

EVERYTHING YOU NEED TO KNOW TO CELEBRATE NATIONAL LAGER DAY

LAGER



la·ger /lä·gər/ - 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.



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

FLAVOR

SMOOTH

CRISP

BALANCED

FULL-BODIED

LAGER VS ALE

ALE

Saccharomyces Cerevisiae

Top Fermenting Yeast

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%

People who don't know the difference between a lager and an ale.

NEARLY 80

Hop varieties available throughout the world.

1 IN 5

People who have judged someone on their choice of beer.

60%

Men who would prefer to toast with a beer instead of champagne.

53%

Men who prefer beer over wine and liquor.

FACT AND FICTION

MYTH

All lagers are pale, yellow and tasteless.



TRUTH

Craft lagers come in a full range of colors, flavors and styles, from pilseners and vienna lagers to bocks and schwarzbiers.



MYTH

Lagers contain less alcohol than ales.



TRUTH

Craft lagers and ales contain wide ranges of alcohol content.



Because lagers are often believed to contain less alcohol than ales, Union army generals during the Civil War allowed their troops to drink lager, believing lagers to be less intoxicating.

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!

