

Holiday Entertaining

Smart Serving Suggestions

(NAPSA)—From the drink of kings in faraway lands to its humble introduction to America at Plymouth Rock, beer has become America's favorite beverage of moderation at intimate gatherings and stylish soirées alike.

“As a fifth-generation brewer, beer has been integral to my holiday gatherings and summer barbecues for as long as I can remember,” said George Reisch, brewmaster, Anheuser-Busch Inc. “In order to make a truly lasting impression on guests during these special occasions, it is vital to know how to pour, pair and serve beer properly.”

Here are a few tricks of the trade and best-kept secrets.

First, know the proper pour.

The pleasing, brewery-fresh aroma and taste of a delicious glass of beer can only be fully enjoyed when it is properly poured to release its aroma, flavor and carbon dioxide through a beautiful head of foam.

- Place neck of the bottle or lip of the can over the edge of a beer-ready glass.

- Raise bottom of bottle or can to a high angle (45 degrees) and pour down the center until a fine head is created.

- Lower the bottom of the bottle or can, reducing the flow of beer into the glass until the foam rises to the rim.

- A substantial head of foam will release aroma, flavor and carbon dioxide which helps prevent a feeling of fullness.

Next, remember that serving beer in style is all about the right glassware.

- Pair light lagers with champagne flutes to help keep lighter-bodied beers, such as Michelob Ultra or Bud Light, well carbon-



ated, and to accentuate delicate fruity notes.

- A Bordeaux glass is best for full-bodied beers because the tall, wide base allows for a full pour, a substantial head and showcases malty character found in beers such as Michelob or Budweiser.

- More robust beers should be served in large snifters to accentuate their malty sweetness. A snifter's angled rim also directs caramel, vanilla and coffee aromas found in beers such as Michelob Amberbock toward the nose.

Finally, beer is a meal's best friend.

- Light lagers are a nice complement to spicier fare such as Mexican. They help cut the heat while the acidity and carbonation clean the palate.

- Grilled meats and more substantial meals can be paired with mid- to full-bodied beers because these styles can stand up to bolder flavors.

- Lastly, pairing chocolate desserts with full-bodied beer such as a stout has been called one of the best food pairings around.

In general, “the lighter bodied the beer, the thinner the glass and the lighter the meal,” said Reisch.

For more information or recipes, visit www.Michelob.com.