

VITAL STATS

ABV:	5.5%
Bitterness:	High
Colour:	Copper / Pale
Style:	India Pale Ale

BRAWLER

BRAAMFONTEIN BRAWLER PRODUCT PROFILE

BRAND DESCRIPTION



High on bitterness, full-flavoured hoppy India Pale Ale with citrus and pine notes.

STYLE HISTORY



India Pale Ales developed with the expansion of the British Empire into India. Generously hopped and high ABV beers were favoured in the colonies and had the advantage of better surviving the long shipping route from England (hops and high alcohol preserve beer). The style fell out of favour with the spread of lager brewing and changing tastes but was revived with the advent of modern craft brewing in the USA. American grown hops found a place in this style of beer and it has risen to become the most popular craft beer style in the world.

AROMA



Bold grapefruit, mango, lychee and papaya (tropical fruits) hop aroma with light grassy notes. Hops are the star but backed up with malt aromas of toast, caramel and cookies.

APPEARANCE



Copper coloured with a light haze which is expected for hoppy beers. Frothy off-white head with good lacing – also expected from hoppy beers.

SUGGESTED FOOD PAIRINGS



- Mushroom and parmesan risotto
- Grilled steak or lamb chops
- Thai green curry
- Nutty cheeses such as Gouda or Maasdam

FLAVOUR



Similar to aroma. Leads with assertive grapefruit and tropical fruit flavours, followed by caramel, toffee and toasty malt. Quite assertive hop bitterness as expected for an IPA, but the bitterness is smooth and the malt sweetness offsets the bitterness to bring some balance. The finish is long with hints of malt sweetness giving way to lingering but smooth bitterness.

MOUTHFEEL



Medium body and medium carbonation. The carbonation level lightens malt and hop intensity while keeping the beer bold, but smooth and well rounded.

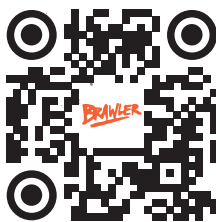
STYLE COMPARISON / DRINKER PROFILE



IPA can be overwhelming for the uninitiated. They tend to appeal to people who enjoy complexity and bitterness. A good approach is to set expectations. Highlight the sweet malt and fruity hop notes and their role in managing bitterness.

IPA often appeals to non-traditional beer drinkers, and it may be helpful to make comparisons to wine and cocktails which have flavour and mouthfeel overlap with these beers.

Obedience is boring.



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