

'Sip and Assess'
Flavour Testing of Beer

Shotover Brewery

**Report Prepared for Ed Murray by Dr Debbie Parker
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Confidential Document

Introduction / Background

Campden BRI offers a “sip and assess” service to test beers for key flavour characteristics and off-flavours. The evaluation of beers at regular intervals will ensure that the flavour does not drift from the key flavour characteristics – or, if there is a problem with the flavour of the beer we can help identify the problem, recommend whether further testing is required and advise on actions to take to correct the fault. The tasting is done by a select number of trained tasters at Campden BRI.

Qualitative Tasting

2-3 members of the Expert panel of tasters at Campden BRI assessed the beer for appearance, aroma, taste and aftertaste giving the key flavour characteristics of the product. Comments are collated and reported using the standard format below:

Beer Details: Prospect Pale Ale

ABV. 3.7% **Package: 500ml bottle** **BB Apr 2011**

Results – Sensory Evaluation

Appearance: Amber coloured ale with cream foam and slight cast (due to bottle conditioning)

Aroma: Spicy, floral and grapefruit hop, raisin and plum fruit notes with biscuit and caramel malt.

Taste: Rich fruitcake and sweet spicy hop notes with a good bitter / sweet balance and pleasant dry finish. .

Aftertaste: Spicy, fruity and bitter/sweet

Conclusions: A full-flavoured complex and pleasing pale ale, spicy and malty and richly satisfying.

Comments: Complex and nicely balanced beer – compliments to the brewer!.