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CREATING A BEER DEGUSTATION  
FOR RESTAURANT “TALLI”.  
MARKETING PROMOTION.

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## DESCRIPTION

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<b>Abstract</b>  Restaurant business nowadays is not only catering establishment, with the function of food service. It includes the function of nutrition, education, leisure, media and competent marketing policy. Creating a new product for working business place is responsible and interesting work. It needs deep and wide range of knowledge, professional skills and willingness to actively work.  The aim of the thesis is to submit to the customer new kind of product - beer degustation. Explain in details this alcoholic beverage and make it simple and understandable not only for specialist. Open new possibilities for restaurant "Talli" to make a profit by creating a new product.  The theoretical part exposes information about beer, brewing and food suggestions. Also theoretical part includes advertising strategies which are the base for marketing promotion.  The practical part consist of several parts: planning, organizing and carrying out of the beer degustation. The results of the event were analysed.  The marketing promotion part was made after degustation and included specificity of advertising in Finland.			
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## **1 INTRODUCTION**

Beer is brewed almost everywhere, except for grain homeland in the East. Light, dark, strong, weak, soft, flat, smooth beer adapted to each role, and it did so with extraordinary grace. Beer is a universal drink. Beer is a complex topic, the more difficult to understand than the wine. It can be cooked from dozens of ingredients treated hundreds of different ways. In contrast to the wine-maker, brewer thinks the recipe to end up with a product, conceived on the basis of his ideas. Many dozens of styles are not fixed, each with their own past, present and future (Mosher 2009, 1.)

Degustation - is testing, quality assessment of food by taste. Degustation is different from other methods of sensory evaluation of products (by color, appearance) and does not apply to all types of food and dishes. If you want to make a good degustation you should use specialists: people with severely tested and unchanging standard of taste. These days, tasting as a method of determining the quality of food preserved in its entirety and with all the ancient rules only for testing and evaluation of wines.

Beer degustation is not so popular among people as wine degustation. The reasons can be different but the main, in my opinion, is the absence of information. Only real beer experts understand that this beverage can be interesting. Sometimes it can be more interesting than wine.

## **2 EXPLANATIONS OF THE THEME**

The idea of my thesis appeared after course “Harmony of food and wine”. We had a meeting with beer expert from Helsinki who opened for us new side of brewing. It was exiting lecture and after it I decided to develop my knowledge and make a project based on them. The additional important item was a compulsory practical value of my thesis. The interested party was restaurant Talli.

Restaurant «Talli» is located at Patteristonkatu 2 on the campus territory Mikkeli University of Applied Science (MUAS). The restaurant operates as an independent institution and has an independent building. Opening hours depends on day, season, number of orders for catering services, inventory. Basically restaurant serves lunch on weekdays and has catering service on weekends.

«Talli» has two floors which include: main entrance, main lounge with bar service for visitors, additional waiting room for visitors, hall for organizing and conducting tastings, toilets, side entrance for staff, kitchen, warehouses, refrigerators to store products, training kitchen, three operating rooms for staff, room for meetings, locker rooms for staff, relax place for staff and additional room with projector for conferences. Restaurant can serve 100 people at one time.

Restaurant was organized in a large brick building, formerly used as stables in the barracks. During the reconstruction of the buildings have been restored and preserved a large part of it. Basic interior materials were wood and stone, which is not uncommon for the Scandinavian countries. A second floor inside the building was made for efficiently use of space. Later this area received between employees and visitors places. Former numerous gates were saved, glazed openings that beneficial effect on the atmosphere of the restaurant. On the tables there are paper napkins, paper tablecloths, glasses, utensils. Always on the tables are decoration elements, such as flowers during the day (in season), the candles in the evening.

Restaurant «Talli» organizes its menu based on Scandinavian cuisine. This is due to the fact that the Scandinavian dishes are simple to prepare, can be combined with each other and vary depending on seasonal products. Thus, is a substantial savings in the procurement of products and organize the team as a whole. «Talli» has an eight people permanent staff: chef, chef helper, baker, cooks, 2 hall administrator, 2 employees performing duties of an accountant and manager of the restaurant. Moreover restaurant has practice students from the University of Applied Sciences of Mikkeli.

Restaurant «Talli» is also the organizer of the wine tastings, which are regularly held in its territory. Wine tastings are held in a specially equipped room on the first floor of the restaurant. As specialists in the field of wines are the administrators.

As a student I had my practical training in this restaurant. It was about 2 months. During this period I learned more about kitchen equipment, recipes and work process in «Talli». I prepared many dishes such as salads, snacks, pastries, bread and so on. Moreover I spoke with the staff and other students about the possibilities in the restaurant. I tried to analyse what kinds of products and beverages were popular in «Talli» and who visited the restaurant. All these points helped me to choose the topic for my thesis work. In addition manager of the restaurant approved my practical part and allowed to have it in «Talli».

It was specific theme. My previous knowledge was superficial in this area and that is why I started my thesis with theoretical material. It explains basic things about beer and brewery. Moreover it helped to create degustation in Talli.

The main purpose was to create new kind of degustation for the restaurant “Talli”. The degustation can submit a beer for the customers like an interesting and deep beverage. It should explain in details this alcoholic beverage and make it simple and understandable not only for specialist. That is why my thesis work includes theory part. As an addition comment about theory I preferred to make it simple and brief. On the first place in beer degustation was beer and food, on the second history and theory. The degustation had a part of self development to each customer which provided by brief theory facts and short description of the styles. An additional aim was to calculate the price for participating and explained the arrangement process. Beer degustation for restaurant “Talli” also included variants for promotion. They were made during analyzing promotion structures for hospitality and restaurant business. This topic opened new possibilities for restaurant Talli to make a profit and attract new customers.

### **3 BEER**

#### **3.1 Beer history**

The history of brewing dates back to ancient times, and only with archaeology and historical evidence we can safely say that for many thousands of years ago, the ancient people with specially grown plants get a drink, similar to beer. So the German archaeologist E.Huberom were found in Mesopotamia in the temple inventory 111th Millennium carved in stone Sumerian beer recipes, there are at least 15 varieties of this wonderful drink, different taste, color and other properties (mir-piva 2006).

In ancient Egypt people perfectly mastered the art of making beer. Evidence of this is a detailed description of the brewing process, depicted in relief in the tomb of Tia. Judging from the drawings, preparation of beer was closely related to bread-making. Archaeological excavations conducted in Egypt, indicate that the secrets of beer making has been known to the Egyptians in 2800 BC Secrets of Egypt's brewing migrated to Ethiopia, then in Persia and the Caucasus (mir-piva 2006).

European beer is considered to be the birthplace of Germany. The Germans began making beer in the III century BC. From German lands brewing technology gradually spread to England and

Scandinavia, and then, thanks to the expansion of European culture, and around the world (mirpiva 2006).

## **3.2 Components**

### **3.2.1 Grain**

Grain - one of the basic elements of brewing. Sugar and starch from corn is a substrate that yeast is subsequently processed into alcohol and carbon dioxide. In the beer production brewers use several kinds of cereal (Verhuf 2005, 9.)

The most widely used is brewing barley. It contains 60-65% starch and gives the beer a mild sweet flavor. There are several types of malting barley, but the most commonly used two-row and six-row barley, spring or winter sowing of Bohemian origin or California. Each species has individual characteristics, so that samples of beer brewed on a single technology, but of different barley may significantly differ in taste.

Has a hard shell provides barley grain added advantage over other cereals. This facilitates filtering (Verhuf 2005, 9.)

Wheat is also used quite extensively in brewing, but grain shell did not complicate the manufacturing process. Therefore, from a wheat beer brewed extremely rare. German Weissbier and Belgian white beer usually contains about 50% of the wheat. A number of Belgian specialty brands, including lambic, has an index of 30%. Compared with barley wheat gives the beer a sour taste, the addition of wheat also reports a certain consistency and sharpness of some excellent varieties. The beer brewed with the addition of wheat, characterized by denser foam. In some countries, barley does not grow due to soil and climatic features, and a leading grain crop is rice. It has a structure of liquid than usual (Verhuf 2005, 9.)

Corn is the cheapest source of starch, but its use in the brewing industry has too noticeable effect on the flavor characteristics of the beverage. Oats (oatmeal malt) and rye are also finding their way into the industry, but it is rather exotic, but not daily practice (Verhuf 2005, 9.)

### **3.2.2 Water**

An important raw material in beer is water. Its salt composition largely affect the pH, and as a consequence, the process of fermentation and the depth and speed of fermentation and thus on the

water as substantially the conditions beer quality indicators. Water is not only contained in the beverage, it is also involved in the preparation, namely, soaking the grain cleaning of equipment and containers. At any stage of the water used should be transparent, with a pleasant taste and no smell. It should be safe from the point of view of radiation and epidemic indicators meet the chemical requirements, fully correspond to the quality of drinking water and its characteristics must meet the applicable standards for drinking water. In order to identify the suitability of water for the brewing process, you must know the nature of the effect on the quality of the components (Verhuf 2005, 9-10.)

Saline water composition effect on the flavor of beer heavily. Saline solutions in water are in the form of ions, due to their low concentration. Potassium Phosphate malt determine acidity of the intermediate and final products. For example, sulphates and chlorides of Ca, Mg and Na are reactive with respect to certain salts of malt and interacting with them, lower mash pH, which creates favorable conditions for the enzymatic processes. Sulphates and chlorides of calcium give beer a full and subtle hop bitterness, magnesium - a tart flavor, sodium - fast disappearing bitterness, and chloride ions affect the sweetness. Furthermore, they have a positive effect on the quality of the finished beer (Verhuf 2005, 9-10.)

The pH of the water affects many processes in the brewing, in particular at certain pH fermentation runs in normal mode, but when it is changed slightly flows. The same pH effect on the state of hop bitter compounds and the development of micro-organisms. For the beer quality is important even small changes in this index. If the pH is shifted into an acidic region, and that many processes for beer production are significantly better or faster. Consequently, the manufacture of beer pH value should be as low as possible (Verhuf 2005, 9-10.)

### **3.2.3 Hop**

Hops give the beer a slightly bitter taste, as well as contributing to its storage: through to the combination of these properties, it has become an integral part of the brewing process in the world. From a biological point of view, hops - climbing plant. In the production of beer are only unfertilized female inflorescences - "bumps", but the use of whole lump hop today is practiced by only some small breweries, large manufacturers prefer to add the hops in other forms - hops extract or granular powder (Verhuf 2005, 10.)



It is best to hop growing in average temperate climates, and its varieties are generally prepared by the name of the locality in which they were derived, or by the name of the breeder. Each variety has individual character, and with a change of climate and soil can acquire new properties. Many varieties of hops are used to produce a particular style of beer (Verhuf 2005, 10.)

### **3.2.4 Yeast**

Yeast provides fermentation. Yeast - this is a single-celled organism that can be found everywhere, but to ferment the wort are suitable only some of its views. Previously, all beer was brewed by spontaneous fermentation on the basis of natural yeast, which fell into the vats of the natural environment, and in some countries in Asia, Africa, and South America are still in the course of a beer-like beverages brewed this way. Belgian lambics are also made based on the unique natural strain, occurring only in the Senne valley. Fermentation is actively dividing yeast cells which are contained in the processed malt sugar into alcohol and carbon dioxide. This process is a key factor in determining the taste and aroma of beer, so its role in brewing is difficult to overestimate. An important step toward understanding the process of fermentation was the work of Emil Hansen, which he kept in the laboratories of the brewery "Carlsberg" in the late XIX century. Hansen first allocated certain yeast species, which allowed to control the process of brewing beer and obtain constant taste characteristics - it just like any living organism, yeast behave unpredictably, when working with unstable or mixed unpredictability strains much higher than in the case of pure culture. All types of yeast used in brewing today, are divided into two groups:

1. Top - fermenting
2. Bottom-fermenting.

Most manufacturers keep their yeast cultures in secret. Yeast infections and prone to mutations, so brewers generally use a culture of not more than five or six times (Verhuf 2005, 10-11.)

### **3.3 Brewing process**

Brewing process is specific and extensive. Manufacturing brewing is differing than home brewing process. Brewing process and results depend on brewing specialists, ingredients and countries. In my work I explained the basic steps of brewing.

Mashing

The purpose of mashing is the gradual dissolution of the solid components in water wort, which pulverized malt and water in a mash vat connected and adjusted to the desired temperature. Mashing is made by one of two methods: infusion or decoction. When used alone in a vat, wherein the mash is heated to 50-55C, this stage lasts for some time and then by further heating or the addition of a hot water temperature rises to 65C and then maintained for some time at this level it, causing activation of the enzyme that breaks down starch into fermentable sugars. In the future, these sugars will serve as a substrate for fermentation, thus determining the final alcohol content in beer, and if this process is not stopped in time, you get strong, but fairly liquid beer. In the next step wort is heated to a temperature of 75C, whereby starch is converted into unfermentable dextrin conferring sweet taste to beer and the increased density, heating stepwise due to the fact that different enzymes are activated at different temperatures. Thus, by varying the temperature and duration of each step brewer it can achieve the desired properties of the final product. The same result is given in the end, the method of decoction. It requires the presence of not one but two mash tubs. Wort also heated to 50C, however, about a third of the contents of the first vat are periodically transferred to the second, where brought to a boil, and then recycled back to the boiling liquid, bringing the temperature to a first source mash 65C and then to 75C (Verhuf 2005, 11.)

### Clarification

Mash is a turbid liquid, which contains insoluble residues malt. To obtain a clear beverage, these particles must be filtered, using their large size. Some brewers pumped the wort into a separate filter tank with a false bottom, the upper part of which contains a number of small holes. Fluid flows through the perforated bottom into the sump, from returning back to the vat. In this case, at the bottom of the tank a precipitate broken rice, so before you stop the process, brewer thoroughly washes it with hot water. The resulting waste is commonly used as feed for livestock (Verhuf 2005, 12.)

### Brew

The resulting liquid of clarification is called wort. It is poured into the pot, where in fact, begins the process of cooking. Boiling the wort is necessary for several reasons: First, it kills bacteria and provides sterility, and secondly, stops the activity of enzymes. In addition, protein folding boiling occurs, giving a dense fluid consistency. This characteristic is called - the initial density of the wort and indicates the amount of sugar in the wort. Then hops are added to the wort. To have

time to hop bitter substances adsorbed this process starts an hour before the end of cooking. Since most of the flavor components during the boiling breaks to gain part of hops flavor added no earlier than fifteen minutes to complete the process, which typically lasts for about fifteen hours (Verhuf 2005, 12.)

### Filtering

Because of the clots of coagulated protein and hops, the wort in the end of the boil again becomes turbid and needs to be filtered. This method can be applied hop sieve. Large plants are mainly used centrifugation. In this method, solid particles are in the whirlpool, concentrated in the centre, and a transparent liquid flows down the sides of the centrifuge cup (Verhuf 2005, 12.)

### Fermentation

Before fermentation clarified wort must be cooled. Otherwise, it will significantly increase the risk of bacterial contamination. Hot wort is passed through the heat exchanger. In the process of up-fermenting wort is cooled to 15 ° C is poured into fermentation tanks, which can be both open and closed. Then the brewer makes the wort yeast culture. Then floating on the surface of yeast is beginning to turn sugar into alcohol and carbon dioxide. During fermentation wort temperature can rise to 20-25C. Under these conditions, fermentation takes place rapidly and can be completed within three to seven days. Then the yeast culture is to float on the surface in the form of foam, which removes the brewer. Bottom-fermenting is not too different from the upland. The enzymatic activity of yeast requires a lower temperature - about 5-10C. Such fermentation is slower (about two weeks), but with greater efficiency. By its end yeast culture settles to the bottom. One of the major advantages of bottom-fermenting it is more predictable, and the big companies do not like surprises, most of the world's beer (except the classic British varieties) refers to this type (Verhuf 2005, 12-13.)

### Maturation

After primary fermentation, the beer is not yet ready for use, regardless of the type of fermentation. The next stage of production is maturing. Beer is poured into special tanks where it is kept for at least a week or more. During this time, the decomposition of many of the undesirable components, formed during primary fermentation is another object of the ripening degree of carbon

dioxide in beer. Fermented beer is usually ripens during the week, but some varieties it takes at least a year; varieties fermenting kept for at least four weeks at zero temperature (Verhuf 2005, 13.)

### Filtering

Before bottling the beer needs another filter. This step is not necessary. The decision is made depending on the style of beer and brewer's personal preferences. After completion of maturation beer is quite ready. However, to make it limpid, requires another filtration. Beer is passed through layers of chalk. The fine structure of chalk provides a thorough cleaning, while the remains are removed from the beer yeast and protein crystals. In some cases, this stage is passed, which makes it possible to extend the fermentation: that's come with many varieties of German or Belgian wheat beer. There is another approach. The beer is filtered and for subsequent fermentation bottle was added a new portion of the yeast, as well as the sugar that serves as their substrate. Such marks (secondary fermentation beer or beer with secondary fermentation in the bottle) have developed a taste that varies considerably with time (Verhuf 2005, 13.)

### Pasteriuzation

Pasteurization can significantly increase the shelf life. However, many brewers are opposed to this process. They believe that it kills the taste and aroma of the beverage. There are two methods of pasteurization: the tunnel method and effervescence. The first passage is filled bottles through the tunnel in which they are heated to 60-80C (this takes about 20 minutes). In the second method, Beer, supplied through a special tube, the flow of hot water heated (Verhuf 2005, 13.)

## 3.4 Color

The system which helps to determine beer's color appeared in the late 1800s. The original system Lovibond was created in 1883. In accordance with this system, colored glass were compared with the color of beer to determine the approximate value of the color. For decades, the color of the beer was compared with standard colored glass to determine the Lovibond color. And now also widely used term "degree Lovibond color" to describe the color of the grain (beersfun 2010).

After some time, the system has been recognized by Lovibond somewhat limited. In science an important role is played by sight of the scientist's individuality. In the middle of the XX century

was invented a spectrophotometer. In 1950, the American Society of Brewing Chemists Industry (ASBC) firstly applied the reference table method (SRM) for the determination of the color of beer. At the same time, Europeans have developed for this purpose the European Brewing Convention (EBC). Initially, to determine the color the European brewers used a visual comparison. After 25 years, they have started using a spectrophotometer for this, but in a different way than their American counterparts. In accordance with the standard method of tabular (SRM) beer color is evaluated using a spectrophotometer, with 0.5 inch glass cuvette, at a wavelength of light is equal to 430 nm. Colour, SRM-scale approximately 10 times greater than the absorbance, measured in logarithmic scale. In most cases, color on SRM-scale substantially equal to the color value Lovibond scale. In accordance with the European Brewery Convention (EBC) measuring chromaticity occurs at the same wavelength of light, but with a smaller thickness cuvette (1 cm). In fact, according to EBC-color scale in almost 1.97 times higher than the value of the color on the SRM-scale ( $EBC = 1,97 \times SRM$ )(Mosher 2009, 42-43). EBC scale includes standards of color for different beer styles. For customers EBC-color scale helps to compare color of real beverage to color which should be (Mosher 2009, 68-69.)

### **3.5 Bitterness**

The bitterness of beers is measured by the International Scale of bitterness (International Bitterness Units - IBU). It is sometimes called the European scale (European Bitterness Units - EBU), but IBU is now used in North America. The method is based on measuring the content of acids in hops and hop number used for the preparation of a beer. Indicator IBU gives no idea about the flavor or taste of hops, since they need to be evaluated in comparison with a beer alcohol content and the amount used in its manufacture malt (beersfun 2010).

To assess the degree of utilization of the hops and bitterness IBU commonly used three equations: Reydzhera, Tinseth and Garets. The equations are differently of each other in assessing the percentage utilization of beer. Reydzhera equation is usually used by brewers who cook beer from extracts or use a partial mash. It allows the initial wort and provides higher values as compared with other equations. Tinseth equation is popular with brewers, preparing all-malt beer, and cooking the whole batch of beer entirely. This equation gives lower values IBU, but it is recognized as the most accurate. Equation Garets less popular than the other two equations, but, in fact, obtained with the help of the values fall between the values and equations Reydzhera Tinseth (Mosher 2009, 71-72.)

### 3.6 Styles

Just what is a style? It is a collection of qualities that combine to form a single, identifiable whole. First and most obvious among these qualities are the objectively measurable attributes: color, gravity, alcoholic strength, bitterness, attenuation, and others. On top of that are subjective sensory characteristics: aroma, flavor, texture, and mouthfeel, which complete the picture. At a deeper, richer level are technological, geographic, and cultural foundations that gave rise to the more obvious points of the style (Mosher 2009, 133.)

Classification by type of beer fermentation is the basis for most European countries, as well as for the United States. For my thesis work I created Table 1 and Table 2 according to my beer samples. These tables showed in simply way to what group each sample refers. In these two tables beer submitted like an alcoholic beverage with wide range of samples and had closed connection to each other.

**Table 1. Top-fermenting process (15-25 ° C)**

Ale	Altbier			
	Light Ale			
	Barley Wine			
	Porter	Stout, robust, brown		
	Bitter Ale			
	Irish Red Ale			
	Pale Ale	American, English		
	Brown Ale			
	Belgian Ale	Belgian strong	Trappiste Ale	
	Scotch Ale	English, Common		
	Wheat beer	Weisse, weizen, lambic	Fruit lambic	Kriek

**Table 2. Bottom-fermenting process (5-15 ° C)**

Lager	Pilsener
	European Pale Lager

	Bock
	Strong Lager
	Muenchener
	German Amber Lager
	Ice beer
	Keller
	Rauchbier
	Steam
	European Dark Lager

For deeply understanding each sample I described them more in details.

### 3.6.1 Ale

In my degustation I had trappist ale. Trappist ale was born in Trappist monasteries. Trappist Order, got its name from the Abbey of La Trappe in France, which was founded in 1663 as part of the Cistercian order, but formally separated from the latter only in 1892. Abbey of La Trappe had its own brewery since 1685 (beersfun 2010).

In our time, only seven Trappist monasteries brewed beer, six of which are in Belgium and one in the Netherlands. The most famous are those that are located in Belgium, and therefore Trappist ales are called Belgian. In the late 20th century, many breweries around the world began to label their beer as "Trappist" because the popularity of ales was increased. This forced the Trappist Abbey to start an International Trappist Association. The purpose was to stop the use of the name "Trappist" by commercial organizations. Because of the popularity of Trappist ales, many commercial brewers continue to brew beer similar styles, it is usually sold under the brands of Belgian Dubbel and Tripel (beersfun 2010).

Dubbel - it is a strong brown ale with a low bitterness, high density and malt-nutty aftertaste without the presence of diacetyl. These varieties of beer has an initial density of 1.062 - 1.075 and 6.5 - 8% alcohol. The color varies from dark amber to copper (10 - 17 SRM), the bitterness in the range of 15 - 25 units of IBU. This style is widely used by commercial breweries (beersfun 2010).

### **3.6.2 Wheat beer**

To this category usually refers beer brewed from a mash containing 30 to 70% of malted or unmalted wheat, which, in contrast to the many varieties of malted barley, gives the drink a clean, unobtrusive grain flavor that makes a significant contribution to the formation of unique flavor characteristics of the beer (beersfun 2010).

Furthermore, the protein content in wheat is higher than in barley, and this contributes to a more stable and more lush froth on the beer when it is poured into a glass - a distinctive feature of most styles wheat beer. Wheat also contributes a smooth, silky mouth feel.

This unobtrusive flavor and high protein content of wheat makes a perfect base, making it possible to brewers use additives that affect the flavor and taste, and cook recognized wheat beer styles (beersfun 2010).

Yeast is the typical ingredient of wheat beer. Most cultivars of wheat beer brewed using specific strains of yeast, such Hefeweizen Ale Yeast. During the fermentation there are fruit esters and compounds that give flavor and aroma (phenols) in the left unfiltered suspension, play an important role in shaping the character style beer (beersfun 2010).

### **3.6.3 Pils**

This beer is known for its soft golden color and flawless clarity, good taste and bouquet. This beautiful drink spawned the customers drink beers with glass and cups. Pilsner beer goes well with many dishes, so it cooks appreciate. Czech or Bohemian Pils is always a light golden, with a tight cap of foam, saturated with carbon dioxide. In Bohemia it is usually made with hops that give beer a pleasant bitterness and seductive fragrance. Pilsner beer brewed in Pilsen since 1842, exclusively on local sources of soft water. The density of 10-14%, the strength of 4-5,3%. In Germany, Pils brews everywhere - this grade is about two-thirds of the beer consumed here. The German version of this beer has a bit drier and less malty character (beersfun 2010).

### **3.6.4 Lager**

Type of beer, which is used in the manufacture of bottom fermentation and by fermentation at low temperature. Currently, the most common type of beer, whose share in world consumption is up to 80% (beersfun 2010).



A typical manufacturing process of lager - boiled wort is cooled, after added yeast and then pumped into the tank, where the wort is wandering about a week. Herewith is a certain temperature which prevent oxidation. Then, yeast is separated and the beer is directed to the secondary fermentation vessel in pressurized carbon dioxide. Maturation and maturing of beer at low temperature lasts between 20 and 120 days, and sometimes longer. The beer was then filtered and dispensed into containers (drums, bottles, jars, etc.). Bottled beer is pasteurized or frequently use fine filtration to increase shelf life (beersfun 2010).

Lager can be both light and dark. Strong Lager - type of beer brewed from double malt quantity. Strong lagers are usually dense and intense malt flavor, as well as very low hop flavor and aroma (beersfun 2010).

### **3.6.5 Speciality**

This category is for any beer that does not fit into any categories. This category is designed for any type of beer, comprising the following techniques or ingredients: unusual technology, unusual fermentable things (maple syrup, honey, molasses), unusual supplements (oats, rye, buckwheat, potatoes), combinations of other typical (high-quality) categories, different variations of existing types (low alcohol versions of other types), historical, traditional or local beer, the American interpretation of European styles or other traditional varieties, clones of specific types of commercial beers that are not covered by the existing types of beer and any experimental beer that a brewer creates, including any beer that's just hard to evaluate based on the existing model definitions (beersfun 2010).

## **4 CREATING A DEGUSTATION**

### **4.1 Types of the degustation**

Degustation fall into a wide range of possible formats, ranging from completely spur-of-the-moment thrashes to carefully planned and staged educational events. They may be large or small, formal or informal. The following list is by no means complete, but it should give an idea of what's out there (Mosher 2009, 82.)

According to Mosher, tastings can be separated on three groups: reception-style tasting, casual competitions, educational programs. Reception-style tasting is often mostly for enjoyment, with

education as a secondary goal. In the most common format, there are 10 to 15 beers of either widely varying types or examples more narrowly chosen from a style or region or to illustrate a specific point. There may be a program to suggest a particular tasting order or to suggest things to look for in the beers. A handout with some detail on the beers is very helpful. There may be some spoken introduction. Casual competitions are not widely held, but they can be a fun way of engaging the beer providers as well as the attendees, and the results can be meaningful. The key feature is that scoring is done by whoever attends the event and not by highly trained judges under controlled conditions. In a way, it's more of a real-world way of evaluating a beer, as it is more of social situation in which people are enjoying and talking about the beers. This type of degustation can be done with bottled beer, but it's best for a smaller number of guests because the beers have to be poured out of sight of the attendees, which means a lot of pouring and schlepping. Educational programs usually take place in lecture or classroom settings. The object will be to present beers that illustrate styles, history, flavors, or some other specific aspect of beer. It is important that people get comfortable discussing what they perceive. They are usually better at it than they expect to be (Mosher 2009, 82-83.)

All beer degustation should have similarities. It means that degustation should be organized according to the beer characteristics. As an example, there are suggestions for tasting type: by style, by country or brewing tradition, same beer with different years, by ingredient, by season, with food and so on (Mosher 2009, 88.)

## **4.2 Organizing process**

I decided to create a degustation which could include all types. The organizing process was an important part of my thesis work. Firstly I discussed with my supervisor the possibility of having a degustation. Also we decided who could participate in it. Both of us agreed that teachers from MUAS and double degree students were the best candidates. Because with each of them I had contacts during study process in University and all of them can made a useful feedback for my thesis. I wrote text invitation where shortly described planning event and sent it by e-mail to each person. When I received answers and knew about numbers of participants I started to create other parts of my degustation. I discussed the menu with manager of "Talli" and then ordered beers and food ingredients. During the waiting time I found theoretical material for degustation and made a questionnaire for participants. The event was conducted on the 19<sup>th</sup> of March. The time for preparation all dishes and room for the degustation took two hours. The event was going about two hours. During this time for eight participants were presented six beer samples with

eight food combinations. The degustation had theoretical part which included beer history, description of the color and bitterness systems and descriptions of the beer samples. In the end of the event there was a feedback.

### **4.3 Combining beer and food**

There are no strict rules for combining beer with food. Every source explains that the combinations depend on individual person taste. For centuries, beer and food have been enjoyed together as part of the good life. Being grain-based, beer can be considered a food. Beer's broad range of flavors, aromas and textures makes it a perfect match for nearly any kind of food, from hand-made sausages to the most luxurious gourmet dishes. Choosing beers and foods that enhance one another requires paying attention to the gustatory qualities of each (Mosher 2009, 116-124.)

By analyzing the Randy Mosher's Julia Herz in her article "Savoring the Principles of craft Beer and Food Pairings"(10.05.2013) presented the main points of combining beer and food and said: "The interactions between beer and food characteristics are important".

Combining beer with food provides to find different tastes. As an example: to combine sweet beer with sweet food offers a good combination. This fact is common to the wine. Saltiness in food counters acidic flavors in beer. Sour and wild ales become less acidic with salty foods. All beer has acidity. The counter of food's salt to beer's acid then allows other flavors to be noticed. Acidity also exists to a certain extent in all food dishes, especially tomato dishes and many salad dressings. When acidic food matched with acidic beer, overall acidity is muted. This is desirable and helps enhance the enjoyment of both the dish and the beer. Also, acidic beverages do counter fat, and that helps the palate sense more of the flavors in rich, oily or dense food. Bitterness not only counters the sweetness of malt and the sweetness of food, but the bitterness of hops also stands up to food's fatty richness. Spice, herbs and heat have fundamental differences: spices (from roots, flowers, seed, bark, etc.), herbs (from plant leaves) and heat (those additions to food that make your eyes water and your nose run -- think capsaicin from chili peppers and wasabi horseradish).

Alcohol is a solvent and thus intensifies heat because it penetrates tongue and lips, which opens up taste buds even more. Restrained heat and alcohol are nice and create a warming sensation in the mouth, but too much is like throwing oil on fire. Sweeter craft brewed beers actually calm spicy hot dishes.

In practice there are simple recommendations: start with balance (light beers with light dishes, strong beers with heavier courses), remember about bitterness (bitterness in beer will increase by bitter, spicy and sweet food, bitterness in beer will be more harmonious with salty, fat or acidic food) (Mosher 2009, 116-124.)

By the way of analyses and comparing many sources I found food recommendations for the beer which affected on my food choice:

1. Ale can combine with: lamb, mushrooms, fried chicken, steak, olives, nuts, pizza, fried pork, sausages, and duck.
2. Wheat beer combines with: bacon, melon, salad, lettuce, crabs, shrimps, salmon and duck.
3. Pilsner combines with: mushrooms, squids, crabs, shrimps, chicken, salami and duck.
4. Lager combines with: chicken, steak, olives and pizza.
5. Speciality combines with: bacon, melon, salad, pizza, sausages and chocolate (Garret 2003, 355-361.)

#### **4.4 Beer**

I selected beers from Alko and also used some samples from Talli. This decision was made after discussion with manager of Talli. She asked me to use samples which remained after “Harmony of food and wine” course if it is possible. The main idea was to use different kinds of beer which could be interesting for the participations. That is why in the end I choose six samples from different countries. The order included ale, pilsner, wheat beer, strong lager and speciality beers. I made a short description about each sample and added information about the breweries. In addition I indicated awards of the beers.

1. Grimbergen Double-Ambree (Ale, France)

Alcohol: 6,5%

Colour: 68,8 EBC

Bitterness: 13,6 EBU

Serving temperature: 10 C

Flavor of the fruit, raisins, a little caramel. Taste buttery, caramel, a little timber with bitterness, at a distance raisins and dried fruits. There are almost imperceptible acidity. The finish is fruity, slightly acid (alko 2013).

Manufacturer: Brasseries Kronenburg

Brewery was started in 1664. «Brasseries Kronenburg» is one of the oldest French companies. Currently has got 1,210 employees - the master brewers. They are experts of scientific and technical knowledge to help find the best way to use the ingredients needed for brewing. The brewery is the largest company in France and one of the largest in Europe. Build more than 40 years ago and it extends over 70 hectares. With a production capacity of 7.5 million hectoliters, it produces annually up to 300 different varieties of beer (brasseries-kronenburg 2013).

## 2. Schneider Weisse Unser Aventinus (Wheat beer, Germany)

Alcohol: 5%

Colour: 42,5 EBC

Bitterness: 9,9 EBU

Serving temperature: 12-14C

The beer is dark brown. Aroma of beer like a rich dessert with bright fruit notes of cherry, banana, plum and raisin, hints of brown sugar, caramel, bread, licorice and toast. The taste is very smooth, creamy, rich, balanced flavor follows the aroma notes of raisins, a little bit of tart cherry juice, hearty bread and caramel notes. Closer to the finale felt shades of banana, yeast, hop bitterness (alko 2013).

Manufacturer: Brewery Weisses Brauhaus G. Shneider & Sohn

History wheat beer is also a family history of the Brewers Schneider and their famous «Schneider Weisse». Two hundred years ago, wheat beer were brewed by Bavarian royal families in their estates. In 1872, King Ludwig II ceased production of wheat beer because of the steady decline in sales. In the same year, he sold the rights to the exclusive production of wheat beer to George I Schneider. Thus, the family kept Schneider wheat beer from extinction. Today, George VI Schneider heads the brewery, which the family acquired in 1927 and which operates to this day. It is the oldest wheat beer brewery in Bavaria. Wheat beer has been brewed there without interruption since its founding in 1607.

Schneider Weisse Unser Aventinus:

- «World Beer Cup» 2004 (Silver Medal)
- «World Beer Cup» 2006 (Bronze Medal)
- «European Beer Star» 2004, 2005, 2006, 2007, 2011 (Gold Medal)
- «European Beer Star» 2008 (Bronze Medal)
- «Australian International Beer Awards» 2006, 2008 (Bronze Medal)

- «Australian International Beer Awards» 2009, 2011 (Silver Medal)
- «Australian International Beer Awards» 2010 (Gold Medal) (schneider-weisse 2013).

### 3. Konrad (Pils, Czech Republic)

Alcohol: 5,2%

Colour: 10,3 EBC

Bitterness: 30 EBU

Serving temperature: 8-10 C

Pilsner different medium strength, color dark or light amber. This variety is characterized by a moderate bitterness and noble hop flavor and aroma, light malt sweetness and a medium strength. This variety is characterized by a moderate bitterness and noble hop flavor and aroma, light malt sweetness and a medium strength. Has the taste of sweet corn, and the smell of malt. May be present fried, with a taste of cookies or bread malt tones. Froth different density and retention (alko 2013).

Manufacturer: Company Hols (brewery «Vratislavice»)

«Vratislavice» Brewery brews high quality beer for 130 years. HOLS as the owner of the brewery, has staked his all on high quality and simple trade brewing. Brewery adds its malt, which is verified by the quality and uses of Zatec hops (Saaz) region, as well as high-quality water source. Conrad was honored with three prestigious awards at the Czech Beer Festival last year: gold, silver and bronze awards were given to: the traditional 11 ° KONRAD light lager, a popular 11 ° KONRAD (dark lager) and an exclusive 12 ° KONRAD (light lager). Konrad 12 also won the prize of Poland, for the best value for money (pivo-konrad 2013).

### 4. Nokian Tuplakeisari (Strong lager, Finland)

Alcohol: 8%

Colour: 17,2 EBC

Bitterness: 15,7 EBU

Serving temperature: 10C

Color light red, brownish. Malty aroma, fruity, citrus. Malt flavor, dried fruit, slightly sweet, not cloying. The aftertaste is mild bitterness (alko 2013).

Brewery: Nokian Panimo

The brewery was founded almost twenty years ago, because of the desire of entrepreneurs to create a local company with a high quality of production. Thus, this company is a perfect example of a small business in Finland, the production of which meets all environmental standards. «Nokian Tuplakeisari» developed in 2012. On the Finnish market appeared in January 2013 (nokianpanimo 2013).

#### 5. Lindemans Kriek (Speciality, Belgium)

Alcohol: 3,5%

Colour: 37,7 EBC

Bitterness: 16,9 EBU

Serving temperature: 5C

Color dark, ruby, clear. The foam is thick, pink, rich. Not strong flavor: cherry, caramel, no peculiar smell. Moderately sweet taste flows to weak acidic aftertaste (alko 2013).

Manufacturer: Brewery Lindemans.

Six generations ago, in 1822, the family Lindemans had farm near Brussels. They decided to revitalize the brewing "lambic" in the winter, when agricultural work on time stayed. The farm produces wheat and barley, the main materials for the beer "lambic". Due to the growing success of beer, the brewery took place in the main activities of the family. Because of the growing demand for beer, one plant could not cope with the turnover of production, so the family Lindemans decided in 1991 to build a new brewery to meet the growing needs of the market with no loss of quality. In 1985, Michael Jackson said that «Lindemans Kriek» is one of the 5 best beers in the world.

- «World Beer Cup» 1994, 1995: Lindemans Kriek Lambic (gold medal)
- «World Beer Cup» 1996 1997: Lindemans brewery into the top ten breweries.

Brewery Lindemans was the best exporter of Belgian beer in the U.S. (lindemans 2013).

#### 6. Westmalle Trappist Dubbel (Speciality, Belgium)

Alcohol: 7%

Colour: EBC 74

Bitterness: 28 IBU

Serving temperature: 12-14C

Beer is a dark reddish-brown color. Pleasant aroma of beer, complex, ethereal, fresh, sweet malty and fruity (blackberry, blueberries, gooseberries, raspberries, raisins, plums), as well as caramel and spice. Smooth, well-balanced flavor of the beer, as well as fragrance, filled with sweet fruit

and malt notes (grapes, plums, raisins), hints of spice and caramel. The finish is long and dry (alko 2013).

Manufacturer: Westmalle brewery

22 April 1836 the monastery became a Trappist abbey. Thus in the same year abbot Martinus Dom started construction of a small brewery. On 10 December 1836 they served their first brew of Trappist beer at lunch. For many years the abbey only brewed for its own needs. Only as of 1856 did the monks sell some beer at the gate now and again. For almost 170 years, the brewery has only used pure ingredients: water, malt, hops, sugar and yeast. All this time they have made 100% natural beer with them. And with each investment, they aim for a better quality of the Trappist beer (trappistwestmalle 2013).

#### 4.5 Food

The food decision was made after analyzing the sources about combining beer and food. All dishes in my degustation were simple and made by my own recipes. All food samples had different tastes which were useful for finding best food combination. I decided to use simple food in order to evaluate more beer than food. All the recipes for tasting designed for 8-10 people. For each dish I made table with explanations and ingredients. Also it included recommendations about serving. All tables, except one below with name table 3 were submitted in the appendix.

**Table 3. Chicken fillet, grilled**

Ingredients	
Chicken fillet	1000 g
Mayonnaise	120 g
Salt	5 g
Pepper	5 g
Oil	10 ml
Salad	5-6 pcs
How to prepare	
Wash Chicken fillet in cold water, wring out. Cut into thick slices 5-7mm. Add salt and pepper. Fold the fillets in a deep bowl. Add mayonnaise and mix thoroughly to distribute it to the entire volume of fillet, by stirring. Cover with plastic wrap and refrigerate for 30 minutes. Fry in a hot skillet over medium heat until tender.	
Comments	



Serve on a large plate, decorated with fresh leaves of salad

1. Sausages wrapped in bacon, fried
2. Salad
3. Potatoes
4. Sauce
5. Salmon fillets, salted
6. Chocolate, cheese

#### 4.6 Results of the degustation

For all participants of the degustation I made short questionnaire. It included three questions and had a space for additional comments. These questions helped me to collect opinions and find best food combination for each beer.

The results below were formed on the basis of collected and analyzed participants' opinions after degustation. The final assessment of the "general impression of the sample" was considered by analysis of the responses to the following criteria:

- Delicious - 5
- Good – 4
- Ok – 3
- Not bad/Not good – 2
- Disgusting – 1

All results you can see in tables 4-9 hereafter.

**Table 4. Grimbergen Double-Ambree (Ale, France)**

General impression	3,875
Best food combination	Cheese
Comments	Nice, makes a good impression, soft aftertaste without excessive bitterness.  Possible combination with a meal: beef, game

**Table 5. Schneider Weisse Unser Aventinus (Wheat beer, Germany)**

General impression	3,25
Best food combination	Chicken, potato with sauce

Comments	Good model for wheat beer lovers. Does not require the presence of food. Possible combination of food: French toast with garlic
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**Table 6. Konrad (Pils, Czech Republic)**

General impression	3,875
Best food combination	Salmon, cheese
Comments	A beautiful example with a pronounced aroma and a bitter aftertaste. Possible combination of food: smoked fish

**Table 7. Nokian Tuplakeisari (Strong lager, Finland)**

General impression	3,75
Best food combination	Chocolate, cheese
Comments	Opinions on this sample were divided in two: delicious and disgusting. Beer is specific and is perfect as an aperitif. Recommended for inclusion in the line of restaurant sales «Talli». Possible combination of food: unsweetened desserts, Scandinavian cuisine

**Table 8. Lindemans Kriek (Speciality, Belgium)**

General impression	4,375
Best food combination	Blue cheese, chocolate
Comments	Very flavorful. A beautiful example for consumption without the combinations of food. A pronounced taste of cherries. The possible combinations of food: apple pie on a thin crust

**Table 9. Westmalle Trappist Dubbel (Speciality, Belgium)**

General impression	3,5
Best food combination	Chicken, chocolate
Comments	The rich coffee flavor. Feels close to sparkling wine. One of the few types of beer, which is not suitable with cheese. The possible combinations of food: steak medium rare, game

When I analyzed the results I decided to show them in tables. It was simple and understandable for making additional comments. Each beer sample had the final grade more than average. It showed that these beers are suitable for different customers with different tastes. The lowest marks had two samples: dark speciality from Belgium and wheat beer from Germany. It indicated that unusual beers had a limited number of customers. Only connoisseurs of each style prefer these samples to others. The highest mark got Lindemans Kriek with cherry taste. It was common situation because most participants were female. This sample also had a good comments and additional offer to taste it without food. Moreover this sample should be the first at the degustation because it would be easy to taste light fruit beers firstly. Good marks got also pils from Czech Republic and Ale from France. Both of them had best food combination with cheese. In addition these samples had not got the big variety of marks. This showed the satisfactory from all customers. The last beer sample from Finland was a surprise for all participations including Finnish. It showed big variety of marks but in the end all members of the event recommended this sample as an aperitif beverage for restaurant "Talli". Generally all members were satisfied after degustation and wrote good feedbacks. Moreover all of them asked about time of appearance this kind of the degustation in "Talli".

#### **4.7 Additional comments**

After analyzing questionnaires I had some additional comments for next degustation. The organization was well done and I recommended using my experience and findings. The degustation had eight participations which was enough for this kind of event. The number of participants allowed to explain in details each sample and provided time for answering the questions during the degustation. Subsequently it is desirable to have a helper. It could assign responsibilities during the tasting and avoid pauses in narrative. Together with the councils of participants and my own observations was defined the procedure submission of samples. According to these findings fruit and light kinds of beer should start the degustation. In the end the best variant is to use dark and specialty beers. During the degustation it is better to use additional files such as color palette and beer aromas palette. Visual aids can help maintain interest from customers and allow them to participate actively in findings. Music accompaniment can create a comfortable atmosphere and allows customers feel themselves relaxed. The menu of the degustation may vary. It can depend on season, customer preferences and feedbacks. The degustation had six beer samples. Each of them had good marks and summary this mark was above average. It was possible to conclude that the selected samples were a good deal for the tasting at whole.

Separately it is necessary highlight the Power Point presentation. After short discussion at the degustation and with supervisor I decided to add my variant of the presentation. This Power Point included: contents of beer degustation, short beer history, description of main beer types, color system, bitterness, and samples for the degustation.

#### 4.8 Calculations

Calculations were a part of my thesis work. All prices and products were taken from restaurant Talli examples. The purpose was to calculate how expensive could be a participation in degustation. As a result in table 10 after adding profit and taxes to the whole prices the price for ticket was 21, 80763 €. That is why eight participations was the best choice. It is possible to have more than eight persons, but not more than ten. This conclusion is based on the specification of the degustation, which provides presentation of the beer samples, its evaluation and getting knowledge in this theme.

**Table 10. Calculations**

<b>Product</b>	<b>Amount of use</b>	<b>Price on use €</b>	<b>Price +profit(60 %)</b>	<b>+Taxes (14%)</b>	<b>Price for person</b>
Chicken fillet	1000 g	15,01	24,016	27,37824	
Mayonnaise	120 g	0,5	0,8	0,912	
Oil	60 ml	0,16	0,256	0,29184	
Salad	24 pcs	1,4	2,24	2,5536	
Sausages	10 pcs	3,2	5,12	5,8368	
Bacon	10 pcs	2,1	3,36	3,8304	
Cherry tomatoes	10 pcs	0,97	1,552	1,76928	
Hard cheese	250 g	5,3	8,48	9,6672	
Potato	1000 g	1,5	2,4	2,736	
Fresh dill	100 g	2,7	4,32	4,9248	
Cream	200 g	0,7	1,12	1,2768	
Salmon	300 g	11,37	18,192	20,73888	

Lemon	1 pcs	0,4	0,64	0,7296	
Chocolate	300 g	4,8	7,68	8,7552	
Blue cheese	250 g	9,5	15,2	17,328	
Ale, France	0.33*2 pcs	5,96	9,536	10,87104	
Wheat beer	0,5*1 pcs	4,19	6,704	7,64256	
Pils	0,5*1 pcs	2,85	4,56	5,1984	
Strong lager	0.33*2 pcs	7,06	11,836	13,49304	
Speciality, fruit	0,25*3 pcs	8,64	13,824	15,75936	
Speciality, dark	0,75*1 pcs	7	11,2	12,768	
			<b>153,036 €</b>	<b>174,46104 €</b>	<b>21,80€</b>

## 5 PROMOTION

Nowadays, the restaurant business has a tendency to grow and develop at an incredible rate. From year to year there is a serious competition between restaurants. The main reason is customer. The restaurant is not only catering establishment, with the function of food service, but the main place for meeting and relaxing. That is why the modern competitive restaurant is a place of new format, which includes the function of nutrition, education, leisure, media and competent marketing policy.

Efficient operation of the restaurant, which makes profit, is built on the basis of many factors: a systematic analysis of the needs of visitors, the introduction of new services and features for visitors, marketing, promotion of new offers and opportunities. Only with well-developed concept of integrated and consistent implementation of the idea and the finished product in the development of business, success is guaranteed.

Advertising of products and activities of the enterprise - is the most important part of the complex marketing activities, a kind of basic information to the consumer (Gerchikova I.N. 2010, 310.)

With right organization, advertising is very effective, and contributes to the fast smooth implementation of product. But all advertising needs to develop a strategy for the campaign. This way helps to avoid errors during the commercials. It allows you to minimize the risks associated with

the lack of understanding of the consumer; it allows you to increase the effectiveness of advertising. The strategy development gives the firm a successfully deal with problems of marketing and successfully compete with other firms (Gerchikova I.N. 2010, 310-311.)

If the firm has a strategy campaign, she avoids many mistakes in its conduct and making such advertising, which is aimed at the consumer more accurately (Gerchikova I.N. 2010, 311.)

Each advertising campaign includes three main phases: preparation, top and final. The main is the preparation, because on it depends the other two phases, as well as the success of the campaign as a whole. The preparation phase includes planning of advertising campaign. Planning observe the situation around the product on the market, and determines the cost of advertising, which, on the one hand, are dictated by the optimal set of species used and the means of advertising, and on the other hand - the amount of advertising, which is the source of setting the purchase price or location time for her. During the planning of advertising campaign it is very important to know that the success of the market depends not only on the successful advertising, but also on factors that characterize the product: the product's functionality, price and unique in the market (MacRury 2009, 187-200.)

In table 11 I presented specifically strategies of advertisement with rubrics. All marketing recommendations for the restaurant Talli were made according to these strategies.

**Table 11. Advertisement can be: informative, exhortative, and reminiscent**

Informative	<ol style="list-style-type: none"> <li>1. Introduce to the market a new product;</li> <li>2. Informing the market about the price change;</li> <li>3. Explanation of the product;</li> <li>4. Description of services provided;</li> <li>5. Correcting misconceptions and dispel concerns of the consumer;</li> <li>6. Forming the image of the company;</li> <li>7. Formation the preferences to the product.</li> </ol>
Exhortative	<ol style="list-style-type: none"> <li>1. Encouraging a switch to your product;</li> <li>2. Convincing consumers to make a purchase without delay;</li> <li>3. Free samples;</li> </ol>

Reminiscent	<ol style="list-style-type: none"> <li>1. Reminding consumers that the product is available;</li> <li>2. Reminding consumers where to buy the product;</li> <li>3. Maintaining product awareness at the highest level.</li> </ol>
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The aim of my work was to develop the same option advertising campaign for the beer tasting at the restaurant «Talli». Based on the above points, I made an advertising campaign which primary purpose was to inform visitors of the restaurant and attract potential new customers.

According to this strategy I conditionally divided the advertising for four parts: visitors of the restaurant «Talli», residents of the Mikkeli, tourists in Mikkeli, internet. This division helped to define more precisely the possible ways of advertising the product. I started with promotion for permanent customers. People from this segment group know the restaurant “Talli” and available services. That is way the informing them looks better than other variants of advertisement. As an example of promotion I decided to offer additional information desk at the entrance, next to the main restaurant menu. Reception will consist of informational advertisement format A4. Announcement will contain brief information about a new event - beer tasting, entrance costs and partial information presented for the tasting of beer types. Likewise to the previous item can work letterheads on the bar. Since the payment is made on the lunch bar, it would be appropriate to use the available space rack for the location of advertising booklets, which will provide basic information on the ongoing beer tastings. Over and above restaurant can use flyers invitation. It can be distributed to all visitors of the restaurant «Talli» together with the cash register receipt at the bar.

Next step was to attract new customers. It could the residents of the Mikkeli or tourists from other places and countries. Both of them may be involved by advertising in stores «Alko». Advertising will be placed on the shelves next to the types of beer that are involved in the tasting. Promotional stickers will contain an invitation to a tasting where customers can try sample which present in the store beers marked with this sticker. Moreover for the tourists in Mikkeli can be used following solutions. Promotional brochures should be at the information offices. Any tourist who came to the Mikkeli, when referring to the information office will be able to see the offer of a beer tasting at the restaurant «Talli». As a plus can be advertising on bus/ railway station. Advertising will be in the form of a rack of information booklets. The booklet will be detailed res-

restaurant «Talli», and also will be invited to participate in a beer tasting. Finally it can be an additional advertisement at the official website of the Mikkelin. In a special section describing the eating places, there will be information about the restaurant «Talli» and an invitation to participate in a beer tasting. This kind of promotion also can help to attract people to the restaurant at whole.

And the last but not the least was decision about internet advertising. Nowadays internet sources play an important role in promotion. A lot of potential customers can be founded by internet. It is better to have the announcement on the official website about new service in the restaurant. As an addition on the restaurant page in the social network Facebook also should be the announcement. The most important thing is to develop advertising with Finnish, English and Russian language.

## **6 CONCLUSION**

Beer degustation is not as common as wine degustation. This kind of event takes place only at breweries or in beer restaurants. But the popularity of beer is growing. That is why an idea of organizing the degustation for restaurant “Talli” was a part of future development in this area. This thesis project was a good experience for me. To achieve the purpose of my work I used the special literature about brewing and marketing. I included material which is enough for readers without special knowledge in brewing. Also restaurant “Talli” can use this theory for introduction at the degustation and make promotion according to the marketing recommendations. All theoretical materials which I presented in my thesis work were useful and helpful. I used them during creating process of the degustation and as base material for the introduction to the beer world. During my work I gained new knowledge and professional skills. It was a good development for me in professional way and would be glad to use it in Russia.

Organizing the degustation for restaurant “Talli” was successfully done. This thesis work is wide and deep. It provides future development for customers if they were interested in brewing. Everyone who participate the degustation will get enough start knowledge. After this event each customer will understand basics of the brewing and beer styles. Moreover all members can find their own preferences in beer styles. The degustation offers comfortable atmosphere, interesting lecture and different beers. This kind of the event is suitable for different customers. The event is flexible and may have changes depends on customers preferences.

The marketing promotion for beer degustation was developed in different ways according to the restaurant specification and location of the city Mikkelin at whole. Good promotion of the event



has possibility to attract new customers to the restaurant, not only for the degustation. Moreover Mikkeli is a tourist well known place which is an additional possibility to make a profit.

The organization beer degustation for the restaurant «Talli» is not only a well-developed project designed to advertising, but also an important contribution to the development of interest to the popular product to the rating perspective. This project has a number of areas such as: development of new beer tastings, detailed study of each stage of the campaign, with the aim not only of interest, but also to maintain the position of sales in the future, development of multilingual service and maintenance through the development of a website, brochures and advertisements in English and Russian language, tourism development in Mikkeli. All examples of the development may firstly discussed with “Talli”. These trends and problems can be addressed and developed in the first place, the students of the University of Applied Sciences in Mikkeli and restaurant «Talli», as an interested part.

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**APPENDIX 1****Appendix on several pages**

## 1. Dishes (Tables)

**Sausages wrapped in bacon, fried**

Ingredients	
Sausages	10 pcs
Bacon	10 pcs
Oil	10 ml
How to prepare	
Sausages separated from each other and wrapped in bacon slices. Secure bacon with a toothpick. Fry in a heated skillet over medium heat until tender.	
Comments	
Serve on a plate after removing the toothpicks	

**Salad**

Ingredients	
Salad leaves	8-10 pcs
Cherry tomatoes	8-10 pcs
Hard cheese	120 g
How to prepare	
Salad leaves and cherry tomatoes washed and dried. Salad leaves share with your hands into small pieces. Cherry tomatoes cut in half and add to the salad. Hard cheese grater to grate on medium and add to the salad. All the ingredients mix well.	
Comments	
Serve in a portion-transparent salad bowl.	

**Potatoes**

Ingredients	
Potato	1000 g
Oil	40 ml
Salt	20 g
Fresh dill	40 g
How to prepare	
Boil potatoes until half cooked. Each potato divided into 8 parts (slices). Add salt and mix in the vegetable oil. Bake until golden brown in the oven at 180C.	
Comments	
Serve on a large plate. Ready potatoes sprinkled with fresh dill.	

**Sauce**

Ingredients	
Cream	200 g
Salt	10 g
Fresh dill	100 g
How to prepare	
In the sour cream, add salt and add the finely chopped fresh dill. Mix all ingredients well	
Comments	
Serve in individual sauce bowls with potatoes “Idaho”	

**Salmon fillets, salted**

Ingredients	
Salmon	300 g
Salad leaves	6-7 pcs
Lemon	1 pcs
How to prepare	
Salted salmon fillet, cut into thin slices 2-3 mm thick. Salad leaves wash with cold water and dry. Lemon washes with cold water and cut into half rings.	
Comments	
Fillet of salmon put on fresh salad leaves and garnish with lemon slices.	

**Chocolate, cheese**

Ingredients	
Chocolate, dark	150 g
Chocolate, milk	150 g
Blue cheese	250 g
Hard cheese	250 g
How to prepare	
Chocolate release from packaging materials and divided into small slices. Cheese cut into cubes of 1 cm	
Comments	
Cheese and chocolate gently put into different small plates	

Power Point presentation for restaurant “Talli”



## Welcome to the beer degustation!

- Beer history
- Beer types
- Colour and bitterness
- Beer for degustation

## Beer history

- The history of brewing dates back to ancient times, and only with archaeology and historical evidence we can safely say that for many thousands of years ago, the ancient people with specially grown plants get a drink, similar to beer. So the German archaeologist E. Huberom were found in Mesopotamia in the temple inventory 11th Millennium carved in stone Sumerian beer recipes, there are at least 15 varieties of this wonderful drink, different taste, color and other properties
- In ancient Egypt people perfectly mastered the art of making beer. Evidence of this is a detailed description of the brewing process, depicted in relief in the tomb of Tia. Judging from the drawings, preparation of beer was closely related to bread-making. Archaeological excavations conducted in Egypt, indicate that the secrets of beer making has been known to the Egyptians in 2800 BC Secrets of Egypt's brewing migrated to Ethiopia, then in Persia and the Caucasus
- European beer is considered to be the birthplace of Germany. The Germans began making beer in the III century BC. From German lands brewing technology gradually spread to England and Scandinavia, and then, thanks to the expansion of European culture, and around the world

## Top-fermenting process (15-25 ° C)

<b>Ale</b>	<b>Altbier</b>			
	<b>Light Ale</b>			
	<b>Barley Wine</b>			
	<b>Porter</b>	<b>Stout, robust, brown</b>		
	<b>Bitter Ale</b>			
	<b>Irish Red Ale</b>			
	<b>Pale Ale</b>	<b>American, English</b>		
	<b>Brown Ale</b>			
	<b>Belgian Ale</b>	<b>Belgian strong</b>	<b>Trappiste Ale</b>	
	<b>Scotch Ale</b>	<b>English, Common</b>		
	<b>Wheat beer</b>	<b>Weisse, weizen, lambic</b>	<b>Fruit lambic</b>	<b>Kriek</b>

## Bottom-fermenting process (5-15 ° C)

<b>Lager</b>	<b>Pilsener</b>
	<b>European Pale Lager</b>
	<b>Bock</b>
	<b>Strong Lager</b>
	<b>Muenchener</b>
	<b>German Amber Lager</b>
	<b>Ice beer</b>
	<b>Keller</b>
	<b>Rauchbier</b>
	<b>Steam</b>
	<b>European Dark Lager</b>



# The Many Colours of Beer



## SRM

Standard Reference Method is one of several methods brewers use to specify beer colour.

Calculating the SRM value of a beer involves measuring light of a particular wavelength (430 nm) passing through 1 cm of the beer using a Spectrophotometer.

The SRM values for each of the beers on the left are as follows:

- 1 2 3 4 5
- 6 7 8 9 10
- 11 12 13 14 15
- 16 17 18 19 20
- 21 22 23 24 25
- 26 27 28 29 30

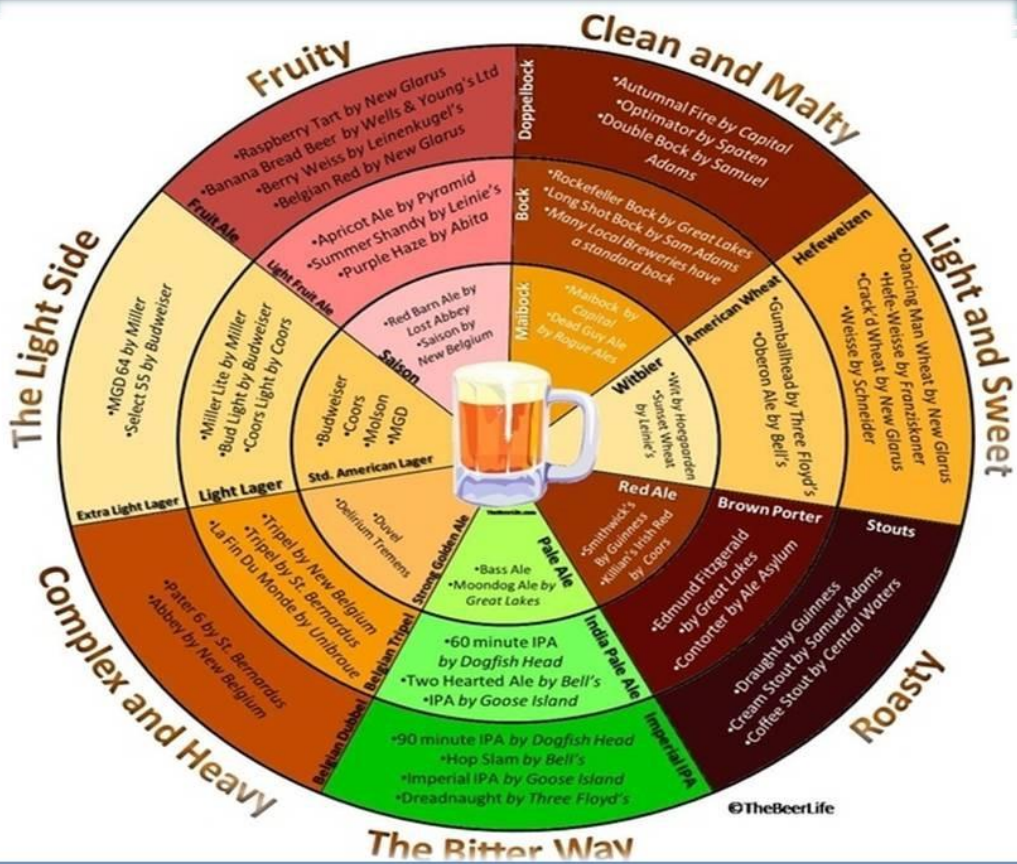
The EBC is another way beer colour is measured in Europe, it stands for European Brewers Convention and although originally calculated on a comparison basis it's now calculated using a spectrophotometer as with the SRM.

### To Calculate EBC from SRM

$$EBC = SRM \times 1.97$$

$$SRM = EBC \times 0.508$$

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COLOR & BITTERNESS COMPARISON CHART							
(SRM)		BITTERNESS (IBU)	COLOR (SRM)	(SRM)	BITTERNESS (IBU)	COLOR (SRM)	
1	LIGHT LAGER	5-15	1.5-4	7	VIENNA-STYLE LAGER	22-28	8-12
	WHEAT ALE	10-25	2-10		ESB (EXTRA SPECIAL BITTER)	50-55	8-14
	BELGIAN WHITE	10-17	2-4		SCOTTISH ALE	8-20	8-17
	LAGER	5-14	2-4		ENGLISH MILD ALE	10-24	8-17
2	ICE LAGER	10-22	2-5	10	ENGLISH/SCOTTISH STRONG ALE	50-65	8-21
	MALT LIQUOR	32-25	2-5		DARK LAGER	22-30	8-30
	WEIZEN BEER	5-15	2-3		DUNKELWEIZEN	10-15	10-19
	OKTOBERFEST/MARZEN	7-25	2-15	15	SCOTCH ALE	25-35	10-25
3	PILSNER	20-40	3-6		AMBER/RED ALE	50-60	11-18
	BLONDE/GOLDEN ALE	15-25	3-7		IRISH ALE	20-28	11-18
	BELGIAN-STYLE TRIPLE ALE	20-25	3.5-7		DUSSELDORF-STYLE ALTBIER	25-48	11-19
4	BELGIAN-STYLE ALE - PALE STRONG	20-50	3.5-7	22	BARLEYWINE	40-100	13-22
	HEFWEIZEN	10-35	3-10		CALIFORNIA COMMON BEER	35-45	12-17
	KÖLSH	18-25	4-7		OLD ALE	50-65	12-30
	HELLES BOCK/MAIBOCK PALE LAGER	20-38	4-10	27	BELGIAN-STYLE DÜBBEL ALE	18-25	14-18
5	CREAM ALE	18-25	4-15		MÜNICH DUNKEL	18-28	14-28
	ENGLISH PALE ALE	20-40	5-14		BROWN ALE	15-45	15-22
	FRUIT OR VEGETABLE BEER	5-70	5-50		BOCK	20-30	20-50
	HERB & SPICE BEER	5-70	5-50	30	PORTER	20-40	20-55
6	AMERICAN PALE ALE	28-60	6-14		OATMEAL STOUT	20-40	20+
	INDIA PALE ALE (AM OR ENG)	35-65	6-14		IMPERIAL STOUT	50-80	20+
	AMBER LAGER	18-50	6-14	32	STOUT	30-60	40+
7	LAMBIC	11-25	8-25		IRISH DRY STOUT	30-40	40+
	DOPPELBOCK	16-30	8-25	52	MILK STOUT	15-25	40+

## Samples for degustation



## Grimbergen Double-Ambree (Ale, France)



- Alcohol: 6,5%
- Colour: 68,8 EBC
- Bitterness: 13,6 EBU
- Serving temperature: 10 C
- Flavor of the fruit, raisins, a little caramel. Taste buttery, caramel, a little timber with bitterness, at a distance raisins and dried fruits. There are almost imperceptible acidity. The finish is fruity, slightly acid.
- Manufacturer: Brasseries Kronenburg



## Schneider Weisse Unser Aventinus (Wheat beer, Germany)



- Alcohol: 5%
- Colour: 42,5 EBC
- Bitterness: 9,9 EBU
- Serving temperature: 12-14C
- The beer is dark brown. Aroma of beer like a rich dessert with bright fruit notes of cherry, banana, plum and raisin, hints of brown sugar, caramel, bread, licorice and toast. The taste is very smooth, creamy, rich, balanced flavor follows the aroma notes of raisins, a little bit of tart cherry juice, hearty bread and caramel notes. Closer to the finale felt shades of banana, yeast, hop bitterness
- Manufacturer: Brewery Weisses Brauhaus G. Schneider & Sohn





## Konrad (Pils, Czech Republic)



- Alcohol: 5,2%
- Colour: 10,3 EBC
- Bitterness: 30 EBU
- Serving temperature: 8-10 C
- Pilsner different medium strength, color dark or light amber. This variety is characterized by a moderate bitterness and noble hop flavor and aroma, light malt sweetness and a medium strength. This variety is characterized by a moderate bitterness and noble hop flavor and aroma, light malt sweetness and a medium strength. Has the taste of sweet corn, and the smell of malt. May be present fried, with a taste of cookies or bread malt tones. Froth different density and retention
- Manufacturer: Company Hols (brewery «Vratislavice»)



## Nokian Tuplakeisari (Strong lager, Finland)



- Alcohol: 8%
- Colour: 17,2 EBC
- Bitterness: 15,7 EBU
- Serving temperature: 10C
- Color light red, brownish. Malty aroma, fruity, citrus. Malt flavor, dried fruit, slightly sweet, not cloying. The aftertaste is mild bitterness
- Brewery: Nokian Panimo



## Lindemans Kriek (Speciality, Belgium)



- Alcohol: 3,5%
- Colour: 37,7 EBC
- Bitterness: 16,9 EBU
- Serving temperature: 5C
- Color dark, ruby, clear. The foam is thick, pink, rich. Not strong flavor: cherry, caramel, no peculiar smell. Moderately sweet taste flows to weak acidic aftertaste
- Manufacturer: Brewery Lindemans.



## Westmalle Trappist Dubbel (Speciality, Belgium)



- Alcohol: 7%
- Colour: EBC 74
- Bitterness: 28 IBU
- Serving temperature: 12-14C
- Beer is a dark reddish-brown color. Pleasant aroma of beer, complex, ethereal, fresh, sweet malty and fruity (blackberry, blueberries, gooseberries, raspberries, raisins, plums), as well as caramel and spice. Smooth, well-balanced flavor of the beer, as well as fragrance, filled with sweet fruit and malt notes (grapes, plums, raisins), hints of spice and caramel. The finish is long and dry
- Manufacturer: Westmalle brewery

