





BRIESS®
MALT & INGREDIENTS Co.
All Natural Since 1876

MALT SENSORY

A Look at the Sensory Side of Specialty Malts

FLAVOR GAP

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As a group, craft brewers typically place a very high conceptual value on "flavor." Today's sophisticated beer consumers demand diverse flavors that can serve to differentiate craft brands from one another; delivering distinctive flavor defines the craft value proposition. Craft brewers often have diverse flavor preferences for their brands but are not able to articulate specific preferences with respect to their brands or at a varietal level for two key reasons. No common terminology or lexicon exists to describe the diverse range of flavors found in malts from different sources. There is poor understanding of the origins of flavor, whether genetic or arising during malting or kilning or from any combination of factors.

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AMERICAN
CRAFT MALTSTER™

CURRENT MALT SENSORY LANDSCAPE

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ASBC Methods of Analysis

Sensory Analysis

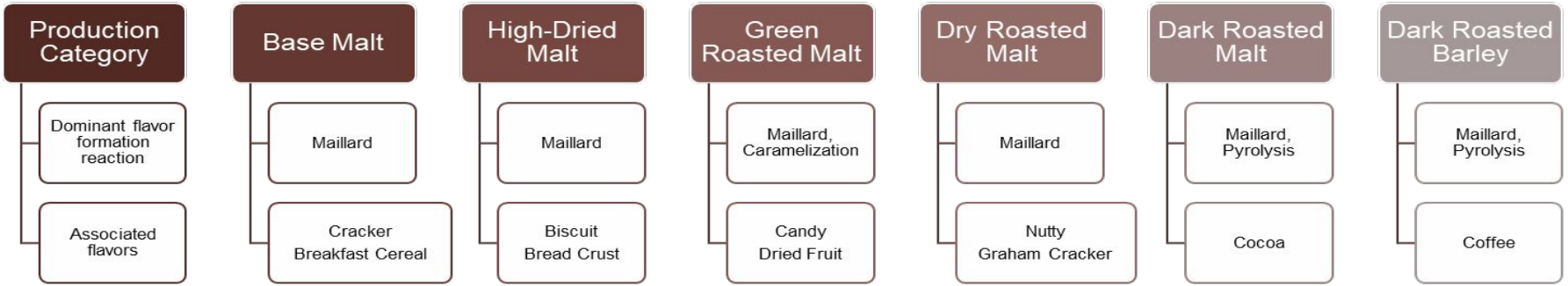
Sensory Analysis-14

Hot Steep Malt Sensory Evaluation Method

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HAND CRAFTED SPECIALTY MALT FLAVORS

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SAMPLE PREPARATION

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- Prepare malt following ASBC Hot Steep Malt Sensory Evaluation Method
  - ASBC *Methods of Analysis,* Sensory Analysis – 14
  - Available with ASBC membership or purchase of the Base Malt Flavor Map
  - Freely accessible by downloading app

DraughtLab



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HOT STEEP VIDEO

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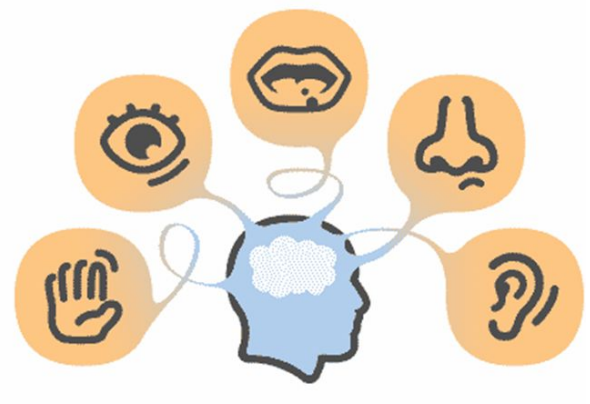


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HOW TO EVALUATE A MALT SAMPLE

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- Appearance
  - Describe your visual perception
- Aromas
  - Describe the aromas that you perceive **orthonasally** (swirl cup and sniff) and **retronasally** (swallow)
- Taste
  - Describe the basic taste(s) you perceive
- Mouthfeel
  - Describe the physical feeling that is experienced in your mouth



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HERITAGE GOLD™ MALT

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- What aromas do you perceive?



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AROMATIC MUNICH MALT 20L

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- What aromas do you perceive?



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Crafted by Briess Technical Services

CRYSTAL RED MALT

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- What aromas do you perceive?



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