



Volunteer Handbook



How to be a
Responsible &
Knowledgeable
Beer Server

Brought to you by



Table of Contents

Page 2	Introduction
Page 3	Beer 101 - Basics of Beer
Page 6	Healthy Beer
Page 7	Beer Glassware
Page 9	Strong Beer
Page 10	On Volunteering
Page 11	Rules of Conduct
Page 12	Festival Job Descriptions
Page 18	Stopping Beer Abuse
Page 21	Prevention Tactics
Page 23	Conclusion

Introduction

Welcome to *All About Beer Magazine's* World Beer Festival Volunteer Handbook.

For more than a quarter of a century, *All About Beer Magazine* has kept the public up-to-speed on the exotic world of great beer. Since moving the magazine from California to North Carolina, the staff of *All About Beer Magazine* has hosted festivals for the Triangle community.

Our goals have been the creation of an opportunity for beer lovers to meet with brewers and brewery representatives members and create some excitement around the world of beer and beer appreciation.

However, at the end of the day, it is you, the volunteer, that our customers will meet and get to know. You are the face and voice of the World Beer Festival. We have compiled information to help you become an "instant beer expert." Read it over, study it and help the people you meet at the World Beer Festival come to enjoy beer like we do at *All About Beer Magazine*.

Thank you,
Daniel Bradford, Producer
Ola Nilbrink, Manager



BEER 101 - The Basics of Beer

Beer is the simplest and most complex of beverages, all at once.

Simple enough that the first beer was probably an accident. Grain, water and wild yeast from the air combined by chance, and fermented. Some brave passer-by tasted the foamy result, and was no doubt amazed at its intoxicating effect (See also: The Dawn of Religion). By 4,000 BC, the Sumerians had perfected ways to replicate that miraculous process.

Simple, because it is made from as few as four ingredients: grain, water, hops and yeast.

But beer is also complex. Given those few ingredients, brewers have crafted as many as sixty or seventy distinct beer styles and thousands of individual interpretations. By varying the amounts or characteristics of the four ingredients, or by altering even a little the timing or temperature of the brewing process, master brewers create today's astounding variety in the beers you drink.

What's in Beer?

Barley is the preferred grain for brewing beer (although wheat, rye, oats, millet, sorghum, rice and corn have all been used). The brewer uses malted barley-barley that has been germinated then roasted. The depth of the roasting will influence the beer's flavor and determine its color.

The brewer mills the malt, cracking the grains between rollers to expose more surface area. Then, just as coffee grounds are steeped in water to extract their flavors, the malt is heated with water in a large kettle called a "mash tun." The hot water pulls the sugars from the malt into a solution known as "sweet liquor."

The brewer rinses the malt ("sparging") and strains it to get the last of the sugars into solution. The malt is now "spent grain," useless for beer, but still good for baking, or for animal feed.

The sweet liquor is piped into the next large tank in the brewery, the brew kettle. Here, hops (green, cone-like flowers) are added and boiled with the liquor. Without hops, beer would be sickly sweet. Hops added early in the process preserve the beer and add welcome bitterness to balance the sweetness of malt; a dose of hops at the very end adds the lovely floral aroma you detect in some freshly poured beers.

The new stew of malt sugars, hop flavors and water is called "wort."

Cooled to the right temperature and chock full of sugar, wort is the perfect diet for yeast, the uni-cellular organisms that do the work of fermentation. Long ago, the action of yeast was such a blessing, yet so incomprehensible, that English brewers called it "Godisgood."

The yeast is pitched in and goes about doing what yeast do-ingesting sugar and releasing carbon dioxide and alcohol, as well as the interesting extra fruity or spicy flavors we associate with beer. Different yeast strains behave very differently, some throwing off flavors and aromas as varied as banana, apple, clove, pepper or apricot.

After a while, the food runs low, and the increasingly alcoholic atmosphere becomes unfriendly: the yeast slow down, or even die. Fermentation is complete. The "green" beer is transferred to conditioning tanks to age, a process that can go from a few days to several weeks (or, occasionally, years) depending on the style and the brewer's passion. When the brewer deems his beer ready, the public gets to enjoy the art.

The Styles of Beer

American beer drinkers can feel a little bewildered by the array of beers on the shelves, and for good reason. Brewers in this country have invigorated American beer by drawing from the brewing traditions of many countries-then blending and bending the styles for American audiences. As a result, there are probably more beers and a greater range of styles available here in the Triangle than there are in any European capital.

But that means that American beer lovers also have to make sense of a greater variety than drinkers in any other country. German beer

drinkers won't understand the distinctions between English pale ale and India pale ales; English beer drinkers won't have to discriminate between Belgian dubbel and tripel ales; Belgians won't face a choice between a German kölsch and a helles. American shoppers can face all of these choices-and more-at a single (very good) retailer's store.

First, let's divide the world of beer according to the yeast. The sixty or more defined beer styles in the world can almost all be divided by their yeast into two broad families: the ale family and the lager family.

Beers in the ale family are produced at warm temperatures by a group of yeasts termed "top fermenting." These yeasts are active towards the top of the fermenting vessel. Ales are ready to drink in days rather than weeks, and the yeasts produce extra flavors in addition to creating alcohol: fruity, spicy, or earthy flavors are not unusual. Ales are the traditional beers of England and of Belgium.

Beers in the lager family are fermented at cooler temperatures by yeasts that are "bottom fermenting." As you might guess, these yeasts are most active at the bottom of the brewing vessel. These beers need to be conditioned or cellared ("lager" in German) for several weeks or more to reach peak drinkability. The lager beers are the traditional beers of Germany, the Czech Republic and central Europe.

The Importance of Malt

Next, beers can be divided according to how lightly or deeply roasted is the malted barley-the grain base of the beer. A lightly roasted barley will produce a very pale beer. Deeply roasted, charred or smoked malts produce dark or black beers.

So, take lightly roasted malt and make a beer from it. Use an ale yeast, and the result will be a pale ale, the classic English pub beer, or a bitter or golden ale. Use a lager yeast, and the result will be a style such as pilsner.

Roast the malt a little more, and the ale variant will be an amber ale or a Scottish ale; if a lager, perhaps it will be a maerzen, a festbier or an Oktoberfest beer.

Give the malt a little more heat, and the beers become darker, the color of root beer. Brown ales-Newcastle Brown is a classic-are the ale variant. In the lagers, the cleaner tasting German dunkels-dark lagers-like Beck's Dark are the counterparts.

The popular wisdom is that these dark beers are stronger than light beers. On the contrary, the roasting may have the effect of "locking up" some of the starches in the beer so they cannot be fermented. There is less food for the yeast to turn to alcohol; the beers may be lower in alcohol, and the unfermentable material stays in the beer, giving it a thicker texture in your mouth. The beers can feel rich, but actually may be less intoxicating than a Coors.

More roasting. The next darker beers are porters (which are ales) and the rather rare schwartzbiers (which are lagers). In keeping with the differences between the two families, porters will have a lot more spin-off flavors-fruity, even coffee and chocolatey notes-than the schwartzbiers, which will be malty (sweet) but still very clean.

Like any classification system, this one ignores a lot of inconvenient diversity in order to fit examples into a neat model. We omit the beers made with grains other than barley, such as wheat; the hybrid beers that are fermented at warm ale-like temperatures, then are conditioned at cool temperatures like lagers; or the overlap between style categories, where a robust porter looks very much like a stout. But it is handy to know that lagers and ales both come in a full range of colors, strengths, and characters.

Healthy Beer

When we toast one another, it never strikes us as strange to associate alcohol with good health. After all, as far back as we have records, there are accounts of revelers raising their tankards to their leaders, their gods, and each other's well being.

Beer, being based on grain, was traditionally a wholesome household product, like bread. Beer was the healthful mealtime beverage for young and old alike and a source of valuable nutrients. It was certainly safer than drinking plain water. Brewers didn't realize they'd stumbled on the most fundamental of public health measures, but by boiling the water during brewing, they killed off some very nasty bugs that could otherwise have killed the drinker.

Over the past two decades, a growing list of medical studies have demonstrated that moderate drinkers tend to enjoy better health and lower mortality than either heavy drinkers or total abstainers.

Beer has no fat, no cholesterol, no caffeine, no nitrates, and very little sodium. It is full of vitamins, as anyone knows who has purchased brewer's yeast as a source of B vitamins. Depending on the style and the brand, it is also packed with iron, potassium, magnesium, and phosphorus. Dark beer is an excellent source of heart-protecting flavinoids.

The hops in beer have antibacterial properties. Brewers have exploited this property for over five centuries, relying on hops not only for the balance they contribute to a beer's flavor, but for the hops' power to preserve. Hops also contain phyto- (plant) estrogens, and compounds that aid sleep.

But aren't these health benefits cancelled out by the weight a beer drinker gains? After all, that prominent overhang isn't called a "beer gut" for nothing, is it? Well, beer may be getting the blame for the company it keeps: we might as well call that a "nacho gut" or a "buffalo wings gut." Given that alcohol does stimulate the appetite, making a peanut binge more likely, a filling beer might be a better choice of drink than wine or spirits.

In terms of calories, a 12 ounce serving of most commercial beers contains around 150 calories, about the same number as one of those dinky pots of fruit yogurt. "Light" beer will save you another 50 calories, a trade-off many beer lovers are unwilling to make for the loss of flavor.

The key here is, of course, moderation. In the US, moderate intake is generally defined as one standard drink a day for women; two for men. (In Europe, three to four drinks a day is considered moderate, an interesting difference.) At these reasonable levels, beer is a wholesome component of your diet, as well as a welcome accompaniment for meals, recreation and social occasions.

Beer Glassware



There aren't a lot of rights and wrongs in the world of beer, fortunately. If you enjoy the beer you're drinking, you've found the right beer for you, whether it's a domestic or an import; a light lager or a sturdy stout.

But there are ways to make the right beer taste better, and one way is to choose a glass that lets you appreciate all the elements of the brewer's work.

The first guideline in selecting a glass is the simplest and will do more to bring out the best in your beer than anything else: do select a glass. Only glug a beer directly from a bottle if you don't really like beer: the only sensations you'll have to experience will be wetness and gas. Anyone who has had a terrible cold knows that, without smell, there is very little flavor to enjoy. A glass-any glass-allows the carbonation to lift the beer's aromas to your nose, and the aroma is half the pleasure.

Guideline two of glass selection is almost as easy and will contribute nearly as much to your enjoyment. If someone serves you a beer and a frosted glass,

consider sending the glass back and asking for one at room temperature. This is a living beer, not a frozen margarita. As soon as beer hits a frosted glass, the temperature of the beer plunges, and cold is as effective a killer of taste as holding your nose.

Guideline three is cleanliness. Any residue from grease or detergent will kill the head on a beer. A glass that is "beer clean" is one that is being refilled with beer: the first pour clears the last traces of anything unwanted, and the next beer should be perfect. Hang onto that glass!

Beyond these basics, what does a glass really do, besides distinguishing your drinking style from your dog's?

Beer and glassware have evolved together. Once, murky beer was hidden in opaque clay mugs. The first affordable glass drinking vessels arrived on the scene around the same time as the first bright, pretty beers. For the first time, a beer could appeal to the eye-as well as the nose and the tongue.

The shape and thickness of the glass affect the temperature of the beer and the size and retention of the head, and these influence the flavor you perceive.

Temperature first. A thick-walled glass will maintain the temperature of beer longer. (So will a glass with a handle, which protects the beer from the warmth of your hand.) In cultures that prize cold beer, glasses are either thick, as in the case of many wheat beer glasses, or, if thin, the glasses and portions are small and frequently replenished.

The relationship between glass shape, foam, aroma and flavor is trickier. A glass that is deep in relation to its width will allow the formation of a thicker head; it can focus the fragrance of more delicate, aromatic beers. A shallower glass with a wide mouth limits the depth of the head; more of the beer is exposed to the air. These chalice-like shapes are traditionally associated with stronger, more vinous ales.

Between these two extreme profiles-long, narrow and straight-sided; and shallow, wide and cupped- lie a great variety of designs: tulip-, thistle-, flute-, and barrel-shaped. Do you really need a different glass for every beer? Research

from the University of Leuven in Belgium says no. Trained tasters determined that light-flavored lagers did indeed taste best in the familiar narrow glasses. Likewise, rich ales fared well in glasses with a wide brim that allowed a head of only a couple of centimeters. However, the dense heads promoted by some glasses-particularly those like the thistle that narrow near the top-seemed to trap some flavor components in the foam, to the detriment of taste.

So, should you ignore the best promotional efforts of your favorite brewers? Of course not. Certainly, stock up on a couple of basic shapes, and be confident that these will take good care of your beer.

But don't ignore the appeal a beautiful glass has for the other senses. The fragility of the thinnest possible pilsner glass; the architectural solidity of an Art Deco chalice-these are the perfect marriage of taste, character and design, and glasses worth having.



Strong Beer

In August 2005, two and a half years of very hard work brought about a major change to North Carolina laws. Thanks to efforts by NC beer enthusiasts, distributors and retailers, and the organization Pop The Cap, the maximum alcohol content permitted in beer was raised from 6% to 15% ABV (alcohol by volume). We joined the 45 states that permit the full range of beer styles.

Since then, hundreds of new beers have appeared on our shelves. They represent styles we were not permitted to enjoy: Imperial stouts, doppelbocks, and a host of Belgian specialty styles. The new beers have expanded the beer market, and-most importantly-they have raised the visibility of good beers of all styles and strengths.

The good news is that these new beers represent some of the most distinctive and unusual profiles in the world of brewing. Higher alcohol content comes from the addition of more malt, which in turn requires the use of more hops to balance the flavor. Some of these beers are fermented with multiple yeast strains; others can be laid down like wine and aged. The results are beers of complexity and depth unknown in lower alcohol beers.

The bad news-if we can put it that way-is that these are beers that demand greater knowledge and responsibility on the part of both consumers and servers. Most of us enjoy beer because we love sitting around with a couple of pints at social occasion. Not so with these big guys. Treat a Belgian triple in the same way you treat a mainstream beer and you'll miss the better part of tomorrow.

Handle these beers with respect. They should be consumed in smaller quantities. They can be wonderful with food. In the evening, they're perfect after-dinner beers, either with dessert or as dessert.

A beer festival is a great opportunity to try these new beers, since they tend to be expensive and can be hard to find. A festival also offers an occasion to talk to a brewery representative or a server about the traditions, food pairings, and brewing techniques and flavor profiles of these unique brews. These are true sipping beers, so treat them accordingly.

On Volunteering for the Festival

Again, thank you for being part of our festival.

Being a Volunteer has a couple very simple fundamentals. First and foremost, this is about having fun. You will meet some of the finest brewers and brewery reps, plus the most dedicated beer lovers from here and out of state. You will be their principal festival contact. You will influence how they remember the beer festival. So have fun. Second, our event is built around responsibly enjoying beer. We've given you a lot of information about beer and its enjoyment. Use that to your advantage and make sure everyone has a pleasant time. Finally, be professional. You are representing the oldest and largest beer magazine, and two people with deep roots in the specialty beer culture. We hope you will represent us well by being prompt, taking care of your space, executing your role; the sort of things that make a huge difference in the overall experience of our event.



Rules of Conduct

1. Ensure that our customers avoid excessive consumption of alcohol.
 - A. Only provide one two-ounce sample of your beer per customer. Only one sample. Only two ounces. If your product is over 6% ABV, feel free to pour a one-ounce sample.
 - B. Educate our customers: talk about your beer with patrons as you pour samples.
 - C. Only pour into official festival tasting glasses, only pour to two-ounce pour line. Do not pour samples into other glassware.
 - D. Encourage patrons to take a break from beer: several restaurant booths sell affordable food; we provide free non-alcoholic beverages; and the music and merchandise areas offer a change of pace.
2. Establish a positive atmosphere.
 - A. Always be helpful and informative.
 - B. Avoid confrontations.
 - C. Keep your booth space clean and organized. Appearance is important: an attractive space encourages responsible behavior.
3. Take care of your colleagues.
 - A. Be a good neighbor and help out other Brewers and Volunteers when needed.
 - B. Be alert to any potential safety issues and notify a staff person immediately.
4. Take care of yourself.
 - A. Dress comfortably, but neatly, and wear good shoes for long hours on your feet.
 - B. Drink plenty of water and be sure to take advantage of the free food provided by the festival.
5. Talk beer.
 - A. Read the Volunteer Handbook.
 - B. Read the Festival Program.
 - C. Read *All About Beer Magazine*.
 - D. Talk beer, talk beer, talk beer.

Festival Job Descriptions

We've outlined the tasks for each category of volunteer. However, the important aspect of volunteering is that you are a member of a team of volunteers, all collaborating to deliver the right sort of atmosphere, the right sort of experience.

Pourer

1. Enjoy the festival while educating your customers.
2. Check-in at Volunteer Check-in and get your assignment.
3. Go straight to your booth. Familiarize yourself with the area and what needs to be done prior to opening to the public. For bottled product, fill beer tub with beer (tubs accommodate 3 to 4 styles of beer) and ice (delivered by the brew crew). For kegs, make sure keg is iced down and tapped and pouring properly. If there is any problem with the setup please notify your captain immediately or flag down a brew crew member.
4. Redeem food coupon, grab a bottle of water prior to the start of your shift.
5. Explore the beers that you will serve. This very small tasting sample is the only beer that you can consume while working the festival. Bartenders are not permitted to drink and neither are you. It is against the law to drink alcohol and serve. Captains will come around prior to the start of the festival to collect your sampling glass.
6. A rep from the *All About Beer Magazine* may request beers to be used in a beer tasting presentation. Please give them their beers after seeing his/her list.
7. Pour patrons 2 ounces of beer only. Pour into festival glass only. If you see patrons drinking in other glassware ask them to dump it out in front of you it is against festival rules.
8. Pour only to patrons who have a wristband or badge labeled STAFF, BREWERY STAFF, PRESS, or BREW CREW. If there is a patron without a wristband or badge labeled incorrectly, contact your captain.
9. Bottles should be placed in recycling bins near table. If bin is full, contact your Captain and request that they empty it into large recycling container.
10. If beer runs out at your booth contact your Captain for another assignment.
11. If you need a break, contact the Volunteer Captain for a back up Volunteer. Please be respectful of their time, other Volunteers may need bathroom breaks.
12. At end of session, take all beer out of tub and away from patrons. Do not leave table until all festival patrons have left. Do not give any person, including Volunteers, a bottle of beer to take home. The beer is the property of the World Beer Festival and taking it is considered theft. Even if a brewer gives you beer, you are not to accept it. You will have a chance to sample beers at the Volunteer party.