserts, appetizers and snacks. Paddle holders are available to allow servers to easily transport multiple tasting glasses.

Best for:

Any type of beer



Anchor Barbary 4½ oz
Beer Taster Glass

Case of 24
ANH-93013A



Anchor Hocking
5/8" x 14½" Beer
Tasting Paddle

Case of 12
ANH-90038

Shop All Beer Glasses

<https://www.instawares.com/Search.aspx?No=1&af=manufacturer:24&Ntt=beer%20glasses>

ONEIDA[®]
Designing the dining experience.™

 **anchor**
Anchor Hocking Company

Durobor[®]


Stölzle
Lausitz
born in fire

