EVERYTHING YOU NEED TO KNOW TO CELEBRATE NATIONAL LAGER DAY



la·ger /lägər/ - noun origin: german - "Lagern"

"To store"

"A beer brewed by slow fermentation and matured under refrigeration"



In the beginning, all beers were ales. Ales have been brewed for over 7,000 years, but lagers are relatively new to the beer scene, first appearing in Bavaria during the 16th century.

America's first lager wasn't brewed until around 1840, when lager yeast was brought across the pond from Europe.

1840



Before modern refrigeration, brewers needed a way to keep their lagers cool. German lager brewers of old cooled their beer in Alpine caves.



FLAVOR

BALANCED CRISP





LAGERVSALE



60-75° F Fermenting Temp

2-3 week average brew cycle (brew to bottle) YEAST

Yeast is the beer's workhorse, metabolizing sugar into carbon dioxide (bubbles) and alcohol.

LAGER

Saccharomyces Pastorianus

Bottom Fermenting Yeast 40-55° F Fermenting Temp

4-5 week average brew cycle (brew to bottle)

63%

between a lager and an ale.

People who don't

know the difference

80

60%

NEARLY

Hop varieties available

throughout the world.

1 IN 5

Men who would prefer to

toast with a beer instead

of champagne.

People who have

judged someone on

their choice of beer.

53%

Men who prefer

beer over wine and liquor.

TRUTH Craft lagers come in a full range of colors, All lagers are pale,

FACTAND FICTION

vellow and tasteless.

MYTH

Lagers contain less alcohol than ales.

flavors and styles, from pilseners and

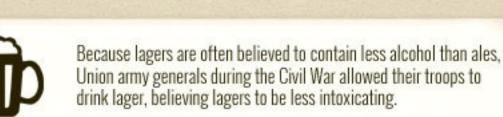
vienna lagers to bocks and schwarzbiers.

TRUTH

Craft lagers and ales contain wide

ranges of alcohol content.





Union army generals during the Civil War allowed their troops to

There's never been a better time to be a craft beer drinker in the U.S. With more than 2,500 craft breweries, there's a lager for every palate!

