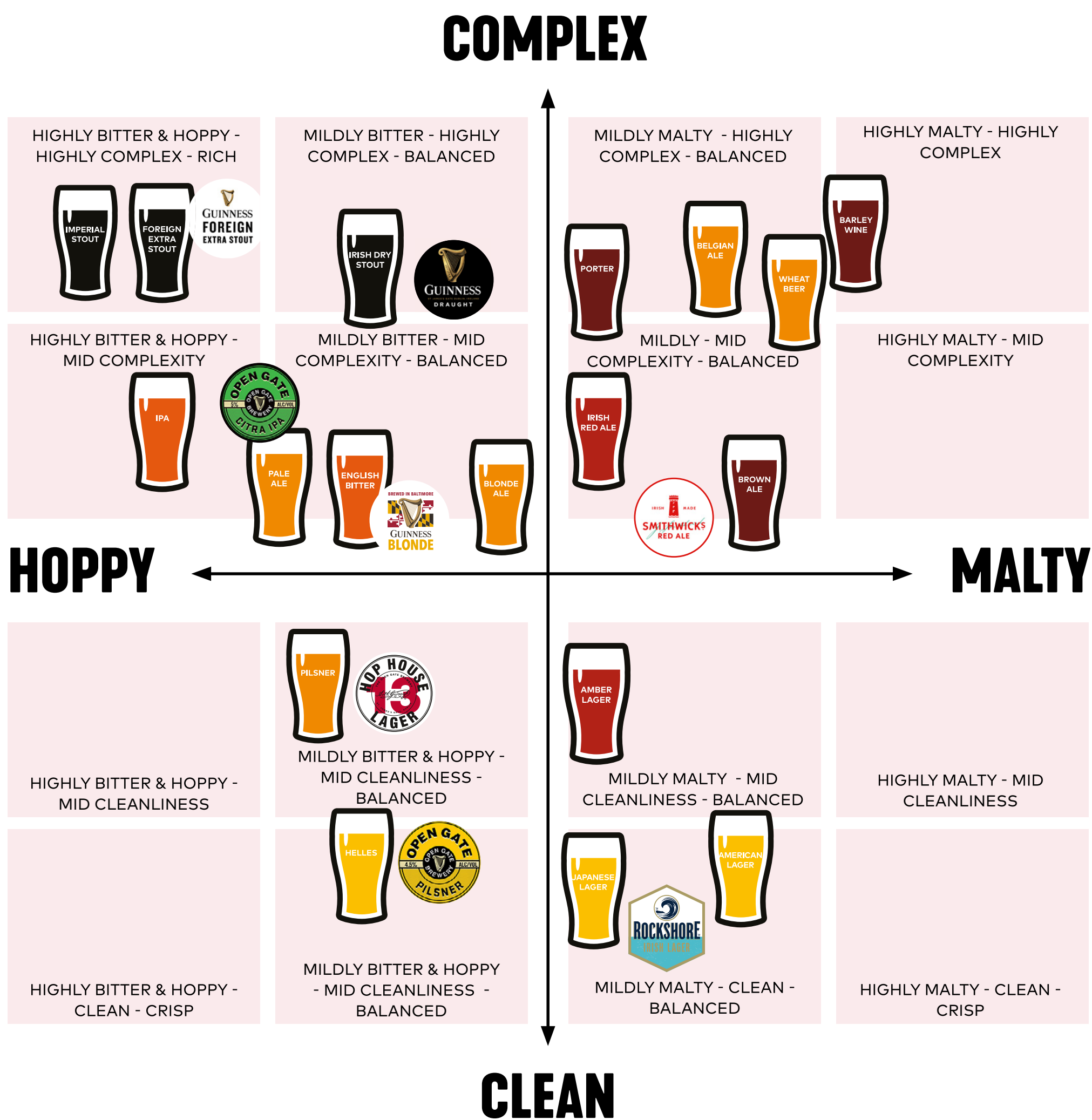


BEER FLAVOUR MAP

The incredible thing about beer is the vast diversity of flavours that can be created. From hoppy or malty to clean or complex discover the world of beer with this flavour map.



DEFINITIONS

Hoppy: This is the full hop character of the beer. It's a combination of the hop aroma and the hop flavour and bitterness. In hoppy beers the hops dominate the malt character.

Malty: This is the strength of the malt flavours in the beer. All beer contains malt, but some beers have strong malt aromas and flavours. In malty beers the malt dominates the hop character.

Clean: Clean tasting beers are generally light and fresh tasting. They refresh the palate and the flavours do not linger long.

Complex: Complex beers have a depth of flavour and these can linger on the palate. Often darker in colour, these beers have several different flavours going on.