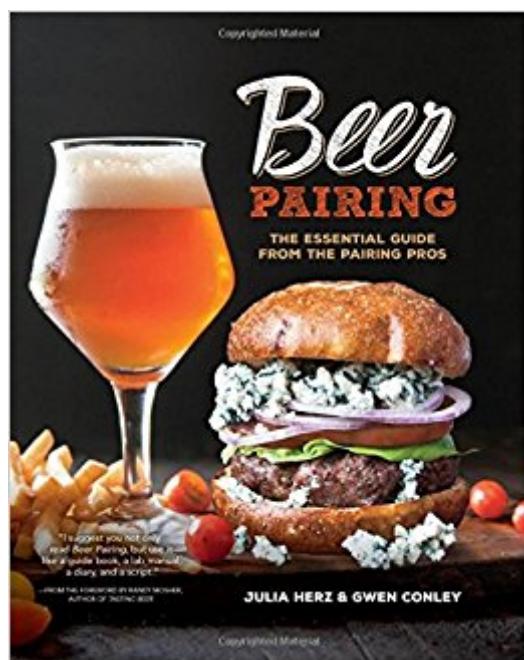


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Beer Pairing: The Essential Guide From The Pairing Pros



Synopsis

2016 IACP Award Finalist! Beer has reclaimed its place at the dinner table. Yet unlike wine, there just aren't many in-depth resources to guide both beginners and beer geeks for pairing beer with food. Julia Herz and Gwen Conley are here to change that. As you start your journey, you'll learn all about the effects aroma, taste, preference, and personal experience can have on flavor. Just as important, you'll become a tasting Anarchist--throw out the conventional advice and figure out what works for you! Then, on to the pairing. Begin with beer styles, start with your favorite foods, or join the authors on a series of wild palate trips. From classics like barbecue ribs with American Brown Ale to unusual matches like pineapple upside-down cake with Double India Pale Ale, you'll learn why some pairings stand the test of time and you'll find plenty of new ideas as well. With complete information for planning beer dinners and cooking with beer, tips from pro brewers, and geek-out science features, Julia and Gwen will make sure you never look at beer--or food--the same way again!

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Customer Reviews

"I suggest you not only read Beer Pairing, but use it like a guide book, a lab manual....Beat it up, wear it out, and fill its margins with notes." - From the foreword by Randy Mosher, author of Tasting Beer "Talking beer and food with Julia and Gwen is a seriously fun experience--and this book is the next best thing. Beer Pairing will truly enhance your life one delicious palate trip at a time." - Lauren Salazar, sensory specialist and wood cellar blender, New Belgium Brewing "This book fills a big gap

in my reference library. Gwen and Julia have taken a deep dive into how and why pairings work and produced an invaluable guide." - Janet Fletcher, author of *Cheese & Beer* and publisher of *Planet Cheese*"Thanks to Gwen and Julia, now everyone can taste beers like an expert, pair beer with wonderful foods, and get maximum enjoyment from the experience." - Mitch Steele, brewmaster, Stone Brewing, and author of *IPA*"Passion is an understatement when describing Gwen and Julia's fervent love of both beer and food. Their collective knowledge, experience, and intuition present the reader with an easy to understand yet comprehensive guide to all there is to know about beer, food, and pairing." - Matt Brophy, brewmaster and chief operation officer, Flying Dog Brewery"Part science experiment, part magical mystery tour--Gwen and Julia have brilliantly fused decades of expertise and knowledge to create the most detailed, innovative, and visually stimulating beer pairing guide in the world. Each page will leave your mind buzzing with knowledge and your tongue tingling with anticipation." - Ashley V. Routson, author of *The Beer Wench's Guide to Beer*"Beer friends, this is a must add to your library collection, and it will sit nicely somewhere between your *Oxford Companion* and *Tasting Beer* on the shelf." - The Better Beer Society

Julia Herz is the Craft Beer Program Director at the Brewers Association and Publisher of *CraftBeer.com*. She has been featured by *Splendid Table*, *The Food Network's Unwrapped*, *CNBC's Closing Bell*, *Good Morning America Live* and numerous other national media outlets. She also is a BJCP beer judge, Certified Cicerone(R), and homebrewer. She tweets about beer as @HerzMuses. Gwen Conley is the Director of Brewery Production and Quality at Port Brewing/The Lost Abbey in San Marcos, California, one of the most highly regarded and award-winning breweries in the United States. Previously, she has worked as Quality Assurance and Sensory Director at Flying Dog Brewery and as a Flavor Panel Leader for Ball Packaging Corporation. In a previous life, she was a microbiologist, environmental chemist, and biology teacher. She is a veteran judge at the World Beer Cup and the Great American Beer Festival and an instructor for the American Brewer's Guild and the University of California, San Diego, Brewer's Certificate Program. She tweets about beer as @SensoryGoddess.

Julia Herz is the BrewerÃ¢Â¢Â¢s Associations Craft Beer Program Director, co-authored the associationÃ¢Â¢Â¢s *Craftbeer.com Beer & Food Course*, is a homebrewer, a BJCP beer judge and a Certified Cicerone. Gwen Conley is Port Brewing/The Lost AbbeyÃ¢Â¢Â¢s Directory of Brewery Production and Quality Assurance and has judged beer at the World Beer Cup and the Great American Beer festival. The authorÃ¢Â¢Â¢s

know their beer and they have written one of the best books available on pairing beer and food. They begin with the essentials, covering the elements of beer, how we perceive, how to taste beer and the essentials of pairing beer with food. A chapter that walks the reader through a series of beer tasting exercises (they call them palate trips) builds tasting skills through experience. The authors then discuss pairing beer by style, pairing beer with cheese, chocolate, and other foods. They conclude with a chapter on beer dinners and a chapter on cooking with beer. The book is well written and attractively illustrated. Each chapter has brief interviews or articles by leading brewers, chefs and beer writers on beer and food. The book is an enjoyable read, a study guide, and an important resource.

I highly recommend this book for anyone even slightly interested in beer and food pairing. The authors take the readers from the very basics of sensory tasting to planning, preparing the food (cooked with beer!), and hosting an informative formal (or casual) beer and food pairing dinner. The conversational, easy going writing style in which the material is presented coupled with the volume of information pertaining to all aspects of beer and food pairing makes this book a very pleasurable read and is a valuable source of information that I will always be able to use in the future. My personal favorite section was chapter 5 that outlines several different "palate trips". These "trips" describe in detail how to set up pairings with different styles of beer and different food types, what sensations and interactions and tastes to look for, are they home runs or train wrecks. Interesting stuff! Great book! Three of my wine-loving friends (who I have been trying to convert to beer for years) are going to find this book under their Christmas trees!

When it comes to writing about beer pairing, Julia Herz and Gwen Conley are two of the most qualified people in craft beer today. Whether you're just learning about beer pairing or you're experienced and looking for new ideas, there's plenty to like in *Beer Pairing*. The early chapters walk the reader through beer basics like how we perceive taste and how to set up a beer tasting. For me, the heart of the book is summed up on page 68 with *Pairing in a Nutshell*. Chapter 6, *Pairing by Beer Style*, is the longest, and most essential. It alone would make the book worth the money, but there's a lot more. I especially enjoyed the Geek Out sections and the Q & A with authorities like Garrett Oliver and John Holl. Personal stories from the authors, like Herz's aha moment about an intensity match at a Great American Beer Festival, liven up the reading, too. I

haven't looked at the ebook, but I recommend the hardcover, in part, because of the beautiful photographs, tables and Geek Out boxes. Plus, this is a book you'll want to mark up and refer back to many times.

It far exceeded my expectations. High quality materials to produce the book. Artwork and photography exceptional. The content within the pages of this book is extensive. Content has depth, character and is written in an engaging manner. Absolutely love this book!

I am currently studying for the Certified Cicerone designation and this is the right book at the right time! Gwen Conley and Julia Herz share a treasure trove of information beyond beer pairing, and they include practical tips from other experts. I hope the publisher also releases this book electronically because I'm tempted to highlight all of the great information in this delicious coffee table book (somebody stop me!). Any avid reader of beer books quickly discovers that much of what is available has been written years ago. It is a thrill to discover a new book of this caliber. If you are looking for the perfect gift for a beer lover, this is it.

I've only read a small portion of this book so far, but it seems amazing. A very detailed and well informed section on how people smell and taste food. Interesting tasting exercises as well as a ton of information about how to pair specific beer with different foods. Might be more than some people ever need, but for beer nerds that are into cooking and want to combine these two things, this is a great book.

This book does an incredible job of guiding the reader through a very complete education of flavor perception and evaluation. Whether you are a novice or experienced veteran on the path for flavor experiences, this book will likely lead you to an "AHA" moment that can better your appreciation for flavor forever. A very approachable and fluid read that anyone that is passionate about craft beer or just flavor in general would enjoy.

A great book!!! Provides a high level scientific understanding of how we taste / sense components of food and beverages, as well as a breakdown of different beer styles and what foods to enjoy them with, all based on Gwen & Julia's decades of experience in the sensory evaluation of craft beers.

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