

READ ME FIRST

Hoppy      
Hanukkah   

**A BEER-A-DAY EXPERIENCE
FROM CITY BREW TOURS**

WHAT TO EXPECT

Happy Hannukah! The box in front of you is filled with eight craft beers from some of our favorite breweries across the country plus other awesome surprises.

On each of the eight nights of Hanukkah, you'll open up one perforated window and pop open the beer inside.

Level up your experience by joining our panel of brewers and industry pros online for in-depth discussion and brewtastic entertainment about that day's beer style.

For now, we suggest you stick this box in your fridge so the rest of your beer is nice and cold before the virtual festivities. To kick off your Hannukah beer journey, enjoy your first beer while browsing through this booklet. Tomorrow night, with your second beer in hand, join us online for our first night of live beer appraisal and discussion



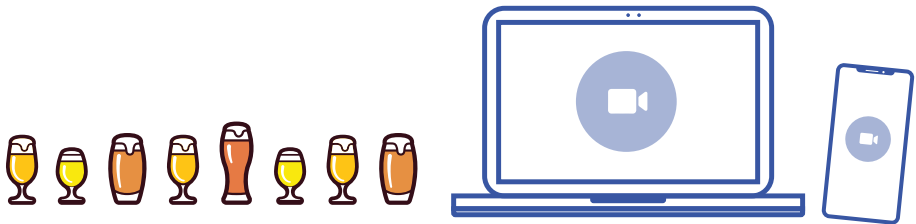
HANG OUT WITH THE EXPERTS ONLINE

At 9 pm EST on the second night, we'll go live online with our interactive beer entertainment.

We'll appraise that night's brew, dive into its history, and answer any of your burning questions. Don't forget to pour your beer into a glass so you can follow along.

Connect with brewers, brewery owners, Cicerones®, our awesome beer guides and other beer lovers like you. You'll meet new faces every evening as we sip our way through the box each night.

Find us online at citybrewtours.com/hanukkah



THE FIRST NIGHT'S BEER

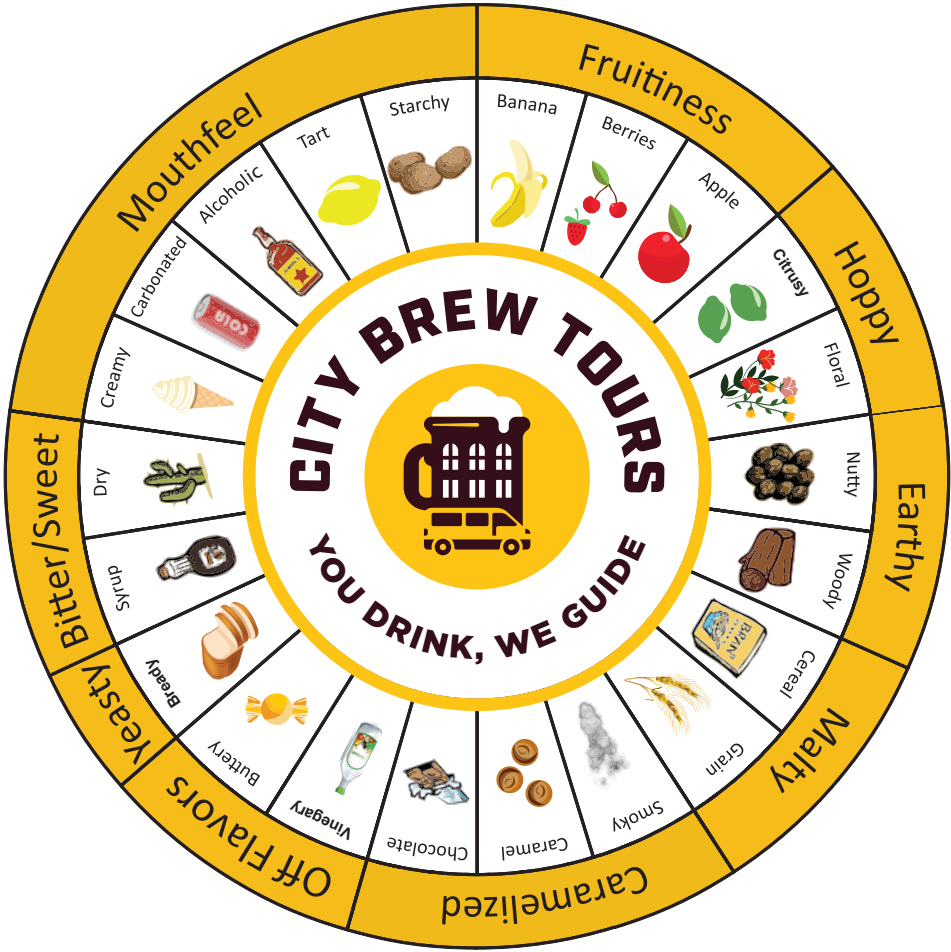
OLD TOWN IPA PORTLAND, OR

STYLE	West Coast IPA
HOPS	Citra, El Dorado, Amarillo
MALT	Pilsner, Pale 2 Row, C15
YEAST	House Ale Yeast
ABV	6.1%
IBUS	50

This hopped up Northwest IPA has a percussive of citrus, stone fruit and a touch of pine characters. The strong aroma carries well into the beer delivering a tsunami of flavors to the senses.



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



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.

Up until the spring of 2020, we spent our time running award winning brewery tours in 11 cities across North America. Then, COVID happened. Quickly, we pivoted our entire business toward in-home virtual experiences like our live, interactive homebrewing class and beer & cheese pairing happy hours.

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 online!

Cheers,
The CBT Team

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