

Beer selection:

The following beers have been selected to be used for a “design vs taste” blind taste test. They have been selected due to their individual unique qualities concerning flavor based on the basic flavor profiles of beer.

The first selection of beers in test 1 were selected by a professional beer sommelier (cicerone) working at “the little beer shop” in Utrecht, The Netherlands. The beers were selected as they were said to be a typical example of one of the 7 flavor profiles of beer.

The second selection of beers in test 2 were selected by myself in the supermarket and were based on their many flavor qualities (containing multiple elements from the 7 flavor profiles of beer) **and distinct design**. This decision was made to see if their eccentric and/or very typical label designs would fit to the testee’s interpretation of the flavor.

Test 1

Beer #1: van de streek- Broeders (blond)

- Fresh
- Slightly malty
- flowery/fruity

Beer #4: Witkap pater- Tripel (blond)

- Sweet
- Malty
- spicy

Beer #2: Oproer - ijzerharde (IPA)

- Clean & crisp
- Fruity
- Spicy
- Light hop

Beer #5: Zollerhof - fidelis hefe dunkel
(Dunkelweizen)

- Malty
- Fruity
- Roasty

Beer #3: Põhjala - Must Kuld (Porter)

- Very hoppy
- Malty
- Sweet
- Dark
- roasty

Beer#6: Magic Rock - Simple Mission
Peach, Sorrel & Vanilla (Berliner Weisse)

- Sour
- Tart
- Funky
- Crisp
- Fruity

Test 2

Beer #1: Two chefs brewing - Funky Falcon
(pale ale)

- Malty
- Woody
- Hopy

Beer #2: HOOP - Summer session Tropical
(IPA) - "De perfecte zomerdag"

- Hopy
- Bitter
- Fruity

Beer #3: Oedipus - Mannenliefde
(saison/pale ale)

- Fruity
- Spicy
- Highly carbonated

Beer #4: Põhjala - Must Kuld (Porter)

- Very hopy
- Malty
- Sweet
- Dark
- roasty

Beer #5: Kompaan - Wannabee (witbeer)

- Crisp & clean
- Fruity
- Spicy

Beer #6: Brugse Zot (blond)

- Light
- Blond
- Fruity
- Spicy
- Light malt flavor
- Bitter
- Crisp