

READ ME FIRST

12 Beers  
of Christmas   

**A BEER-A-DAY EXPERIENCE
DEC 25 - JAN 5**



**CITY BREW
EST. TOURS 2008**

WHAT TO EXPECT

Merry Christmas! The box in front of you is filled with 12 craft beers from some of our favorite breweries across the country.

On each of the 12 Days of Christmas, you'll open up one perforated window and pop open the beer inside. From Dec. 26 – Jan. 5, you're invited to join a live, virtual tasting about that day's beer.

Night 1

To kick off your Christmas beer journey, enjoy your first brew while browsing through this booklet. **There will not be a virtual tasting on 12/25.** You'll find tasting notes about tonight's beer, access info for virtual tastings, and some useful tools so you can get the most out of your 12 Beers of Christmas beer box.

Cheers!



JOIN OUR VIRTUAL BEER TASTINGS

At 8:30 PM ET on Dec. 26, we'll go live online with the first of 11 virtual beer tastings. Each evening we will appraise that night's brew, dive into its history, and answer any of your burning beer questions.

What to Expect

Our fantastic 12 Beers of Christmas Hosts will lead you through a spirited beer tasting and discussion with brewers, brewery owners, Cicerones®, and our own awesome beer experts. Join us in the chat or just sit back and sip along.

How to Watch

Scan the QR code below with your phone's camera or visit us at www.citybrewtours.com/christmas23.



THE FIRST NIGHT'S BEER

GOODY TWO SHOES

EXHIBIT 'A' BREWING COMPANY
FRAMINGHAM, MA

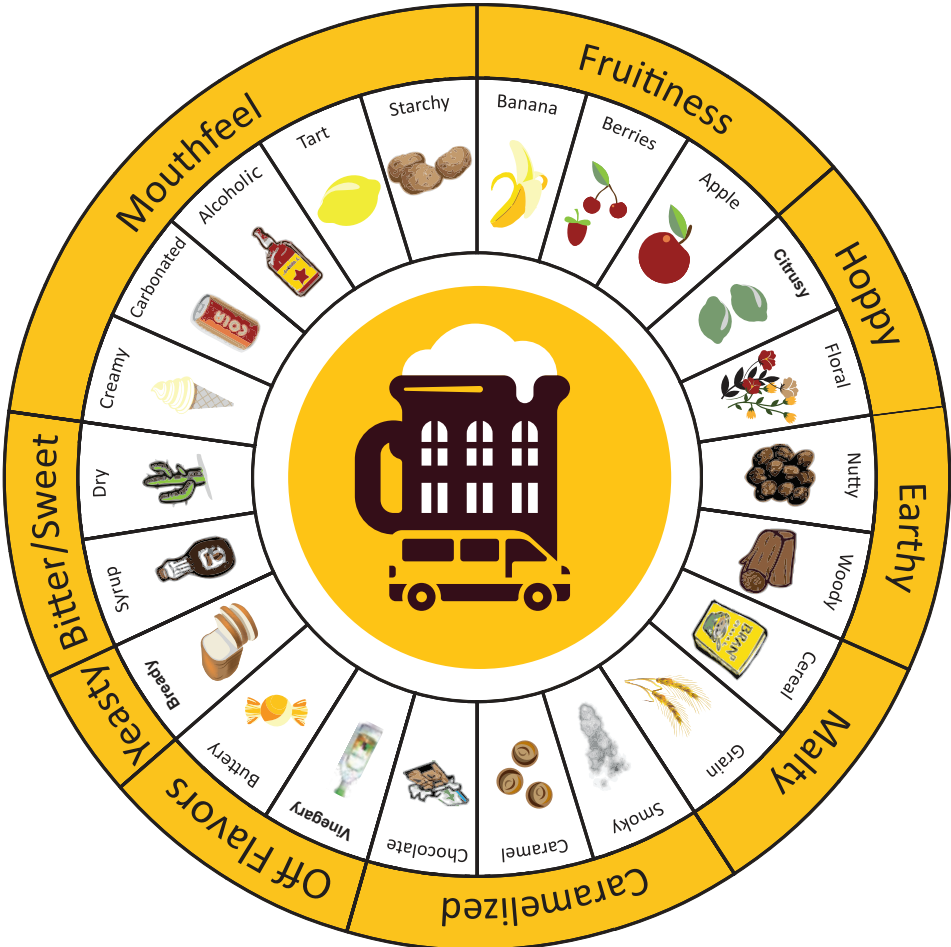
STYLE | German Style Kölsch

ABV | 4.5%

Crisp and clean, with light flavors of lemon, white flour and fresh baked crackers follow into a dry finish.



THE BEER TASTING WHEEL



CRAFT BEER CHEAT SHEET

Malt - Barley that has undergone the malting process, where grains are steeped and then kiln dried

Hops - The flower of the *Humulus lupulus* plant that provides bitterness, flavor, and aromatics to beer

Ale - Beer that is made with a top-fermenting yeast (i.e. Amber, IPA, Stout)

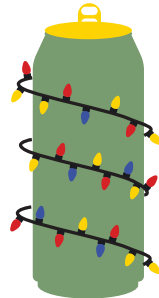
Lager - Beer that is made with a bottom-fermenting yeast (i.e. Pilsner, Bock, Dunkel)

Style Guideline - A set of parameters and flavors a beer should contain to be recognized and judged for its quality by organizations like the BJCP (Beer Judge Certification Program)

ABV - Alcohol By Volume

IBU - International Bitterness Units, a measurement of the bitterness imparted by hops in a beer

SRM - Standard Reference Method, measurement of the color of a beer
Straw (Pale) = 1, Black > 30



HOLIDAY FOOD & BEER PAIRINGS

In the spirit of Christmas, here's a quick guide to pairing some of our favorite holiday foods with beer. Don't go looking just yet, but you might find a couple of these beer styles in the box!

Baked Brie - This warm, gooey Christmas party favorite is one of the few foods that can handle a Belgian Strong Ale. In turn, it will cut through the fat, cleansing your palette for the next bite!

Oysters - Next time you're at an oyster roast, choose a stout with a bit more sweetness than is typical of the style. That maltiness will balance out the oysters' saltiness in a mind-blowing way.

Turkey & Stuffing - It's hard to pair an entire meal with a single style of beer, but you can confidently enjoy herb-heavy dishes with something a bit funky, like a saison.

Ginger Bread - Pair this spicy dessert with a malty Munich Dunkel. Dunkels have enough heft to handle ginger bread's spice and enough sweetness to carry a dessert course.

Eggnog - This is more of a mixing than a pairing, but it's a good one! Choose a strong, spiced Christmas ale or rich stout and mix equal parts beer and eggnog.

WHO WE ARE

We are homebrewers. We are Cicerones. We are bartenders. We are beer aficionados. We are City Brew Tours, a team of people who really, really love beer.

Creating our Holiday Craft Beer Boxes has been a labor of love for our team. Our goal is to give our fellow beer lovers a unique, educational and fun experience that fosters community regardless of physical distance. We're thrilled to have you along on this journey, and we'll see you at our virtual tastings!

In the mean time, check out all we have to offer at CITYBREWTOURS.COM!

Cheers,
The City Brew Tours Team



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