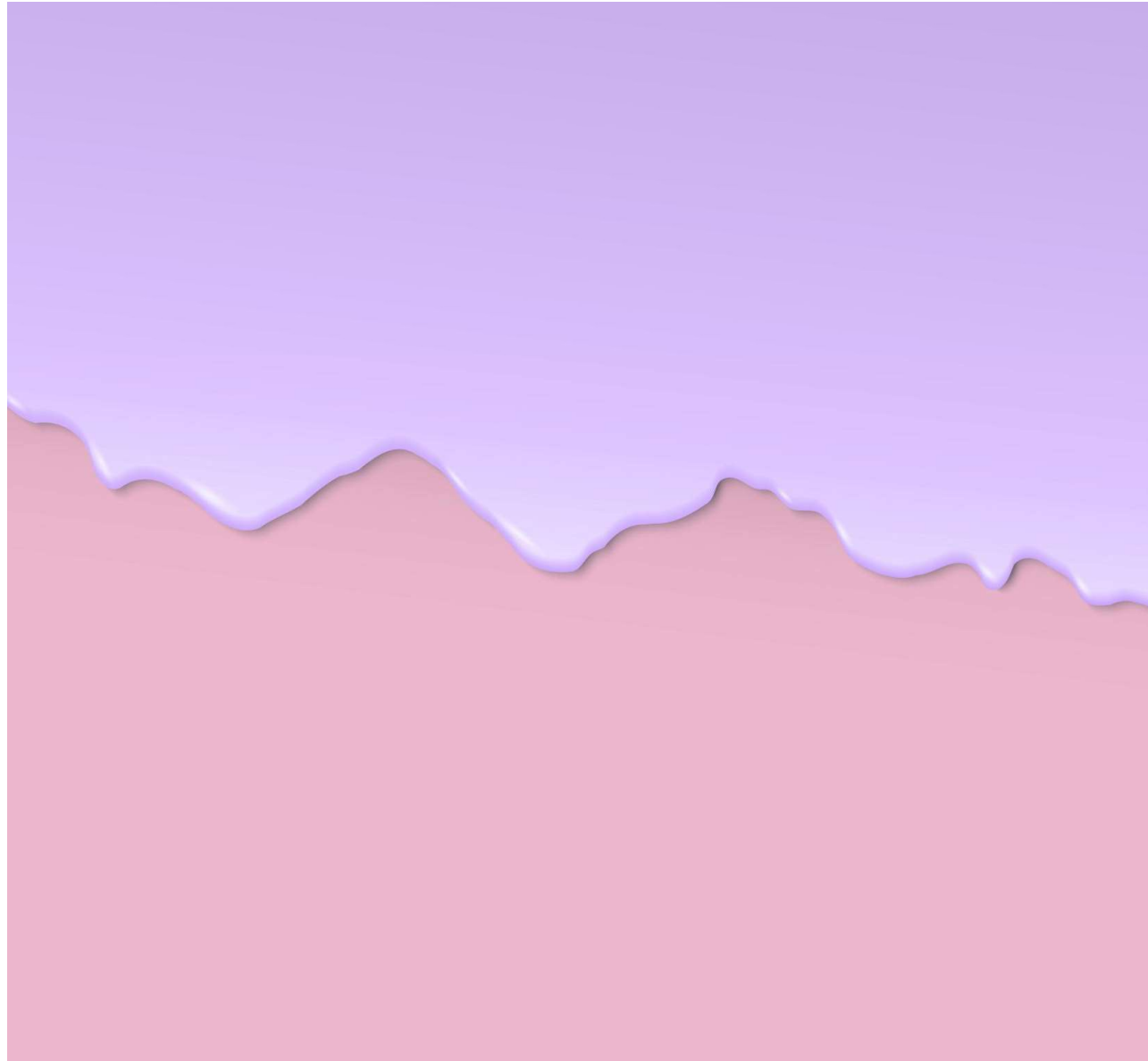


**Craft Beer in 2025:  
Where do we go from  
here? Thoughts on  
drinkability, present-  
day beer styles and  
what's next**

With Kevin Davey

Gold Dot Beer/Heater Allen  
Brewery



# MR. LEWIS

I'm going to be paraphrasing a talk he gave at the CBC in 2010 about drinkability.

**DRINKABILITY!**



# BIG BREWERS INTERPRETATION



Also fruit beers like Bud Light Lime, ciders and:

\*new since Lewis's talk: hard seltzer!

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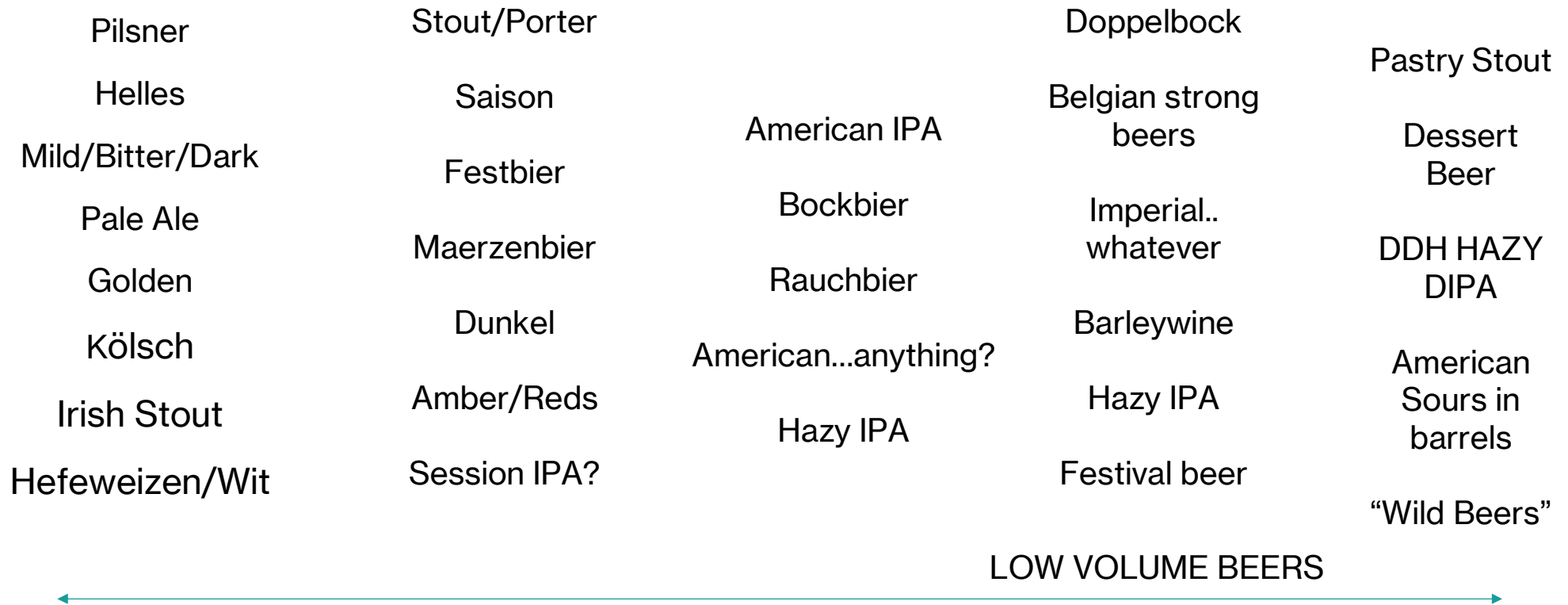
## HIGH VOLUME BEERS

# CRAFT BREWERS INTERPRETATION

Pilsner	Stout/Porter		Doppelbock	
Helles	Saison		Belgian strong beers	Pastry Stout
Mild/Bitter/Dark	Festbier	American IPA		Dessert Beer
Pale Ale	Maerzenbier	Bockbier	Imperial.. whatever	DDH HAZY DIPA
Golden	Dunkel	Rauchbier	Barleywine	American Sours in barrels
Kölsch	Amber/Reds	American...anything?	Hazy IPA	
Irish Stout	Session IPA?	Hazy IPA	Festival beer	"Wild Beers"
Hefeweizen/Wit				



# CRAFT BREWERS INTERPRETATION



# CRAFT BREWERS INTERPRETATION



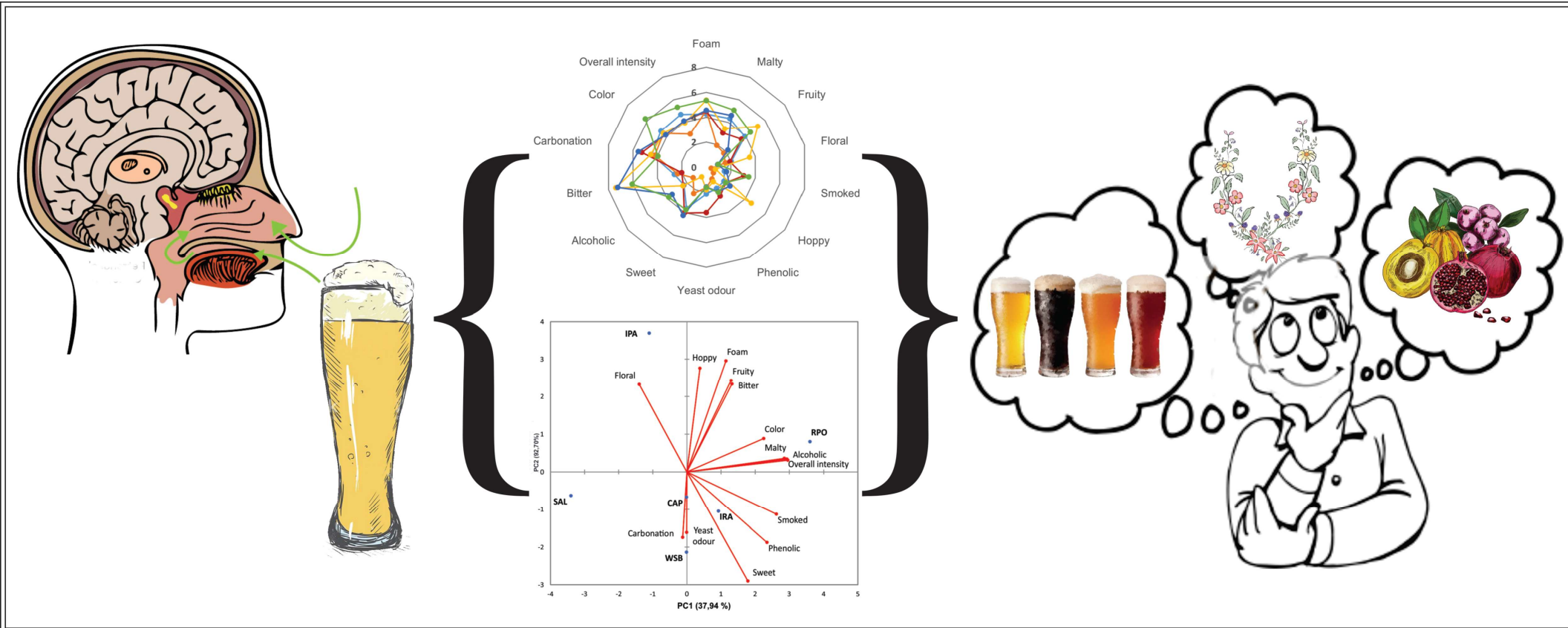


LOWER VOLUME BEERS

# INTERPRETATION

What is Drinkability?





# SENSORY FACTORS

Dr. Michael Zepf

# FLAVOR

- Sweetness and acidity
- Balances between aroma of malt, hops and yeast
- Harmony is key to drinkability
- How the heck do you measure for that?

# DEGREE OF FERMENTATION

More residual extract increases sweetness (alcohol decreases)

But the opposite is closer to water

Märzenbier (fuller) and Oktoberfestbier (drier)

It then seems people gravitate towards drier beer

But NEEDS HARMONY!

# MOUTHFEEL

Underappreciated

CO2 content

Viscosity= Glycerol+RS

ales produce as much as 2x at similar OG

My rabbit hole: hop polyphenol

# FRESHNESS

- Hops ----→ isovaleric
- Malt ----→ Trans-2-nonenol
- Esters ----→ Sherry

# FRESHNESS

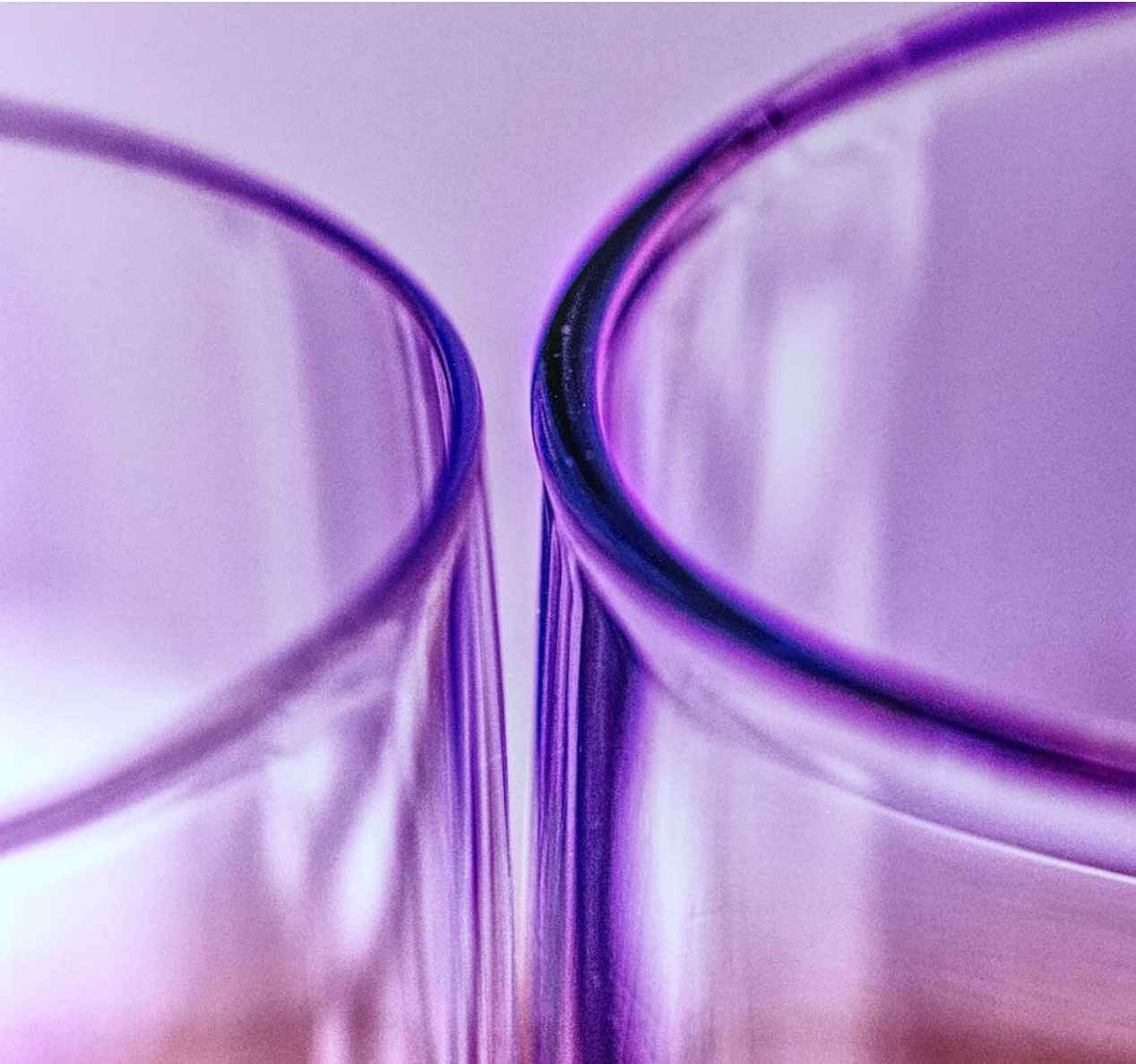
- Hops ----→ isovaleric
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# GLASSWARE

The shape of the glass also has a significant impact and, depending on the beer type, can significantly influence drinkability.



# **GLASSWARE**

Rims are better for higher viscosity, higher RS beer.



# **CLARITY AND HEAD RETENTION**

# WHAT IT'S ALL ABOUT



# WHAT IT IS NOT ABOUT



