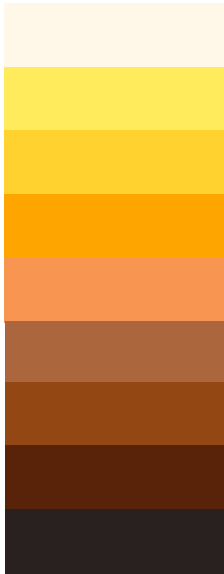


Beers not only all look different, they also taste different. As a beer lover, the challenge is to describe beers. It's not just about appearance, but also about defining the flavors.

## Colors



The color of a beer is perceived with the eyes

The color intensity of a beer is measured in EBC (European Brewery Convention) in Europe, or in SRM (Standard Reference Method) in the USA.

The color gradient from white to black via yellow, orange & brown is measured.

The conversion from EBC to SRM is done by the factor 1.97 -->  $EBC = 1.97 \times SRM$

## The perception of flavors

- Over 2,000 different aromas can be created in a beer.
- The malt, hops and yeast are mainly responsible for the aromas in beer.
- The malt is mainly responsible for caramel, bready and even smoky aromas.
- From the hops come mainly aromas reminiscent of fruit, grass or flowers.
- From the yeast come mainly aromas reminiscent of spices and fruits.
- Every person perceives aromas differently.

## Beer Aroma Wheel

[www.bier-aromrad.de](http://www.bier-aromrad.de)

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