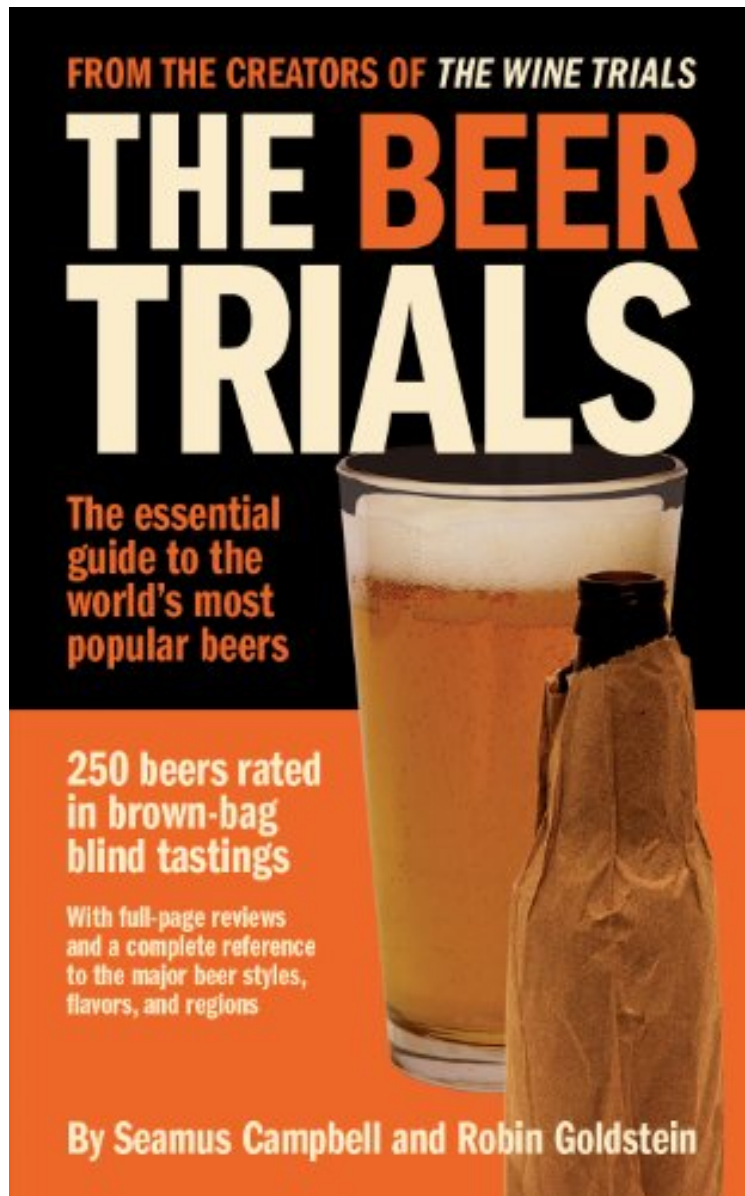


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The Beer Trials

Robin Goldstein, Seamus Campbell

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Robin Goldstein, Seamus Campbell : The Beer Trials before purchasing it in order to gage whether or not it would be worth my time, and all praised The Beer Trials:

2 of 2 people found the following review helpful. Try the Beer Trials!By BayernTripsBlind Tasting is the premise behind "The Beer Trials." The first 60 pages of the 312 page book describe the theory and the process behind the book.

The second section offers a BW photo of each beer accompanied by text describing the brewery, the taste and aroma of each beer, and the design of the bottle and label. Occasionally the author injects his own opinion on the beer and there can be a disconnect with the overall rating, but it's still enjoyable to read. "Selling you beer" is the title of Chapter 1. The 1964 experiments of Ralph Allison and Kenneth Uhl from Carling Beer are described, which, in a nutshell, concluded that, "product distinctions...arose primarily through receptiveness to the various firm's marketing efforts rather than through perceived physical product differences." The authors of "The Beer Trials" try to further this research. They attempted "to test whether regular beer drinkers in the United States could distinguish between major brands of similarly styled European pale lager." The result: "Tasters performed no better than chance at identifying two identical beers." This same experiment was repeated in Bavaria and college students there performed "dramatically" better in identifying the major Munich brands. Further, "most of the subjects...ranked their favorite brand (usually Augustiner) as the best beer in the blind tasting." During our Starkbierfest trip in March 2010, 12 of us conducted a blind taste of these same Munich beers on day 1 of our trip with similar results. The authors chose 250 beers to review. Each beer chosen had to be available in at least 12 states and about half were "large production" and roughly a 1/3 from outside the US and Canada. Each beer was tasted by a rotating panel of 3-6 tasters with 3-9 beers per flight and of the same style when possible. Of course I don't agree with some of the opinions, but if you want an entertaining, quick read about beer, then you will enjoy this book. The fun is sharing this with your friends and debating the ratings while enjoying your favorite beer together!

1 of 1 people found the following review helpful. Great book for experts and amateurs
By Matt R
This book has something to offer for everyone. Whether you're just getting into beer, or a longtime drinker, looking to expand your beer knowledge, this book is for you. Most drinking books are pretty predictable, the more expensive, the more they recommend it. This book has some surprising finds. I'm a big beer drinker and brewer. I've probably tried nearly every beer in this book, at some time or another. I would say 90% of their reviews are spot on. This is basically beer 201. I appreciate that they take the time to explain some of the beer tasting terms, before plunging into the reviews. The text itself is very short, probably under 100 pages, prior to the beer reviews. What's not surprising is that Bud and Coors are rated quite low. What is surprising is that Heineken and other popular 'premium' beers are also rated about the same. I'd recommend dragging this book along on your next beer purchase. The book proves the point that you don't have to spend a lot to get some half decent brews. It is a beer buyers' guide, not bible, by any means. There's a lot of over usage of beer terminology that is just silly to most of us. For example they keep describing beer as roasty and corn flavored. Can't say what they mean by roasty and definitely cannot say I've ever tasted corn in my beer, even bad beer. The reviews were much better than the actual written text. A shocker for me. A very good refresher course for anyone who is interested in actually enjoying beer, not just pouring it down their neck.

1 of 1 people found the following review helpful. very informative
By Tung T Nguyen
I am a beer enthusiast (with beer snob tendencies). Actually, I appreciate the diversity of beer, and since the same beers are seemingly offered at every supermarket and restaurant, I only buy them if there is no other option. When there are options, I like to explore the beer frontier. That's why I loved this book, it has a diverse selection of beer reviews. I like to compare beers and talk about them with my friends. This inevitably leads to beer ratings. This book does a thoughtful job of reviewing beers. Just because a beer is very hoppy or hard to find does not necessarily make that beer a great one. The problem with most beer ratings that I've encountered (magazines and online) are mere showcases for the reviewers to brag about how they've discovered some intense obscure beer. This book provides the only legitimate process for rating beer: blind taste tests. Incidentally, most wine ratings are meaningless because the wines are reviewed with full knowledge of the wine's identity. There are more and more studies showing a correlation between appreciation of wine and the price and/or reputation of the wine.

The essential guide to the world's most popular beers, *The Beer Trials* features brutally honest ratings, full-page reviews, and photos of the 250 most popular beers in the world, based only on blind taste tests. The essential reference for anyone who enjoys drinking beer, it also includes complete information on the major beer styles, flavors, and regions. In this beer guide based purely on blind tastings, a rigorous panel of beer experts and brewers rate all kinds of beers, from craft brews to macro-lagers, including Tsingtao, Spaten, Deschutes, Tecate, Maudite, Sam Adams, Chimay, and Bud Light.

About the Author
Seamus Campbell is one of just 96 beer experts to have passed the rigorous Certified Cicerone exam. He writes the beer blog *The Daily Wort* and is a contributor to the *Fearless Critic Portland Restaurant Guide*. He lives in Portland, Oregon. Robin Goldstein is an author and a travel writer. He has written for more than 30 Fodor's travel guides and is a contributor to the *New York Times'* *Freakonomics* blog. He has a certificate in cooking from the French Culinary Institute in New York City and a Wine and Spirit Education Trust certificate for advanced wine and spirits study. He lives in Oakland, California.