

## **blue**HORECA

Hotel Textile & Equipment





## HISTORY OF BEER -

Beer is a beverage that has been in our lives since 10.000 B.C. History of beer begins with the discovery of wild barley by human beings for the first time in the vicinity of today's Sanliurfa in Mesopotamia in the hunter – gatherer period. It is known that barley was converted into a nutritive beverage by being grinded between two stones and by being mixed with water, and that the residue liquid was fermented with the wild yeasts in the environment accidentally and was converted into beer by itself. This beverage, which was favoured a lot later and which was a kind of beer, began to be consumed daily.

In the course of time, Sumerians, Hittites and Babylonians continued to produce beer. It is known that the Babylonians were producing 20 types of beers by adding various spices in the beer, such as clove and resin etc., and it also known that the Code of Hammurabi, which is the first written law in history, includes provisions on beer.

In time, beer was brought to Ancient Egypt and from there to Europe in the Middle Age. With the prevalence of epidemics such as typhoid and cholera spreading from sewages of growing cities in Europe, the popularity of beer, which does not carry any disease in comparison to contaminated water, increased rapidly. In the same period, monks began mass beer production in monasteries, and beer has become the daily beverage of public.

Beer has taken its current form with the occurrence of industrial revolution and technological developments. Beer was pasteurized as a result of the studies that Louis Pasteur made on yeast, and thus, it obtained a certain amount of shelf life. Also, Pasteur contributed to standardization of beer by isolating beer yeast.

In 1980s, small scaled craft beer manufacturers, who were producing very different beers against the domination of the market by large manufacturers, began to emerge. Diversity continues to increase thanks to craft beer manufacturers. World of beer is a complex world, like the world of wine and whisky. Today, beer specialists assume that there are 40.000 kinds of beers that source from 140 types in total.



Beer is manufactured from 4 main ingredients that are indispensable. These are barley malt, hop, water and yeast. Each of these raw materials make a different contribution to the taste of beer.



#### MALTED BARLEY:

Main grain that is used in production of beer is barley. It is dampened and germinated after being harvested, and then, it is converted into malt by being roasted, i.e. malted barley refers to the germinated and then roasted form of barley. Starch that is available in malt ensures that formation of alcohol in beer. In this case, amount of malt used determines the ABV of the beer. Also, malt brings a bready, grainy, full and wellrounded aroma to the beer. Finally, roasting level of malt determines the colour of beer. Beers that are manufactured from deeply roasted malts are in brown and black. Malts that are roasted in moderate level bring an orange, amber or red colour to the beer. Beers that are manufactured from lightly roasted malts are pale gold or gold.



Hop is a plant that looks like ivy and that has cones. There are various types of hops, and it brings a certain amount of bitterness and aroma to the beer. Its amount of usage, type that is used and stage, in which it is used during production process, determine the bitterness level of the beer. In addition to bitterness, it also brings various aromas to the beer, such as citrus, flower, grass, resin and pine etc.



#### > YEAST

Yeast is a single-celled micro-organism that may not be observed visually, and it is a critical ingredient, which ensures that the maltose that is available in malted barley is converted into alcohol by being broken. Two yeast families are used in the world of beer: Ale and Lager. Beers that are manufactured with Ale yeast have more of a fruity aromas, while the beers that are manufactured with Lager yeast are less aromatic, more refreshing and thirst-quenching in general.



#### WATER

Most of beer is comprised of water. Therefore, beer factories are generally established in the vicinity of a quality spring. Also, mineral structure of water, ph level and hardness of water contribute to the flavour of beer.

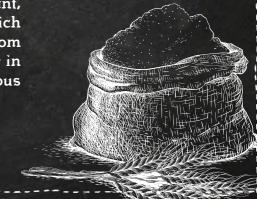


It is advised to drink beer from a glass rather than a bottle at all times. Drinking beer from a bottle causes bloating feeling due to the air swallowed together with the beer because of the narrow rim of a bottle.

Also, due to the narrowness of bottle rim, it becomes harder to smell and taste the aromas of the beer. In case beer is served in a glass instead of a bottle, aromas from the hop, the malt and the yeast may be perceived with ease and pleasure.

Each type of beer has a unique flavour profile, foam and service temperature. Therefore, beer glasses are designed in consideration of the characteristics of the type of relative beer. The design of the glass of a beer, foam of which is very dense and abundant, and the design of the glass of a flabby beer, foam of which dims down more rapidly, are very different from each other. Likewise, glasses that are suitable

for beers, flavours of which are very dense and dominant, and designs of glasses that are suitable for beers, which have more delicate flavours, shall be very different from each other. Therefore, it is very important to serve beer in the right glass in order to feel the appearance and various aromas of beer in the best and most ideal way.





Footed Pilsner glass is ideal generally for Pale Lagers and Pilsners, whose aromatic characteristics are not very dominant and which have herbal, floral and grainy notes. Slight opening of the glass towards the rim makes sure that the delicate aromas of these

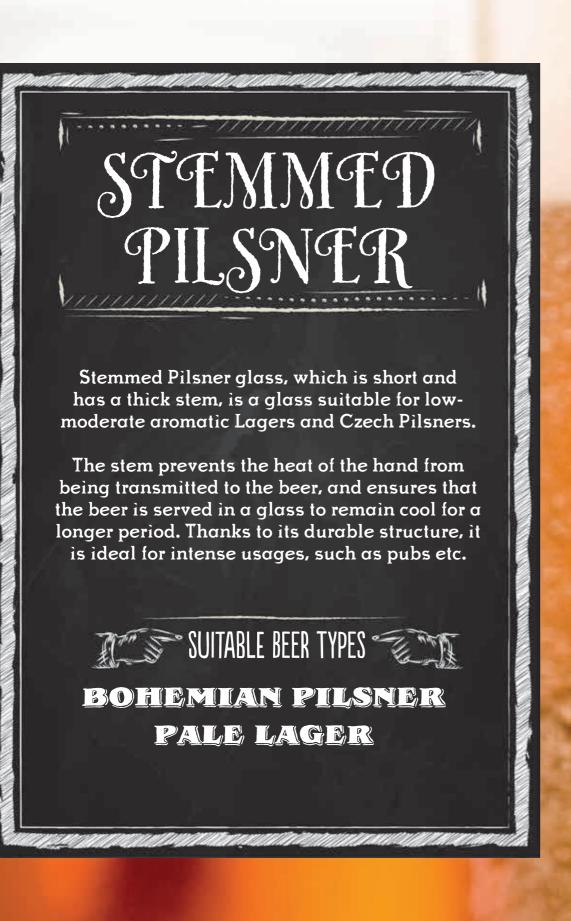
beers are felt more easily. Thanks to the thickness of the glass available in its bottom, this glass stores coolness at the bottom, and assures that the served beer is kept cool for a longer period.

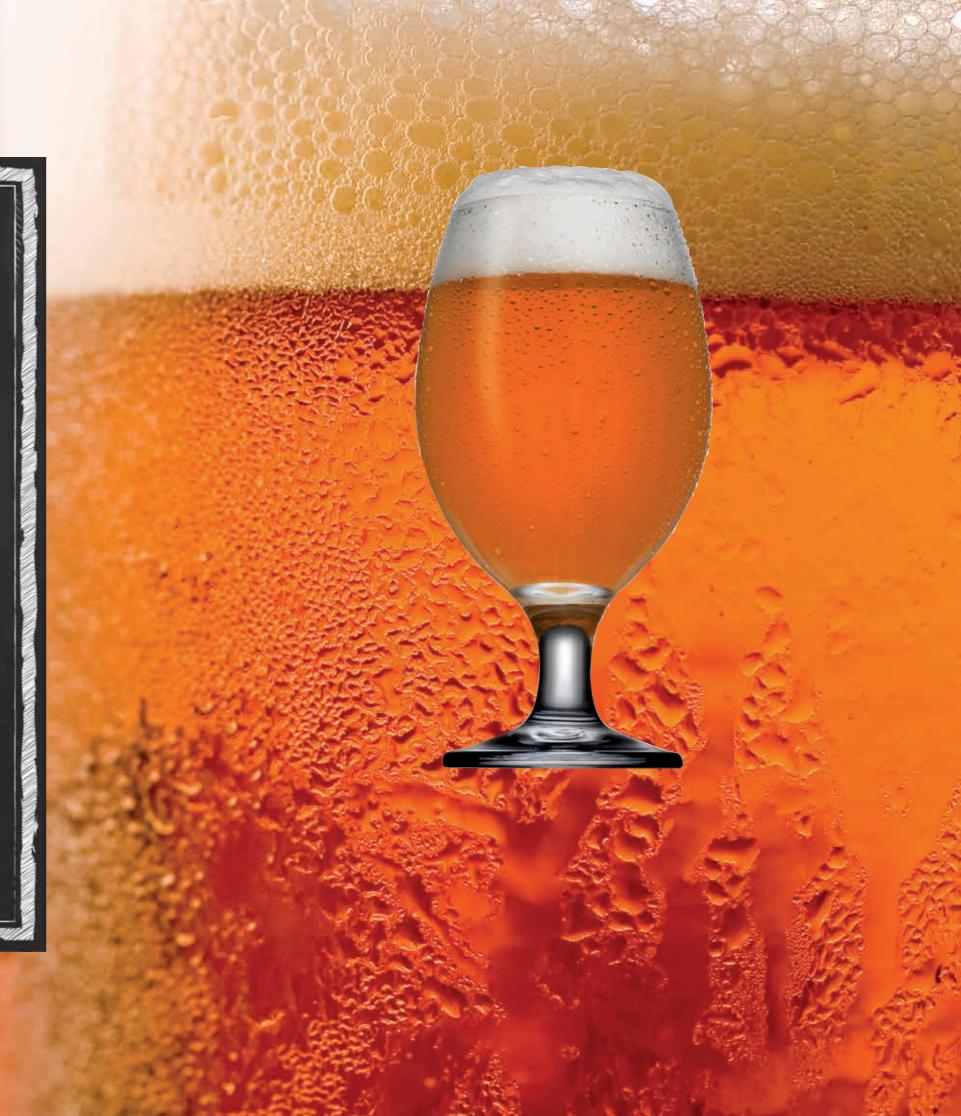


SUITABLE BEER TYPES



GERMAN PILSTER PILSNERS FROM THE WORLD PALE LAGER





## STEMMED PILSNER



44169 - TULIPE 385 CC



44417 - BISTRO 400 CC



44793 - PRIMETIME 450 CC



44882 - CAPRI 350 CC



44889 - SALUTE 500 CC



44995 - MALDIVE 370 CC



440032 - CHEERS 390 CC



44493 - CHEERS 290 CC







440122 - DRAFT











This glass, which reminds the shape of a vase, is an ideal glass for Lager beers with delicate aromas thanks to its rim that widens upwards.

Widening of its rim assures that the light flavours available in the beer are perceived more comfortably. It is a durable glass. Thick base of the glass ensures that the glass is more balanced, and by storing cold in its base, it also makes sure that the served beer remains cool for a longer time.



SUITABLE BEER TYPES



GERMANI PILSNER WIENNA LAGER PALE LAGER



420497 - CERVEZA

568 CC



420158 - CERVEZA

340 CC



320 CC



42295 - PETRA

Its slim waist makes it easier to hold the glass, and its widening and then narrowing rim helps to support the beer head. Widening area of the glass assures that the aromas are unfolded, and its narrowing rim ensures that the aromas are gathered. Thickness of the base of the glass provides a more balanced glass, and makes sure that coldness is stored in its body.



SUITABLE BEER TYPES



GERMAN PILSNER VIENNA LAGER CREAM ALE



42289 - WEIZENBEER

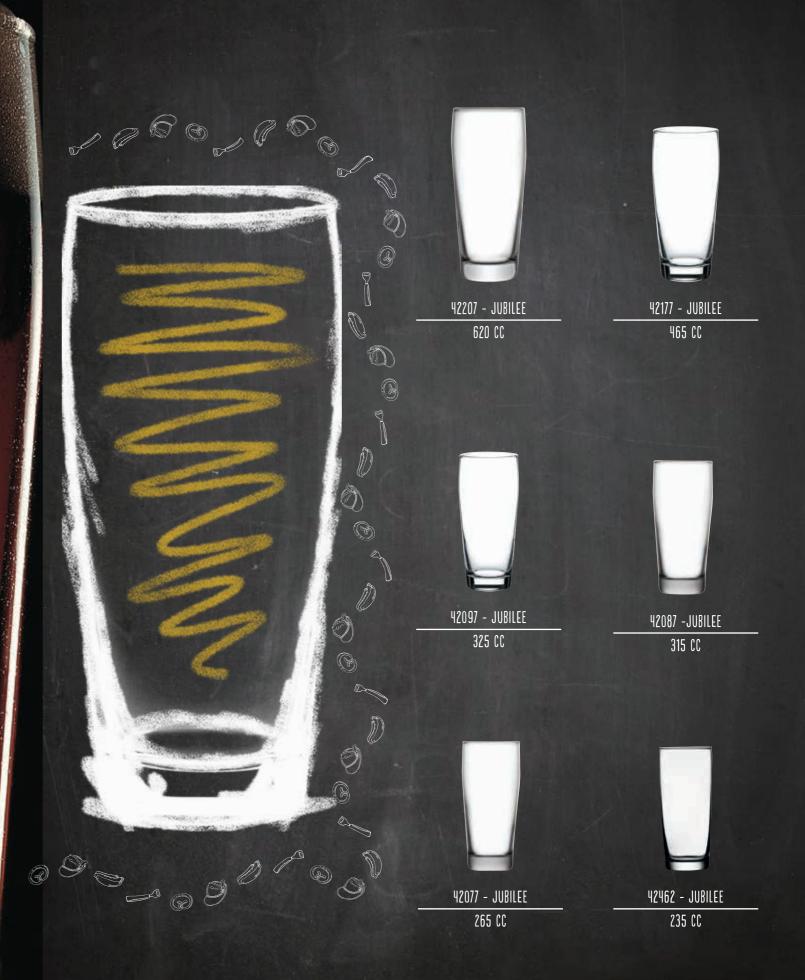
## WILLI BECHER

# WILLI BECHER

It is a beer glass that is noticed particularly in Germany. The glass takes a slightly conic shape upwards. This characteristic of the glass makes the flavours of the beer trapped at the top of the glass and to be felt more intensively. It is a glass suitable for both pale and dark Lager beers. It is also suitable for Lager beers with intense smoky aromas.



MUNICH HELLES, GERMAN
EXPORTBIER, OKTOBERFEST,
MARZEN, MUNICH DUNKEL,
SCHWARZBIER, HELLES BOCK,
DUNKLES BOCK, DOPPELBOCK,
CLASSIC RAUCHBIER



# STEIN

It is a very durable glass with a handle and thick glass. It is suitable for moderate-low aromatic Lager beers. This glass, which is also suitable for Lager beers with high alcohol content, ensures that the beer remains cold for a longer period since it prevents body temperature from being transmitted to the beer thanks to its handle. It is the type of glass that is preferred particularly in beer festivals. It is named after ancient ceramic German beer glasses.



MUNICH HELLES, GERMAN
EXPORTBIER, OKTOBERFEST,
MARZEN, MUNICH DUNKEL,
SCHWARZBIER, HELLES BOCK,
DUNKLES BOCK, DOPPELBOCK,
CLASSIC RAUCHBIER



55229 - PUB 660 CC



55129 - PUB 500 CC



55299 - PUB 395 CC



55369 - CASABLANCA 685 CC



55359 - CASABLANCA 375 CC



55049 - BREMEN 355 CC



55039 - BREMEN 300 CC





Narrow at the bottom and wider at the top, it is a beer glass ideal particularly for wheat beers. Rim of the glass becomes slightly narrow after being widened. It is suitable for thick and moussy head. Narrowing that is made on the rim, makes the foam stick up, makes it look beautiful and assures that the foam lasts longer. Its body, which is narrower at the bottom and wider at the top, ensures that the characteristic aromas (banana, tropic fruits and sweet spices) are transferred to the nose.



SUITABLE BEER TYPES



HIBERUNDIFANI, WEIZEN, WEISSBIER, DUNIKELWEIZEN, WEIZENBOCK



42136 - WEIZENBEER 1345 CC



42756 - WEIZENBEER 665 CC



42126 - WEIZENBEER 520 CC



42116 - WEIZENBEER 415 CC



42106 - WEIZENBEER 280 CC



42096 - WEIZENBEER 65 CC



Stange is plain cylinder shaped glass, in which Kölsch beer of Cologne is served. It is generally suitable to serve 200 ml beers. Thus, beer is consumed easily without getting warm. Hollow trays that are referred to as "Kranz" play a critical role in establishing their forms.

Altbier Glass reminds Stange beer glasses. It is designed a bit wider and shorter than Stange glasses. Stange is named after the word of "rod" in German, which refers to the shape that the glass reminds.



KÖLSCH, DÜSSELDORF ALTBIER



## STANGE & ALTBIER GLASS



42273 - İSTANBUL 590 CC



42263 - İSTANBUL 485 CC



42253 - İSTANBUL 380 CC



41832 - HIBALL 480 CC



41422 - HIBALL 340 CC



41412 - HIBALL 285 CC



52299 - PARMA 325 CC



42894 - SIDE 360 CC



42949 - TANGO 440 CC













42198 - TUBO 345 CC



245 CC



42178 - TUBO 235 CC



247 CC

## TULIP & SNIFTER

As is evident from its name, these are stemmed beer glasses in the form of tulip. It is suitable for Belgian Ale beers, which are very aromatic. It is a beer glass, whose lower body is wide and whose rim is narrower. Its wide lower body collects all of the fruity and spicy aromas. All collected aromas may be felt intensively thanks to its narrowing rim.

Although snifter glasses, which is close to the form of tulip, are generally preferred to serve brandy, it is a type of glass that may be suitable for any Strong Ale type beer with strong flavours and high alcohol content. Also, these glasses have sufficient amount of volume to carry intense and long lasting head of bottle conditioned beers.



DOUBLE IPA, IMPERIAL IPA, AMERICAN STRONG ALE, SAISON, BIERE DE GARDE, BELGIAN SPECIALTY ALE, BELGIAN TRIPEL, BELGIAN GOLDEN STRONG ALE, ENGLISH OLD ALE, STRONG ALE, AMERICAN STRONG ALE, BARLEYWINE, RUSSIAN IMPERIAL STOUT, STRONG SCOTCH ALE, EISBOCK



## TULIP & SNIFTER



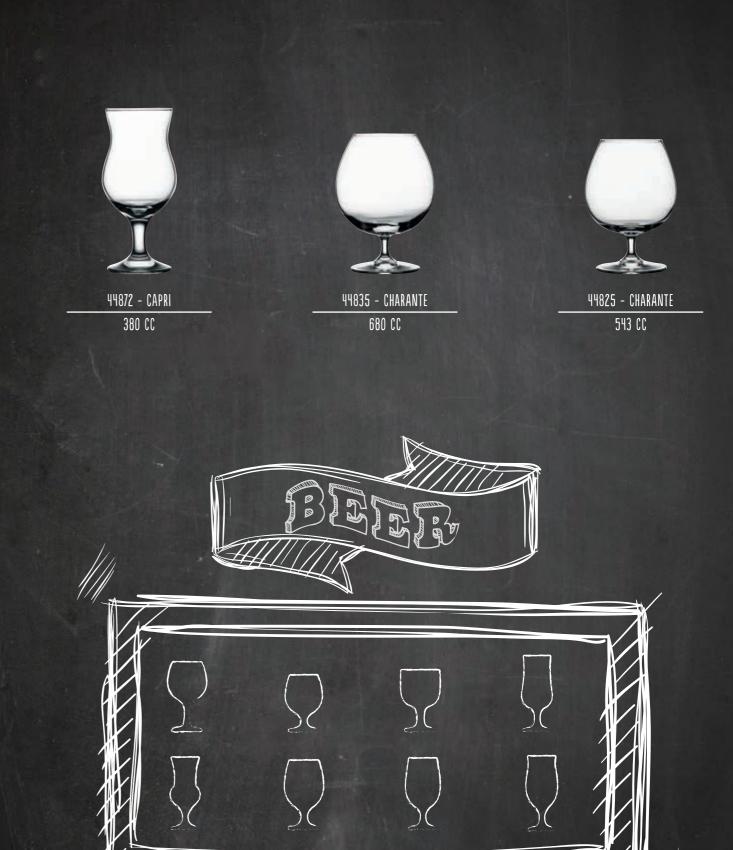












# FRENCH JELLY GLASS

It is an ideal glass particularly for Belgian wheat beers that have an aromatic character. It is named as French Jelly Glass since the French serve jam in such type of glasses. It is a glass that is durable for pubs in particular.



WITBIER, BERLINER WEISSE

## FRENCH JELLY GLASS



52719 -CASABLANCA



52707 - CASABLANCA



52709 - CASABLANCA 415 CC



52718 - CASABLANCA 285 CC



52246 - TEMPLE 480 CC



52236 - TEMPLE 370 CC



# CHALICE

It is a stemmed glass type that is preferred for Trappist/Abbey and Ale beers with high alcohol content in Belgium.

Form of the upper part of the glass that creates a wide surface ensures that the aromatic character of the beer is perceived easily. It is an heavy and durable glass.



BELGIAN PALE ALE, BELGIAN
SPECIALTY ALE, BELGIAN
DUBBEL, BELGIAN TRIPEL,
BELGIAN DARK STONG ALE



440237 - TIMELESS



It is the standard glass type, in which several Ale beers are served in England. Its curve, which may be observed close to its rim, ensures that the glass is held easily.

It is mostly preferred by English pubs because of its durability, and its suitability for various different types of Ale beers.



AMERICAN IPA, SPECIALTY IPA, BLACK IPA, ENGLISH GOLDEN ALE, ENGLISH BITTERS, ENGLISH IPA, MILD ALE, ENGLISH BROWN ALE, ENGLISH PORTER, SCOTTISH ALES, AMERICAN PALE ALE, AMERICAN AMBER ALE, AMERICAN BROWN ALE, AMERICAN PORTER, BALTIC PORTER, AMERICAN STOUT, SWEET STOUT, OATMEAL STOUT, IRISH EXTRA







42988 - NONIC 340 CC



4298/ - NUNII

285 CC



# TULIP PINT

It is a glass that is identified with Irish Stout beer. Slim waist area of the glass assures that it is gripped easily. It is also suitable for serving other Ale beers in addition to Stout and Porter.

It is mostly preferred by pubs because of its durability.



SUITABLE BEER TYPES



AMERICAN IPA, SPECIALTY IPA, BLACK IPA, ENGLISH IPA, ENGLISH PORTER, IRISH RED ALE, IRISH STOUT



570 CC



42737 - TULIPE

## CONICAL PINT

# CONICAL PINT

It is a glass that is widened conically plainly and with a slight inclination towards the rim. It is a glass that is suitable for several different types of beer. Aromas of the beer may be perceived easily thanks to its wide rim.



AMERICAN IPA, ENGLISH GOLDEN ALE, ENGLISH BITTERS, ENGLISH IPA, MILD ALE, ENGLISH BROWN ALE, ENGLISH PORTER, SCOTTISH ALES, AMERICAN AMBER ALE, AMERICAN BROWN ALE, AMERICAN PORTER, BALTIC PORTER, AMERICAN STOUT, SWEET STOUT, OATMEAL STOUT, IRISH EXTRA STOUT AMERICAN LAGER, CREAM ALE, AMERICAN BLONDE ALE, AMERICAN WHEAT BEER, CALIFORNIA COMMON BEER, AMERICAN PALE ALE, BALTIC PORTER, SPECIALTY IPA, BLACK IPA, LIGHT LAGERS







## SHAKER GLASS

# SHAKER GLASS

American barmen prepare cocktails by using this glass together with the metal shaker. Therefore, its name is known as American Shaker Glass. It is generally preferred in serving draft beer. Flavours of the beer may be felt comfortably thanks to its wide rim.

It is a type of glass that is preferred by American pubs due to its durability, its suitability for various different beer styles and its being used in cocktail preparation.



AMERICAN LAGER, CREAM ALE, AMERICAN BLONDE ALE, AMERICAN WHEAT BEER, CALIFORNIA COMMON BEER, AMERICAN PALE ALE, AMERICAN BROWN ALE, AMERICAN PORTER, BALTIC PORTER, AMERICAN STOUT, AMERICAN IPA, SPECIALTY IPA, BLACK IPA, LIGHT LAGERS



52219 - PARMA 665 CC



52209 - PAKMA 520 CC



JZJJ9 - PAKITA

450 CC



52329 - PARMA 410 CC



52996 - CITY 500 CC



42287 - CONICAL 570 CC



52080 - GRANDE-S

480 CC



52112 - GRANDE-S





















420082 - BEER TASTER REVIVAL 148 CC



# 5<sup>TH</sup> ELEMENT GLASS AND BEER

4 main elements that affect the taste, flavour and appearance of beer are malt, water, hop and yeast, which constitute the ingredients of beer all together. In addition to these 4 elements, the glass, in which the beer is served is as much important as the aforementioned elements.

Wheat beer of Germany, Ale beers of England and Trappist beers of Belgium are all drunk in special glasses that are unique to them and that are developed in centuries. These glasses are developed in time to optimize various components of the beers served in these glasses, such as foam, flavour and colour etc. Glasses that are specific to beers with thick head become narrower at the rim in a way to hold beer foam vertically; glasses specific to beers with plenty of foam have a large volume to contain the fluffy head. Glasses of the beers with intense aroma ensure that the aroma reaches to the nose easily by becoming narrower and then larger at the rim. Since easy drinking beers are not very aromatic, glasses with plain bodies are preferred.

Drinking a beer in a glass suitable for its characteristics increases its taste, and it also reveals the unique flavours that come from its unique hop, malt or yeast. In this context, benefit of drinking a beer in the right glass is as much important as the benefits provided by its ingredients.

4 main ingredients that are comprised of yeast, malt, hop and water determine the taste and smell of the beer. In addition to those 4 main ingredients of beer, we name glass as the 5th element in order to perceive aforementioned characteristics in the best possible way.



# WHEAT BEER GLASS

This glass steepens thick head that is unique to the wheat beer and gathers it at the top of the glass thanks to its traditional wheat beer glass shape. It also reveals the aromatic profile of the beer in the best possible way by ensuring that the fruity flavours, which are unique to the wheat , are revealed as the beer is being red into the glass.

#### SUITABLE BEER TYPES

preferred in

English pubs

Witbier, Weissbier, Hefeweizen, Kristallweizen, Dunkles Weissbier, Weizenbock, American Wheat Beer



Unique to wheat beers, a long body narrowing at the rim, in a way to hold the dense and thick foam vertically

A form that is evocative of wheatear

Concave form that

facilitates th

grip of the glass



420748

455 CC

# **BLONDE ALE**

This glass is the inward curved version of beer in the same kind of glass

#### SUITABLE BEER TYPES

Irish Extra Stout

# BELGIAN ALE GLASS

This glass that reminds of cognac form manages to carry intense and thick head of bottle conditioned beers thanks to its wide body. Furthermore, it collects delicate or roasted aromas of these beers in its body and serves the same in the best possible way by its rim that is narrowed and widened in tulip form. It is suggested particularly for ale beers with high alcohol content and/or bottle conditioned ales.

### SUITABLE BEER TYPES

Curved rim

into the

front side o

the tongue

that allows
the aroma to
accumulate
before reaching

Thick heel that

allows storing the heat of the beer so

that it keeps the beer cool for longer

the nose

Belgian Pale Ale, Belgian Blonde Ale, Belgian Dubbel, Belgian Tripel, Belgian Golden Strong Ale, Belgian Dark Strong Ale Saison, Biere de Garde Belgian Specialty Ale, Strong Scotch Ale, Eisbock Flanders Brown Ale

Narrowing rim that collects the aromas and directs to the nose

Large and rounded body providing volume to the dense foam of Belgian beers conditioned in the bottle

Stem that keeps body heat away from the beer

Curved body

aroma coming from the hop

that removes the

Curves that

provides

gripping

easy

420685

435 CC

Curved rim that allows the beer to pour into the front side of the tongue

Wide body manages to accumulate special aromas of Belgian beers

440327 485 CC

## LAGER GLASS

The form provides superior gripping experience, and two curves that are significant at the bottom area remove the aromas during pouring of the beer into the glass. Wide curve and tulip shaped rim available at the top gather these aromas and ensure that they are transferred to the nose and mouth in the most ideal way. It is particularly suitable for lager beers that have high level of bitterness and that are aromatic, and it is also suggested to be used with IPA style beers with high level of bitterness. Also, this glass maintains the coldness of the beer for longer periods thanks to its thick base.

### SUITABLE BEER TYPES

American IPA, Specialty IPA, Black IPA, Double or Imperial IPA, English IPA, ESBs, Aromatic Lagers, Lagers with high IBU ratio

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the English and Irish style nonic pint glass, which has an outward curve. Beers that are which has an outward curve. Beers that are served in this glass do not require a narrow rim due to their aromatic characteristics, and thus, shape of the glass slightly widens at the rim. Reverse nonic, located couple of inches from the rim, makes it easier to grip the glass. It has an ideal form particularly for English pubs that serve every kind of

American Pale Ale, American Amber Ale,
American Brown Ale, American Porter,
Baltic Porter, American Stout, American IPA,
American Specialty IPA, Black IPA,
English Golden Ale, English Bitters,
English IPA, English Mild Ale,
English Brown Ale, English Porter,
Scottish Ale, Sweet Stout, Oatmeal Stout,





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