

Flying Pie Tour de Beers

A 37-step enjoyable guided tour of our bottled beers, from simple to complex, by style!

The Flying Pie beer bottles are grouped into 6 main styles, and within the styles they are arranged from simple to complex, in regards to flavor. **Within the Hefeweissen style, Widmer is the simplest and Franziskaner is the most complex.** Also, the 6 styles are arranged in a like manner **example: Hefeweissens are more complex than Lagers and less complex than IPAs.** There is a 7th category for special beers that don't fit into our other groups.

LAGERS

| | | | | |
|--------------|-----------------|----------|-----------|--------------------|
| Rolling Rock | Red Stripe | Fosters | Corona | Grolsch |
| Sessions | Pilsner Urquell | Chechvar | Bitburger | Spaten Oktoberfest |

HEFEWEISSEN

| | | |
|---------|----------------|--------------|
| Widmer* | Schneiderweiss | Franziskaner |
|---------|----------------|--------------|

ALES

| | | | |
|----------|---------------|------------|-------------|
| Fat Tire | Alaskan Amber | New Castle | Boont Amber |
|----------|---------------|------------|-------------|

IPA

| | | |
|------------------------|----------|---------------|
| Sierra Nevada Pale Ale | Acme IPA | Hop Ottin IPA |
|------------------------|----------|---------------|

Belgian

| | | | | | | |
|-----------|------------------|--------------|------------|--------------------|------|-------------|
| PranQster | Delirium Tremens | Chimay White | Chimay Red | Delirium Nocturnum | Kwak | Chimay Blue |
|-----------|------------------|--------------|------------|--------------------|------|-------------|

Dark

| | | | | | | |
|--------------|----------|--------------------|-----------|---------------------|------------|-----------|
| Negro Modelo | Guinness | Black Butte Porter | Optimator | Sinebrychoff Porter | Celebrator | Aventinus |
|--------------|----------|--------------------|-----------|---------------------|------------|-----------|

Special

| | | |
|--------------|-----------|------------|
| Anchor Steam | Framboise | Samichlaus |
|--------------|-----------|------------|

*At Fairview, Widmer is stocked in the cooler on the other side of the tracks. We also stock the four simplest lagers over there for space reasons.

The beers being arranged this way allows us to skillfully suggest new beers, based on what the person presently esteems. Aaron Young captured a conversation he had with a potential beer customer: The woman said she really likes Wheat beers, but if he is going to suggest Widmer, she is not going to think much of his recommendation. Aaron went all the way to the other end of the category, and suggested Franziskaner, which she loved. He instinctively followed the spirit of this chart (and in fact the VCC about his success helped inspire this new system).

Note also that in the Belgian group, the three Chimay offerings are slightly spread out, with the most complex one all the way at the right side. This careful ordering will help a customer appreciate the nuances of each beer a bit easier!