



## Pilsner Urquell – A Total Sensory Experience

### Journey Through A Glass of The Original Pilsner Beer

1. **Appearance** - Gently pour the beer into a glass, paying close attention to the amount of foam being produced. An inch or more of foam is necessary to release the volatiles and delicacies of the beer. Hold the glass to the light and take notice of the color, clarity, and foam stability. *Pilsner Urquell shows a deep burnished, brilliant gold with a dense, creamy white head.*
2. **Aroma** - Swirl the beer to release the liquid's natural aroma and effervescence. Take three short sniffs, as long smells will decrease sensitivity to stimuli. The aroma should be apparent and in order of ingredient concentration- malt, hop and yeast. *The aroma of Pilsner Urquell is a spicy but floral Saaz hop bouquet with a hint of buttery caramel.*
3. **Taste** - Sip the beer and swish it lightly around your mouth. Swallow and sip again. Take note of the sensations and flavors you experience as the beer rushes over your palate. Flavors will hit you at different points in the front of the mouth, the mid-mouth, and the finish. *Pilsner Urquell's complex maltiness combined with a soft bitterness has a slightly sweet taste with a honey-nut and toasted grain character.*
4. **Mouthfeel** - The mouthfeel or body of the beer is created by the richness and quality of the malts and hops and the amount of carbonation. You can assess the beer's mouthfeel by how it feels in your mouth. A beer with the consistency of milk can be described as full-bodied, while a brew with a consistency slightly thicker than water can be considered light-bodied. *Pilsner Urquell is medium-bodied.*
5. **Finish** - Finish is the aftertaste as it relates to bitterness and other taste sensations that linger. A balanced bitterness contributes to a nice, clean finish. *Pilsner Urquell finishes crisp and clean, slightly on the bitter side.*
6. **ENJOY!**

### Tasting Tips

1. **Taste in an odorless environment.** Find a room free from odors, including smoke and perfume. For best results, taste before noon when your sense of smell is most sensitive.
2. **Find good lighting.** Avoid strong, uneven or fluorescent lighting, as these can negatively affect the color of the beer.
3. **Use appropriate glassware.** Beer glasses come in many shapes, sizes and styles, each specifically designed to highlight delicate flavor notes of different kinds of beer. The Signature Pilsner glass (a hybrid Goblet/Traditional Pilsner) was specifically crafted to maximize the sensory experience of Czech Pilsners, specifically Pilsner Urquell.
4. **Pour the beer properly.** Hold the bottle downward at a 45° angle and the glass almost horizontally, then pour down the side aiming at the middle of the slope of the glass – this ensures that the beer keeps its ideal flavor and effervescence. When the bottle is half-empty, straighten the glass and pour directly in the center. Gradually put distance between the bottle and the glass as you pour, creating turbulence in order to release the beer's aromatics and inspire a good head. Pour the remaining beer into the glass quickly; controlling the flow to create a thick 35mm (approx. 1.4 inches) foam from the rim down.
5. **Serve at the correct temperature.** For lagers, serve at 38°F to 45°F, and for ales, serve at 50°F to 60°F. As a general rule, the lighter the beer, the colder it can be served. Use a thermometer to achieve the correct temperature and ensure good flavor.
6. **Work at it.** Swirl the beer around in your mouth and aspirate by breathing in and up into your nose while your mouth has beer in it. This will give you more exposure to the aromatics.
7. **Have palate-cleansers available.** French bread and saltine crackers with pure, de-chlorinated water work best.
8. **Expand your tasting vocabulary.** Discriminating tasting is a process that can be learned. It is necessary to know the important flavor chemicals responsible for beer flavors and defects. A good place to start is [www.beeradocate.com](http://www.beeradocate.com) or [www.tastings.com](http://www.tastings.com).