

Beer
Pairing

A white fork is positioned horizontally, with its tines pointing to the right. It is holding a green hop cone, which is a cluster of small, pointed leaves. The hop cone is positioned above the word "Beer" in the main title.

BEER AND GASTRONOMY: THE PERFECT PAIRING



Beer is now getting the recognition it deserves as an important part of gastronomy, acting as the perfect accompaniment to food in every form. The diverse and complex flavors, textures, and aromas of beer truly shine when melded together with a range of gastronomic delights. The result is a unique sensory experience.

It's these sensory experiences that we call pairing — from the English word “pair”, meaning couple or two things that, when paired together, complement each other. And that's exactly what we do with beer and food: pair it in such a way that the end result is something memorable, creating an entirely new flavor to tempt the taste buds.

MEMORABLE AND UNEXPECTED EXPERIENCES WITH BEER PAIRING



Beer pairing focuses on finding harmony between food and beer, sometimes between something simple, and sometimes between something much more rich and complex. The versatility of beer shines with every pairing.

And there's never been a better time for beer to shine. The ever-expanding craft beer market has consumers eager to get their hands on specialty beers — quality of consumption has replaced quantity. This growing audience is eager to understand the different aromas and flavors found not only in what they eat, but also in what they drink. It's this approach that drives Beer Pairing's mission to deliver to an unforgettable experience that celebrates the union of food and beer.

SPREADING BEER CULTURE THROUGH GASTRONOMY

Exciting event formats, plus passionate and knowledgeable industry professionals will appeal to both new and seasoned foodies and beer enthusiasts.



TARGET AUDIENCE

The ideal audience is limitless: beer lovers, home brewers, gastronomists, opinion makers, appreciators, beverage market professionals, and enthusiasts of the beer world. Beer Pairing can be formatted for any group size, from a private dinner to a large conference.



FORMAT

Beer Pairing uses modules, all of which are easily structured to meet any event format.

PAIRING AT BEER EVENTS

Beer festivals and congresses are a great opportunity to educate the public on new releases and industry news, with interaction and involvement via tastings, lectures, and tournaments. Beer Pairing is a fun and valuable way for visitors to learn and taste, and benefits both curious participants and visiting breweries. Our proposal is to offer pairing activities that take place during events, offering visitors a chance to become more familiar with the world of beer.

AN EXPERIENCE IN PAIRING AT YOUR EVENT



Beer Pairing offers event attendees the opportunity to try tasty dishes paired with the finest beers and learn, through practice, about the connections between beer and gastronomy. Participating breweries will have the chance to showcase their beers, and we'll bring in celebrated chefs and other industry professionals to round out the pairing experience.

We can offer different gastronomic experiences at your event: beer pairing with cheeses, international cuisine, regional dishes (depending on the event location), desserts, etc. Along with the more traditional beer and food pairings, we can bring innovative and unexpected experiences to the event, such as beer's connections with other beverages, which explore how beverages such as coffee

and distilled spirits interact with beer. The set-up of the event is that each dish will be served with a carefully chosen beer. A Beer Sommelier and a chef will explain how the pairing works and guide the tasting. The participants will learn about the beer and the pairing, and also have time to relax and enjoy the dinner.

The Beer Pairing activity will be available as an extra option to the event program and will be offered for an additional fee. The signature Beer Pairing glass, information material, and the standard pairing are included.

The format can be customized to fit the participants and can be catered to meet any specific needs.

LECTURES BY INDUSTRY PROFESSIONALS

Beer Pairing hosts educational lectures on beer and gastronomy from industry leaders and top professionals that dive deeper into the pairing between food and beer.

WORKSHOPS

Cooking with beer

Beer Pairing's interactive workshops explore the versatility of beer, by featuring it as one of the main ingredients in elaborate food dishes. Top industry professionals share techniques and recipes that incorporate beer into all the stages of a meal, from how to cook with it, to what to pair with your final dish.



BEER PAIRING AT YOUR EVENT

Beer Pairing can be formatted to fit any event, from corporate or private dinners to lectures or courses. Through an informative pairing experience, Beer Pairing makes every event memorable.



ADVANTAGES OF BEER PAIRING

FOR THE BREWERIES

- Opportunity to show the consumer a new occasion for the consumption of its beers
- Showcase the versatility of beer through different pairings
- Interact with a new consumer public, one previously only interested in gastronomy
- Market beers as a piece of gastronomy, adding value to the brewery's image



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FOR THE PUBLIC

- Understand beer as part of gastronomy, through an interesting and unique sensory experience
- Learn more about different beer styles and labels in a single event
- Find out about pairing as a new way to consume beer
- Dive deeper into beer culture





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Beer Pairing is a project
of Science of Beer