

# Beer is the new Wine

Note from Samuel Adams  
Brewer and Founder,

*Jim Koch*

When I began brewing Samuel Adams 25 years ago, an event like SAVOR seemed impossible. Until then, American beer was watered down without much flavor and did very little to enhance a great meal. Until the explosion of the American craft beer movement, we lacked beers good enough and diverse enough to pair with a wide variety of excellent food. Drinkers have become more adventurous in looking for new options to pair with a good meal and are ready, willing and able to look beyond the wine list.

As a result, beer is becoming the new wine! Where wine has trouble with spicy foods, the malt body of beer can balance the flavors. The

carbonation in beer cleans the tongue, allowing for perfect pairings with fatty and oily foods. And with beer, matching principles are more intuitive. It's easy to understand that a Samuel Adams® Cream Stout pairs well with chocolate cake or a Samuel Adams® Summer Ale perfectly complements lighter seafood dishes.

On the next page, we've included some of my favorite pairing ideas. However, there's no right or wrong when it comes to pairing beer and food. Be creative. Find what you like. Use complementary flavors to bring out the most in your food. Or, find a beer that contrasts with the flavors of the food to balance your meal. The most important thing is that you are experimenting with the wide range of styles and flavors available in craft beer.

Cheers!

*Jim Koch*

Thoughts from Chef

*David Burke*

I'm continuously being surprised by new and delicious combinations. While wine can accompany a meal, it's not an active participant in the feast the way beer is. Beer's complexity provides layers of flavor in my dishes and with my pairings that I could never achieve with wine. (Sorry, old friend.) The core ingredients of beer that yield

flavor, hops and barley, are more varied than wine (Again, nothing personal.) and beer often has other interesting ingredients that take it to another level— Grains of Paradise, lemon zest, coriander, cinnamon... just to name a few.

In fact, food and beer are very like-minded in their composition: Same flavors, same textures and same aromas. It's these similarities that make food and beer pairings so easy. Simply, there are no rules to pairing food with beer.

However, to get you started, the brewers at Samuel Adams and I have put together a few suggestions for food and beer pairings along with some rationale on why they go together. Like any relationship, relaxation and adventure go a long way. Pairing food and beer is no different.

Experiment a little and see what works. Some of the best food and beer pairings I ever tasted were things I just stumbled on. All you need is great food and a great flavorful beer; the rest will take care of itself.

Cheers & Bon Appetit!

*David Burke*



# SAMUEL ADAMS

## PAIRING SUGGESTIONS

*Some of our favorites and some you might not expect.*



*Samuel Adams*

### **BOSTON LAGER®**

Our flagship and most versatile beer, *Samuel Adams Boston Lager* pairs well with anything from Thai food (the hoppiness of the beer pairs well with the exotic spices in the food) to turkey (the beer's malty sweetness blends well with the caramel flavors of the turkey) to hot wings (the hops can handle the heat!) to steaks (the balance of the beer brings out flavors in the meat while being able to cleanse the palate between bites).



*Samuel Adams®*

### **SUMMER ALE**

Perfect for warm summer days with its wheat malt, lemon zest, and Grains of Paradise, *Samuel Adams Summer Ale* matches well with goat cheeses which have an earthier dimension than cow's milk, can lighten fresh tuna's heavy flavors and matches well with the citrusy flavors of key lime pie.



*Sam Adams*

### **LIGHT®**

Beer for breakfast? Yup! *Sam Adams Light* is great at brunch as it won't overpower your palate and helps lift the heavy flavors of bacon & eggs. *Sam Adams light* also can put out the serious heat of cajun or jerk chicken and has a significant malt base which stands up to pizza or pulled pork.



*Samuel Adams*

### **CHERRY WHEAT®**

The fresh Michigan cherries in *Samuel Adams Cherry Wheat* produces a bright, lively ale with a brisk finish that works well with a fruity vinaigrette on a salad, pairs with a sweet glaze on a ham, and is perfect to complement any kind of chocolate dessert.



*Samuel Adams®*

### **BLACK LAGER**

*Samuel Adams Black Lager* has a full-roast character with a smooth finish. Its rich, sweet flavor matches up well with the strong caramel flavors of french onion soup, compliments the saltiness and subtle sweetness of oysters, clams or mussels, and complements the big flavors of barbecue ribs. For dessert, you can't beat the way that *Samuel Adams Black Lager's* bold sweetness matches up with the apples, sugar, cinnamon and vanilla found in apple pie a la mode!

*For more information or additional pairing suggestions, go to [samueladams.com](http://samueladams.com)*

“Because beer has a greater range of flavors and styles than wine, it pairs better with a wide variety of foods and deserves a place at the table.”